



## Press Release

### **Environment Agency and COI Appoint HarknessKennett to Review Face to Face Communication**

The Environment Agency has appointed internal communication consultancy HarknessKennett to review its cascade briefing process in support of the agency's desire to enhance face to face communication across the organisation. Working with Helen McCallum, the Environment Agency's Director of Corporate Affairs and Simon Leech, Internal Communications Manager, HarknessKennett will gather feedback from senior managers and employees throughout the organisation and develop recommendations on ways to make better use of the process in place.

The agency was appointed following a 3-way pitch through COI involving HarknessKennett, Hedron and Synopsis Communication Consulting. COI is also working jointly with HarknessKennett on strategic and day-to-day management of the project. HarknessKennett was appointed to COI's Marketing and Brand Strategy roster in March 2005, in the category of Internal Communication, Engagement and Change.

"We are the largest organisation protecting and improving the environment in Europe," said McCallum. "One of our biggest challenges is communicating regularly and effectively with our 12,000 people who work in over 100 locations including locks and flood barriers across England and Wales.

"Our cascade briefing system represents a significant investment in time and resources; we want our people to have opportunities to debate important issues as well as hear news from around the organisation. Our aim in conducting the review is to find out how we can share best practice so that everyone routinely gets those opportunities, and where we need to refresh the process to ensure that happens."

Focus groups, interviews and observations of briefing sessions will take place in March and April, and the team aim to have results ready for internal feedback from May.

"We're delighted to be working with the Environment Agency and COI," said Lisa Betteridge, Partner at HarknessKennett. "This is an important project for Helen and her team, continuing their efforts to support good internal communication across the organisation. It's an exciting opportunity for us and we're looking forward to making a real contribution to their work."

The appointment adds the Environment Agency to an impressive list of clients built up by HarknessKennett, including Abbey, BAA, BDO Stoy Hayward, Marks & Spencer, NHS Blood & Transplant, the Police Information Technology Organisation, South West Trains, and Vodafone.

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**For further information, please contact:  
Lisa Betteridge on 01483 222730.**

### **Notes to Editors: About HarknessKennett**

HarknessKennett is a consultancy working with organisations to support their people through the process of change. The team develops strategies and runs programmes to improve leadership, facilitate change and focus on customers through effective communications. HarknessKennett has a fundamentally different approach in the market, offering teams of only senior communications and change professionals, with both consultancy and in-house experience, and tailor-made solutions designed to help individuals embrace change and make a real impact on business performance.

Prior to establishing HarknessKennett, James Harkness was European Managing Director of the Change Communication practice at Burson-Marsteller. He was Managing Director and a founding member of Banner McBride, WPP's first start up business which grew into a £3 million business in three years. James's consultancy experience followed five years at the Body Shop International plc, where he was Head of Global Internal Communication.

Lisa previously spent four years running her own business, Lisa Betteridge Associates, and prior to that was a founding member of internal communications consultancy, Banner McBride. Previously she spent four years with management consultancy ACG (now Aon Consulting). She joined ACG from Cable & Wireless where she led international internal communications.

HarknessKennett will again be sponsoring this year's PR Week Awards in the category of internal communications.