




WhatsApp (1)

#		Deleted
1	<p data-bbox="140 660 512 712">Name: TnT Matt Dido Jim Start Time: 08/05/2020 14:05:56(UTC+0)</p> <p data-bbox="140 880 252 907">Participants:</p> <hr data-bbox="140 952 1420 956"/> <div data-bbox="153 969 255 1070"></div> <p data-bbox="336 969 635 1025">[Redacted]@s.whatsapp.net Dido Harding</p> <div data-bbox="153 1099 255 1200"></div> <p data-bbox="336 1099 635 1155">[Redacted]@s.whatsapp.net Matt Hancock (owner)</p> <div data-bbox="153 1229 255 1330"></div> <p data-bbox="336 1229 635 1285">[Redacted]@s.whatsapp.net James Bethell* (admin)</p>	

██████████@s.whatsapp.net James Bethell

On comms, i have a morning TnT comms call. 745am in the week, 900am at the weekend. we'll do a deep dive tomorrow.

Status: Read

Platform: PC

08/05/2020 14:54:46(UTC+0)

██████████@s.whatsapp.net Dido Harding

Great. Could I have a standing invite to listen and learn?

Status: Read

Platform: Mobile

08/05/2020 14:58:00(UTC+0)

↩ Reply

██████████@s.whatsapp.net James Bethell

██████████@s.whatsapp.net Dido Harding

Great. Could I have a standing invite to listen and learn?

Status: Read

Platform: Mobile

08/05/2020 14:58:00(UTC+0)

Done. Matt joins intermittently.

Status: Read

Platform: PC

Label: Reply

08/05/2020 14:59:37(UTC+0)

██████████@s.whatsapp.net James Bethell

@██████████ good media call earlier. people are working on the new plan. ██████████ will have ██████████ narrative at 1200. plan to be circulated around 500pm. meeting at 60upm. one key thing is to be have an energetic pitch-rolling exercise this week, where we say enough but not too much, and get the local govt, DPHs, environmenal officers back onside, and hold off the privacy sceptics and apple advocates.

Status: Read

Platform: PC

10/05/2020 08:47:02(UTC+0)

██████████@s.whatsapp.net Dido Harding

Thanks so much. Can we invite ██████████ to the 6pm. ██████████ is going to sit alongside ██████████ this week to make sure we have an operational and consumer product that works for next week. As you know ██████████'s very wise and practical. Many thanks!

Status: Read

Platform: Mobile

10/05/2020 09:02:56(UTC+0)

From: ██████████@s.whatsapp.net Matt Hancock (owner)
To: ██████████@s.whatsapp.net James Bethell
To: ██████████@s.whatsapp.net Dido Harding

I've signed off the slides for No10. I'm currently unsighted on the operational detail of how we actually roll out the 130,000 antibody tests a day by end May. Likely this will be harder than it looks.

I've asked for an update in the meeting tmrw - along with checking in on the path to 200k swabs. Useful tyre kicking ahead of a No10 grilling on that subject no doubt soon

Status: Sent

Platform: Mobile

10/05/2020 09:08:58(UTC+0)

[REDACTED]@s.whatsapp.net James Bethell

Attachments:



Title: Ive had a stab at some messages. Will start circulating it formally, but thought I'd send something through.

Status: Read
Platform: PC

13/05/2020 07:44:37(UTC+0)

[REDACTED]@s.whatsapp.net Dido Harding

This is great. Really clear and punchy.

Status: Read
Platform: Mobile

13/05/2020 10:02:13(UTC+0)

[REDACTED]@s.whatsapp.net James Bethell

@ [REDACTED] branding is important. i detected some sogginess from PHE/CETAS there. can i leave it to you to drive it through? or shall would it be helpful if i nudge things along? pls advise

Status: Read
Platform: PC

13/05/2020 16:02:41(UTC+0)

[REDACTED]@s.whatsapp.net Dido Harding

I think it will need all of us to push!

