

COVID-19 EMERGENCY PLANNING HIGHLIGHT REPORT

SERVICE AREAS:	Communications
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REPORTING PERIOD:	7-24 June

NEW GUIDANCE AND IMPACT

- Test and Trace – delivering a public facing document (now used regionally) , + associated communications activity including community Translations, web information
- Local Outbreak Plan, required by gvt by end of June – public facing document and communications activity
- Reduction of R rate – comms planning and media work to support continued relaxation of lockdown

NEW CHALLENGES AND ACTIVITY

- Reopening of schools first week of June, and DfE not supplying updated figures increased media activity
- Additional transport schemes (cycling and pedestrian schemes) launched
- Delivering comms support and case studies in relation to Volunteers week, Carers Week, Scam Awareness fortnight- highlighting the work particularly around coordination hub
- Campaign work to increase and promote benefits of physical activity in shielded groups
- Staff survey - results launch + work to deliver associated action plan
- Equalities work, linked to both increased risk factors from pandemic and BLM
- Vivacity contract issues – media planning, staff and stakeholder engagement

RECOVERY ACTIVITY

- Re-Opening of Town and City Centres – intensive work on Peterborough City Centre opening, comms, design, media, social media
- Permit scheme introduced in six HWR across Cambridgeshire and associated comms planning and web support

DECISIONS MADE SINCE LAST REPORTING PERIOD

NEW FINANCIAL IMPLICATIONS SINCE LAST REPORTING PERIOD

- Nothing further

WORKFORCE CHANGES

- Comms manager for People and Public Health interviews complete, job offer made
- Additional role agreed for Infrastructure and growth
- Bid for additional capacity made to support test and trace activities

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 + additional BAU comms now being delivered
- 1x SCG update to partners + Test and Trace public document issued
- 1 x Leaders meeting update for all CCC and PCC councillors