

**Paul Robinson**

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**From:** [REDACTED]  
**Sent:** 03 September 2014 16:02  
**To:** [REDACTED]  
**Cc:** [REDACTED] Emma Strain; [REDACTED]  
**Subject:** Africa in the Square sponsors

Great news, I can confirm we have signed contracts for both our Africa event sponsors: Lebara £20k and [REDACTED]  
[REDACTED]

[REDACTED]

[REDACTED]

Partnership Manager – Commercial Team

Mayor of London's Office  
GREATERLONDONAUTHORITY  
( 020 7983 [REDACTED] ( 07979 [REDACTED]

City Hall, The Queen's Walk, London, SE1 2AA

**Paul Robinson**

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**From:** [REDACTED]  
**Sent:** 26 January 2015 15:35  
**To:** [REDACTED]  
**Cc:** [REDACTED] Emma Strain  
**Subject:** RE: Vaisakhi 2015

Dear all

**[Email 15:35 not relevant to request]**

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**From:** [REDACTED]  
**Sent:** 23 January 2015 17:24  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Vaisakhi 2015

Hi [REDACTED]

I have spoken to [REDACTED] regarding Vaisakhi 2015 and understand that the format of the event is going to change such that it won't be on Trafalgar Square.

If this is the case, this would mean we would have to terminate some existing sponsorship agreements for:

Lebara - £20k

[REDACTED]

[REDACTED]

We would need to carry out the paperwork to cancel the agreements and this will also impact on our financial targets [REDACTED] to note). Legally it is 30 days written notice. Please can you confirm asap when this decision will be made as it may mean in the case of Lebara negotiating a smaller involvement if the event is at City Hall. From a relationship perspective it would be good to notify partners asap.

Many thanks,

[REDACTED]

[REDACTED]

Partnership Manager – Commercial Team

Mayor of London's Office  
GREATERLONDONAUTHORITY  
( 020 7983 [REDACTED] ( 07979 [REDACTED]

City Hall, The Queen's Walk, London, SE1 2AA

**Paul Robinson**

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**From:** [REDACTED]  
**Sent:** 03 February 2015 12:03  
**To:** Emma Strain  
**Subject:** FW: Work balance

FYI – due to the change in format for Vaisakhi, it's looking like we will need to cancel the sponsorship agreements that had been secured for a 3 year deal, as there are not the same sponsor benefits or opportunities. We will work with commercial to do/support this.

Cheers

[REDACTED]

[REDACTED]  
Manager, Events for London  
[GREATER LONDON AUTHORITY](#)  
[REDACTED]  
[REDACTED]

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**From:** [REDACTED]  
**Sent:** 03 February 2015 11:49  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Work balance

[REDACTED] updated me on the plans for Vaisakhi and it sounds like it is leading towards a termination of the Lebara [REDACTED] contracts. Who, on the events team, should I speak to regarding briefing them on getting the non-disclosure agreements signed from them?

[REDACTED] indicative timeline for announcement was within the next two weeks. We would need to cancel the contracts asap by mid next week at the latest.

Kind regards,

[REDACTED]

**[Rest of email chain not relevant to request]**

## Paul Robinson

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**From:** [REDACTED]  
**Sent:** 10 March 2015 09:15  
**To:** Emma Strain  
**Subject:** FW: Vaisakhi

Hi Emma – see below the Vaisakhi sponsorship that had already been secured based on TSq event. Just to note, both Lebara [REDACTED] were multi-event deals (Vaisakhi, Eid and Diwali). We discussed a potential of offering Africa event to them (tho of course this doesn't solve the sponsorship target problem as they may have done Africa event in addition... or we expect someone else would anyway)

Cheers

[REDACTED]

**From:** [REDACTED]  
**Sent:** 10 March 2015 08:52  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Vaisakhi

Hi [REDACTED]

We had already secured the following:

Lebara – £20k cash

[REDACTED]

[REDACTED]

Kind regards,

[REDACTED]

[REDACTED]

Partnership Manager – Commercial Team

Mayor of London's Office  
GREATERLONDONAUTHORITY  
( 020 7983 [REDACTED] ( 07979 [REDACTED]

City Hall, The Queen's Walk, London, SE1 2AA

**From:** [REDACTED]

Sent: 09 March 2015 16:18

To: [REDACTED]

Cc: [REDACTED]

Subject: Vaisakhi

Hi [REDACTED] – can you pls remind me what the cash and VIK value was of what we had already secured for Vaisakhi for the TSq format for this year's event... was it Labara, [REDACTED] ??

Cheers

[REDACTED]

[REDACTED]  
Manager, Events for London  
GREATER LONDON AUTHORITY  
City Hall  
The Queen's Walk  
London SE1 2AA

[REDACTED]  
[REDACTED]

## Paul Robinson

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**From:** [REDACTED]  
**Sent:** 04 June 2015 10:50  
**To:** Emma Strain; [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Lebara - Africa, Eid and Diwali

The value is £20k per event, so a £60k per year. Depending on the outcome below, most likely option 2 or 3 it will be £180k or £200k for 3 years.

1. 3 year deal for Africa only – 2015, 2016 and 2017. We will then deal with Eid and Diwali separately.
2. 3 year deal for Africa, Eid and Diwali –this would be for Africa (2015, 2016 and 2017) and Eid and Diwali for (2016, 2017 and 2018)
3. Align Africa, Eid and Diwali from next year – we would do a separate contract for Africa 2015 and then a new contract for Africa, Eid and Diwali for (2016, 2017 and 2018)

[REDACTED]  
Partnership Manager – Commercial Team

Mayor of London's Office  
GREATERLONDONAUTHORITY  
( 020 7983 [REDACTED] ( 07979 [REDACTED]

City Hall, The Queen's Walk, London, SE1 2AA

From: Emma Strain  
Sent: 03 June 2015 21:51  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: RE: Lebara - Africa, Eid and Diwali

Hi,

It is brilliant news, can you remind me the value, I know you mentioned it when we spoke earlier, but its slipped my mind!