Status: Read
Platform: Mobile

13/05/2020 16:07:01(UTC+0)

██████████@s.whatsapp.net Dido Harding

Would be hugely helpful if you @ ██████████ could nudge things along

Status: Read

Platform: Mobile

13/05/2020 16:07:51(UTC+0)

██████████@s.whatsapp.net James Bethell

I've talked to ██████████ of Boden to ask ██████████ to review our at-home sample kits with a view to improving the return rates. ██████████ checking in with ██████████ and Amazon, who ██████████ knows, and bringing ██████████ home-delivery people double check our approach. I'll let you know what ██████████ comes up with.

Status: Read

Platform: PC

13/05/2020 21:17:56(UTC+0)

██████████@s.whatsapp.net James Bethell

On serology testing, we're nudging away at the NHS. @ ██████████ im putting a meeting in the diary to give them firm deadline to come up with a plan. It's unfortunately a necessary intervention. We'll get there but it's a slog.

Status: Read

Platform: PC

13/05/2020 21:19:09(UTC+0)

447979700395@s.whatsapp.net Dido Harding

Let me know if/when you need me to push on serology.
Re Boden, there is an Amazon process improvement team they should hook up with who are looking at how to significantly improve the turnaround time of home delivery, so could be very complimentary.

Status: Read

Platform: Mobile

13/05/2020 21:20:52(UTC+0)

↩ Reply

[REDACTED]@s.whatsapp.net James Bethell

[REDACTED]@s.whatsapp.net Dido Harding

Let me know if/when you need me to push on serology.
Re Boden, there is an Amazon process improvement team they should hook up with who are looking at how to significantly improve the turnaround time of home delivery, so could be very complimentary.

Status: Read

Platform: Mobile

13/05/2020 21:20:52(UTC+0)

absolutely! turnaround time critical. oc&c had some good ideas on this which could also help - procurement and LO'S are looking to get a mini-project out of them on this plus on innovative technologies. boden-man will make mainly creative suggestions on presentation and proposition, rather than on logistics, though they are connected. I've found the creative points are critical on mail-shots, and from the photos I've seen, we're not on the right track yet.

Status: Read

Platform: PC

Label: Reply

13/05/2020 21:23:32(UTC+0)

[REDACTED]@s.whatsapp.net James Bethell

Hiya. on the nhs serology test, they were meant to be coming to you at 1700 today with their plan to hit 130k by the end of June and covering social care after my meeting requested by Tam with them yesterday when I challenged them with the political, epidemiological and procurement realities of the situation. I'll have that meeting moved. pls confirm?

Status: Read

Platform: PC

14/05/2020 15:08:17(UTC+0)

From: [REDACTED]@s.whatsapp.net Matt Hancock (owner)
To: [REDACTED]@s.whatsapp.net James Bethell
To: [REDACTED]@s.whatsapp.net Dido Harding

No don't move it

Status: Sent

Platform: Mobile

14/05/2020 15:17:01(UTC+0)

[REDACTED]@s.whatsapp.net Dido Harding

FYI I have just had the expected call from NHS England comms team challenging the use of the NHS brand for Test and Trace. I pushed back really strongly and said it was non negotiable. Just in case it comes to either of you over the weekend. Hope OK! D

Status: Read

Platform: Mobile

15/05/2020 20:33:28(UTC+0)

[REDACTED]@s.whatsapp.net James Bethell

!!

Status: Read

Platform: Mobile

15/05/2020 20:34:01(UTC+0)

From: [REDACTED]@s.whatsapp.net Matt Hancock (owner)
To: [REDACTED]@s.whatsapp.net James Bethell
To: [REDACTED]@s.whatsapp.net Dido Harding

No problem. I own the brand so it's not an issue. They know that so shouldn't be trying it on

Status: Sent

Platform: Mobile

15/05/2020 21:07:23(UTC+0)

[redacted]@s.whatsapp.net James Bethell

Dido.

