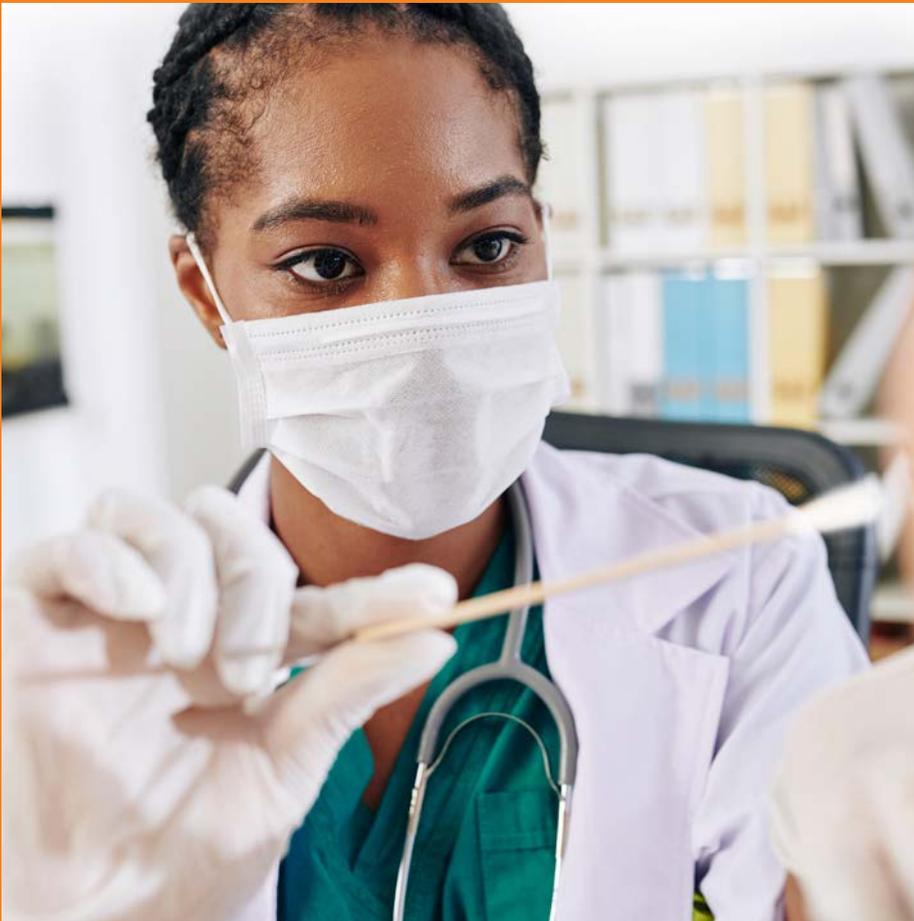


Enhanced Covid-19 testing Communications campaign review



Introduction

We were put on standby at the end of play on a Friday 9 April that entire borough surge testing would be announced by the Department of Health & Social Care on Monday 12 April afternoon. All existing lateral flow testing would be switched to PCR testing alongside a huge expansion of capacity. Enhanced testing of this scope and nature had never been done before in England. This meant rapidly gathering with the surge testing operations team and starting to develop the key communications assets. We had previously run communications and engagement for two surge testing operations in the borough, but in small sections of Lambeth in specific postcodes. This operation would be much wider and target all audiences.

The crucial first steps were organising website pages which would go on to underpin all our surge testing communications, alongside public relations work for the initial announcement and readying for message amplification across all council communications platforms. This meant working through the weekend to get these crucial initial assets together.

Lambeth itself is a complex borough with people from a wide range of

religious, language, ethnic and socio-economic backgrounds. It is a young borough with high levels of political engagement, media consumption and an over representation of people working in newspapers, TV and other outlets. There are also hard-to-reach audiences that throughout the pandemic we have worked hard to build the infrastructure needed to ensure inclusion of messaging. These facts presented both opportunities and challenges in our communications campaign to support surge testing.

