

Appendix two

H&F response to Kensington fire – Communications and Engagement Actions

<p>Initial emergency comms response:</p>	<ul style="list-style-type: none"> • Agreed and published initial lines to the H&F council website and intranet. • Send email briefing to all staff. • Briefed media and answered in-coming enquiries. • ‘Stood up’ emergency comms response team. • Issued briefing to all councillors. • Circulated media updates to cabinet members and lead officers. • Liaised with RBKC comms and neighbouring boroughs • Managed social media engagement via Twitter and Next Door • Briefed contact centre and resident involvement team on lines to take. • Daily briefings to SRG and agreed new lines • Briefed cabinet members and discussed detailed comms responses • Updated emergency team on lines to take in answering resident enquiries. • Updated website, Cllr briefings and intranet • Updated comms messages at least daily • Published initial lines to residents via e-newsletter to 75,000 homes • Worked with new multi-agency task force on communications.
<p>Reassurance campaign</p>	<ul style="list-style-type: none"> • Wrote, cleared, designed, printed and distributed letter to all high-rise residents. • Supported service’s initial meeting to brief TRAs • Published detailed reassurance messages on the council website. • Co-ordinated messaging across departments to ensure consistency. • Prepared Fire Safety Plus offer – wrote booklet for all tenants and leaseholders on H&F Fire Safety Plus package. • Cleared Fire Safety Plus booklet with officers and councillors. • Produced fridge magnets with key contacts to all tenants and leaseholders • Organised design, print, enveloping and distribution of booklet and magnets to all tenants and leaseholders. • Prepared news story and updated media lines on Fire Safety Plus offer. • Launched Fire Safety Plus offer – including release of news story, e-news, social media. • Created and updated web version of Fire Safety Plus booklet. • Published schedule of FRAs to the website. • Worked with H&F housing associations with failed cladding to support their resident comms.
<p>Edward Woods and Charecroft</p>	<ul style="list-style-type: none"> • Wrote two letters each, with detailed reassurance messages, to Edward Woods and Charecroft residents. • Worked with services on resident meetings at Edward Woods.

	<ul style="list-style-type: none"> • Worked with services on resident meeting at Charecroft. • Produced briefing for Edward Woods residents on answers to questions raised at the meeting. • Produced letter to Edward Woods – with Q&A and concierge messages. • Dealt with detailed media enquiries and FOIs relating to Charecroft window panels.
Community response	<ul style="list-style-type: none"> • Publicised RBKC donations site and activities of local groups • Set up and managed donations systems and co-ordinated activities of volunteers across the borough. • Stakeholder management – worked with community leaders and groups offering support. • Organised photos and vox pops of volunteers in action • Wrote and published story on volunteers and donators • Working on ‘thank yous’ to stakeholders and community volunteers. • Working on thank you event
Kensington families in H&F	<ul style="list-style-type: none"> • Published briefing on the H&F service for people affected. • Liaised and agreed lines with housing associations and Premier Inn on their cladding issues. • Worked with services to set up H&F support package for survivors . • Provided leaflets and vouchers for victim support services. • Created news story on local restaurants offering meals. • Worked with services to set up children’s centre. • Worked with ESFA on letter to, and meeting for, residents on Aldridge Academy relocation.
Staff messages	<ul style="list-style-type: none"> • Published staff messages to intranet on initial response. • Worked with RBKC on response to naming of officers on social media. • Updated staff messages on counselling support for staff. • Wrote, cleared and sent ‘thank yous’ to staff, community groups, businesses and volunteers. • Organising hackathon with the community to prepare a community emergency response plan.
Fire risk assessments, cladding and panels	<ul style="list-style-type: none"> • Developed detailed briefings and ‘lines to take’ on cladding and window panels. • Worked with services to research and develop narrative and Q&As on FRAs. • FRAs for Charecroft released to TRA • Handled substantial numbers of media enquiries on FRAs • Managed FOIs.