Communicating the new restrictions (5 Nov to 2 Dec) – Cambridgeshire and Peterborough communications strategy

<u>Aim</u> To encourage people across Cambridgeshire and Peterborough to reduce all non-essential contact with people outside their households, to stop virus transmission, and with a view to our area starting December in the lowest possible 'tier'.

Objectives

- To not confuse people by issuing lists of the new do's and don'ts we will promote national materials for this (a translation focus on rules).
- Focus on asking people to consider how they can best reduce all non-essential contact for the next four weeks, and why they should.
- Communicate the support available to help residents (and staff) to do this.
- Communicate the support available for vulnerable people and those who are self-isolating.
- Communicate the support available to help businesses and the self-employed through this period (Peterborough mainly, but supporting and amplifying districts/city comms in Cambridgeshire to do this).
- Avoid confusion by removing all council produced materials which relate to previous rules and guidelines.

Key messages

Don't invite COVID home

- o Reduce all non-essential contact with people you don't live with don't spread the virus
- Stay home as much as possible except for education, exercise, essential shopping or work you can't do at home don't spread the virus
- O Work from home where you can don't spread the virus
- Where you can't work from home be even more Covid-secure (keep your distance, wash your hands, wear a face covering) don't spread ...

• Stop COVID in its tracks!

- $\circ\quad$ If you have symptoms only go out to get a test.
- o If you test positive, self-isolate for ten days.
- o If you live with or are a close contact of someone who tests positive self-isolate for 14 days.

There's no reason not to

- If you're clinically extremely vulnerable there's local help and practical support available to get you through.
- o If you're a business that has to shut, or you're self-employed, we can point you to help and advice.
- o If you're on your own or a family that's struggling there's lots of local help.
- o By reducing the virus spreading we protect vulnerable people and our health services for everyone and will get back to normal quicker.
- o If we all follow the rules we can start December in the lowest tier possible and have the best chancing of being able to spend the festive/holiday/Christmas season with some friends and family.

Methods /activity (Actions across Warn and Inform partners)

CCC/PCCC	Cambs City	East Cambs	South Cambs	Hunts	Fenland	Other partner
Don't wait til		temporary graphics	Start of lockdown	Nov 6 th –soft	4th Nov Press	Police - press
Thursday message -		on waste lorries	Zoom call with	launch #HuntsCan,	release reminding	release about FPNs
Dr Liz Vlog & social		promoting	members,	this is something	residents of help	issued over the
media posts		government	volunteer	we have included	available from FDC	weekend with a
		guidance (hands,	coordinators and	local community	Community Hub.	warning about pre
Prepare and issue		face, space) under	parish councillors	leaders, members	Also promoted via	lock down
new campaign		the brand of 'Let's	on evening of	and recognised	social media.	infringements – Dr
message tool kit		protect East	Wednesday 4	organisations in to		Liz quote
Don't invite covid		Cambs'	November	try and give them	Uploaded to	
home				ownership. We	website, sent to	Social media x8:
		promotion of the	Partnership	want to be able to	town and parish	-Shared fire post on
Prepare and issue		COVID-19 BAME	working between	empower people to	councils and	staying home on
video blogs for		survey	our Sustainable	showcase what	community	November 5
external and			Communities Team	they can do while	contacts, shared	-Hands, face, space
internal use- Dr Liz,		social media videos	and the County	sticking to the	with staff	message
council leaders		translated into	Council to send	restrictions, rather	internally, and to	-Lockdown –
Steve Count and		polish re: Test and	letters / make	than focusing	press.	burglary message
John Holdich.		Trace grant, car	phone calls where	always on the	Ongoing on socials	-Lockdown
		sharing, symptoms	necessary to	things that you		domestic abuse
		and	selected Clinically	can't do.		safety message
Update leaflets		hands,face,space	Extremely			-NHS message
with key messages			Vulnerable People	The communities		around the
/update Outbreak		creation of script	as part of checks	have run with it,		importance of self-
Management plan		for Leader for	we are doing to	but we are early		isolating
and re publishing		COVID-19 video	reassure ourselves	days).		-Shared our 'in this
on 6 November –			those who could be			together' video
with a link to all			in most need have			-Shared national
district action			every opportunity	We curated and		story about how
plans.			to ask for support	sent out a letter to		police are working