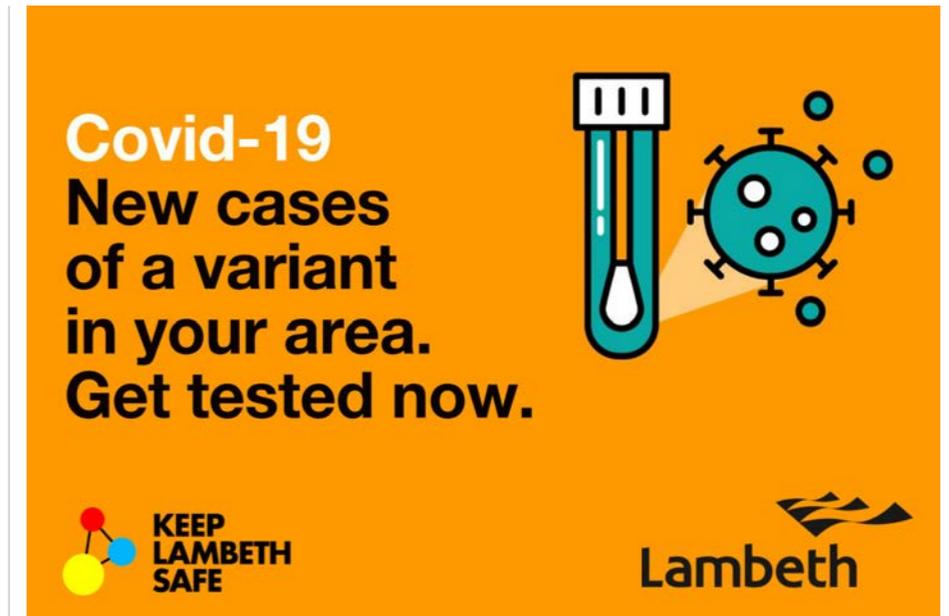
Following launch, our communications and engagement diversified as we worked closely with the operations team to support the project as it progressed over the allotted two-week sprint. The communications and engagement team would rely on local demographic profiles, media consumption research, local networks built through the Covid-19 crisis, elected officials, council colleagues and public sector partners to update and encourage all residents to join the surge testing operation and play their part.

Approach

A multi-channel approach based on previous experience, taking communications opportunities as they presented themselves and spending money strategically where we could add value.

We ran a bespoke local communications campaign while engaging with communications teams from the Department of Health and Social Care, Public Health England, NHS Test & Trace, Cabinet Office, London Councils and Wandsworth Council.

A communications plan was put in place to schedule tasks, allocate team responsibility and keep track of delivery dates. This communications plan was shared with all London boroughs via London Councils in anticipation of surge testing being expanded to other areas.



It is vital that all Lambeth residents take an asymptomatic PCR test so that we can identify all cases in order to stop the spread of this variant of concern.”

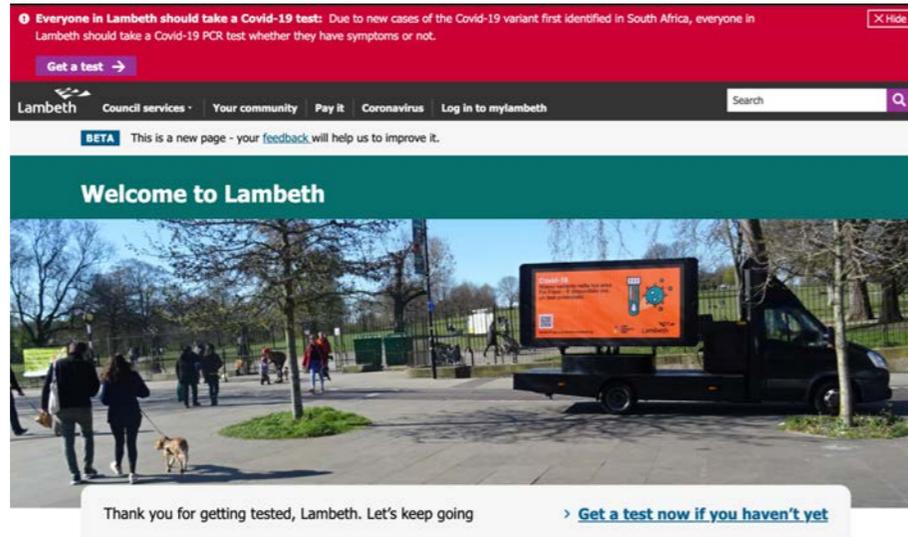
Ruth Hutt, Director of Public Health

Outputs and channels

Website

The website was a crucial tool in underpinning all communications throughout the fortnight of surge testing. Web traffic was driven to a dedicated 5-page section on enhanced testing using a short URL on all comms:

lambeth.gov.uk/enhancedtesting

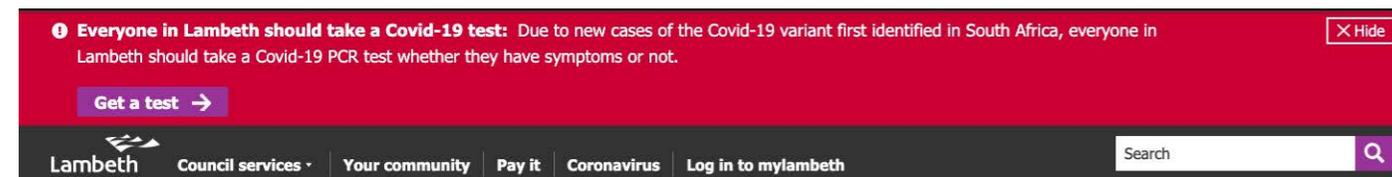


We made the call to get tested clear on the website with a home page takeover.

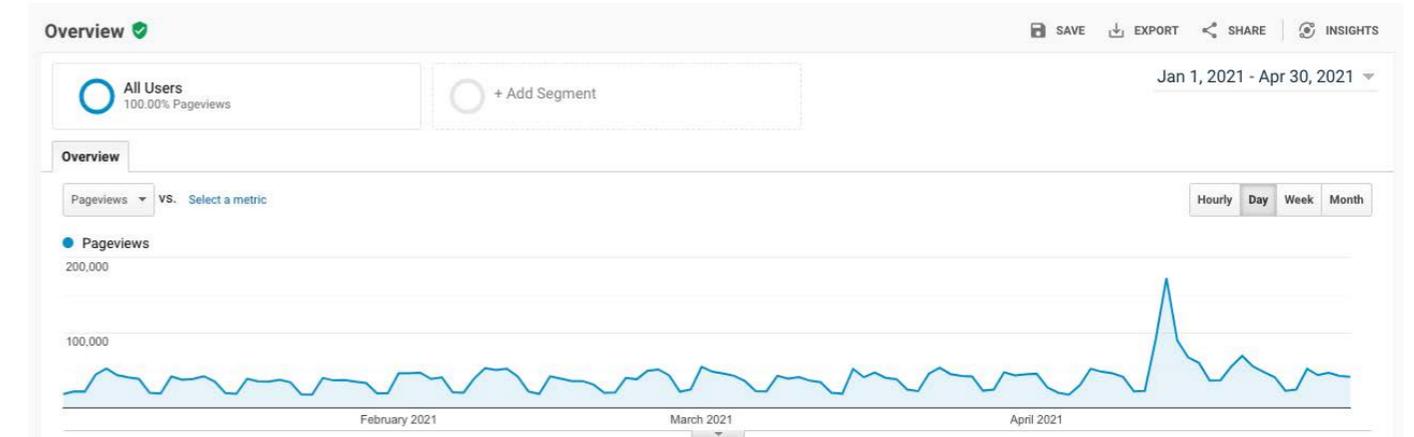
The information residents needed in order to get tested was quickly accessible via any page on the Lambeth website by way of a distinctive banner (see below):

The web pages included a table of the fluctuating number of around 18 testing centres, with their addresses, opening times and how you could access a test there. This information was complex and constantly changing, for example there were some sites where you could get tested in person, but you could not

pick up a home test or return a home test. The table became the definitive information point that people checked and relied on before going out to get or return a test, and we worked hard to ensure it was constantly updated to reflect the changes on the ground.



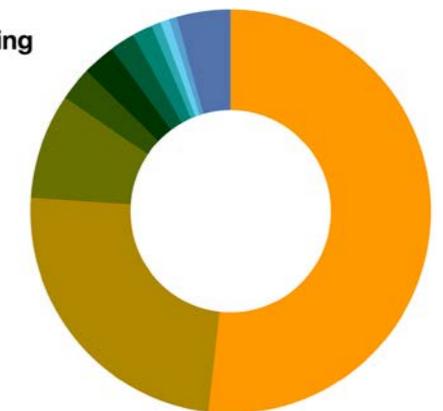
Traffic to the website peaked at three times average levels, with 172,431 page views on 13 April, the second day of testing.