Thanks

Emma

From: [REDACTED]  
Sent: 03 June 2015 13:16  
To: [REDACTED] Emma Strain; [REDACTED]  
Cc: [REDACTED]  
Subject: RE: Lebara - Africa, Eid and Diwali

[REDACTED]

Superb!

I know how much effort you and the team put into securing these partnerships.

Multi-year deals are clearly the way forward, if they can be achieved, and you seem well on the road to that.

All the effort at building and maintaining these relationships is paying off.

Well done again!

[REDACTED]

From: [REDACTED]  
Sent: 03 June 2015 11:10  
To: [REDACTED] Emma Strain; [REDACTED]  
Cc: [REDACTED]  
Subject: Lebara - Africa, Eid and Diwali

Dear all,

Great news, Lebara are looking to renew the event contracts for Africa, Eid and Diwali. As discussed briefly with Emma, we are looking to renewal contracts on a 3 year basis. As Africa is out of sync with the other events, i.e. Eid and Diwali contracts end this year, Africa contract for this year has still not been confirmed, I have presented them with the following options and am waiting to hear back from them:

1. 3 year deal for Africa only – 2015, 2016 and 2017. We will then deal with Eid and Diwali separately.
2. 3 year deal for Africa, Eid and Diwali –this would be for Africa (2015, 2016 and 2017) and Eid and Diwali for (2016, 2017 and 2018)



3. Align Africa, Eid and Diwali from next year – we would do a separate contract for Africa 2015 and then a new contract for Africa, Eid and Diwali for (2016, 2017 and 2018)

Having a multi-year, multi-event deal secured will allow the commercial team to focus on getting decent tier 2 sponsors without having to worry about the bulk of the target each year. There will be a break clause as used with Vaisakhi especially regarding the appointment of the new Mayor. We may also wish to look at Vaisakhi sponsorship at a later date, though this proposal would be very different due to the location being at City Hall.

[REDACTED]

[REDACTED]

Partnership Manager – Commercial Team

Mayor of London's Office  
GREATERLONDONAUTHORITY  
( 020 7983 [REDACTED] ( 07979 [REDACTED]

City Hall, The Queen's Walk, London, SE1 2AA

**Paul Robinson**

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**From:** [REDACTED]  
**Sent:** 10 August 2015 18:50  
**To:** [REDACTED]  
**Cc:** [REDACTED]@lebara.com'; Emma Strain; [REDACTED]  
**Subject:** Portfolio-folder order

Hi [REDACTED],

Just to update you on this. We cannot place the order for the folders (circa 2 week turn around) until we have raised a PO number. In order to do so, we will need confirmation of the allocated budget from which payment will be taken.

I know [REDACTED] [REDACTED] is still on leave but also conscious that [REDACTED] is expecting completion of production this month. Let's catch up tomorrow.  
Would be good to keep things moving.

Thanks,

[REDACTED]

**Paul Robinson**

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**From:** [REDACTED]  
**Sent:** 08 September 2015 15:23  
**To:** [REDACTED]  
**Cc:** Emma Strain  
**Subject:** RE: Supporting Sponsorship Deck

Hoorah

Lebara asked for a proposal earlier today...

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**From:** [REDACTED]  
**Sent:** 08 September 2015 15:15  
**To:** [REDACTED]  
**Cc:** Emma Strain  
**Subject:** FW: Supporting Sponsorship Deck

I think we have finally reached agreement on the NYE supporting partnership package.

**[Rest of email chain not relevant to request]**

## Paul Robinson

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**From:** [REDACTED]  
**Sent:** 24 June 2016 10:37  
**To:** Emma Strain  
**Subject:** Lebara & Events on Trafalgar Square

Hi Emma

This is to confirm that Lebara ([www.lebara.com](http://www.lebara.com)) have committed to sponsoring the Eid, Diwali and Africa on the Square events in 2016. This will be worth £40,000 in total and follows on from their support of these events in 2015 and 2016.

Many thanks,

[REDACTED]

[REDACTED]

Partnership Manager – Commercial Team

Mayor of London's Office  
GREATERLONDONAUTHORITY

[REDACTED]

City Hall, The Queen's Walk, London, SE1 2AA

## Paul Robinson

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**From:** Emma Strain  
**Sent:** 02 July 2016 11:11  
**To:** [REDACTED]  
**Subject:** Re: Asking Communities to support Africa on the Square

I agree. Thanks [REDACTED]

Emma  
**From:** [REDACTED]  
**Sent:** Saturday, 2 July 2016 11:00  
**To:** Emma Strain  
**Subject:** FW: Asking Communities to support Africa on the Square

FYI – I think it's fine to ask/explore whether communities team want to contribute any of their budget to our event for community engagement... (esp as we have lost Lebara as headline sponsor this year)

[REDACTED] | Manager | Events for London

[REDACTED]

**[Rest of email chain not relevant to request]**

## Paul Robinson

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**From:** [REDACTED]  
**Sent:** 15 January 2018 13:04  
**To:** [REDACTED]  
**Subject:** Fw: Eid / Africa / Diwali 2017

[REDACTED]  
Partnerships Manager

[REDACTED]  
Mayor of London's Office  
GREATERLONDONAUTHORITY  
City Hall, The Queen's Walk, London, SE1 2AA

---

**From:** [REDACTED] <[REDACTED]@lebara.com>  
**Sent:** 04 May 2017 15:47  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Eid / Africa / Diwali 2017

Hi [REDACTED]

I am not able to find the original proposal. Do you mind sending it over to me again.