Good call with the team, but I did give a couple of profound nudges which I trust they are following up:-

1. Messages. I repeated my mantra that we are launching a national project to stop the spread of the infection by creating a populatoin-wide commitment to isolating yourself if you have symptoms or if you are asked to. Note, it is not a "product launch", it is not a "service launch" (which is how it is written at the moment). It is an invitation to participate in a national project.
2. the stakeholder piece seems very bitty and needs umph. Ive asked for a (a) script, which has been asked for before, and needs to happen, and (b) a target stakeholder list (by catagory, not by name) so that we can match groups with people. Ive asked for a big Whitehall call on Friday to key people to run through the script so that they are prepared to contact their stakeholders on Tuesday. Note, this will eventually lead to a big of leakiness, but i personally dont think this matters, please raise a flag if you are concerned.
3. in terms of sequencing, I am assuming that the "service" elements of the programme will be dealt with in the Sundays, and what is presented on Wednesday is a massive Prime Ministeral call to action. We need to tee-up this by getting stakeholders bought into the vision in advance. Therefore, we need #10 comforatable with this seqencing. Pls confirm that you are ok to sell this in. or if you have concerns.

Status: Read

Platform: PC

20/05/2020 14:00:40(UTC+0)

[redacted]@s.whatsapp.net Dido Harding

That makes total sense to me. Thanks

Status: Read

Platform: Mobile

20/05/2020 15:03:18(UTC+0)

From: [redacted]@s.whatsapp.net Matt Hancock (owner)
To: [redacted]@s.whatsapp.net Dido Harding
To: [redacted]@s.whatsapp.net James Bethell

Excellent. No10 gave us the go ahead to start warming up - just not based on the doc yet

Status: Sent

Platform: Mobile

20/05/2020 15:06:25(UTC+0)

[REDACTED]@s.whatsapp.net James Bethell

That's great.

Status: Read

Platform: Mobile

20/05/2020 15:26:37(UTC+0)

[REDACTED]@s.whatsapp.net James Bethell

@ [REDACTED] just as a heads up I sat in [REDACTED] 900am morning meeting. Hugely impressive. Clearly things have moved on a long way in the last two weeks. Lots of operational development. And a much calmer atmosphere. Very impressive.

Status: Read

Platform: Mobile

26/05/2020 08:22:06(UTC+0)

[REDACTED]@s.whatsapp.net James Bethell

86% tests turned around in 24hrs on 3-day rolling average. Absolutely amazing.

Status: Read

Platform: Mobile

26/05/2020 10:01:45(UTC+0)

From: [REDACTED]@s.whatsapp.net Matt Hancock (owner)

To: [REDACTED]@s.whatsapp.net Dido Harding

To: [REDACTED]@s.whatsapp.net James Bethell

That is fantastic. We should announce one day when the number is over 100,000

Status: Sent

Platform: PC

26/05/2020 10:04:47(UTC+0)

██████████@s.whatsapp.net James Bethell

I think it's part of a mixture of (1) the "NHS test and trace" brand story, (2) the use experience story and (3) the service level commitment. We haven't thought in these grand terms to date. And from this morning ha call it's clear DH Comms aren't there yet. But for us to succeed we need to think of this as more like a consumer brand than a government service. I'd like it to be more Passport Office than Network Rail.

Status: Read
Platform: Mobile

26/05/2020 10:19:00(UTC+0)

██████████@s.whatsapp.net James Bethell

Just as a heads-up, I had a catch-up with ██████████ on Social Care which became a wider conversation with ██████████ from testing, ██████████ from CMO, ██████████ from Social Care and others. There is an outstanding sub on prioritisation of social care testing. It emerged there are quite a few outstanding practical challenges (like getting older people to get tests), demand issues (some hard-to-reach homes that have not responded to requests for testing), and epidemiological (particularly, how we prioritise 30/40k tests a day against a theoretical demand of 160pd). My overall impression is that there is huge progress, but also much much more to do. I think we need someone from social care embedded in the testing regime - ██████████ of testing. ██████████ is amazing, but we need more frontline expertise, I think.

