

COVID-19 EMERGENCY PLANNING HIGHLIGHT REPORT

SERVICE AREA:	Communications
REPORT AUTHOR:	Christine Birchall
REPORTING PERIOD:	w/e May 10 2020

KEY ACTIVITY HEADLINES

- Communications support planning for the reopening of the Household Recycling Centre – including media releases, behavioural change campaign for social media and web pages on both websites – all published on Thursday May 7. + leader’s vlogs and updates earlier in the week
- VE Day @home materials developed and delivered throughout the week including working to produce a video involving submissions from 80 schools across Cambridgeshire and Peterborough and films of bugler and bagpipes played in local backgardens
- Now we’re Talking mental health campaign continues with three slots a week on BBC Radio Cambs and traditional and social media support
- Positive media coverage achieved on radio, TV and printed titles: Anna Bailey talking about care homes on BBC Radio Cambs, Gillian Beasley and Jan Thomas interview about work of the SCG in Cambs Independent, and John Holdich in The Moment, radio interviews with schools referencing local support
- Online engagement: top performing articles include; Cllr Steve Count talking about recycling centre openings, Dr Liz Robin talking about stay at home VE day, Lance corporate Jason Hobson playing the Last Post in his backgarden, and recycling centre info graphics.

RISKS / CHALLENGES (AND MITIGATION)

- Increasing reactive media enquiries - local and national – concerning care homes. Proactive story issued using (with their permission) letters from homes referencing council support.
- Concerns around supporting children falling behind at school – increased information in each media brief and online to support learning at home and to publicise efforts schools are making to reach out to their students.
- Concerns raised about reports of Fake ‘shielding’ letters going to local residents – increased social media posts to highlight this and a comms plan developed around the doorstep initiative which begins from May 11. Stakeholders all briefed.

WORKFORCE UPDATE

- All staff working well remotely. Daily co-ordination of work and welfare checks.
- Greater Cambridge Partnership and Connecting Cambridgeshire staff starting to return to BAU tasks

FINANCIAL IMPACT (increase in costs / reduction in income)

- Nothing additional to report

RECOVERY ACTIVITY (plans being considered / future steps)

- Picking up BAU as and when capacity allows - considerable planning now in place to develop messages in advance of PMs statement on May 10th to reassure and inform staff.
- A staff survey issued to gauge effectiveness of staff communications in the past month closed.

COMMUNICATIONS

- Daily PM headlines issued approx 5.30 each day +links to any activity change (also to Members)
- 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 i issued to an extended distribution list
- Daily media briefing issued at 11.30 each day (also to all Members) + additional releases about recycling centre information
- Attendance at SCG meetings to update on comms issues
- Attendance at TCG meetings to update on comms issues
- Attendance at a;; Co-ordination Hub meetings to update on comms issues
- Attended fortnightly briefing with PCC Group leaders and Cabinet Policy Forum
- SCG (Gold) strategic highlights issued to all partners – including Members & MPs