Just a quick question - Can Lebara money participate in all the events.

Regards

---

**From:** [REDACTED] [mailto:[REDACTED]@london.gov.uk]  
**Sent:** 03 May 2017 18:25  
**To:** [REDACTED] <[REDACTED]@lebara.com>  
**Cc:** [REDACTED] <[REDACTED]@london.gov.uk>  
**Subject:** RE: Eid / Africa / Diwali 2017

Hi [REDACTED]

Of course, we have already outlined this in the original sponsorship proposal we sent you, this listed ALL the benefits.

The only thing that will be added is the matter of the exclusivity for all three events. You will still be supporting partner on AOTS and EID and our presenting partner for Diwali.

Can you please refer back to that document and then let me know what your feedback is, and if there is anything specific you are after, which is not listed.

I cannot guarantee that we can offer this but be good to see where we can meet in the middle.

thanks so much

[REDACTED]  
Commercial Partnerships Manager  
[REDACTED]  
Mayor of London's Office  
GREATERLONDONAUTHORITY  
City Hall, The Queen's Walk, London, SE1 2AA

---

**From:** [REDACTED] [mailto:[REDACTED]@lebara.com]  
**Sent:** 03 May 2017 18:02  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Eid / Africa / Diwali 2017

Hi [REDACTED]

Before drawing up the contract can we clarify the benefit.

Regards  
[REDACTED]

---

**From:** [REDACTED] [mailto:[REDACTED]@london.gov.uk]  
**Sent:** 03 May 2017 17:29  
**To:** [REDACTED] <[REDACTED]@lebara.com>  
**Cc:** [REDACTED] <[REDACTED]@london.gov.uk>  
**Subject:** RE: Eid / Africa / Diwali 2017

Hi [REDACTED]

All good to go our end with what you have proposed, so to reiterate:

- 15k for AOTS and Eid 2017- sector exclusivity
- 20k for Diwali – sector exclusivity

So next steps is to draw up the contract, which I will get working on asap!

Will look to get you something by end of next week.

Thanks

[REDACTED]  
Commercial Partnerships Manager

[REDACTED]  
Mayor of London's Office  
GREATERLONDONAUTHORITY  
City Hall, The Queen's Walk, London, SE1 2AA

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]@lebara.com]

Sent: 02 May 2017 18:16

To: [REDACTED]

Cc: [REDACTED]

Subject: RE: Eid / Africa / Diwali 2017

Hi [REDACTED]

I hope you had a nice long weekend.

I just wanted to follow up on an email I sent you earlier.

Regards  
[REDACTED]

-----Original Message-----

From: [REDACTED]

Sent: 12 April 2017 18:41

To: [REDACTED] <[REDACTED]@london.gov.uk>

Cc: [REDACTED] <[REDACTED]@london.gov.uk>

Subject: RE: Eid / Africa / Diwali 2017

Hi [REDACTED]

I have spoken to my team and convinced them to increase the amount from 10 to 15k with additional benefit in the package. Does this sound good to you ?

I will be on a holiday until 1st May but if you need anything you can contact my colleague  
[REDACTED]@lebara.com.

Regards  
[REDACTED]

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]@london.gov.uk]

Sent: 10 April 2017 21:12

To: [REDACTED] <[REDACTED]@lebara.com>

Cc: [REDACTED] <[REDACTED]@london.gov.uk>

Subject: Re: Eid / Africa / Diwali 2017

Totally understand, I'll have to discuss it with the team and come back to you asap.



Cheers

[REDACTED]

Sent from Email+ secured by MobileIron

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From: "[REDACTED]" <[REDACTED]@lebara.com<mailto:[REDACTED]@lebara.com>>  
Date: Monday, 10 April 2017 at 20:04:14  
To: "[REDACTED]" <[REDACTED]@london.gov.uk<mailto:[REDACTED]@london.gov.uk>>  
Cc: "[REDACTED]" <[REDACTED]@london.gov.uk<mailto:[REDACTED]@london.gov.uk>>  
Subject: RE: Eid / Africa / Diwali 2017

[REDACTED]

It's very much obvious that other telecom provider will show interest because of growing popularity and increasing audience but to be honest my management will not accept any other Telecom provider in EID and AOTS.

Regards

[REDACTED]

From: [REDACTED] [mailto:[REDACTED]@london.gov.uk]  
Sent: 10 April 2017 14:11  
To: [REDACTED] <[REDACTED]@lebara.com>  
Cc: [REDACTED] <[REDACTED]@london.gov.uk>  
Subject: RE: Eid / Africa / Diwali 2017

Hi [REDACTED]

Thanks for coming back so quickly.

I totally appreciate your position, however for any partner paying at the 10k level we don't as a standard offer category exclusivity to a partner, that only happens at the 20k level, for our presenting partner (it's one of the benefits of being a partner at this level)

It has just happened in the past, that we haven't had express interest from another telecoms provider, on the same level. In addition, under the new administration we also have a wider partner remit, this is a much bigger strategic piece of work that I am undertaking, which take us outside of the events themselves, this includes working with the likes of [REDACTED] etc.

For Diwali, you'd still have the exclusivity but for EID and AOTS that is a given, we will be asked to consider the possibility of other partners (at a much LESS visible level of course as I have already highlighted), or present back to the wider stakeholders, why we cannot do this (and highlight the benefits of exclusivity versus the loss of revenue/opps from other partners).

Sooooo, are we at a stalemate, or can we find a happy medium?? You know we want to keep you happy too [REDACTED] And please bear in mind nothing is 100% with anyone else, it's all just exploratory at this stage!

Best

From: [REDACTED] [mailto:[REDACTED]@lebara.com]  
Sent: 10 April 2017 10:01  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: RE: Eid / Africa / Diwali 2017

Hi [REDACTED]

Hope you had a good weekend.