Over half of web traffic to the enhanced testing landing page came directly, but other key sources of referral were Google, our emails sent by GovDelivery and Twitter. See chart to the right for more sources.

Top sources of referral to lambeth.gov.uk/enhancedtesting

- Direct
- Google
- GOV.UK
- Twitter
- Email
- Facebook
- Instagram
- wandsworth.gov.uk
- bbc.co.uk
- lambethbooking.sishost.co.uk
- other



Media engagement

Launch media was crucial to engage the widest spectrum of residents.

From our previous media consumption survey work we'd identified BBC London TV and the Evening Standard as the most widely read/viewed outlets in the borough. Local outlets with far smaller local consumption rates remain significant for other key audiences including influencers and different demographic profile. For example, the South London Press, the only borough newspaper although a much reduced force in the face of media diversification remains a respected title on the borough's housing estates and among some minority ethnic communities.

Having an agreed spokesperson with previous media experience was agreed at the outset with our Director of Public Health delivering key and consistent messages in local, regional and national press throughout the surge testing operation. The timing of the surge coincided with the pre-election period which placed restrictions on the approach we would usually take when putting people forward for interview and issuing comments. However we were able to overcome this challenge in a flexible and pre-agreed way.

WEST END FINAL
Evening Standard
 FREE LONDON WEDNESDAY 14 APRIL 2021 24/7 ONLINE NEWS STANDARD.CO.UK

BRIAN ROSE BREAKDANCING EX-BANKER TRYING TO BE OUR MAYOR PAGES 6 & 7

Our new star columnist COMMENT PAGE 12
Tom Newton Dunn on Boris the ultimate chameleon

Queen carries out first royal duty since Philip's death
 Robert Jobson Royal Editor

THE Queen has demonstrated her remarkable stoicism by conducting her first personal royal duty since the death of the Duke of Edinburgh. Her Majesty hosted a ceremony in which the 3rd Earl Peel formally stood down as Lord Chamberlain — whose palace office organises royal ceremonies including funerals — days after Prince Philip's death on Friday.

The monarch's sense of duty once again shows her determination and commitment at a time of national mourning. She will officially return to work on April 22, one day after her 96th birthday.

During the private event with Earl Peel at Windsor Castle, the Queen accepted the wand and office insignia of the former courtier, who is a great-great-grandson of two-time prime minister Sir Robert Peel.

The Duke of Edinburgh's funeral will take place at St George's Chapel in the castle grounds on Saturday. The royal family is observing two weeks of mourning. However, a royal official confirmed that family members would undertake engagements that were "appropriate to the circumstances".

Earl Peel, who was educated at Ampleforth, announced last year that he would retire as Lord Chamberlain. His successor, Baron Parker, a former MI6 chief, started in the role just over a week before the death of the Duke of Edinburgh. Yesterday's official engagement

Protect the city: Londoners queue across Chiswick Common for surge testing amid an outbreak of the South African variant

BATTLE TO CONTROL VARIANT IN LONDON

» GET TESTED AND JABBED, HANCOCK URGES THOSE IN OUTBREAK AREAS
 Nicholas Cecil, Joe Murphy and Ross Lydall

LONDONERS were today urged to get tested for Covid-19 to protect the city from the South African variant as surge testing was extended to a third borough.

Residents in a "targeted area" within SE16 in South London are being urged to get a test after a case of the mutation was detected there. Additional testing sites, some of them mobile, are also being rolled out in Wandsworth and Lambeth where dozens of cases of the SA variant virus have been identified.

Health chiefs believe the SA mutation may be more resistant to vaccines but the jabs, including the Oxford/AstraZeneca, Pfizer/BioNTech and Moderna inoculations which have been approved in the UK, are thought to still offer significant protection against severe disease. So ministers and health chiefs are urging Londoners to get vaccinated when offered the

Continued on Page 4

Continued on Page 5

LONDON, DON'T TRUST THE FORECAST? GET LINE-DRIED FRESHNESS INDOORS!