Status: Read
Platform: PC

26/05/2020 13:08:53(UTC+0)

██████████@s.whatsapp.net Dido Harding

Sounds like a sensible way forward. Was ██████████ in the discussion... I thought that ██████████ was doing that to some extent?

Status: Read
Platform: Mobile

26/05/2020 13:10:45(UTC+0)

↩ Reply

██████████@s.whatsapp.net James Bethell

447979700395@s.whatsapp.net Dido Harding

Sounds like a sensible way forward. Was ██████████ in the discussion... I thought that ██████████ was doing that to some extent?

Status: Read

Platform: Mobile

26/05/2020 13:10:45(UTC+0)

Yes ██████████ was and ██████████ was good. But I still thought there was a gap.

Status: Read

Platform: Mobile

Label: Reply

26/05/2020 15:55:44(UTC+0)

██████████@s.whatsapp.net Dido Harding

Ok. I will follow up with ██████████

Status: Read

Platform: Mobile

26/05/2020 15:56:13(UTC+0)

██████████@s.whatsapp.net James Bethell

@██████████ well done on an excellent call energy levels from MPs on recess wasn't high. But thank you came across brilliantly. Lots of grip. And kind words from ██████████ who whatsapped me afterwards to say how well you'd done.

Status: Read

Platform: Mobile

26/05/2020 15:57:05(UTC+0)

██████████@s.whatsapp.net Dido Harding

Phew! Thank you!

Status: Read

Platform: Mobile

26/05/2020 15:59:19(UTC+0)

██████████@s.whatsapp.net James Bethell

I had an update with the Comms team to look at the new marketing stuff. Some good progress. Focus groups tonight. I really want to avoid the usual routine of being drip fed shonky creative at the last minute. So I've pushed for a meeting at 330-400pm tomorrow which is (amazingly) free in all our diaries. I appreciate it's just before the Prezzy. But if we can do a proper review of the marketing I think it'll make a big difference. My office is putting it in your diaries.

Status: Read

Platform: Mobile

26/05/2020 17:40:00(UTC+0)

██████████@s.whatsapp.net Dido Harding

Sounds like a plan

Status: Read

Platform: Mobile

26/05/2020 18:42:04(UTC+0)

██████████@s.whatsapp.net James Bethell

@██████████ I had a big talk with the serology testing team at matt's suggestion on their #10 memo which needs (1) a much stronger research element (these are massive trials), (2) a clearer commitment to more phlebotomy, (3) no backing away from agreed NHS commitments and (4) generally more ambitious. I think my comments are aligned with everything we've discussed. You will get a copy of the rewrite. Matt has a follow up meeting to discuss the redraft tomorrow. Happy to take any questions.

Status: Read

Platform: Mobile

27/05/2020 13:25:24(UTC+0)

██████████@s.whatsapp.net James Bethell

I've spoken to ██████████ who said ██████ speak to ██████████.

Status: Read

Platform: Mobile

29/05/2020 15:06:35(UTC+0)

██████████@s.whatsapp.net James Bethell

Flor interest, from the morning media call. >>>

Thanks to those on the impromptu mini-session just now. Key points:-

1. overall, for Day 2 of the launch, we're in great shape so massive thank yous (s) to everyone for their efforts.
2. I was really struck by the ██████████ yesterday because ██████ had some searching questions, but they were utterly mitigated by the very strong interviews with professional and thoughtful tracers. It gave the whole thing balance. link below.
3. Really important that the Good News Stories continue to be turned out today and tomorrow.
4. I gather that ██████████ has a good comms effort to make sure local responses to outbreaks and isolation-notices. This is critical. Really important this works ok.
5. Recognition that NHS remains an area of concern. There's an agreement that local DPH's will have an important external-guidance role in managing infection, and it's important this agreement is socialised and explained, and someone takes management of the comms element of DPHs as they are enthusiastically independent and therefore may need clear counsel on press management.