			the Clinically	together to stop
Prepare video		Regularly adjusted	Extremely	covid spreading
script for		website homepage	Vulnerable that	
community leaders		carousel items	were identified for	Safety message
		depending on	Huntingdonshire to	about protecting
Twice weekly		weekly priorities:	reinforce	children in
media updates on		with constant 'Stay	messaging, offer	lockdown following
covid specific		at Home' banner as	them support and	BBC report on
stories re -nstated		first item	where to access it,	cases of violence
(had dropped to			whether it be	against babies
one a week since			through us or	increasing
sept)			elsewhere – early	
			Nov	
Media Q&As on				
what council			The safety	
services are aren't			messages and	
still operating or			changes through	
key changes – 4			lockdown also	
and 5 November.			impacted on our	
			Think Local	
Media Q&As on			campaign which	
school			launched before	
arrangements (also			the lockdown was	
sent to schools via			announced, but we	
education team)			have altered it to	
			sit amongst the	
Media features on			lockdown	
the work of the			restrictions and	
hub, support for			reinforce the	
CEV people,			messaging	
support for those			throughout the 4	
self-isolating			weeks	

Celebrating bonfire		Our Members are	
night differently	1	briefed every	
	!	Friday, including all	
Commemorating	1	latest messaging	
Remembrance Day	!	and guidance for	
differently	1	them to help	
	1	disseminate within	
Weekly member	1	local communities	
briefing – for	1		
CCC/PCC and all	1		
districts and City	1		
	1		
Daily staff updates	1		
to keep staff	1		
informed as more	!		
guidance becomes	!		
available.	1		

CCC/PCC	Cambs City	East Cambs	South Cambs	Hunts	Fenland	Other partner
Revision of	Supporting county	Local social media	Daily: Social media	full launch of	Council Leader, Cllr	CA: support and
campaign tool kit	lockdown toolkit	of government	scheduling of	HuntsCan	Chris Boden, gave	share the public
to focus on people	esp through social	guidance with Lets	County Council-	November 12 th	interview on local	health messaging
only going out for	channels	protect East Cambs	provided Lockdown		support from FDC	coming out of
essential shopping		branding	toolkits,		hub to Greatest	Warn & Inform
and to focus on the	Focus on	promotion of the		We have been	Hits Radio	team.
over 60s.	messaging to	removal of	Daily: Social media	continuing to	(formerly KL.FM)	
	remind people	enforcement action	scheduling of	support the local		Business: specific
Targeted social	where they can go	in car parks	material from PHE	and national public	Press release	support for
media posts	for help when they		Campaign Resource	health messaging,	issued on keeping	business
delivered to people	are in need (in their	press release and	Centre, focusing on	our customer	our Customer	signposted <u>here</u>
aged 60+ in the	own	social media	the national 'Stay	service team are	Service Centres and	
Fenland and	neighbourhoods)	through corporate	at home'	hot on the sharing	Hubs open for	Public Transport:
Peterborough area		and economic		of the national	emergency, in-	We continue to
to remind them to	Messaging on help	development	Weekly or more	messages but we	person	work with public
be extra careful	available for	channels of Local	frequent as	are micing in the	appointments,	transport
(also working with	businesses, market	Restrictions	required: Internal	local messages that	during second	companies to
FDC on sponsored	traders and city	Support Grant	communications to	have been pulled	lockdown to help	promote public
posts).	centre workers	(LRSG)	colleagues and	together by the	those who cannot	transport as safe
			members, including	County team.	access services any	and clean to use
Commemorating	Corn Exchange led	development of	regular sharing of		other way. Also	with reminders
Remembrance Day	posters aimed at	assets for a	information	Nov 12 - Resident	promoted via social	that face coverings
- videos and media	young people and	business toolkit	provided in media	newsletter at the	media	need to be worn.
	students, backed	(including branded	briefs from County	start of lockdown		
Leaflet/social	up on social media,	posters under 'Let's	Council and latest	to lay out the	From Nov 10 –	Active Travel: we
media offering	to be extended	Protect East	updates provided	support available,	developed assets to	continue to
advice around car	post lockdown	Cambs') reminding	by Government	current advice as is,	communicate safer	promote active
sharing and social	Direct comms to	people that social		changes to	travel guidance, for	travel messaging
media.	contacts at sixth	actions can affect		guidance, what is	both travelling to	

