

Communications Summary

Table 1 – Communications on Changes to Services due to Covid-19

Subject	Date	Social Media (Reach & Engagement)	Sentiment (Positive/Negative)
<p>Closure of Palace Theatre, Nineteen20 Café Bar, National Civil War Centre, Truly Beauty and Leisure Centres</p> <p>Limiting guests at Gladstone House and Vale View, closure of communal areas</p>	17 March 2020	<p>Facebook Reach: 52,536 Engagement: 10,231</p> <p>Twitter Reach: 2,666 Engagement: 179</p>	Mixed
<p>Closure of play parks, Castle House, local offices, the Buttermarket, Ollerton Advice and Jobs Centre, Southwell Advice Centre, Sherwood Forest Arts & Craft Centre, Newark Beacon Business Centre and public conveniences at The Gilstrap</p> <p>Bulky waste collections suspended</p>	24 March 2020	<p>Facebook Reach: 12,134 Engagement: 1,218</p> <p>Twitter Reach: 1,520 Engagement: 84</p>	Mixed
<p>Council house repairs limited to emergency repairs only</p>	26 March 2020	<p>Facebook Reach: 2,556 Engagement: 116</p> <p>Twitter Reach: 911 Engagement: 17</p>	N/A
<p>Building control visits limited to dangerous sites only</p>	27 March 2020	<p>Facebook Reach: 3,345 Engagement: 34</p> <p>Twitter Reach: 1,245 Engagement: 6</p>	N/A
<p>Recycling and garden waste collection services suspended from 30 March</p>	27 March 2020	<p>Facebook Reach: 140,372 Engagement: 39,581</p> <p>Twitter Reach: 1,841 Engagement: 413</p>	Mixed
<p>Planning Committee being held virtually</p>	31 March 2020	<p>Facebook Reach: 2,158 Engagement: 68</p> <p>Twitter Reach: 1,564 Engagement: 59</p>	N/A
<p>Additional support for rough sleepers</p>	3 April 2020	<p>Facebook Reach: 3,259 Engagement: 118</p>	N/A

		Twitter Reach: 1,296 Engagement: 26	
Recycling collections to resume from 13 April	4 April 2020	Facebook Reach: 14,630 Engagement: 4,999 Twitter Reach: 3,477 Engagement: 313	Positive
Car parks made free of charge	4 April 2020	Facebook Reach: 12,007 Engagement: 1,068 Twitter Reach: 2,846 Engagement: 89	Mixed
Don't burn your own rubbish plea	8 April 2020	Facebook Reach: 9,615 Engagement: 2,889 Twitter Reach: 1,289 Engagement: 77	Negative
Hotel served with prohibition notice	17 April 2020	Facebook Reach: 5,681 Engagement: 1,518 Twitter Reach: 1,431 Engagement: 190	Mixed
Work resumes at Council's parks and open space	23 April 2020	Facebook Reach: 7,216 Engagement: 724 Twitter Reach: 2,171 Engagement: 99	Positive
Bulky waste collections to resume with limited service	6 May 2020	Facebook Reach: 28,550 Engagement: 3,124 Twitter Reach: 1,974 Engagement: 59	Mixed
Garden recycling collections to resume in Newark and Sherwood	15 May 2020	Facebook Reach: 37,235 Engagement: 5,727 Twitter Reach: 2,459 Engagement: 156	Positive

Press Regarding Services

NEWARK AND SHERWOOD
Advertiser
Thursday April 23 2020

Charity launches crisis campaign

EVERYBODY NEEDS GOOD NEIGHBOURS

Two charged with cruelty

Payments for businesses

Children left unharmed

Hotel warned after ignoring lockdown



How to have the Advertiser delivered straight to your door - page 10

Time to reflect when it's all over

WE ARE now into the fourth week of the UK-wide coronavirus lockdown, which has brought such a dramatic change to much of our normal lives.

For Newark and Sherwood District Council, this has meant difficult decisions and we have reluctantly had to shut down leisure centres, run by Active4Today, and other facilities to help in the nationwide effort to stop the spread of this vicious virus.

Social distancing, while an effective method of controlling rates of infection, has had a big impact on the workplace and the way we work.

At the council's Castle House offices, the reduced number of staff who are still operating from there — while many are working from home — must sit at least two metres apart.

The same principle must apply to our waste management operatives who would normally sit three to a cab.

