

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

Aim 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**
 - 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
 - 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!**
 - If you have symptoms only go out to get a test.
 - If you test positive, self-isolate for ten days.
 - 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.
 - If you're a business that has to shut, or you're self-employed, we can point you to help and advice.
 - If you're on your own or a family that's struggling there's lots of local help.
 - By reducing the virus spreading we protect vulnerable people and our health services for everyone - and will get back to normal quicker.
 - 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)

Week commencing Nov 2

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

<p>Prepare video script for community leaders</p> <p>Twice weekly media updates on covid specific stories re -nstedated (<i>had dropped to one a week since sept</i>)</p> <p>Media Q&As on what council services are aren't still operating or key changes – 4 and 5 November.</p> <p>Media Q&As on school arrangements (also sent to schools via education team)</p> <p>Media features on the work of the hub, support for CEV people, support for those self-isolating</p>			<p>Regularly adjusted website homepage carousel items depending on weekly priorities: with constant 'Stay at Home' banner as first item</p>	<p>the Clinically Extremely Vulnerable that were identified for Huntingdonshire to reinforce messaging, offer them support and where to access it, whether it be through us or elsewhere – early Nov</p> <p>The safety messages and changes through lockdown also impacted on our Think Local campaign which launched before the lockdown was announced, but we have altered it to sit amongst the lockdown restrictions and reinforce the messaging throughout the 4 weeks</p>	<p>together to stop covid spreading</p> <p>Safety message about protecting children in lockdown following BBC report on cases of violence against babies increasing</p>
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<p>Celebrating bonfire night differently</p> <p>Commemorating Remembrance Day differently</p> <p>Weekly member briefing – for CCC/PCC and all districts and City</p> <p>Daily staff updates to keep staff informed as more guidance becomes available.</p>				<p>Our Members are briefed every Friday, including all latest messaging and guidance for them to help disseminate within local communities</p>		
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Week commencing Nov 9

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

<p>National guidance translated by community leaders and shared on social media and on our websites.</p> <p>Diwali – making and sharing interfaith videos celebrating Diwali - Nov 14) and encouraging people to follow the guidelines.</p> <p>Testimonial video of people who have experienced Covid in the south Asian communities (ITV)</p> <p>Refresh of mental health, physical activity and domestic violence campaigns.</p> <p>JC Decaux posters with 'Don't Invite Covid Home' and 'Stop Covid in its</p>	<p>forms and language schools</p> <p>Direct comms via our staff to particular localised communities e.g. Bangladeshi community via Tulat/ Ari</p> <p>Public realm presence via city centre recovery group work on improving signage, posters and bollard covers</p>	<p>the spread of COVID-19 at work and to remember government guidance on tea breaks - using similar messaging to Peterborough as advised by Jan</p> <p>deadline approaching release for BAME survey</p> <p>sourcing local volunteer and person assisted by hub through COVID-19 for video</p>	<p>Weekly update to members, volunteer coordinators and parish councils sent by email, focusing on signposting to practical assistance available s</p> <p>Bi-weekly Leadership Team or CEX vlog for all Council colleagues containing the latest Coronavirus developments and guidance</p> <p>Regularly adjusted website homepage carousel items depending on weekly priorities:</p> <p>Regular (usually weekly) business updates via website, social media and newsletter led by the Council's Business Support</p>	<p>expected of people and thanking people for their hard work, Huntingdonshire is perennially at the bottom of infection lists</p> <p>Our Members are briefed every Friday, including all latest messaging and guidance for them to help disseminate within local communities</p>	<p>work and to school, using CCC template Promoted via social media and shared with community groups</p> <p>Nov 13th Letter to over 60s from Council Leader, reminding them of support available via the hub and urging them to reduce their risk and to follow the national restrictions. Also shared with community groups/Town and Parish Councils</p> <p>Val Thomas and Emmeline Watkins join weekly Corporate COVID meetings to update and discuss Fenland's COVID figures – comms</p>	<p>Police</p> <p>Social media x 7: Shared government video on how to prevent the virus spreading</p> <ul style="list-style-type: none"> •Shared Fenland District Council message on what to do if you have Covid 19 symptoms •Post advertising the Chief Constable's interview about the force's response to lockdown on BBC Radio Cambs •Post promoting safe spaces for domestic abuse victims during lockdown •Shared county council post on protecting over 60s •Post promoting BBC Radio Cambs interview with the Chief Constable and PCC where Covid-19 questions were asked
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<p>Tracks' messages go up (PCC).</p> <p>Campaign themes in alternate languages - promoting community leaders explaining them</p> <p>Radio advertising – get a test and self-isolate Salaam Radio this week and other Peterborough and Cambridge radio stations later.</p> <p>Reminders of help available from the countywide and district hubs – stories of people helped and volunteers helping. –twice weekly media update</p> <p>Promotion of walk-in testing at Gladstone Park Peterborough</p>			<p>and Development Team</p> <p>Design work commissioned for updated messaging on Greater Cambridge Shared Waste Service bin lorries – currently in progress</p>		<p>adapted depending on data weekly</p> <p>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</p> <p>Continued to promote Government assets on the national restrictions, campaigns, Test and Trace app etc via social media, FDC website and shared with community groups</p>	<p>•Shared county council message on wearing face coverings</p> <p>Media interviews: Chief Constable on BBC Radio Cambs talking about the force's lockdown work</p> <p>Chief Constable and PCC on BBC Radio Cambs for Q and As included questions on Covid policing.</p> <p>Office of Police and Crime Commissioner (OPCC)</p> <p>Regular updates of COVID Pages</p> <p>regularly remind communities that victims services remain open during the (2nd) lockdown</p>
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<p>Internal stories about staff experiences with COVID</p> <p>Launch of working well initiative for staff working from home</p> <p>First school closure + a weekly update on school infection rates</p> <p>Support for carers during lockdown – letter for business, press release and social media</p> <p>Covid-safe Christmas lights switch-on competition begins PCC</p> <p>Weekly Member brief</p>						<p>via our socials and through direct press releases</p> <p>Chief and Acting Commissioner held a Teams brief with MPs Nov 14th and we reminded them to share messaging</p> <p>Shared PCC/CCC Diwali video across networks</p> <p>Healthwatch: We regularly share key messages on social from the Govt, CCC/PCC and our NHS partners, as well as some of our own posts on this.</p>
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Week commencing Nov 16