News | Coronavirus

Don't be put off by queues at hotspot testing centres, public health chief urges

Public health chief says the key to stopping the spread of the virus is to get as many people as possible tested as quickly as possible.

Public Health England's chief scientist, Professor Van Kesteren, said the key to stopping the spread of the virus is to get as many people as possible tested as quickly as possible.

He said: "The key to stopping the spread of the virus is to get as many people as possible tested as quickly as possible."

LOW PRICES THAT STAY LOW
 for at least 12 weeks.

ASDA.COM

M16-and-m17 job trial for capital

Police are testing a new approach to managing traffic on the M16 and M17 roads in the capital.

The trial involves using a new system of traffic lights to manage the flow of traffic during peak hours.

Police officers will be monitoring the trial and making adjustments as needed.

London's weather

Today	12°C - 18°C
Tomorrow	10°C - 16°C
Wednesday	11°C - 17°C
Thursday	12°C - 18°C
Friday	13°C - 19°C

All press releases produced were shared with relevant Government departments prior to issue having been cleared internally with our operations team, Director of Public Health and council Cabinet leads for health and Social Care. All releases were posted to the council's Love Lambeth blog to allow social media amplification and key media outlets were engaged to seek coverage.

Launch media coverage:

BBC London online – Covid: Surge testing in Wandsworth and Lambeth after South African variant cluster found – A "significant" cluster of the South African Covid-19 variant has been found in two areas of south London where surge testing has been implemented. Wandsworth and

Lambeth will see additional testing after 44 confirmed and 30 probable cases were identified

The Guardian – Covid: surge testing deployed in south London as South African variant cases rise – About 44 cases have been confirmed, mostly in Wandsworth and Lambeth, while a further 30 probable cases have been identified

South London Press – Health chiefs urge Lambeth and Wandsworth residents to get tested after outbreak of South African variant – Everyone over the age of 11 who lives or works in Lambeth is being asked to take a PCR Covid-19 test after new cases of the variant first identified in South Africa were found in the borough

London SE1 – All Lambeth residents asked to take COVID-19 test – Lambeth Council says that the additional testing will help quickly identify any further cases and help limit any potential spread. Eight additional testing sites have opened across Lambeth from Monday

Operations surge testing coverage:

BBC London online – Covid: Surge test areas 'can still enjoy lockdown easing' – Ruth Hutt, director of public health for Lambeth Council, said people could enjoy restrictions being lifted but should "do that safely".

Downing Street said there were "strong measures in place to find and isolate any new cases" of the variant

BBC London TV new – Queuing up to be swabbed – Thousands are tested after an outbreak of the South African variant of the coronavirus in south London. The Department of Health says it's the largest mass testing event to date. Ruth Hutt interviewed

ITV London news – Covid: Surge testing hits south London affecting more than 650,000 people – It added that for those who do test positive a "comprehensive" self-isolation support service is available which includes payments of up to £500 for residents on low incomes. Ruth Hutt interviewed

Channel 4 news – Surge testing for South Africa Covid-variant carried out in two London boroughs – The lines in Brixton south London today as people arrive for Covid-19 testing. This is surge testing across Lambeth and Wandsworth. Ruth Hutt interviewed

Daily Mail – Residents of Wandsworth and Lambeth say surge testing has ruined their plans to celebrate easing of lockdown – Just hours after boisterous celebrations following the partial reopening of pubs and restaurants, hundreds of people queued patiently on Tuesday morning at special surge testing centres in the London boroughs of Lambeth and Wandsworth

Wandsworth Guardian – Ministers under pressure over variant cluster in south London – Director of public health for Lambeth, Ruth Hutt, said: “It is vital that all Lambeth residents take an asymptomatic PCR test so that we can identify all cases in order to stop the spread of this variant of concern

Evening Standard – Battle to control South African Covid-19 variant in London – Londoners were today urged to get tested for Covid-19 to protect the city from the South African variant as surge testing was extended to a third borough. Residents in a “targeted area” within SE16 in Southwark are being urged to get a test after a case of the mutation was detected there. Ruth Hutt interviewed

