

Lydia Stone: PR Manager, Gemstone Property LTD

Role: PR manager for Gemstone Property LTD, a family-run property development and management company.

Lydia is a **no-nonsense business professional** who is fiercely loyal to her family and their company. She excels at both legitimate and discreet, 'below the table' business dealings. Her successful management of the PR sector has allowed the family business to flourish in North East London, often **partnering with local authorities and the Police**.

Police Ties and Networking

Lydia suggested collaborating with the Police, correctly surmising that supporting them would generate reciprocal benefits. Gemstone Property sponsors police events, and in return, the Police have:

- **Increased patrols** in Gemstone's property areas.
- **Overlooked incidents** related to their nightlife businesses.
- Positioned Gemstone as the **recommended retirement property provider** for retiring officers.

Lydia was invited to this PR consultancy event by **Joe Knightley**, a low-ranking but clearly ambitious member of the Police PR team. She wants to cultivate this relationship for future professional (and potentially personal) use, finding his strategic thinking and ambition attractive.

Hidden Concern

Before the event, Lydia re-read Joe's invitation and noticed a worrying line she missed before: Joe suspects her family's company **might inadvertently be involved** in the conspiracy he is about to reveal.

Lydia is unprepared and deeply concerned. She is loyal to her family first—Joe isn't worth throwing her family under the bus. She must now find out what Joe knows and **minimise her family's involvement**, even if the accusation is true.

Core Conflict

Lydia values the truth, but **protecting her family takes precedence**. She likes Joe and wants to support his theories, but not if they endanger her family, their business, or conflict with what she knows to be true.

Objectives

- Figure out if your family is involved in crimes being shown to you.
- Find out the truth of what is going on.
- Try and support Joe