I appreciate your transparency but we cannot accept other Telecommunication in any of these events. We been following this for the last 6 years and would like to continue doing so.

Should you have any queries please do not hesitate to contact me

Best Regards,

[REDACTED]  
Events and Partnership Manager

Lebara Limited | 4th floor | Whitechapel bldg | 10 Whitechapel high street | London | E1 8DX

E: [REDACTED]@lebara.com<mailto:[REDACTED]@lebara.com> | [lebara.com]@lebara.com

[1447069234591\_Lebara-Email-Signature.jpg]

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From: [REDACTED] [mailto:[REDACTED]@london.gov.uk]  
Sent: 07 April 2017 15:49  
To: [REDACTED] <[REDACTED]@lebara.com> [mailto:[REDACTED]@lebara.com>>; [REDACTED] [REDACTED]  
<[REDACTED]@london.gov.uk> [mailto:[REDACTED]@london.gov.uk>>  
Subject: RE: Eid / Africa / Diwali 2017

Hi [REDACTED]

As promised please find attached the proposal for EID/Africa/Diwali.

Just to let you know and for complete transparency, we have been approached by [REDACTED], who are interested in doing some activation at all three events.

They are not looking at the scale of Lebara but will still be looking to be present. The guys are aware we work with you and I understand also that you are familiar with the team there.

Now for Diwali you are our presenting partner and therefore have exclusivity, so appreciate having [REDACTED] at this event will be a conflict for you, even though I know they are keen.

However for the other two events, since you are a supporting partner, we don't usually offer exclusivity and I would like to consider the possibility of allowing them to have some presence, I am checking this with you, as want to make sure this is OK.

Please note, they don't want to be deemed as a sponsor and won't have branding at the event on any of our signage, as they will be coming in at a lower level.

Really wanted to check you were OK with this as we have a great relationship with you guys, so it's important to me to keep you happy.

I look forward to hearing your thoughts.

[REDACTED]  
Commercial Partnerships Manager  
[REDACTED]  
Mayor of London's Office  
GREATERLONDONAUTHORITY  
City Hall, The Queen's Walk, London, SE1 2AA

From: [REDACTED] [mailto:[REDACTED]@lebara.com]  
Sent: 06 April 2017 16:19  
To: [REDACTED] [REDACTED] [REDACTED]  
Subject: Eid / Africa / Diwali 2017

Hi [REDACTED] / [REDACTED]

Hope you guys are doing well.

Can you please share the benefit of sponsorship for the above subject ?

Regards

[REDACTED]

From: [REDACTED] [mailto:[REDACTED]@london.gov.uk]

Sent: 08 March 2017 14:54

To: [REDACTED] <[REDACTED]@lebara.com> [mailto:[REDACTED]@lebara.com]>>

Cc: [REDACTED] <[REDACTED]@london.gov.uk> [mailto:[REDACTED]@london.gov.uk]>>

Subject: RE: Vaisakhi

Yes don't worry she invited me.

And I didn't take it personally... :)

From: [REDACTED] [mailto:[REDACTED]@lebara.com]

Sent: 08 March 2017 14:49

To: [REDACTED]

Cc: [REDACTED]

Subject: RE: Vaisakhi

Sorry didn't see your email I have just scheduled a meeting with [REDACTED] next week on Tuesday at 2:30pm.  
Please come along

From: [REDACTED] [mailto:[REDACTED]@london.gov.uk]

Sent: 08 March 2017 13:43

To: [REDACTED] <[REDACTED]@lebara.com> [mailto:[REDACTED]@lebara.com]>>

Cc: [REDACTED] <[REDACTED]@london.gov.uk> [mailto:[REDACTED]@london.gov.uk]>>

Subject: RE: Vaisakhi

Hey [REDACTED]

Now that [REDACTED] is back and has also been in touch re the below, I suggest that we all pick up on the below together?

As mentioned I am finalising the assets for Diwali and Eid (which I will be looking after) and [REDACTED] is looking after Africa on the Square, so hopefully between us we can get you all the details you need.

Best Wishes

[REDACTED]

From: [REDACTED] [mailto:[REDACTED]@lebara.com]

Sent: 28 February 2017 12:35

To: [REDACTED]

Subject: RE: Vaisakhi

Dear [REDACTED]

Sorry for the late response. Unfortunately our plans and direction for this year have not finalized yet therefore we won't be able to sponsor Vaisakhi.

Coming down to other three events i.e EID, Africa and Diwali. Yes definitely we are interested but would like to know the benefits of sponsorship.

Should you have any queries please do not hesitate to contact me

Best Regards,

[REDACTED]

Events and Partnership Manager

Lebara Limited | 4th floor | Whitechapel bldg | 10 Whitechapel high street | London | E1 8DX

E: [REDACTED]@lebara.com<mailto:[REDACTED]@lebara.com> | [lebara.com]lebara.com

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From: [REDACTED] [mailto:[REDACTED]@london.gov.uk]

Sent: 28 February 2017 12:15

To: [REDACTED] <[REDACTED]@lebara.com<mailto:[REDACTED]@lebara.com>>

Subject: Vaisakhi

Importance: High

Hi [REDACTED]

How are you?

I am wondering if you are able to chase your Marketing Director for feedback on this, as we are getting closer to the deadlines and I am keen to know if Lebara do want to be involved as one of our key sponsors.

We also have had some interest from another telecoms brand, and as we have always offered category exclusivity, I needed to check with you first as we of course have been discussing a three event deal with you since last year.

Thanks

  
Commercial Partnerships Manager

  
Mayor of London's Office  
GREATERLONDONAUTHORITY  
City Hall, The Queen's Walk, London, SE1 2AA

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## Paul Robinson

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**From:** Emma Strain  
**Sent:** 29 June 2017 13:37  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Diwlai Festival 2017 - lebara / contract

Thanks [REDACTED]

Please do make reference to their previous partnership history with us.