South London Press – Lambeth Council leader urges all residents to get tested for Covid – The advice follows the announcement of “the largest surge testing operation to date” after 44 confirmed and 30 probable cases of the Covid variant first identified in South Africa were found in Lambeth and Wandsworth

Wandsworth Guardian – Everyone get tested for Covid-19, Lambeth leader says – Lambeth Council leader, Cllr Jack Hopkins, wrote to residents on Tuesday (April 13) to urge all residents over 11 years of age to take a PCR Covid-19 test in the next week

BBC London TV news – Half a million people in London are being urged to get a Covid test to stop the spread of the South African variant – Ruth Hutt, director of Public Health at Lambeth said at the moment there are no plans to change the current easing of restrictions, however if we were to find more cases, clusters or outbreaks that would be reviewed

Evening Standard – Get tested without delay, health chiefs urge Londoners in areas hit by Covid South African variant – The capital’s public health chief Professor Kevin Fenton issued the plea as more testing sites were being opened in south London. More than half a million adults have been offered tests, including 264,000 in Lambeth, 265,000 in Wandsworth, and 14,800 in SE16 area of Southwark

Evening Standard – South African variant: Londoners keep calm and carry on queuing to get tested – Long queues snaked across Clapham Common and Brockwell Park as testing for the mutant strain, which may be more resistant to vaccines, began at pop up sites in Wandsworth and Lambeth. Wandsworth council has described the testing operation as a “mammoth task”

BBC London TV news – School staff and pupils are to be issues with PCR test kits in two boroughs where the South African variant has been discovered (10mins, 24secs) – Beverley Stanislaus, a headteacher from Tulse Hill and Ruth Hutt interviewed

Closing media coverage:

Brixton Blog – 50,000 enhanced Covid tests in Lambeth – three days still to go – Enhanced testing using the PCR (polymerase chain reaction) test that can identify variants of the Covid virus will continue in Lambeth until the end of Monday

London SE1 news – Lambeth: final call for residents and workers to have COVID test – The council said on Saturday that those who have not been able to participate so far are asked to take a PCR Covid-19 test by the end of Monday. More than 50,000 people in Lambeth have taken a PCR test over the last 12 days

South London Press – Lambeth Council ‘grateful for incredible response’ to enhanced Covid-19 testing – Lambeth Council has said it is ‘grateful for the incredible response’ to the enhanced Covid-19 PCR testing that has now been completed. A large numbers of residents, businesses, schools and faith groups took part

Wandsworth Guardian – Lambeth publishes results of Covid-19 surge testing – More than 70,000 PCR tests were completed in Lambeth during surge testing for the Covid-19 variant first found in South Africa, with 0.2 per cent turning out positive

Brixton Blog – Tests show ‘no spread’ of Covid variant in Lambeth – Preliminary findings from local “surge” testing for a Covid variant indicate no spread of it locally, Lambeth council said today (28 April). More than 70,000 Covid tests were registered by people over 11 years old in Lambeth between 12 April and yesterday when surge testing ended

Love Lambeth council news blog over the surge testing fortnight

- Covid-19: All Lambeth residents should now get tested
- Covid-19: Borough wide PCR testing underway
- Lambeth: Covid-19 PCR test kits distributed to secondary schools
- Get your Covid-19 vaccination now – no appointment necessary
- Lambeth: Please join last weekend of enhanced PCR testing
- Lambeth delivers on enhanced Covid-19 PCR testing

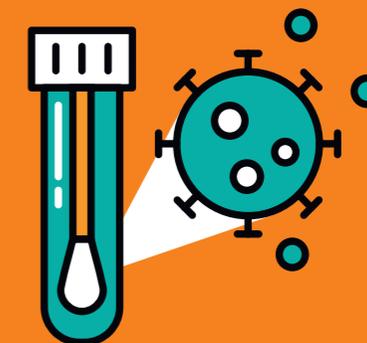
FRIDAY APRIL 23 2021

www.londonnewsonline.co.uk 50p where sold

South London Press

South London's oldest newspaper, serving the community for more than 150 years

london weekly news & Mercury



Everyone who lives or works in Lambeth should get a PCR test due to new cases of a Covid-19 variant.