CCC/PCC	Cambs City	East Cambs	South Cambs	Hunts	Fenland	Other partner
<p>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</p> <p>The Moment – feature about support in Peterborough (online – will be published early Dec)</p> <p>Dr Liz interviews about concern over increased numbers</p>	<p>Supporting county lockdown toolkit esp through social channels</p> <p>Focus on messaging to remind people where they can go for help when they are in need (in their own neighbourhoods)</p> <p>Messaging on help available for businesses, market traders and city centre workers</p> <p>Corn Exchange led posters aimed at young people and students, backed up on social media, to be extended post lockdown</p>	<p>press release and social media through corporate and economic development channels of the Additional Restrictions Grant (ARG)</p> <p>drafting deadline approaching release for ARG and further update on LRSG</p> <p>message to members re: local test and trace (via wording from CCC/PCC)</p> <p>additional quote from Leader to support CCC/PCC local test and trace release</p>	<p>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</p> <p>Daily: Social media scheduling of County Council-provided Lockdown toolkits, focusing on Facebook and Twitter</p> <p>Daily: Social media scheduling of material from PHE Campaign Resource Centre, focusing on the national 'Stay at home' messaging</p>	<p>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 mic'ing in the local messages that have been pulled together by the County team</p> <p>Launch of restriction grants, both mandatory and discretionary, with targeted emails to businesses and press releases</p>	<p>Nov 17 - Press release on launch of Local Restrictions Support Grant for businesses. Also promoted via social media</p> <p>Uploaded to website, sent to town and parish councils and community contacts, shared with staff internally, and to press. Ongoing on socials.</p> <p>Environmental Health in process of contacting business premises ahead of potential re-opening on December 2</p>	<p>CA – as above</p> <p>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 children and young people. Promoted via Children and YPs Team at Constabulary</p> <p>OPCC</p> <p>Regular updates of COVID Pages</p>