Emma

---

**From:** [REDACTED]  
**Sent:** 29 June 2017 13:10  
**To:** Emma Strain; [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Diwlai Festival 2017 - lebara / contract

Yes, I will do this as soon as I can..

EOP tomorrow most likely or Monday...

[REDACTED]  
Commercial Partnerships Manager  
[REDACTED]  
Mayor of London's Office  
GREATERLONDONAUTHORITY  
City Hall, The Queen's Walk, London, SE1 2AA

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**From:** Emma Strain  
**Sent:** 29 June 2017 12:33  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Diwlai Festival 2017 - lebara / contract

[REDACTED]  
I am aware that we do not have a signed decision for this event yet. Obviously we don't want to lose the opportunity so I have asked [REDACTED] to work up a sponsorship paper which we will get Leah to approve.

[REDACTED] is on the case!

Emma

---

**From:** [REDACTED]  
**Sent:** 29 June 2017 12:19  
**To:** Emma Strain  
**Cc:** [REDACTED]  
**Subject:** Diwlai Festival 2017 - lebara / contract

Hi Emma,

Good to speak just now.

As discussed Lebara have asked for contract to be sent to them – they have agreed to sponsor Diwali £20k.

Please confirm you are happy for [REDACTED] to send them the contract.

Best,

[REDACTED]

[REDACTED] | **Senior Events Officer** | **Events for London**

[REDACTED]  
GREATER LONDON AUTHORITY

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## Paul Robinson

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**From:** [REDACTED]  
**Sent:** 07 August 2017 15:46  
**To:** Emma Strain  
**Subject:** RE: Vetting Document For Lebara  
**Attachments:** Lebara Partnership Vetting (with ES comments).doc

Hey Emma

With amends as promised but without comments from EPBU.

If all Ok, I will print and give to [REDACTED] for your pack for your 121 with Leah.

Thanks

[REDACTED]  
Commercial Partnerships Manager

[REDACTED]  
Mayor of London's Office  
GREATERLONDONAUTHORITY  
City Hall, The Queen's Walk, London, SE1 2AA

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**From:** Emma Strain  
**Sent:** 07 August 2017 07:50  
**To:** [REDACTED] <[REDACTED]@london.gov.uk>  
**Subject:** RE: Vetting Document For Lebara

Some comments from me.

---

**From:** [REDACTED]  
**Sent:** 04 August 2017 14:21  
**To:** Emma Strain [REDACTED]@london.gov.uk>  
**Subject:** Vetting Document For Lebara

Hi Emma

Please find attached the vetting document for Lebara.

Just as an FYI, I have asked [REDACTED] to try and schedule in some time for running through vetting templates, may be tricky, so thinking we could run through these for 10 minutes on Tuesday, at the end of my review? I know next week is tricky and this may be only time we can have face to face.

Best Wishes

[REDACTED]  
Commercial Partnerships Manager

[REDACTED]  
Mayor of London's Office  
GREATERLONDONAUTHORITY  
City Hall, The Queen's Walk, London, SE1 2AA

## Commercial Partnerships: Potential Partnership Vetting

Name of Partner	Lebara
Programme	Diwali 2017
Policy Area, Directorate	Events
Report Author	Commercial Partnerships Manager
Policy Team Lead	Sarah [REDACTED] Senior Events Manager
Date	25-07-17 August 2017
Version	1

### 1. Overview of Potential Partnership

- 1.1. **Programme Details:** Principle Presenting Partner of the Mayor of London's 2017 Diwali event and Supporting Partner at 2017 African on the Square event.
- 1.2. Lebara will be the main Presenting Partner - event sponsor of this year's Diwali and Supporting Partner at Africa on the Square event. and As part of their sponsorship, they will receive the following benefits:

#### Diwali Pre- Event:

- Sponsor Logo on the GLA's Event specific webpage
- Sponsor acknowledged and quote included in press releases as Presenting Partner
- Inclusion in social media activity
- Sponsor logo on end frame of pre event Facebook video

#### At Diwali Event

- Right to host a 6x3m exhibition space
- Sponsor brand presence on the main stage and Event dressing on Trafalgar Square
- Brand presence on the electronic screen on Trafalgar Square. All content is pre approved
- Right to sell, promote and/or giveaway sponsor products (subject to GLA approval)

#### Africa on The Square Pre- Event:

- Sponsor logo on the GLA's Event specific webpage
- Sponsor logo on DL leaflet
- Sponsor acknowledged and quote included in press releases as Supporting Partner
- Inclusion in social media activity
- Sponsor logo on end frame of pre event Facebook video

#### At Africa on the Square Event

- Right to host a 3x3m exhibition space
- Sponsor brand presence on the main stage and event dressing on Trafalgar Square
- Brand presence on the electronic screen on Trafalgar Square. All content is pre approved
- Right to sell, promote and/or giveaway sponsor products (subject to GLA approval)

- 1.3. Contract value: £20,000 (cash) for Diwali and £15,000 (cash) for Africa on the Square

### 2. Partner background and presence in London

- 2.1. Lebara was founded in 2001 by Rasiah R Leon, Baskaran Kandiah and Ratheesan Yoganathan. They shared a vision to shake up the international calling market. Now over a decade old, Lebara is one of Europe's fastest growing mobile companies with five million active customers, 1,000 employees worldwide and operations in eight countries.

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Commented [ES1]: Please add Africa assets

Commented [ES2]: Money straight to the event, not money which will need to be spent on lebara activation – just checking! So net not gross

Commented [NS3R2]: 1.1. . yes this sponsorship fee is invested into the overall event and any specific Lebara event activations are at their own cost)

Commented [ES4]: Please add more in here about them = see their website – stuff about giving back, making a difference in communities, etc – there is some nice stuff there.

