

SERVICE SPECIFICATION

SERVICE	COMF Essex Coronavirus Action Additional Capacity
COMMISSIONING LEAD	[REDACTED], Head of Strengthening Communities, Essex County Council [REDACTED]
PROVIDER LEAD	Simon Harris, [REDACTED]

OVERVIEW

Essex County Council has received funding from the Department of Health and Social Care (DHSC) Contain Outbreak Management Fund (COMF) to support costs associated with ongoing public health and outbreak management costs of tackling COVID.

The COVID pandemic has continued to provide challenges to Essex communities, particularly impacting vulnerable residents, and increasing the number of people seeking help, advice, and support locally. Throughout the pandemic Essex Coronavirus Action has provided reach into communities as a trusted source of public health messaging.

This vital source of information has ensured communities have been able to follow stay safe messaging through a trusted communication channel, stay connected, been able to self-isolate as required and access help and support as required. This has helped residents remain safe by providing information on how to access wider support, as required, through effective signposting and referral.

SCOPE

Simon Harris, the Community Campaign Manager for Essex Coronavirus Action to be allocated **£30,000** of funding to cover the cost of additional resource to support the delivery of Essex Coronavirus Action. To ensure the development and delivery of engaging and targeted public health content aligned to key aims and outcomes of Essex Coronavirus Action.

This includes engaging influencers and others to support the messaging as determined by the channel of delivery and the target audience, to ensure that the content is relevant and resonates with the audience, therefore improving the potential for the sought-after behaviour change.

Funding to cover the period from **1st April 2021 to the 30th June 2021**.

DELIVERABLES

Funding to be used to pay for content development resource allocated to the delivery of Essex Coronavirus Action. This additional resource will ensure the continuation of Essex Coronavirus Action as a trusted source of information in relation to the pandemic, and that resources, including key influencers, can support the delivery of key public health messaging that resonates with the target audiences.

Use of the funding is designed for this purpose only and all spend assigned to this funding will be agreed by the Strengthening Communities Team prior to payment.

MONITORING REQUIREMENTS

Simon Harris is required to provide regular updates on spend and impact of spend at the weekly Digital Community Team Meeting sessions with the Strengthening Communities Team. At these sessions future spending plans will also be discussed and set.

REPORTING SCHEDULE

As above

ACKNOWLEDGEMENT OF ACCEPTANCE OF FUNDING

Please confirm by email return the acceptance of this funding and that you agree to the terms set out in this SLA in relation to the allocation of these funds.