

COVID-19 EMERGENCY PLANNING HIGHLIGHT REPORT

SERVICE AREAS:	Communications
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REPORTING PERIOD:	2! June - 5 July

NEW GUIDANCE AND IMPACT

- Local Outbreak Plan, following discussion with SCG, Health protection board and Health and Wellbeing committee – public facing document published by government deadline on June 30th.
- Incident management team requirements around clusters – communications support required at each - specific work around Princes in Wisbech, HM Fresh in Hunts and The Beeches
- Further requirements around active travel proposals (90 cycle ways) and information around ETOs
- Further relaxation of lock down restrictions - planning for communications around pubs and restaurant reopening on July 4th
- Planned changes to Shielded groups – comms activities linked to the changed priorities of hubs
- Comms support for the publication of new guidance announced for school openings in Sept.
- Communications planning to support the announcement of Pillar 2 results being included in national figures which highlighted a rate of infection in Peterborough which is higher than the East of England average
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NEW CHALLENGES AND ACTIVITY

- Rapid recovery team comms activities linked to new information received about outbreaks linked to postcodes along Lincoln Road in Peterborough
- Physical activity campaigns linked to shielded groups or over 60s launched
- Planning for a wider campaign commissioned by SCG to break through ‘fatigue’ around government messaging
- Equalities work, linked to both increased risk factors from pandemic and BLM
- Vivacity contract issues – media handling, staff and updates following PCC scrutiny

RECOVERY ACTIVITY

- Test and trace information to support continued relaxation of lockdown
- Comms support at the daily outbreak management meeting and at all IMTs
- Communication support linked to all the changes to services now being announced - libraries, registrars, coroners – changes to city centres (Peterborough)
- Cambridgeshire intranet moved to new platform to make improved use of Office 365 for the future and allowing more joint up across the two councils

DECISIONS MADE SINCE LAST REPORTING PERIOD

NEW FINANCIAL IMPLICATIONS SINCE LAST REPORTING PERIOD

- Nothing further

WORKFORCE CHANGES

- Interviews underway for replacement Comms Business Partner for Internal Communications
- Recruitment underway for additional capacity for I&G and Outbreak Management

COMMUNICATIONS

- 3x a week staff briefing
- Weekly DPH, and leaders Vlogs promoted across social media
- Weekly CEX Vlog for staff promoted via internal routes

- 2x combined media briefing each week + additional BAU comms now being delivered
- SCG update on Outbreak Management plan and Communications campaign
- 2 x Leaders meeting update for all CCC and PCC councillors