People with no Internet access can call 119 from 7am to 11pm.



If you test positive, a £500 payment and practical help to self-isolate is available. Call 0800 0541 215.

lambeth.gov.uk/enhancedtesting



Social media

We used both organic and paid social media to promote the enhanced testing operation and to engage with residents and businesses who used social media to share their experiences, ask questions and share issues with us.

We generated approximately 1.9million impressions, just over half of these coming through paid social marketing. Most of our organic impressions were on Twitter.

Total impressions	1,899,451
Paid impressions	972960
Organic impressions	926491
Engagement rate	4.2%
Clicks (Paid social, Twitter, LinkedIn)	9003

As is common for us during major incidents, Twitter was our busiest organic social channel, both in terms of reach and inbound responses received.



Interestingly, our proactive replies to resident questions made up a large proportion of our total impressions. Of our total impressions, 58% came through replies to inbound responses.

Total impressions	863,684
Reply impressions	497,536
Replies as percentage of impressions	58%
Engagements	27073
Engagement rate	4%
Retweets	994
Replies	274
Likes	706
url clicks	5821

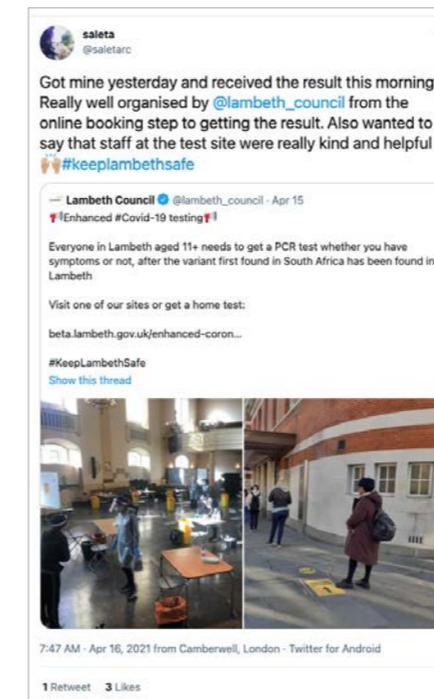
Our best performing Tweet was our announcement, which was embedded in various news stories about the operation. Beyond that, our other well performing posts featured a clip from BBC News and images of one of our testing sites.

We also used local social network, Nextdoor. Our announcement post, which targeted the whole borough, received hundreds of comments and reached up to 36% of users of Nextdoor in the borough.

Following this, we used more local targeting to inform users in specific parts of the borough as we opened new testing sites close to them.

We worked with DHSC colleagues to run paid ads via Facebook and Instagram. This delivered a significant boost to our reach and impressions.

Paid social	Totals
Reach	451,842
Impressions	972,960
Frequency	2
Link clicks	2596
CTR	2.7%
Spend	£7,009.78



Email and SMS

We used a variety of email and SMS lists to spread the word about testing. Our key audiences were:

- Public mailing lists (46,000 unique contacts)
- SMS to Lambeth housing residents living close to test sites (4,000 contacts)
- SMS to Lambeth Public Health emergency contact list (90,000 contacts)
- Businesses and community groups (10,700 unique contacts)

Email campaign results

Audience	Total Recipients	Unique Email Opens	Unique Email Opens Rate	Click Rate	Unique Bulletin Link Clicks
Total	111092	47577	43%	19%	9104
Public mailing lists	100344	42205	42%	20%	8624
Business and stakeholders	10748	5372	50%	9%	480



Print matters

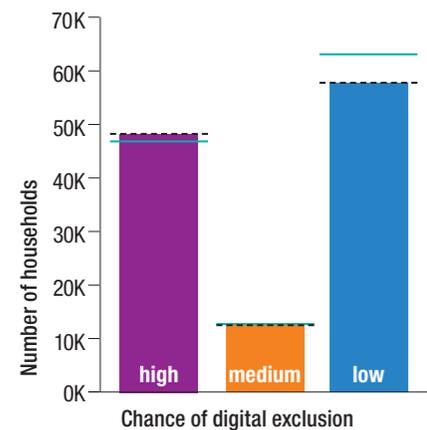
Lambeth's quarterly resident survey, completed in February and March 2021 shows that:

9% of residents have no access to a computer, laptop or tablet within their household, and 8% share a device
9% of residents have no or insufficient access to the internet at home

5% of residents are not confident using a search engine to find information or help online

10% of residents are not confident accessing and using public services online.

