

COVID-19 EMERGENCY PLANNING HIGHLIGHT REPORT

SERVICE AREA:	Communications
REPORT AUTHOR:	Christine Birchall
REPORTING PERIOD:	w/e April 26th

KEY ACTIVITY HEADLINES

- New Highlights from the Hub newsletter launched to pull together all the Countywide, City and District Hub activity it is now being issued to an extended distribution list each Friday
- Letter of thanks sent to Cambridgeshire and Peterborough MPs for support in raising resource issues to Government from Leader of CCC and Leader of PCC - following new £1.6b funding announcement
- Set up two MP Visits at the Co-ordination hub (Jonathan Djanogly, Anthony Browne)
- Provided comms support around the first set of online CCC Committee meetings this week – considerable coverage resulted online, as the
- 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 items from staff reporting back on their redeployment roles.
- Weekly e- newsletter for staff and members issued on Friday
- Daily PM headlines issued approx 5.30 each day +links to any activity change (also to Members)
- Daily Parish, Town Council & RA briefing issued four days a week –
- SCG (Gold) strategic highlights issued to all partners – including Members & MPs
- Daily updates of service changes made on websites – this week working on highlighting support for Carers - and across social media platforms
- Positive media coverage achieved on radio, TV and printed titles: Wendi O-G on Radio Cambs talking about the Peterborough hub and interviews about school activities, awarding of the King's Dyke contract by CCC and Look East recorded interview with Jon Lewis on Zoom, about free school meal vouchers
- Online engagement: top performing articles include; an Elvis impersonator celebrating a care home resident's birthday, tips about increasing physical activity and spotting scams
- Information about celebrating #Ramadan@home was issued including a message from all PCC Cabinet Members

RISKS / CHALLENGES (AND MITIGATION)

- Considerable potential for reputational risk surrounded launch of online meetings at CCC– but good preparation by officers and Members mitigated that
- Concern to establish a countywide focus on the work of co-ordination hubs expressed by Members - mitigated by the launch of the new countywide 'highlights from the hub' newsletter -
- Increasing concern about scams targeted at vulnerable people and staff working remotely – campaigns developed or supported in both of these areas
- Increasing issues around mental health for residents and staff due to prolonged lockdown – Now We're Talking campaign due to launch from next week, partnered by BBC TV and Radio.

WORKFORCE UPDATE

- All staff working well remotely. Daily co-ordination of work and welfare checks.
- Reduction in support from Connecting Cambridgeshire comms staff as work for this project is now increasingly needed in the recovery sphere
- New Communications and Content Advisor – appointed just before the lockdown - has joined the team and is going through induction

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 and planning for what changes the team will want to keep from current working arrangements to maximise benefits of remote working.

COMMUNICATIONS

Daily attendance at SCG meetings to update on comms issues

Three times a week attendance at TCG meetings to update on comms issues

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

Attended fortnightly briefing with PCC Group leaders and Cabinet Policy Forum

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