

COVID-19 EMERGENCY PLANNING HIGHLIGHT REPORT

SERVICE AREA:	Communications
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KEY ACTIVITY HEADLINES	
<ul style="list-style-type: none"> Now we're talking –mental health campaign led by the team but with involvement from right across the public sector system – launched with interviews on BBC Look East and a three times a week slot on BBC Radio Cambridgeshire. The campaign is designed to promote good mental health activities, and promote help for residents, staff and volunteers. Interviews set up following guidance on the allocations from the MHCLG additional £1.6b funding - Cllr Steve Count was interviewed on BBC Radio Cambs and by local democracy reporter To link to a planned reduction in the daily staff briefing from five to three times a week - Gillian Beasley and Jan Thomas were interviewed about the work of the SCG by the Cambridge Independent and Peterborough Matters During April the team dealt with 152 media enquiries across both CCC and PCC – approx. the same number as April 2019 (when figures were unusually high in PCC due to national and international interest in the Parliamentary by election). Calls were almost 100% focussed on the two council's handling of the current situation and issues arising from it. The proactive daily media brief includes a minimum of three news stories each day. Social media posts –including promotion of campaigns – rose from a combined total 246 proactive posts in April 2019 to 1,254 proactive posts in April 2020 Positive media coverage achieved on radio, TV and printed titles: Top performing stories included the Highways and Skanska initiative to paint thank you messages to the NHS outside main hospitals, our new fostering appeal including interviews on both radio and TV with foster carers and Director of Children's services, Lou Williams. Online engagement: top performing articles include; Thank you messages to the NHS (shared by CHU, Papworth and Cambridgeshire Constabulary), Cambridgeshire Music's online 'virtual' orchestra, Dr Liz Robin's posts about public health, and features on a Royal Navy submariner working at the Co-ordination hub, and a day centre's outreach work for its adult students. 	
RISKS / CHALLENGES (AND MITIGATION)	
<ul style="list-style-type: none"> Increasing issues around mental health for residents and staff due to prolonged lockdown – Now We're Talking campaign has launched, partnered by BBC TV and Radio. Concerns around supporting children falling behind at school/reduced physical – support to promote the online learning portal is being stepped up A potential increase in the number of child protection referrals once lockdown is relaxed – fostering and adoption recruitment campaigns continue and work is ongoing to recruit additional resource to support this work. 	
WORKFORCE UPDATE	
<ul style="list-style-type: none"> All staff working well remotely. Daily co-ordination of work and welfare checks. Zoom to be used for a virtual meeting as part of the induction of staff members who have joined just as or during lockdown 	
FINANCIAL IMPACT (increase in costs / reduction in income)	
<ul style="list-style-type: none"> Nothing additional to report 	
RECOVERY ACTIVITY (plans being considered / future steps)	
<ul style="list-style-type: none"> Picking up BAU as and when capacity allows - including comms planning around likely reopenings A staff survey issued to gauge effectiveness of staff communications in the past month and build this into plans for internal communications for the future. 	

COMMUNICATIONS

- Daily PM headlines issued approx 5.30 each day +links to any activity change (also to Members)
- Daily Parish, Town Council & RA briefing issued – will reduced to twice a week from next week
- Highlights from the Hub newsletter issued on Friday pull together all the Countywide, City and District Hub activity i issued to an extended distribution list
- Daily media briefing issued at 11.30 each day (also to all Members) + regular video blogs with Director of Public Health and both council leader (s)
- Attendance at SCG meetings to update on comms issues
- Attendance at TCG meetings to update on comms issues
- Daily attendance at Co-ordination Hub meetings to update on comms issues
- Attended fortnightly briefing with CCC Group leaders and Chairs and Vice Chairs
- Attended weekly briefing session with MPs, District Council Leaders, Mayor and P&CC
- SCG (Gold) strategic highlights issued to all partners – including Members & MPs