

Environment body in staff comms drive

The Environment Agency has called in Harkness Kennett to review its staff briefing process.

The internal comms specialist beat Hedron and Synopsis Consulting to the account. It has been asked to help improve the way EA communicates with its 12,000 employees.

HK partner Lisa Betteridge, who is leading the



**Betteridge:
leads the
account**

account, said a central management team would develop material to engage all staff, including those in front-line services.

'The challenge is to bridge the often huge distance between this central team and staff in terms of management layers,' she added.

HK will gather feedback from senior managers and employees via focus groups,

interviews and observations of briefing sessions.

HK is due to present its recommendations to the agency in May.

Betteridge reports to the agency's director of corporate affairs Helen McCallum and internal comms manager Simon Leech.

The tender was managed by the Central Office of Information.