It is a challenging job at the best of times and I would pay tribute to how well our crews are doing in these strange and trying circumstances.

After a brief stoppage of the recycling rounds we have been able to restart them again by re-working them with two crew members and retraining other staff to increase overall the number of staff and vehicles available.

Normally, a crew of three is quicker and more productive, but that has been the change we have had to make.

All recycling (silver) bin collections are back to normal and will be collected on your usual day, although the times may vary.

Black/green bins are being collected as normal.

Unfortunately, we have temporarily had to suspend the garden waste collection until further notice.

While the leisure centres have been closed we have undertaken a deep clean across all sites — Newark, Ollerton, Blidworth and Southwell — and there are essential works being completed, while keeping to the social distancing requirements with minimal staff and contractors on site.

It has been a time for reflection and to re-evaluate how we live our lives.

When we come out of this lockdown, surely this will be a time to think about how we can make meaningful changes to our lives, which will bring about longer term benefits for our environment.

As I see it...
By Roger Jackson, district council chairman of leisure and environment.




NEWARK and Sherwood District Council has suspended recycling bin collections.

Council axes recycling

NEWARK and Sherwood District Council has suspended collections of its silver recycling bins as the coronavirus crisis continues.

General household waste collections will remain fortnightly and the day of collection will remain unchanged.

The move is mainly geared towards ensuring that collections of the critical waste (green/black bin) and medical waste can be prioritised at this challenging time and keeping bin men as safe as possible from exposure and to assist them in following government guidance on social distancing.

The council received more than 1,000 comments on Facebook within four hours of announcing the change. However, it is estimated that around 50% were supportive.

Garden waste collections have also been suspended.

The council said the decision was made with deep regret.

Temporarily, people should place their recycling waste in with their household waste bin.

Any residents who have subscribed to the garden waste collection service by April 1, 2020, will receive a reduced rate if they choose to continue with this service in 2021-22.

Residents should continue to put their household waste bin out for collection on their normal days by 6am.

Rushcliffe residents are asked to leave their bins out for 6.30am on collection day.

Recycling collections to resume

SILVER recycling bin collections will resume across the district from Monday.

Newark and Sherwood District Council said residents should revert back to their calendar and place bins out on the usual day.

Because routes have changed, the council said it could not guarantee everyone's bin would be emptied at its usual time, so people should put them out by 6am.

No additional side waste will be collected.

The service is to be resumed thanks to an increase in drivers, operatives and vehicles, meaning staff can maintain social distancing measures.

Council leader David Lloyd said: "Our hard-working front line crews always go above and beyond, reflecting the pride that they have in their work and the very obvious vital service we provide for all residents — my thanks go to them."

"We apologise for the inconvenience caused by temporarily suspending recycling collections but we had to do this to both ensure the safety of our staff colleagues and to focus on making the changes needed to get going again."

"I am grateful for residents' support and understanding and would remind people to please double-bag any tissues or similar items that might carry contamination."

Table 2 – Communication on New work streams launched due to Covid-19

Subject	Date	Social Media (Reach & Engagement)	Sentiment
Financial support for businesses and residents	18 March 2020	Facebook Reach: 7,110 Engagement: 1,562 Twitter Reach: 1,134 Engagement: 69	Mixed
Support available for the vulnerable and financial support for businesses (Facebook Live with Cllr David Lloyd)	19 March 2020	Facebook Reach: 8,652 Engagement: 101 Twitter Reach: 1,742 Engagement: 54	Mixed
Business grants / Deferring VAT and Income Tax Payments	24 March 2020	Facebook Reach: 6,195 Engagement: 1,581 Twitter Reach: 1,617 Engagement: 106	Positive
Launch of the Humanitarian Assistance Response Team (Hart)	25 March 2020	Facebook Reach: 4,120 Engagement: 370 Twitter Reach: 1,862 Engagement: 16	Neutral
Council Tax reductions of £150 for all households of working age that are already in receipt of Local Council Tax Support (LCTS)	26 March 2020	Facebook Reach: 1,943 Engagement: 516 Twitter Reach: 2,385 Engagement: 188	Mixed
Local impact of COVID-19 and the work of Hart (Facebook Live with Cllr David Lloyd)	27 March 2020	Facebook Reach: 10,346 Engagement: 1,387 Twitter Reach: 1,350 Engagement: 84	Positive
Relief payments made to 314 local businesses with a total value of £5,735,000.	28 March 2020	Facebook Reach: 2,467 Engagement: 457 Twitter Reach: 5,966 Engagement: 321	Positive