	forms and language	the spread of	Weekly update to	expected of people	work and to school,	Police
National guidance	schools	COVID-19 at work	members,	and thanking	using CCC template	Social media x 7:
translated by		and to remember	volunteer	people for their	Promoted via social	Shared government
community leaders	Direct comms via	government	coordinators and	hard work,	media and shared	video on how to
and shared on	our staff to	guidance on tea	parish councils sent	Huntingdonshire is	with community	prevent the virus
social media and on	particular localised	breaks - using	by email, focusing	perennially at the	groups	spreading
our websites.	communities e.g.	similar messaging	on signposting to	bottom of infection		Shared Fenland
	Bangladeshi	to Peterborough as	practical assistance	lists	Nov 13 th Letter to	District Council
Diwali – making	community via	advised by Jan	available s		over 60s from	message on what
and sharing	Tulat/ Ari				Council Leader,	to do if you have
interfaith videos		deadline	Bi-weekly		reminding them of	Covid 19 symptoms
celebrating Diwali -	Public realm	approaching	Leadership Team or	Our Members are	support available	Post advertising
Nov 14) and	presence via city	release for BAME	CEX vlog for all	briefed every	via the hub and	the Chief
encouraging people	centre recovery	survey	Council colleagues	Friday, including all	urging them to	Constable's
to follow the	group work on		containing the	latest messaging	reduce their risk	interview about the
guidelines.	improving signage,		latest Coronavirus	and guidance for	and to follow the	force's response to
	posters and bollard	sourcing local	developments and	them to help	national	lockdown on BBC
Testimonial video	covers	volunteer and	guidance	disseminate within	restrictions. Also	Radio Cambs
of people who have		person assisted by		local communities	shared with	Post promoting
experienced Covid		hub through	Regularly adjusted		community	safe spaces for
in the south Asian		COVID-19 for video	website homepage		groups/Town and	domestic abuse
communities (ITV)			carousel items		Parish Councils	victims during
			depending on			lockdown
Refresh of mental			weekly priorities:			Shared county
health, physical					Val Thomas and	council post on
activity and			Regular (usually		Emmeline Watkins	protecting over 60s
domestic violence			weekly) business		join weekly	Post promoting
campaigns.			updates via		Corporate COVID	BBC Radio Cambs
			website, social		meetings to update	interview with the
JC Decaux posters			media and		and discuss	Chief Constable
with 'Don't Invite			newsletter led by		Fenland's COVID	and PCC where
Covid Home' and			the Council's		figures – comms	Covid-19 questions
'Stop Covid in its			Business Support			were asked

Tracks' messages	and Development	adapted depending	•Shared county
go up (PCC).	Team	on data weekly	council message on
			wearing face
Campaign themes	Design work	Continued to	coverings
in alternate	commissioned for	promote CCC	
languages -	updated messaging	assets – Don't	Media interviews:
promoting	on Greater	invite COVID home,	Chief Constable on
community leaders	Cambridge Shared	Stop COVID in its	BBC Radio Cambs
explaining them	Waste Service bin	tracks, We're	talking about the
	lorries – currently	working on this	force's lockdown
Radio advertising –	in progress	together – via	work
get a test and self-		social media and	
isolate		shared with	Chief Constable
Salaam Radio this		community groups	and PCC on BBC
week and other			Radio Cambs for Q
Peterborough and		Continued to	and As included
Cambridge radio		promote	questions on Covid
stations later.		Government assets	policing.
		on the national	
Reminders of help		restrictions,	
available from the		campaigns, Test	Office of Police and
countywide and		and Trace app etc	Crime
district hubs –		via social media,	Commissioner
stories of people		FDC website and	(OPCC)
helped and		shared with	
volunteers helping.		community groups	Regular updates of
-twice weekly			COVID Pages
media update			
			regularly remind
Promotion of walk-			communities that
in testing at			victims services
Gladstone Park			remain open during
Peterborough			the (2nd) lockdown

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Internal stories				via our socials and
about staff				through direct
experiences with				press releases
COVID				•
				Chief and Acting
Launch of working				Commissioner held
well initiative for				a Teams brief with
staff working from				MPs Nov 14th and
home				we reminded them
110111C				to share messaging
First school closure				to share messaging
+ a weekly update				Shared PCC/CCC
on school infection				Diwali video across
				networks
rates				networks
Cupport for cores				Healthwatch:
Support for carers				
during lockdown –				We regularly share
letter for business,				key messages on
press release and				social from the
social media				Govt, CCC/PCC and
				our NHS partners,
Covid-safe				as well as some of
Christmas lights				our own posts on
switch-on				this.
competition begins				
PCC				
Weekly Member				
brief				

