

## COVID-19 EMERGENCY PLANNING HIGHLIGHT REPORT

<b>SERVICE AREA:</b>	Communications
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<b>REPORTING PERIOD:</b>	w/e May 17 2020

### KEY ACTIVITY HEADLINES

- Communications issued over bank holiday weekend to key stakeholders including MPs and District Council leaders concerning the week long programme of home visits to 4,000 potentially 'shielded' households with accompanying information online to support
- Updates sent to all staff following the PMs statement on Sunday May 10 to confirm working arrangements and the work that the council (s) were undertaking to make sure all work places were COVID-Secure, followed up mid week with further information and Gillian's Vlog on Friday
- Major activity launched for Fostering Fortnight – videos, infographics and a campaign busting the myths around fostering showing key people in the council offering their support and explaining what fostering means to them.
- CMS upgrade complete on the website and Google Analytics cookies pop up now in place on the website which will aid the team in collecting good analysis to support recruitment and campaign response data
- Online survey around internal comms since lockdown complete with full or partial completion by around 700 staff. Immediate actions include updating of info on well being website and a focus on people undertaking existing roles in tricky circumstances (to combat an emphasis on redeployment), The rest will be fed into ongoing improvements. Daily headline updates have now ceased.
- Positive media coverage achieved on radio, TV and printed titles: Cllrs Steve Count and Roger Hickford discussing the reopening of recycling centres on BBC Radio Cambs, BBC East and Heart Radio, continued radio coverage of Now We're Talking campaign, Westcombe Engineering and the Lifehouse project (Cllr Steve Allen interviewed)
- Online engagement: top performing articles include; Dr Liz Robin twice weekly posts, fostering campaign (in particular posts about financial rewards for fostering) and information about HRC opening details and COVID-secure arrangements there.

### RISKS / CHALLENGES (AND MITIGATION)

- Increasing reactive media enquiries - local and national – have agreed to move to two media briefings per week to allow the team more time to pick up dealing with more reactive concerns. Meeting planned with the new editor in chief of Cambs News (Reach South East), to discuss strategic comms issues.
- Concerns around the reopening of schools – increased comms support required for group planning for school readiness and connecting with children with EHCPs
- Track and Tracing comms cell/Reopening of Town and City Centres – comms support required both which will further stretch resource – new staff now onboarded but facing challenges with induction remotely.
- Traveller encampment at Werrington which couldn't be evicted due to COVID – local people and MP Concerns raised. Supported communications around promoting a move to a secure site with water and sanitation.
- Staff concerns about work place safety/mental health issues - promotion of well being webinars and the portal + support for a workplace survey

### WORKFORCE UPDATE

- All staff working well remotely. Daily co-ordination of work and welfare checks.
- Zoom team meeting held with all team members

### FINANCIAL IMPACT (increase in costs / reduction in income)

- Nothing additional to report

#### **RECOVERY ACTIVITY (plans being considered / future steps)**

- Picking up BAU as and when capacity allows - considerable planning now in place to develop messages surrounding the road to recovery
- Meeting with the Comms Business partners to work on the team's own recovery plan and update on workforce issues

#### **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 i issued to an extended distribution list
- Daily media briefing issued at 11.30 each day (also to all Members) + additional releases about recycling centre information
- 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 and Chairs and Vice Chairs
- SCG (Gold) strategic highlights issued to all partners – including Members & MPs