

COVID-19 EMERGENCY PLANNING HIGHLIGHT REPORT

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| SERVICE AREA: | Communications |
| REPORT AUTHOR: | Christine Birchall |
| REPORTING PERIOD: | w/e April 12 2020 |

KEY ACTIVITY HEADLINES

- Daily media briefing issued at 11.30 each day (also to all Members) + regular video blogs with Director of Public Health and council leader (s) achieved and well received by media outlets
- Daily Staff briefing issued at 11am each day – also promoted on intranet sites. Includes includes items from staff reporting back on their redeployment roles.
- Weekly e- newsletter for staff and members issued on Thursday (to account for Bank Holiday)
- Daily PM headlines issued approx 5.30 each day +links to any activity change (also to Members)
- Daily Parish and Town Council briefing issued each afternoon – primarily linked to Hub activity but also highlighting any changes to services highlighted in the media update, now retitled to make it clear that it includes Residents Associations
- SCG (Gold) strategic highlights issued to all partners – including Members & MPs (x2 this week)
- Daily updates of service changes made on websites and across social media platforms
- Positive media coverage achieved on radio, TV and printed titles: schools supporting hospitals and communities with equipment and food, start on site of temporary mortuary & Chinese donation of PPE
- Online engagement: top performing articles include HR advisor retraining as a reablement worker and bulletins from Dr Liz Robin
- Worked with Chairs and Vice Chairs/Cabinet at their request, to help them put together social media posts promoting stay at home messages, and thanking frontline staff for Easter
- Worked with CCG and PHE on reactive statement regarding Hilton Park Residential home
- Worked with Chairman of the County Council, and Mayor of the City Council to record and post Easter Messages on Easter Sunday
- Launched an Easter Activities campaign to support families staying at home during the holiday
- Launched first part of a multi-agency campaign to promote and support good mental health

RISKS / CHALLENGES (AND MITIGATION)

- Work beginning on temporary mortuary facility in Cambridge needed sensitive handling to support Marshalls staff communications with timed letters, and over intrusive media attention
- Story about the Chinese donation of PPE in the CambsNews attracted some online racist comments Worked with the editor to agree moderation of comments in this area
- National viral social media activity aimed at spreading alarm and false information was picked up locally by vulnerable communities. The team worked with the wider public sector comms system to combat and rebut these messages.

WORKFORCE UPDATE

- All staff working well remotely. Daily co-ordination of work and welfare checks.
- All bar four staff stood down for the four day Easter break for a rest.

FINANCIAL IMPACT (increase in costs / reduction in income)

- Nothing additional to report

RECOVERY ACTIVITY (plans being considered / future steps)

- Beginning to pick up some BAU as and when capacity allows (King's Dyke, March Access Strategy).

COMMUNICATIONS

Attended briefings with PCC Group leaders and policy forum
Attended a briefing session for Lib Dem Cllrs (CCC only)
As above.