CCC/PCC	Cambs City	East Cambs	South Cambs	Hunts	Fenland	Other partner
Positive help for people who are positive- New leaflet and dedicated Facebook posts which are explicit about the timelines for isolation, the reasons, and the support. In English and main community languages The Moment — feature about support in Peterborough (online — will be published early Dec) Dr Liz interviews about concern over increased numbers	Supporting county lockdown toolkit esp through social channels Focus on messaging to remind people where they can go for help when they are in need (in their own neighbourhoods) Messaging on help available for businesses, market traders and city centre workers Corn Exchange led posters aimed at young people and students, backed up on social media, to be extended post lockdown	press release and social media through corporate and economic development channels of the Additional Restrictions Grant (ARG) drafting deadline approaching release for ARG and further update on LRSG message to members re: local test and trace (via wording from CCC/PCC) additional quote from Leader to support CCC/PCC local test and trace release	Tues 17 November: Internal colleague briefing via intranet about new localised Test and Trace Service, with website presence arranged and County Council social media being regularly shared Daily: Social media scheduling of County Council- provided Lockdown toolkits, focusing on Facebook and Twitter Daily: Social media scheduling of material from PHE Campaign Resource Centre, focusing on the national 'Stay at home' messaging	We have been continuing to support the local and national public health messaging, our customer service team are hot on the sharing of the national messages but we are micing in the local messages that have been pulled together by the County team Launch of restriction grants, both mandatory and discretionary, with targeted emails to businesses and press releases	Nov 17 - Press release on launch of Local Restrictions Support Grant for businesses. Also promoted via social media Uploaded to website, sent to town and parish councils and community contacts, shared with staff internally, and to press. Ongoing on socials. Environmental Health in process of contacting business premises ahead of potential re- opening on December 2	CA – as above Police - Launched a video clip entitled "lockdown 2 – The regulations explained". where Chief Inspector Rogerson provides a step by step explanation of the regulations, specifically in relation to childrer and young people. Promoted via Children and YPs Team at Constabulary OPCC Regular updates of COVID Pages

in Peterborough – PT and radio cambs Cllr Holdich PT Column and vlog	Direct comms to contacts at sixth forms and language schools	Weekly or more frequent as required: Internal communications to	regarding the launch Our Members are	Val Thomas and Emmeline Watkins join weekly Corporate COVID meetings to update	Regularly remind communities that victims services remain open during the (2nd) lockdown
warning on increased numbers Enhanced test and trace roll out across Cambridgeshire from 18th – why it's important,	Direct comms via our staff to particular localised communities e.g. Bangladeshi community via Tulat/ Ari	colleagues and members, including regular sharing of information provided in media briefs from County Council and latest updates provided	briefed every Friday, including all latest messaging and guidance for them to help disseminate within local communities	and discuss Fenland's COVID figures – comms adapted depending on data weekly	via our socials and through direct press releases. Healthwatch: We regularly share
success in Peterborough, - media & briefing — twice weekly media update Steve Count vlog about roll out on 19 th There's no reason not to self-isolate — media briefing article and social	Public realm presence via city centre recovery group work on improving signage, posters and bollard covers	by Government Weekly update to members, volunteer coordinators and parish councils sent by email, focusing on signposting to practical assistance available Regularly adjusted		Continued to promote CCC assets – Don't invite COVID home, Stop COVID in its tracks, We're working on this together – via social media and shared with community groups	key messages on social from the Govt, CCC/PCC and our NHS partners, as well as some of our own posts on this.
media about the support available. Dr Liz vlog to support + updates		website homepage carousel items depending on weekly priorities: localised Test and		Continued to promote Government assets on the national restrictions,	

from political		Trace content	campaigns, Test	
leaders.		(from 18th) with	and Trace app etc	
		constant 'Stay at	via social media,	
Letter for		Home' banner as	FDC website and	
businesses with		first item	shared with	
advice and			community groups	
guidance on mask			, 5	
wearing.		Regular (usually		
Media /SM on		weekly) business		
businesses		updates via		
encouraging staff		website, social		
to WfH		media and		
Development of comms and social media signposting parents struggling to the hub if there are food or heating issues. Alcohol awareness week – social media posts.		newsletter led by the Council's Business Support and Development Team		
Development of Strength and balance campaign – stronger for longer.				

