

COVID-19 EMERGENCY PLANNING HIGHLIGHT REPORT

SERVICE AREA:	Communications
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REPORTING PERIOD:	w/e June 7 2020

KEY ACTIVITY HEADLINES

- Considerable work undertaken to support Volunteers week activity – including vlogs from both leaders and from Gillian Beasley
- Initial evaluation of Mental Health Campaign shows increased uptake of online counselling services, and of activity campaign for over 60s has led to the doubling of uptake of online courses on facebook
- Comms work to support permit scheme for HRCs , the re opening of registration services for births (Cambridgeshire only) and planning for the reopening of Peterborough City Centre continued with support from across the team
- Significant comms support around start date of extending the opening of the majority of schools in CCC and PCC area – including release, updates on website and social media updates
- Positive media coverage achieved on radio, TV and printed titles: Vera – a local resident who has been undertaking strength and balance classes following the cancelation of her knee operation spoke in support of the activity campaign on BBC Radio Cambs,
- Online engagement: top performing articles include; Now we're talking and strength and balance campaign items

RISKS / CHALLENGES (AND MITIGATION)

- Increasing reactive media enquiries - local and national
- Following concerns about gatherings in Peterborough over the bank holiday weekend, and potential
- First week of extended reopening of schools – considerable work to support on media, including the launch of a 'school readiness' campaign to reassure parents and children. DfE unable to provide figures for numbers of schools throughout the week which caused issues.
- Black lives matters protests throughout the week led to an increased need for additional communications stressing public health advice on people keeping safe outdoors
- Concerns raised about ability to support Infrastructure and Growth BAU – talks underway about additional resourcing.

WORKFORCE UPDATE

- All staff working well remotely. No illness and daily co-ordination of work and welfare checks.
- Recruitment launched for a new Comms business partner (Internal), and planning for interviews for restarted recruitment for communications manager for People and Public health area.

FINANCIAL IMPACT (increase in costs / reduction in income)

- Nothing additional to report

RECOVERY ACTIVITY (plans being considered / future steps)

- Picking up BAU - particularly around infrastructure projects
- Supporting comms for the reopening of Peterborough City and the Track and Trace activity
- Plans developed with the Comms Business partners for continuing support throughout June – to be reviewed monthly.

COMMUNICATIONS

- Daily Parish, Town Council & RA briefing issued – issued twice a week
- Highlights from the Hub newsletter issued on Friday pull together all the Countywide, City and District Hub activity issued to an extended distribution list
- Twice weekly media briefing issued at 11.30 each day (also to all Members)
- Three daily staff updates a week issued (Monday, Wednesday, Friday)
- Attendance at SCG meetings to update on comms issues
- Attendance at TCG meetings to update on comms issues
- Attendance at Co-ordination Hub meetings to update on comms issues
- Attended fortnightly briefing with PCC Group leaders
- SCG (Gold) strategic highlights issued to all partners – including Members & MPs