

## **COVID-19 EMERGENCY PLANNING HIGHLIGHT REPORT**

<b>SERVICE AREA:</b>	Communications
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<b>REPORTING PERIOD:</b>	w/e May 31 2020

### **KEY ACTIVITY HEADLINES**

- Supported Hunts DC with comms following information that there had been a spike in people reporting symptoms going to their GPs and a 'plateau' at Hinchingsbrooke hospital
- Reworked scripts for community leaders to record to pick up a change in government guidelines (twice!) – including a film in English – and posted many of them on a new online section of the website ahead of a potentially warm weekend where social distancing concerns had been raised
- Sourced poster sites and provide artwork to update social distancing information in Peterborough
- Launched comms for Track and Trace initiative, and for CCC's Environmental Strategy.
- Significant comms support around the decision to extend 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: Jon Lewis talking on BBC East and BBC Radio Cambs about the council's stance on school openings. Victoria Road Day Centre manager appeared on BBC Radio talking about the work highlighted in the media brief
- Online engagement: top performing articles include; Dr Liz Robin talking about the spike of people visiting their doctor surgeries in Hunts (25,000 reach), Cllr Wayne Fitzgerald updating on gvt guidelines as cabinet member for public health, social media updates about schools extending their opening from June 1

### **RISKS / CHALLENGES (AND MITIGATION)**

- Increasing reactive media enquiries - local and national
- Following concerns about gatherings in Peterborough over the bank holiday weekend, and potential
- Concerns around the reopening of schools – following information that the gvt had met its 5 tests – considerable need for reassurance about the readiness of schools (including responding to a protest outside Shire Hall ) Responded to questions from school organisation, and provided reassurance that parents wouldn't be sanctioned for not sending their children this term.
- Hotspot highlighted in Hunts – initial information caused concerns but this is now being picked up in a daily meeting which will have full comms support
- Re-opening of offices and services responding to government guidelines not entirely strategically planned so corporate support struggling to catch up/prioritise help. This is being picked up by JMT Gold and with further support from Transformation

### **WORKFORCE UPDATE**

- All staff working well remotely. No illness and daily co-ordination of work and welfare checks.
- Staff vacancies in areas supporting internal comms/P&C - new recruitment planned.
- Business case submitted for continued support for education service

### **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 which is being led by the LA
- 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 CCC Group leaders, Chairs and Vice Chairs and PCC Cabinet Policy Forum
- Attended meeting with all 29 community leaders to plan further communications work with vulnerable communities
- Attended first Health Protection Committee meeting (May 29<sup>th</sup>)
- SCG (Gold) strategic highlights issued to all partners – including Members & MPs