<p>in Peterborough – PT and radio cambs</p> <p>Cllr Holdich PT Column and vlog warning on increased numbers</p> <p>Enhanced test and trace roll out across Cambridgeshire from 18th – why it's important, success in Peterborough, - media & briefing – twice weekly media update</p> <p>Steve Count vlog about roll out on 19th</p> <p>There's no reason not to self-isolate – media briefing article and social media about the support available.</p> <p>Dr Liz vlog to support + updates</p>	<p>Direct comms to contacts at sixth forms and language schools</p> <p>Direct comms via our staff to particular localised communities e.g. Bangladeshi community via Tulat/ Ari</p> <p>Public realm presence via city centre recovery group work on improving signage, posters and bollard covers</p>		<p>Weekly or more frequent as required: Internal communications to colleagues and members, including regular sharing of information provided in media briefs from County Council and latest updates provided by Government</p> <p>Weekly update to members, volunteer coordinators and parish councils sent by email, focusing on signposting to practical assistance available</p> <p>Regularly adjusted website homepage carousel items depending on weekly priorities: localised Test and</p>	<p>regarding the launch</p> <p>Our Members are briefed every Friday, including all latest messaging and guidance for them to help disseminate within local communities</p>	<p>Val Thomas and Emmeline Watkins join weekly Corporate COVID meetings to update and discuss Fenland's COVID figures – comms adapted depending on data weekly</p> <p>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</p> <p>Continued to promote Government assets on the national restrictions,</p>	<p>Regularly remind communities that victims services remain open during the (2nd) lockdown via our socials and through direct press releases.</p> <p>Healthwatch: We regularly share key messages on social from the Govt, CCC/PCC and our NHS partners, as well as some of our own posts on this.</p>
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<p>from political leaders.</p> <p>Letter for businesses with advice and guidance on mask wearing.</p> <p>Media /SM on businesses encouraging staff to WfH</p> <p>Development of comms and social media signposting parents struggling to the hub if there are food or heating issues.</p> <p>Alcohol awareness week – social media posts.</p> <p>Development of Strength and balance campaign – stronger for longer.</p>			<p>Trace content (from 18th) with constant 'Stay at Home' banner as first item</p> <p>Regular (usually weekly) business updates via website, social media and newsletter led by the Council's Business Support and Development Team</p>		<p>campaigns, Test and Trace app etc via social media, FDC website and shared with community groups</p>	
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<p>Development of loneliness campaign – 50,000 reasons.</p> <p>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 –</p> <p>Lamppost banner and roundabout sponsorship to promote safe car sharing, mask wearing and other public health messages (PCC)</p> <p>Weekly member briefing</p> <p>Invision Manager newsletter to support staff + twice weekly staff</p>						
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briefing with info on remaining Covid secure in the workplace and good mental health						
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Week commencing Nov 23

CCC/PCC	Cambs City	East Cambs	South Cambs	Hunts	Fenland	Other partner
<p>Continue and refine campaign themes – and promoting community leaders explaining them</p> <p>Targeted leaflet drop in Peterborough AV Van activity</p> <p>Key focus on what people can do during lock down and a thanks for doing the right thing</p> <p>Reminders of help available from the</p>	<p>Supporting county lockdown toolkit esp through social channels</p> <p>Focus on messaging to remind people where they can go for help when they are in need (in their own neighbourhoods)</p> <p>Messaging on help available for businesses, market traders and city centre workers</p>	<p>Creation of COVID-19 video</p> <p>comms for potential additional round of ARG</p> <p>comms for parking enforcement resuming after lockdown</p>	<p>Daily: Social media scheduling of County Council-provided Lockdown toolkits, focusing on Facebook and Twitter</p> <p>Daily: Social media scheduling of material from PHE Campaign Resource Centre, focusing on the national 'Stay at home' messaging</p> <p>Weekly or more frequent as required: Internal communications to</p>	<p>Our Members are briefed every Friday, including all latest messaging and guidance for them to help disseminate within local communities</p>	<p>Val Thomas and Emmeline Watkins join weekly Corporate COVID meetings to update and discuss Fenland's COVID figures – comms adapted depending on data weekly</p> <p>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</p>	<p>CA - as above</p> <p>OPCC: Regular updates of COVID Pages</p> <p>regularly remind communities that victims services remain open during the (2nd) lockdown via our socials and through direct press releases</p> <p>Healthwatch: We regularly share key messages on social from the</p>

