

COVID-19 EMERGENCY PLANNING HIGHLIGHT REPORT

SERVICE AREAS:	Communications
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REPORTING PERIOD:	6 - 19 July

NEW GUIDANCE AND IMPACT

- Changes to restrictions around registrars and coroners court publicised
- New guidance around school openings in September received and publicised
- Changes to data reporting to include postcode data from Pillar 2 tests allowed more detail for marketing purposes – new Acorn classification interrogated and marketing developed
- 13 new translation videos developed with community leaders to highlight changes to track and trace communications (in particular new guidance about contacts)
- End of shielding communications activity launched to reassure and help people moving to the outside world after 12 weeks - also deadline for registration for supermarket slots (17th)

NEW CHALLENGES AND ACTIVITY

- Launched a wider campaign #keepcaring commissioned by SCG to break through ‘fatigue’ around government messaging - launched with full system support July 7th
- Updated and supported a further focussed on messaging around household sizes from July 10th based on intelligence received about an increase in household transmission.
- Updated and targeting support for the Peterborough rapid response team including commissioning a new leaflet for door to door delivery and translations of this into community languages, supporting video blogs from advocates and developing a Coronavirus quiz for social media to highlight and familiarise people with changes in guidelines.
- Healthy eating campaign and physical activities for people with disabilities campaigns launched – as part of our linked support for CCG’s BMI campaign which will launch end of July
- Worked with Warn and Inform team to develop overarching communications protocol to support the Outbreak management plan (to be signed off following SCG and exercise on Monday 20th)
- Local and national reporting on Peterborough actions as the area continues in top 10 areas for infections
- Lobbying at government level including with Cabinet Office and directly to the SoS requesting access to local data to help support more local contact tracing.
- Considerable local, regional and national media attention accompanied PHE info that Peterborough was in top 10 and briefings and interviews set up with Dr Liz Robin and Wayne Fitzgerald.

RECOVERY ACTIVITY

- Comms support at Outbreak Management and Information management teams set up on a daily basis -including briefing for Members
- Support for active travel schemes aimed at getting people out and about safely – including planning communications activity for ETOs and 90 new cycle schemes and support for CPCA
- Vivacity - planning for the limited opening of some facilities as the 90 day transition period is underway

DECISIONS MADE SINCE LAST REPORTING PERIOD

NEW FINANCIAL IMPLICATIONS SINCE LAST REPORTING PERIOD

- Successful bid made to Test and Trace funding to support additional required comms capacity

WORKFORCE CHANGES

- Temp recruitment of two officers while permanent recruitment underway for I&G and Outbreak Management
- One officer redeployed from Connecting Cambridgeshire since March retained for two days a week until August 10

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 Peterborough rapid response comms and Communications Protocol
- 2 x Leaders meeting update for all CCC and PCC councillors