

# Communicating during COVID-19

Presentation for Scrutiny  
Committee 19 August 2019

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**PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.**

# Summary of processes established

- Communications strategy and activity plans developed and approved for NCC and NRF.
- All communications aligned to five key principles: trust, speed, accuracy, availability and responsive.
- Established NRF communications cells and communications roles within SCG & TCG.
- Each of the ten NRF delivery groups allocated communications support.
- Templates, processes, timetables and points of contact developed for NRF and NCC.
- Each NCC department allocated dedicated communications support.
- NCC Communications team rota and roster changed: 6am-8pm (24/7 emergency on call) to manage centrally for NCC and NRF.
- Established Internal communications working group with HR.
- Established Member, MP and Stakeholder liaison working group within Strategy & Governance and Public Health.
- Daily briefings processes established for internal comms, external comms; member comms and stakeholder comms.
- New NCC Intranet launched, MyNet, to support staff messaging.
- The Council's EqIA, published on the intranet and shared with staff and stakeholders within NRF, was used to guide communications processes.

# Summary of processes established

- NCC website area set up for all Covid information for NCC and NRF including dedicated information hub.  
[www.norfolk.gov.uk/coronavirus](http://www.norfolk.gov.uk/coronavirus).
- Worked directly with Intran for translation and interpretation support for targeted messaging, correspondence and officer guidance. Norfolk translated material in advance of national translating.
- New NCC Intranet launched, MyNet, including staff information hub, for consistent messaging..
- Established regular liaison groups with PH East of England and East of England council communications teams for information sharing and updates. Much of Norfolk's material used across East of England.
- Established clear and open media channels for information sharing and briefing in timely and accurate fashion including a syndication agreement around interviews.
- Worked alongside media on public information and community support campaigns from the start of the crisis.
- All information shared simultaneously across NRF partners digitally for consistency and speed to the public.
- Attended daily NCC Gold & Silver meetings to manage and deliver any linked messages to priorities internally and externally.
- Established new tools such as sentiment analysis and worked daily with NODA to interpret and comment on the statistical analysis.

# Communications Process

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0600	Prepare Comms briefings: TCG Daily Media Report, Norfolk in the News, Internal Comms (email, MyNet, mangers briefings) and Member briefings . Issue by 08:00						
0700							
0800	Strategic Comms Lead Update						
0900	NCC Silver comms updates						
1000	DMT comms updates (Adults, Childrens, CES & Finance)					NCC Gold comms updates	
1100							
1200	NCC Gold comms updates						
1300	TCG comms update						
1400	SCG Comms update						
1500							
1600	Delivery Group Comms Lead update						
1700	Strategic Comms Lead Update						
1800	Check returned briefings to prepare for next day						

# Regular Communications Output

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0600							
0700		Internal: Mostly daily for 2 months. As needed after: Staff email, Tom’s blog, Manger Briefings, Lock screen message					
0800			Norfolk in the News				
0900				Media Report for TCG			
1000					Friday Takeaway		
1100							
1200	Member Briefing		Member Briefing		Member Briefing		
1300				MP Briefing			
1400		NRF SCG communications update					
1500							
1600							
1700							
Daily		Web, My Net, social media, press office, Your Norfolk					

# Outputs

## Internal Communications

- **80** Manager Briefings (daily for first three months)
- **25** Blogs/Vlogs mostly Tom McCabe (twice weekly for first three months)
- **80** myNet Updates (for all staff – daily for first three months)
- **16** Friday Takeaway editions with over **100** articles
- **13** lock screen messages

## Members, Stakeholder and MP Briefings

- **39** Member briefings issued, starting on 09 March and sent three times per week
- **18** weekly MP Briefings issued, starting on 19 March
- **Daily** update on government policy and announcements for senior leaders started on 2 April.
- **Daily** report to NRF partners including summary of all COVID related media coverage and upcoming partner communication outputs

# Outputs

## Media

- **2,500** stories generated (80% COVID) including regular newspaper interviews
- Director PH Louise Smith carried out, at the peak, **five** media interviews per week including a repeating, syndicated slot with Radio Norfolk. Other appearances included **BBC Breakfast**.
- Peak of **30** media enquiries per day
- **Over 120** broadcast interviews with key NCC and NRF leaders including Tom McCabe, Cllr Andrew Proctor, James Bullion, Sara Tough, Stephen Evans and Trevor Holden

## Campaigns

- **11** different creative campaigns and
- **257** assets produced (posters, social media etc)
- **5** campaigns were translated into variety of different languages with **16** translated languages in total
- Letter and direct mail to **400,000+** households available in Braille, audio, BSL, ISL & ASL and translated into **12** languages
- Developed targeted direct mail for delivery groups
- **550,000** page views to Coronavirus webpages
- **25,574** actions (eg downloads and outbound links) on toolkit page
- **6,814,807** social media reach and
- **327,358** social media engagement









**Norfolk** County Council

## Officer Contact

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