Hart has already helped more than 70 people	30 March 2020	Facebook Reach: 12,993 Engagement: 950 Twitter Reach: 1,235 Engagement: 39	Positive
Support of Carriages Community Kitchen	30 March 2020	Facebook Reach: 13,515 Engagement: 1,921 Twitter Reach: 2,429 Engagement: 135	Positive
Support from Morrisons with local food supplies	1 April 2020	Facebook Reach: 10,661 Engagement: 2,055 Twitter Reach: 3,815 Engagement: 218	Positive
535 businesses in receipt of almost £8.2 million in grants	1 April 2020	Facebook Reach: 4,391 Engagement: 630 Twitter Reach: 1,198 Engagement: 76	Positive
Phase Two of the Nottinghamshire Coronavirus Community Support Hub	3 April 2020	Facebook Reach: 2,976 Engagement: 63 Twitter Reach: 2,738 Engagement: 48	Neutral
Working with partners to deliver food parcels	7 April 2020	Facebook Reach: 13,899 Engagement: 2,023 Twitter Reach: 2,173 Engagement: 127	Positive
Council thanked as 1,034 businesses receive £13.415million in Coronavirus payments	8 April 2020	Facebook Reach: 3,583 Engagement: 366 Twitter Reach: 1,649 Engagement: 69	Positive
Hart Easter weekend support	11 April 2020	Facebook Reach: 6,711 Engagement: 448	Positive

		Twitter Reach: 2,572 Engagement: 70	
£16.5m paid out to 1,326 businesses	15 April 2020	Facebook Reach: 3,654 Engagement: 208 Twitter Reach: 1,575 Engagement: 67	Positive
Newark and Sherwood District Council tops rankings for Coronavirus business payments	21 April 2020	Facebook Reach: 4,891 Engagement: 574 Twitter Reach: 3,135 Engagement: 275	Positive
221 people have received urgent help, from the Humanitarian Assistance Response Team at Newark and Sherwood District Council	23 April 2020	Facebook Reach: 5,148 Engagement: 117 Twitter Reach: 1,478 Engagement: 28	N/A
More than £81,000 emergency community funding awarded in Newark and Sherwood	29 April 2020	Facebook Reach: 5,136 Engagement: 262 Twitter Reach: 2,126 Engagement: 39	Neutral
2,041 grants paid out totalling £24,205,000. 97% of eligible businesses now paid	13 May 2020	Facebook Reach: 3,612 Engagement: 92 Twitter Reach: 1,233 Engagement: 44	N/A
463 people received urgent help from the Humanitarian Assistance Response Team at Newark and Sherwood District Council.	14 May 2020	Facebook Reach: 8,329 Engagement: 414 Twitter Reach: 1,134 Engagement: 32	Positive

Press Regarding New Services

Council joins forces with businesses to help deliver care packages to those in need

Workers rally round to support vulnerable

By Abigail Hunt
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WORK to distribute food and other essentials to Newark and Sherwood residents isolated by the coronavirus pandemic is under way.

Newark and Sherwood District Council has joined forces with partners, including Morrisons, British Red Cross, Ikes, Newark Town Council and local shops and market traders, to ensure supplies reach those in need.

Nationally, Morrisons is providing boxes of food to councils to distribute to foodbanks and community kitchens, with the chain's Newark store providing food locally.

This food is being distributed to Newark Foodbank, the Salvation Army and Carriages Cafe, at Newark Castle station, which is running a community kitchen to provide meals to residents in need every Wednesday.

Non-perishable food supplies are being delivered, stored and packed into emergency food parcels at the district council-run Palace Theatre, on Appletongate, which has temporarily been closed due to the outbreak.

These food parcels are to be distributed to those who are most in need – families and individuals who need help with food deliveries and include older people, families with disabilities and those on low income.

Newark Town Council is helping with the work and is coordinating with local market traders, to top up the food parcels immediately before delivery with fresh fruit, vegetables and bread.

David Lloyd, district council leader, said: "It is only through working with Morrisons, the British Red Cross, Ikes, the town council as well as a number of local

Palace Theatre have been packing goods



Council staff help to deliver care packages and meals across the district

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