~~2.1.2.2.~~ The Lebara Foundation is the non-profit, philanthropic arm of the Lebara Group, a portion of the group's profits go to the Foundation. It's aim is to provide housing, health measures and schooling for displaced communities around the world. The Foundation is guided by the provisions and principles of the United Nations Convention on the Rights of the Child. Their belief is that it is every child's right to reach their full potential, and that this is non-negotiable.

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~~2.3.~~ Lebara have a long standing relationship with the GLA, and have sponsored EID, Africa on the Square and Diwali for the last 3 years, including EID 2017 this year generating a total income of £110,000. The events team have not flagged any major issues with the sponsorship to date and have in general been happy with all the event activations.

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~~2.2.~~

~~2.3.2.4.~~ The Mayor had a photo opportunity with the CEO of Lebara at last ~~years~~year's Diwali event.

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~~2.4.2.5.~~ They were a supporting partner for EID 2017 at £15k ~~and will also be a supporting partner at this year's Africa On the Square event, at 15k.~~

### 3. Stakeholder views

#### 3.1. Stakeholder views are as follows:

Team	Person/Role	Notes/Approval
Events	██████████ Senior Events Manager	Lebara have been a long-standing partner of GLA community events and I'm content that they are appropriate and bring added value, not just in the financial input they make, but also with the content at the events themselves.
Events	██████████ Senior Events Manager	Lebara has been an important sponsor of the Mayor's Events on Trafalgar Square for a number of years. In addition to supporting Diwali and Eid, the organisation has partnered with the GLA on Africa on the Square since the event began in 2014, which has given the GLA Events Team greater capacity to produce an engaging and high quality celebration for the thousands of visitors that gather every year. The organisation has been very easy to work with on a professional level and has also consistently contributed to the event content in the form of competitions that engage the public and add to the variety of activities on offer throughout the day.
Events	██████████ Senior Events Manager	Lebara have consistently supported Diwali Festival for the last 3 years. They are an excellent fit for Diwali Festival where the attending audience have a natural interest in Lebara's international call offers. Lebara work closely with GLA to develop engaging activations for the Lebara marquee at the Diwali Festival event, which will enriches the event offer to the public while promoting the Lebara brand.
EBPU		???

### 4. Options for the partnership

Options	Implication
1. Go ahead with Lebara	The sponsorship fee will add value to the Diwali <u>and Africa on the Square</u> event both from a monetary and content perspective.
2. Don't go ahead with Lebara	<u>The Diwali event will lose out on 20k sponsorship fee and Africa on The Square will lose 15k, both these amounts are -which is a significant contribution towards the respective event production costs. In addition to the value added content Lebara will bring value added content to each of these events.</u>

Commented [ES5]: Add Africa comments

### 5. Recommendation

- 5.1. ~~A draft contract is currently sitting with Lebara and it~~ is recommended that the partnership with Lebara is progressed as set out above.

## Appendix 1

### Commercial Partnerships Vetting Criteria

	Criteria	Measures	Y/N	Evidence
1	<b>Economic Fairness &amp; Fair Employment Practices</b>	<ul style="list-style-type: none"> <li>Making sure everyone has the same opportunities for pay and progression</li> </ul>	Y	The corporate website confirms that <i>"Everyone is given the opportunity to develop, to flourish and to fulfil their potential. Excellent performance and talent don't go unnoticed – through rewards, award schemes and rapid career development opportunities that are not held back by a formal career framework. We are a multicultural organisation, promoting and celebrating integration amongst our employees."</i> <a href="https://www.lebara.com/ch/en/opportunities/jobs-at-lebara">https://www.lebara.com/ch/en/opportunities/jobs-at-lebara</a>
		<ul style="list-style-type: none"> <li>Ensuring that those in low skilled roles have fair employment terms and pay, including subscribing to the London Living Wage to the extent permitted by law</li> </ul>	Y	Lebara's head of HR confirmed that no roles at Lebara are low skilled
		<ul style="list-style-type: none"> <li>Discouraging the inappropriate use of zero hours contracts for low paid, low skilled roles</li> </ul>	Y	A statement from Lebara's head of HR confirms <i>We do not agree with zero hours contracts at Lebara and do not have in place nor will we be implementing zero hours contract in the future</i>
2	<b>Equality and Diversity</b>	<ul style="list-style-type: none"> <li>Employing a workforce that is representative of the diversity of London's population</li> </ul>	Y	In 2016 they were awarded the leading International Diversity Mark (for the fourth time) which recognises organisations who actively promote diversity in ways that benefit all employees and its wider community.
		<ul style="list-style-type: none"> <li>Promoting equality and diversity across gender, disability, ethnicity and LGBT groups</li> </ul>	Y	It also shows it creates opportunities for all staff irrespective of age, race, gender, sexuality, religion and disability, which in turn attracts talent and aids innovation. <a href="https://www.lebara.com/it/en/press-releases/lebara-celebrates-diversity-champion-award-2016">https://www.lebara.com/it/en/press-releases/lebara-celebrates-diversity-champion-award-2016</a>
3	<b>Skills, Training and Employment Opportunities</b>	<ul style="list-style-type: none"> <li>Having a focus on apprenticeships, training leading to qualifications, placement positions and engagement with schools and colleges</li> </ul>	N	At present, they are not actively working on any apprentice scheme. They are in the process of working with a partner to start taking on apprentice student <del>possibly</del> in the near future

