

COVID-19 EMERGENCY PLANNING HIGHLIGHT REPORT

SERVICE AREA:	Communications
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KEY ACTIVITY HEADLINES

- Now We're Talking system wide mental health campaign continued with six slots a week on BBC Radio Cambs, development and delivery of 30,000 printed leaflets to shielded people
- Fostering fortnight activities continued – with radio and TV interviews and an active social media campaign
- Promoted an event where Snr officers linking with Peterborough faith leaders to fast during Ramadan and break the fast online
- Supported County Councils Network, Anglian Water and countywide outdoor settings with both council leaders comments about keeping to government guidance in advance of the bank holiday – including recording Vlogs with council leaders and lead officers for public health
- Updated staff and members of the public about the new symptom that people needed to be aware of (Loss of taste and smell) including recording video blogs with Dr Liz Robin
- Campaign to increase the physical activity of vulnerable/shielded people (particularly over 65s) in development with opportunity for people to dial in to regular online activities
- Prepared rebuttal information for ADASS linked to concerns raised by Care England, showing how the govt funding is being used locally to support care homes.
- Positive media coverage achieved on radio, TV and printed titles: Jon Lewis talking on BBC East about the support the authority is giving to schools, announcement of the new contractor for King's Dyke,
- Online engagement: top performing articles include; fostering campaign posts (people's own stories), Now we're talking updates, domestic abuse contact details, new symptom updates.

RISKS / CHALLENGES (AND MITIGATION)

- Increasing reactive media enquiries - local and national
- Concerns around the reopening of schools – increased comms support planning and delivering comms around support for school leaders, information about legislation, school readiness and connecting with children with EHCPs
- Track and Tracing comms cell/Reopening of Town and City Centres – comms planning in place
- Staff concerns about work place safety/mental health issues -Gillian Vlog + continued promotion of well being webinars and the portal . Workplace survey issued and good uptake in first week.

WORKFORCE UPDATE

- All staff working well remotely. Daily co-ordination of work and welfare checks.
- Planning to re start postponed recruitment to fill vacancies in team .

FINANCIAL IMPACT (increase in costs / reduction in income)

- Nothing additional to report

RECOVERY ACTIVITY (plans being considered / future steps)

- Picking up BAU - particularly around infrastructure projects
- Supporting comms for the reopening of Peterborough City and the Track and Trace activity which is being led by the LA
- Plans developed with the Comms Business partners for continuing support throughout June – to be reviewed monthly.

COMMUNICATIONS

- Daily Parish, Town Council & RA briefing issued – issued twice a week
- Highlights from the Hub newsletter issued on Friday pull together all the Countywide, City and District Hub activity issued to an extended distribution list
- Twice weekly media briefing issued at 11.30 each day (also to all Members) + additional releases about recycling centre information
- Three daily staff updates a week issued (Monday, Wednesday, Friday)
- Attendance at SCG meetings to update on comms issues
- Attendance at TCG meetings to update on comms issues
- Attendance at Co-ordination Hub meetings to update on comms issues
- Attended fortnightly briefing with PCC Group leaders and PCC Cabinet Policy Forum
- SCG (Gold) strategic highlights issued to all partners – including Members & MPs