Development of		=
loneliness		
campaign – 50,000		
reasons.		
Alternative		
activities for people		
at home - getting out in the		
countryside, making decorations		
at home, Stir up		
Sunday (Nov 22nd)		
- video of		
Christmas pudding		
making + recipe –		
making recipe		
Lamppost banner		
and roundabout		
sponsorship to		
promote safe car		
sharing, mask		
wearing and other		
public health		
messages (PCC)		
Weekly member		
briefing		
Invision Manager		
newsletter to		
support staff +		
twice weekly staff		

briefing with info			
on remaining Covid			
secure in the			
workplace and			
good mental health			

CCC/PCC	Cambs City	East Cambs	South Cambs	Hunts	Fenland	Other partner
Continue and refine campaign themes – and promoting community leaders explaining them	Supporting county lockdown toolkit esp through social channels	Creation of COVID- 19 video comms for potential additional round of ARG	Daily: Social media scheduling of County Council- provided Lockdown toolkits, focusing on Facebook and	Our Members are briefed every Friday, including all latest messaging and guidance for	Val Thomas and Emmeline Watkins join weekly Corporate COVID meetings to update and discuss	CA - as above OPCC: Regular updates of COVID
Targeted leaflet drop in Peterborough AV Van activity Key focus on what people can do	messaging to remind people where they can go for help when they are in need (in their own neighbourhoods)	comms for parking enforcement resuming after lockdown	Twitter Daily: Social media scheduling of material from PHE Campaign Resource Centre, focusing on the national 'Stay	them to help disseminate within local communities	Fenland's COVID figures – comms adapted depending on data weekly Continued to promote CCC assets – Don't	regularly remind communities that victims services remain open during the (2nd) lockdown via our socials and
during lock down and a thanks for doing the right thing Reminders of help available from the	Messaging on help available for businesses, market traders and city centre workers		at home' messaging Weekly or more frequent as required: Internal communications to		invite COVID home, Stop COVID in its tracks, We're working on this together – via social media and	through direct press releases Healthwatch: We regularly share key messages on social from the

hub – stories of	Corn Exchange led	colleagues and	shared with	Govt, CCC/PCC and
people helped and	posters aimed at	members, including	community groups	our NHS partners,
volunteers helping.	young people and	regular sharing of	community groups	as well as some of
Totaliteers Helping.	students, backed	information	Continued to	
Virtual Christmas	up on social media,	provided in media	promote	our own posts on
light switch-on in	to be extended	briefs from County	Government assets	this.
Peterborough –	post lockdown	Council and latest	on the national	
how it's happening	Direct comms to	updates provided	restrictions,	
differently-	contacts at sixth	by Government	campaigns, Test	
competition to find	forms and language	·	and Trace app etc	
unsung hero	schools	Weekly update to	via social media,	
continues		members,	FDC website and	
	Direct comms via	volunteer	shared with	
Update on how the	our staff to	coordinators and		
lockdown is	particular localised	parish councils sent	community groups	
working - media	communities e.g.	by email, focusing	Environmental	
	Bangladeshi	on signposting to	Health in process of	
Focus on what	community via	practical assistance	contacting business	
happens when	Tulat/ Ari	available	premises ahead of	
lockdown ends and		Regularly adjusted	potential re-	
a plea for people	Public realm	website homepage	opening on	
not to undo all	presence via city	carousel items	December 2	
their hard work.	centre recovery	depending on	December 2	
	group work on	weekly priorities:		
White Ribbon Day	improving signage,	localised Test and		
25 November	posters and bollard	Trace content	Vlog from Dr Liz	
	covers	(from 18th) with	Robin targeting	
Communications		constant 'Stay at	issues in Fenland	
for the Gvt	Our children and	Home' banner as		
announcement of	young people's	first item		
new tier structure	team is working on			
on Nov 26th	a film targeting	Regular (usually		
- Statement		weekly) business		

- Interviews	school students	updates via		
Dr Liz	and sixth formers	website, social		
Robin	(jointly funded by	media and		
- Leaders	CCC and PCC)	newsletter led by		
Vlogs		the Council's		
		Business Support		
Weekly member		and Development		
briefing		Team		
		Team		
Twice weekly				
newsletters to				
staff - supporting				
external				
campaigns, promoting health				
and wellbeing for				
staff and latest				
updates.				
apaates.				
Launch of internal				
campaign				
highlighting				
frontline workers				
support during the				
pandemic and the				
staff who support				
them.				
5				
Running of the				
Wellbeing Hour				
with MIND charity				

