

COVID-19 EMERGENCY PLANNING HIGHLIGHT REPORT

SERVICE AREA:	Communications
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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
- 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: the work of the Aragon refuse collectors, Fostering interviews (16 new enquiries this week), SCG interviews with Jan Thomas and Gillian Beasley, King’s Dyke contract award
- Online engagement: top performing articles include examples of schools reaching out to communities, local gin distillery converting process to make hand sanitiser and donating it to children’s social care
- Worked with Public Health, Adult Social Care and CCG and on reactive statement regarding PPE
- Agreed media partnering arrangement with the BBC to support the Now We’re Talking campaign to highlight positive mental health actions and support for staff, volunteers and general public
- Produced a set of infographics highlighting contact details of all district and city co-ordination hubs for use by all partners
- Set up first MP Visit for the Countywide Co-ordination hub (Paul Bristow)
- Work underway to establish a new weekly newsletter with highlights from hub activities
- All Members contacted via Group Leaders to clarify the process to highlight good news stories through to the comms team.

RISKS / CHALLENGES (AND MITIGATION)

- PPE issue continues to be challenging, and we are working closely with the PPE hub to scope a campaign to highlight where local business/schools and residents might get involved
- Increasing number of deaths in care homes from Covid-19 is an issue nationally and locally and we continue to work closely with the CCG and PHE on answering enquiries and supporting both the homes and Members with information where this is required and available

WORKFORCE UPDATE

- All staff working well remotely. Daily co-ordination of work and welfare checks.
- 2.5 staff from print and design highlighted for redeployment for hub activities
- A process of each member of staff having one day off a fortnight in rotation to begin.

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

COMMUNICATIONS

Daily attendance at TCG and SCG meetings to update on comms issues

Daily attendance at Co-ordination Hub meetings to update on comms issues

Attended fortnightly briefing with Chairs and Vice Chairs (CCC)

Attended weekly briefing session with MPs, District Council Leaders, Mayor and P&CC