

4 November 2020**Agenda Item: 6**

REPORT OF THE GROUP MANAGER: COMMUNICATIONS & MARKETING

COVID-19 COMMUNICATIONS

Purpose of the Report

1. To provide examples of recent communications in relation to COVID-19.
2. To identify actions that member organisations of the Health & Wellbeing Board can take to strengthen communications in relation to COVID-19.

Information

3. The COVID-19 Engagement & Communication Strategy was approved by the Nottinghamshire County COVID-19 Outbreak Control Engagement Board on 28 July 2020.
4. The objectives of the strategy are to:
 - Provide public confidence and reassurance through relevant, timely, accurate and accessible information, and promote a sense of shared responsibility to prevent a local outbreak
 - Increase awareness among local people, decision makers and stakeholders about how to receive the services and support they need in Nottinghamshire, including the NHS Test & Trace service
 - Inform and explain to residents what they need to do to help prevent a local outbreak; in the event of a local outbreak what response they can expect from their local authority and partners; and what action they must take to respond to and mitigate the spread of infection.
5. A range of communication methods are used to disseminate information. Examples include traditional media (e.g. print, radio, press releases, weekly media briefings, stakeholder letters); digital (e.g. social media; webinars, emails, e-bulletins, website, intranet); and use of physical assets (e.g. signage / banners on lamp-posts).
6. The most appropriate channels are used in order to communicate most effectively with the intended recipient(s). These can be as diverse as members of the public, businesses, care

homes, clinical settings and pharmacies, community networks, education providers, faith networks, local elected members, local media, the police, trade bodies, unions, community and voluntary groups, and multi-agency partnerships.

7. A summary of the strategy was provided to the Health & Wellbeing Board on 7 October 2020. During this meeting, members accepted an offer from Luke Barrett (Nottinghamshire County Council's Group Manager for Communications & Marketing) to provide examples of COVID-19 communications at a subsequent meeting.
8. Recent communications, and the methods used to deliver these, will be provided at the Health & Wellbeing Board meeting on 4 November 2020.
9. Member organisations of the Health & Wellbeing Board have an important role in communicating with the public in regard to COVID-19. Multi-agency co-ordinating takes place predominantly through the Local Resilience Forum's Communications Cell (including the associated Local Authority Communications Cell). Links to each organisation's online news content are included in appendix 1.
10. A summary of recent press releases issued by Nottinghamshire County Council is available in appendix 2.

Other Options Considered

11. None.

Reasons for Recommendation

12. Local authorities are category one responders under the Civil Contingencies Act 2004; this includes a duty to warn and inform the public about emergencies.

Statutory and Policy Implications

13. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

14. None.

RECOMMENDATION

- 1) To identify actions that member organisations of the Health & Wellbeing Board can take to strengthen communications in relation to COVID-19.

Luke Barrett
Group Manager: Communications & Marketing
Nottinghamshire County Council

For any enquiries about this report please contact:

Luke Barrett
Group Manager: Communications & Marketing | Nottinghamshire County Council
Email: luke.barrett@nottscc.gov.uk

Constitutional Comments (SS 22/10/20)

15. By the invitation of the Health and Wellbeing Board it is appropriate that this Report be considered by the Board and the Recommendation is within their general power.

Financial Comments (DG 16/10/20)

16. There are no direct financial implications arising from this report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

[COVID-19 Engagement & Communication Strategy](#)
Health & Wellbeing Board (7 October 2020)

[COVID-19 contain framework](#)
Department of Health & Social Care (28 August 2020)

[COVID-19 Local Outbreak Control Plan](#)
Health & Wellbeing Board (24 July 2020)

[COVID-19 weekly surveillance reports](#)
Nottinghamshire County Council (July – October 2020)

Electoral Division(s) and Member(s) Affected

- All

APPENDIX 1: LINKS TO ONLINE NEWS CONTENT

[Nottinghamshire County Council](#)

[Ashfield District Council](#)

[Bassetlaw District Council](#)

[Broxtowe Borough Council](#)

[Gedling Borough Council](#)

[Mansfield District Council](#)

[Newark & Sherwood District Council](#)

[Rushcliffe Borough Council](#)

[NHS Bassetlaw Clinical Commissioning Group](#)

[NHS Nottingham & Nottinghamshire Clinical Commissioning Group](#)

[Nottinghamshire Office of the Police and Crime Commissioner](#)

[Healthwatch](#)

APPENDIX 2: PRESS RELEASES ISSUED BY NOTTINGHAMSHIRE COUNTY COUNCIL

[Council Leaders confirm move to Tier 3 restrictions](#)

26 October 2020

[A second 'Direction to Close' notice is issued to keep pub in Kimberley closed](#)

23 October 2020

[Joint statement regarding Government talks with Nottinghamshire Leaders](#)

23 October 2020

[Statement from the Leader of Nottinghamshire County Council on latest Covid developments](#)

22 October 2020

[Statements from the Leader and Public Health Director on latest Covid situation in Nottinghamshire](#)

20 October 2020

[A Direction to Close issued to a barber shop in Ashfield](#)

16 October 2020

[£1 million plus public health funding for Notts](#)

15 October 2020

[New "high" alert level announced by Government for Nottingham and Nottinghamshire](#)

12 October 2020

[A Direction to Close issued to pub in West Bridgford](#)

9 October 2020

[Nottinghamshire Councils urge people to follow stricter guidelines on COVID-19](#)

7 October 2020

[Protect yourself, your community and the NHS by getting the flu vaccine](#)

30 September 2020

[Closure notice issued to Pub in Kimberley, Nottinghamshire](#)

25 September 2020

[Notts residents urged to download NHS COVID-19 app from Thursday](#)

22 September 2020

[County Council funding praised for helping Notts communities through COVID-19](#)

21 September 2020

[Businesses and venues urged to create QR posters for 'Test and Trace'](#)

18 September 2020

[Workplace testing deployed at Summit Park construction site](#)

8 September 2020

[Helping Nottinghamshire get back to school and back on the move](#)

7 September 2020

[Lowest COVID-19 rate in Newark and Sherwood for over a month](#)

2 September 2020

[Newark and Sherwood to remain on government watchlist](#)

28 August 2020

[Nottinghamshire aims for children to go back to school with confidence](#)

24 August 2020

[Director of Public Health issues reminder that everyone has part to play in stopping the spread of Coronavirus](#)

20 August 2020

[Bakkavor employees undergo COVID-19 testing](#)

17 August 2020

[People urged not to visit care homes in Newark](#)

14 August 2020

[Newark Residents Urged to Follow Strict COVID Advice Following Government Announcement](#)

13 August 2020

[Events cancelled at Newark Showground](#)

12 August 2020

[Statement from the Director of Public Health for Nottinghamshire regarding the current COVID-19 outbreak in Newark](#)

12 August 2020

[Routine mobile COVID-19 testing in Retford](#)

11 August 2020