<p>hub – stories of people helped and volunteers helping.</p> <p>Virtual Christmas light switch-on in Peterborough – how it's happening differently-competition to find unsung hero continues</p> <p>Update on how the lockdown is working - media</p> <p>Focus on what happens when lockdown ends and a plea for people not to undo all their hard work.</p> <p>White Ribbon Day 25 November</p> <p>Communications for the Gvt announcement of new tier structure on Nov 26th - Statement</p>	<p>Corn Exchange led posters aimed at young people and students, backed up on social media, to be extended post lockdown</p> <p>Direct comms to contacts at sixth forms and language schools</p> <p>Direct comms via our staff to particular localised communities e.g. Bangladeshi community via Tulat/ Ari</p> <p>Public realm presence via city centre recovery group work on improving signage, posters and bollard covers</p> <p>Our children and young people's team is working on a film targeting</p>		<p>colleagues and members, including regular sharing of information provided in media briefs from County Council and latest updates provided by Government</p> <p>Weekly update to members, volunteer coordinators and parish councils sent by email, focusing on signposting to practical assistance available</p> <p>Regularly adjusted website homepage carousel items depending on weekly priorities: localised Test and Trace content (from 18th) with constant 'Stay at Home' banner as first item</p> <p>Regular (usually weekly) business</p>		<p>shared with community groups</p> <p>Continued to promote Government assets on the national restrictions, campaigns, Test and Trace app etc via social media, FDC website and shared with community groups</p> <p>Environmental Health in process of contacting business premises ahead of potential re-opening on December 2</p> <p>Vlog from Dr Liz Robin targeting issues in Fenland</p>	<p>Govt, CCC/PCC and our NHS partners, as well as some of our own posts on this.</p>
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<ul style="list-style-type: none"> - Interviews Dr Liz Robin - Leaders Vlogs <p>Weekly member briefing</p> <p>Twice weekly newsletters to staff - supporting external campaigns, promoting health and wellbeing for staff and latest updates.</p> <p>Launch of internal campaign highlighting frontline workers support during the pandemic and the staff who support them.</p> <p>Running of the Wellbeing Hour with MIND charity</p>	<p>school students and sixth formers (jointly funded by CCC and PCC)</p>		<p>updates via website, social media and newsletter led by the Council's Business Support and Development Team</p>			
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-210 staff booked in.						
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w/b 30th

CCC/PCC	Cambs City	East Cambs	South Cambs	Hunts	Fenland	Other partner
<p>Launch of lockdown and beyond – living safely with Covid-19 - new toolkit of materials to be supplied to all Warn and Inform cell</p> <p>2nd Dec Peterborough Christmas lights switch-on - 10 to 15 minute pre-recorded virtual Christmas light switch-on event will be streamed live on Facebook, as well as featured on other digital channels and BBC Radio Cambs and PCRFM.</p>	<p>Supporting county lockdown toolkit esp through social channels</p> <p>Focus on messaging to remind people where they can go for help when they are in need (in their own neighbourhoods)</p> <p>Messaging on help available for businesses, market traders and city centre workers</p> <p>Direct comms via our staff to particular localised communities e.g. Bangladeshi community via Tulat/ Ari</p>		<p>Daily: Social media scheduling of County Council-provided Lockdown toolkits, focusing on Facebook and Twitter</p> <p>Daily: Social media scheduling of material from PHE Campaign Resource Centre, focusing on the national 'Stay at home' messaging</p> <p>Weekly or more frequent as required: Internal communications to colleagues and members, including regular sharing of information provided in media briefs from County Council and latest</p>		<p>Val Thomas and Emmeline Watkins join weekly Corporate COVID meetings to update and discuss Fenland's COVID figures – comms adapted depending on data weekly</p> <p>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</p> <p>Continued to promote Government assets on the national restrictions, campaigns, Test</p>	<p>CA – as above</p> <p>OPPC:</p> <p>Regular updates of COVID Pages</p> <p>regularly remind communities that victims services remain open during the (2nd) lockdown via our socials and through direct press releases</p> <p>Healthwatch:</p> <p>We regularly share key messages on social from the Govt, CCC/PCC and our NHS partners, as well as some of our own posts on this.</p>

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