		<ul style="list-style-type: none"> <li>A commitment to the sociability and training of young people</li> </ul>	N	Not applicable at Lebara, however the current workforce they do have in place provides training on the job and external training as and when required
4	<b>Ethical Sourcing Practices</b>	<ul style="list-style-type: none"> <li>Adopting the nine provisions of the Ethical Trading Initiatives Base Code, or equivalent, essentially having working conditions that are legal, fair and safe</li> <li>Operating to appropriate animal welfare standards (where relevant) in the management of animals and their sub contracts adhere to these standards</li> </ul>	<p>N</p> <p>N/A</p>	<p>A statement from Lebara's head of HR confirms</p> <p><i>All the ETI codes are covered at Lebara, we have a number of Company policies that protect employees and the company and having good working conditions for all of our employees. Policies in place are: Health and Safety policy, Equality and Diversity Policy, Anti-bribery, Disciplinary and Grievance policies etc.</i></p>

#### Press/PR Profile

Criteria	Y/N	
<b>Past</b>	<b>N</b>	
<b>Recent</b> Any negative press articles around recent projects	<b>N</b>	
Any negative press articles around the key criteria 1-4 listed above or, conflict with other mayoral priorities	<b>N</b>	
<b>Future</b> Likely negative press based on current issues	<b>N</b>	

## Paul Robinson

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**From:** [REDACTED]  
**Sent:** 24 August 2017 10:00  
**To:** Emma Strain; [REDACTED]  
**Subject:** FW: Lebara Partnership Vetting Document  
**Attachments:** Lebara Partnership Vetting Final.doc

Morning both

Leah has reviewed the attached – no further comment.

Thanks

[REDACTED]  
Executive Assistant to  
Dr Nick Bowes | Mayoral Director | Policy  
Leah Kreitzman | Mayoral Director | External & International Affairs

The Mayor of London | City Hall | The Queen's Walk | London | SE1 2AA | [REDACTED]

[REDACTED] [london.gov.uk](https://www.london.gov.uk)

#londonisopen

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**From:** [REDACTED]  
**Sent:** 22 August 2017 12:00  
**To:** Leah Kreitzman [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)>  
**Cc:** Emma Strain [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)>  
**Subject:** Lebara Partnership Vetting Document

Hi Leah

I hope you are well?

Please find attached the final vetting document for Lebara, which has been reviewed by Emma.

Let me know if you have any questions or comments.

Best Wishes

[REDACTED]  
Commercial Partnerships Manager

[REDACTED]  
Mayor of London's Office  
GREATERLONDONAUTHORITY  
City Hall, The Queen's Walk, London, SE1 2AA

## Commercial Partnerships: Potential Partnership Vetting

Name of Partner	Lebara
Programme	Diwali 2017
Policy Area, Directorate	Events
Report Author	████████ Commercial Partnerships Manager
Policy Team Lead	████████ Events Manager
Date	7 August 2017
Version	1

### 1. Overview of Potential Partnership

1.1. **Programme Details:** Presenting Partner of the Mayor of London's 2017 Diwali event and Supporting Partner at 2017 African on the Square event.

1.2. Lebara will be the Presenting Partner of this year's Diwali and Supporting Partner at Africa on the Square event. As part of their sponsorship, they will receive the following benefits:

#### Diwali Pre- Event:

- Sponsor Logo on the GLA's Event specific webpage
- Sponsor acknowledged and quote included in press releases as Presenting Partner
- Inclusion in social media activity
- Sponsor logo on end frame of pre event Facebook video

#### At Diwali Event

- Right to host a 6x3m exhibition space
- Sponsor brand presence on the main stage and Event dressing on Trafalgar Square
- Brand presence on the electronic screen on Trafalgar Square. All content is pre approved
- Right to sell, promote and/or giveaway sponsor products (subject to GLA approval)

#### Africa on The Square Pre- Event:

- Sponsor logo on the GLA's Event specific webpage
- Sponsor logo on DL leaflet
- Sponsor acknowledged and quote included in press releases as Supporting Partner
- Inclusion in social media activity
- Sponsor logo on end frame of pre event Facebook video

#### At Africa on the Square Event

- Right to host a 3x3m exhibition space
- Sponsor brand presence on the main stage and event dressing on Trafalgar Square
- Brand presence on the electronic screen on Trafalgar Square. All content is pre approved
- Right to sell, promote and/or giveaway sponsor products (subject to GLA approval)

1.3. **Contract value:** £20,000 (cash) for Diwali and £15,000 (cash) for Africa on the Square

### 2. Partner background and presence in London

2.1. Lebara was founded in 2001 by Rasiah R Leon, Baskaran Kandiah and Ratheesan Yoganathan. They shared a vision to shake up the international calling market. Now over a decade old, Lebara is one of Europe's fastest growing mobile companies with five million active customers, 1,000 employees worldwide and operations in eight countries.



- 2.2. Lebara's ambition is to continue to care for the migrant community, supporting them on their journey by providing innovative experiences that directly relate to their lives. Lebara stands for simple, honest values and they are striving to make a difference to the lives of 1 billion people by 2020.
- 2.3. The Lebara Foundation is the non-profit, philanthropic arm of the Lebara Group, a portion of the group's profits go to the Foundation. It's aim is to provide housing, health measures and schooling for displaced communities around the world. The Foundation is guided by the provisions and principles of the United Nations Convention on the Rights of the Child. Their belief is that it is every child's right to reach their full potential, and that this is non-negotiable.
- 2.4. Lebara have a long standing relationship with the GLA, and have sponsored EID, Africa on the Square and Diwali for the last 3 years, including EID 2017 this year generating a total income of £110,000. The events team have not flagged any major issues with the sponsorship to date and have in general been happy with all the event activations.
- 2.5. The Mayor had a photo opportunity with the CEO of Lebara at last year's Diwali event.
- 2.6. They were a supporting partner for EID 2017 at £15k.