–210 staff booked			
in.			

w/b 30th

CCC/PCC	Cambs City	East Cambs	South Cambs	Hunts	Fenland	Other partner
Launch of	Supporting county		Daily: Social media		Val Thomas and	CA – as above
lockdown and	lockdown toolkit		scheduling of		Emmeline Watkins	
beyond – living	esp through social		County Council-		join weekly	OPPC:
safely with Covid-	channels		provided Lockdown		Corporate COVID	Regular updates of
19 - new toolkit of			toolkits, focusing		meetings to update	COVID Pages
materials to be	Focus on		on Facebook and		and discuss	COVID 1 ages
supplied to all	messaging to		Twitter		Fenland's COVID	regularly remind
Warn and Inform	remind people		Daily: Social media		figures – comms	communities that
	where they can go		scheduling of		adapted depending	victims services
cell	for help when they		material from PHE		on data weekly	
2 nd Dec	are in need (in their		Campaign Resource			remain open during
Peterborough	own		Centre, focusing on		Continued to	the (2nd) lockdown
Christmas lights	neighbourhoods)		the national 'Stay		promote CCC	via our socials and
switch-on - 10 to			at home'		assets – Don't	through direct
	Messaging on help		messaging		invite COVID home,	press releases
15 minute pre-	available for				Stop COVID in its	
recorded virtual	businesses, market		Weekly or more		tracks, We're	
Christmas light	traders and city		frequent as		working on this	Healthwatch:
switch-on event	centre workers		required: Internal		together – via	We regularly share
will be streamed			communications to		social media and	key messages on
live on Facebook,	Direct comms via		colleagues and		shared with	social from the
as well as featured	our staff to		members, including		community groups	Govt, CCC/PCC and
on other digital	particular localised		regular sharing of		Continued to	
channels and BBC	communities e.g.		information		promote	our NHS partners,
Radio Cambs and	Bangladeshi		provided in media		Government assets	as well as some of
PCRFM.	community via		briefs from County		on the national	our own posts on
i Citi ivi.	Tulat/ Ari		Council and latest		restrictions,	this.
					campaigns, Test	

	updates provided	and Trace app etc
	by Government	via social media,
Geo locate		FDC website and
messaging goes live	Weekly update to	shared with
in Peterborough	members,	community groups
with key safety	volunteer	Environmental
messages	coordinators and	Health in process of
	parish councils sent	contacting business
Continuing:	by email, focusing	premises ahead of
Toolkit updates –	on signposting to	potential re-
and promotion	practical assistance	opening on
	available	December 2
Twice weekly	Regularly adjusted	December 2
media brief –	website homepage	
including leaders	carousel items	
messages	depending on	
	weekly priorities:	
Twice weekly staff	localised Test and	
updates	Trace content	
Du Lie Vile e	(from 18th) with	
Dr Liz Vlog	constant 'Stay at	
Weekly update for	Home' banner as	
all Members	first item	
	Regular (usually	
	weekly) business	
	updates via	
	website, social	
	media and	
	newsletter led by	
	the Council's	
	Business Support	

	and Development		
	Team		

Communication channels

- Media Press releases, proactively offered interviews and responses to media enquiries
- Social media, Including paid-for social media advertising/boosted posts
- Community Facebook groups.
- PCC, CCC and district/city staff
- PCC, CCC and district/city members
- MPs
- Community Reference Group membership includes voluntary and charity sector reps
- Community Champion Group membership
- Faith leaders
- Warn and Inform cell membership
- PCC, CCC and district/city council websites
- Hardcopy marketing materials including posters and leaflets
- Community radio stations such as Salaam Radio and Peterborough Community Radio
- Local satellite channels such as Dunya News and Geo TV
- Schools regular updates are sent to schools from the Director of Education
- University/FE college contacts and newsletters
- Parish councils
- Coordination hub partners
- Publications produced by partner organisations
- Lamppost banners, roundabout sponsorship and city centre information boards
- Care home noticeboards and newsletters
- GP practice notice boards and call holding/answerphone messages

- Businesses business rates database, EH database and newsletters run by Opportunity Peterborough, the Combined Authority and the Chambers of Commerce
- Mobile AV van in Peterborough for critical messages.
- Covid-19 update for all staff every Tuesday
- Friday Focus and Weekly Round up
- Insite and Camweb
- Invision managers' newsletter / PCC managers' network
- Services' internal newsletters (adults, schools, highways, customer services, etc)