<https://www.bbc.co.uk/iplayer/episode/m000jk72/bbc-news-at-ten-29052020> - 17'45".

Status: Read

Platform: PC

30/05/2020 08:50:14(UTC+0)

██████████@s.whatsapp.net Dido Harding

Thanks for the download. I am worried that NHS England still haven't published anything. I know it's been really tricky to navigate but silence is going to be a problem all it's own. Nothing for either of you to do today but I will escalate later if need be

Status: Read

Platform: Mobile

30/05/2020 09:07:10(UTC+0)

From: ██████████@s.whatsapp.net Matt Hancock (owner)
To: ██████████@s.whatsapp.net Dido Harding
To: ██████████@s.whatsapp.net James Bethell

Very serious problem. I chased yesterday & nothing.

Status: Sent

Platform: Mobile

30/05/2020 09:10:46(UTC+0)

[REDACTED]@s.whatsapp.net Dido Harding

I'm speaking to [REDACTED] at 11.15 and will report back

Status: Read

Platform: Mobile

30/05/2020 09:16:24(UTC+0)

From: [REDACTED]@s.whatsapp.net Matt Hancock (owner)

To: [REDACTED]@s.whatsapp.net Dido Harding

To: [REDACTED]@s.whatsapp.net James Bethell

Any luck with [REDACTED]?

I am increasingly concerned that the hypothesis might be true that most of the new infection is nosocomial.

That would fit with the NHS's reluctance to engage properly with T&T; the evidence from Weston; the ONS survey; and anecdotal evidence of lack of use of PPE outside of Covid wards.

I may be wrong, but I'm going to do a big drive on this starting next week - of which T&T will just be one part

Status: Sent

Platform: Mobile

30/05/2020 10:46:02(UTC+0)

[REDACTED]@s.whatsapp.net Dido Harding

Still on the phone to [REDACTED]

Status: Read

Platform: Mobile

30/05/2020 10:52:55(UTC+0)

[REDACTED]@s.whatsapp.net James Bethell

[REDACTED] is very worried. There is a strong sense of NHS exceptionalism on all this which I find baffling.

Status: Read

Platform: PC

30/05/2020 11:14:11(UTC+0)

From: [REDACTED]@s.whatsapp.net Matt Hancock (owner)
To: [REDACTED]@s.whatsapp.net Dido Harding
To: [REDACTED]@s.whatsapp.net James Bethell

[REDACTED]?

Status: Sent
Platform: Mobile

30/05/2020 11:14:40(UTC+0)

[REDACTED]@s.whatsapp.net James Bethell

[REDACTED] the NHS comms lead. [REDACTED] a weathervane for NHS attitudes.

Status: Read
Platform: PC

30/05/2020 11:15:44(UTC+0)

[REDACTED]@s.whatsapp.net James Bethell

206,444?

Status: Read
Platform: Mobile

30/05/2020 14:39:19(UTC+0)

[REDACTED]@s.whatsapp.net James Bethell

It's apparently "today's testing capacity" so will be announced tomorrow.

Status: Read
Platform: Mobile

30/05/2020 15:45:47(UTC+0)

From: [REDACTED]@s.whatsapp.net Matt Hancock (owner)
To: [REDACTED]@s.whatsapp.net Dido Harding
To: [REDACTED]@s.whatsapp.net James Bethell

Excellent. Great work team!

Status: Sent
Platform: Mobile

30/05/2020 15:46:55(UTC+0)

[REDACTED]@s.whatsapp.net James Bethell

The masks debate is a good one. But isn't it a red herring? Isn't the key question, how are you going to make sure you're testing enough to identify who is infected and sending home anyone who tests positive. I know that's very blunt but isn't that the main challenge?

Status: Read
Platform: Mobile

03/06/2020 16:00:20(UTC+0)