### 3. Stakeholder views

3.1. Stakeholder views are as follows:

Team	Person/Role	Notes/Approval
Events	██████████ Senior Events Manager	Lebara have been a long-standing partner of GLA community events and I'm content that they are appropriate and bring added value, not just in the financial input they make, but also with the content at the events themselves.
Events	██████████ Senior Events Manager	Lebara has been an important sponsor of the Mayor's Events on Trafalgar Square for a number of years. In addition to supporting Diwali and Eid, the organisation has partnered with the GLA on Africa on the Square since the event began in 2014, which has given the GLA Events Team greater capacity to produce an engaging and high quality celebration for the thousands of visitors that gather every year. The organisation has been very easy to work with on a professional level and has also consistently contributed to the event content in the form of competitions that engage the public and add to the variety of activities on offer throughout the day.
Events	██████████ Senior Events Manager	Lebara have consistently supported Diwali Festival for the last 3 years. They are an excellent fit for Diwali Festival where the attending audience have a natural interest in Lebara's international call offers. Lebara work closely with GLA to develop engaging activations for the Lebara marquee at the Diwali Festival event, which will enriches the event offer to the public while promoting the Lebara brand.
EBPU	██████████	Lebara is not an accredited London Living Wage employer. Lebara's HR team state that their employees are in skilled roles and they do not have zero hours contracts. They have also confirmed that no employees are on hourly pay. They were awarded the International Diversity Mark (for the fourth time) which recognises organisations who actively promote diversity. We have not identified any controversial stories surrounding employment practices at Lebara.

### 4. Options for the partnership

Options	Implication
1. Go ahead with Lebara	The sponsorship fee will add value to the Diwali and Africa on the Square event both from a monetary and content perspective.
2. Don't go ahead with Lebara	Diwali will lose 20k sponsorship fee and Africa on The Square will lose 15k, both these amounts are a significant contribution towards the respective event production costs. In addition Lebara will bring value added content to each of these events.

### 5. Recommendation

5.1. It is recommended that the partnership with Lebara is progressed as set out above.

## Appendix 1

### Commercial Partnerships Vetting Criteria

	Criteria	Measures	Y/N	Evidence
1	<b>Economic Fairness &amp; Fair Employment Practices</b>	<ul style="list-style-type: none"> <li>• Making sure everyone has the same opportunities for pay and progression</li> <li>• Ensuring that those in low skilled roles have fair employment terms and pay, including subscribing to the London Living Wage to the extent permitted by law</li> <li>• Discouraging the inappropriate use of zero hours contracts for low paid, low skilled roles</li> </ul>	<p>Y</p> <p>Y</p> <p>Y</p>	<p>The corporate website confirms that <i>“Everyone is given the opportunity to develop, to flourish and to fulfil their potential. Excellent performance and talent don’t go unnoticed – through rewards, award schemes and rapid career development opportunities that are not held back by a formal career framework. We are a multicultural organisation, promoting and celebrating integration amongst our employees.”</i>  <a href="https://www.lebara.com/ch/en/opportunities/jobs-at-lebara">https://www.lebara.com/ch/en/opportunities/jobs-at-lebara</a></p> <p>Lebara’s head of HR confirmed that no roles at Lebara are low skilled</p> <p>A statement from Lebara’s head of HR confirms  <i>We do not agree with zero hours contracts at Lebara and do not have in place nor will we be implementing zero hours contract in the future</i></p>
2	<b>Equality and Diversity</b>	<ul style="list-style-type: none"> <li>• Employing a workforce that is representative of the diversity of London’s population</li> <li>• Promoting equality and diversity across gender, disability, ethnicity and LGBT groups</li> </ul>	<p>Y</p> <p>Y</p>	<p>In 2016 they were awarded the leading International Diversity Mark (for the fourth time) which recognises organisations who actively promote diversity in ways that benefit all employees and its wider community.</p> <p>It also shows it creates opportunities for all staff irrespective of age, race, gender, sexuality, religion and disability, which in turn attracts talent and aids innovation.  <a href="https://www.lebara.com/it/en/press-releases/lebara-celebrates-diversity-champion-award-2016">https://www.lebara.com/it/en/press-releases/lebara-celebrates-diversity-champion-award-2016</a></p>
3	<b>Skills, Training and Employment Opportunities</b>	<ul style="list-style-type: none"> <li>• Having a focus on apprenticeships, training leading to qualifications, placement positions and engagement with schools and colleges</li> </ul>	N	<p>At present, they are not actively working on any apprentice scheme. They are in the process of working with a partner to start taking on apprentice student in the near future</p>

		<ul style="list-style-type: none"> <li>A commitment to the sociability and training of young people</li> </ul>	N	Not applicable at Lebara, however the current workforce they do have in place provides training on the job and external training as and when required
4	<b>Ethical Sourcing Practices</b>	<ul style="list-style-type: none"> <li>Adopting the nine provisions of the Ethical Trading Initiatives Base Code, or equivalent, essentially having working conditions that are legal, fair and safe</li> <li>Operating to appropriate animal welfare standards (where relevant) in the management of animals and their sub contracts adhere to these standards</li> </ul>	<p>N</p> <p>N/A</p>	<p>A statement from Lebara's head of HR confirms</p> <p><i>All the ETI codes are covered at Lebara, we have a number of Company policies that protect employees and the company and having good working conditions for all of our employees. Policies in place are: Health and Safety policy, Equality and Diversity Policy, Anti-bribery, Disciplinary and Grievance policies etc.</i></p>

#### Press/PR Profile

Criteria	Y/N	
<b>Past</b>	<b>N</b>	
<b>Recent</b> Any negative press articles around recent projects	<b>N</b>	
Any negative press articles around the key criteria 1-4 listed above or, conflict with other mayoral priorities	<b>N</b>	
<b>Future</b> Likely negative press based on current issues	<b>N</b>	