The data also highlight that all of these challenges are greater for people with a disability, and that there is a greater challenge of access to devices and Internet for people from a black, Asian and minority ethnic background.



Our tactics

- **We used door-to-door distribution** for letters and leaflets to the entire borough, as the quickest way to get the message delivered
- **We followed up with letter distribution** to the five areas around the testing centres inviting the residents to come and get tested
- **We repeated the distribution** of a letter to all residents on the second week
- **We knew that the areas we were covering were overlapping**, still we decided to push our communications to make sure everyone gets a letter
- **For the Mobile Testing sites** we used laminated posters that could be easily sanitised
- **We increased visibility of the message by hiring a digital screen van to display the message in 12 languages.** The van was instructed to drive around the borough and stop outside popular places, tube stations, park gates and high streets for six days.



Breaking the language barrier

- **We translated** the information into the most spoken languages after English. Based on intelligence from a Pulse residents survey held in 2020 and on our experience from the pandemic we translated surge testing information into: **Amharic, Arabic, Spanish, Portuguese, French, Italian, Somali, Polish, Tigrinya, Chinese, Tamil and Hindi.**
- **We designed all translated leaflets to look like the original English version** to make the message more effective.
- **We shared the translations** with a network of community organisations, faith groups, partners and stakeholders.
- **We distributed the translations** via our service areas i.e. Schools, Children's Services, Housing, Streetscene.
- **We delivered printed copies of translated leaflets** via our food parcel service in the languages as requested by the users.

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[Lambeth.gov.uk/enhancedtesting](https://www.lambeth.gov.uk/enhancedtesting) ብምእታው ፍለግ።

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Covid-19
 Variante nova na sua zona
 Faça o teste - Testes com
 melhores resultados agora
 disponíveis

Ajude a deter a propagação de uma nova variante em
 Lambeth. Devido a novos casos na zona da variante detetada
 pela primeira vez na África do Sul, todos os habitantes de
 Lambeth devem fazer um teste PCR da COVID-19 gratuito,
 mesmo que não apresentem sintomas.

Para saber onde se situa o centro de testagem mais próximo
 de si, consulte o site [Lambeth.gov.uk/enhancedtesting](https://www.lambeth.gov.uk/enhancedtesting).

Se lhe oferecerem a vacina da COVID-19, encorajamo-lo(a)
 a tomá-la logo que possível.

São necessárias duas doses da vacina para proteção máxima,
 pelo que é importante que tome ambas.

Deve-se apresentar para fazer o teste da COVID-19 mesmo
 que tenha sido vacinado(a).

As pessoas que não têm acesso à Internet podem ligar para o 119
 das 7h00 às 23h00.





Covid-19
 New variant in your area
 Get tested - Enhanced
 testing available now

Help stop the spread of a new variant in Lambeth.
 Due to new local cases of the variant first detected in
 South Africa, everyone in Lambeth should take a free
 Covid-19 PCR test even if they have no symptoms.

Find out where your nearest testing site is on the
[Lambeth.gov.uk/enhancedtesting](https://www.lambeth.gov.uk/enhancedtesting) website.

If you have been offered your Covid-19 vaccine we
 encourage you to have it as soon as possible.

Two doses of the vaccine are required for maximum
 protection so it is important to have both.

You should still come for a Covid-19 test even if you
 have been vaccinated.

People with no Internet access can call 119 from 7am to 11pm





Covid-19
 Nueva Variante en su zona
 Hágase la prueba - Pruebas
 avanzadas ya disponibles

Ayude a detener la propagación de una nueva variante
 en Lambeth.

Debido a la aparición de nuevos casos de la variante inicialmente
 detectada en Sudáfrica, todos(as) en Lambeth habrán de hacerse
 una prueba del Covid-19 de forma gratuita, incluso para el caso
 de que no tengan síntomas.

Conozca dónde está su centro más cercano, en el
 sitio web [Lambeth.gov.uk/enhancedtesting](https://www.lambeth.gov.uk/enhancedtesting)

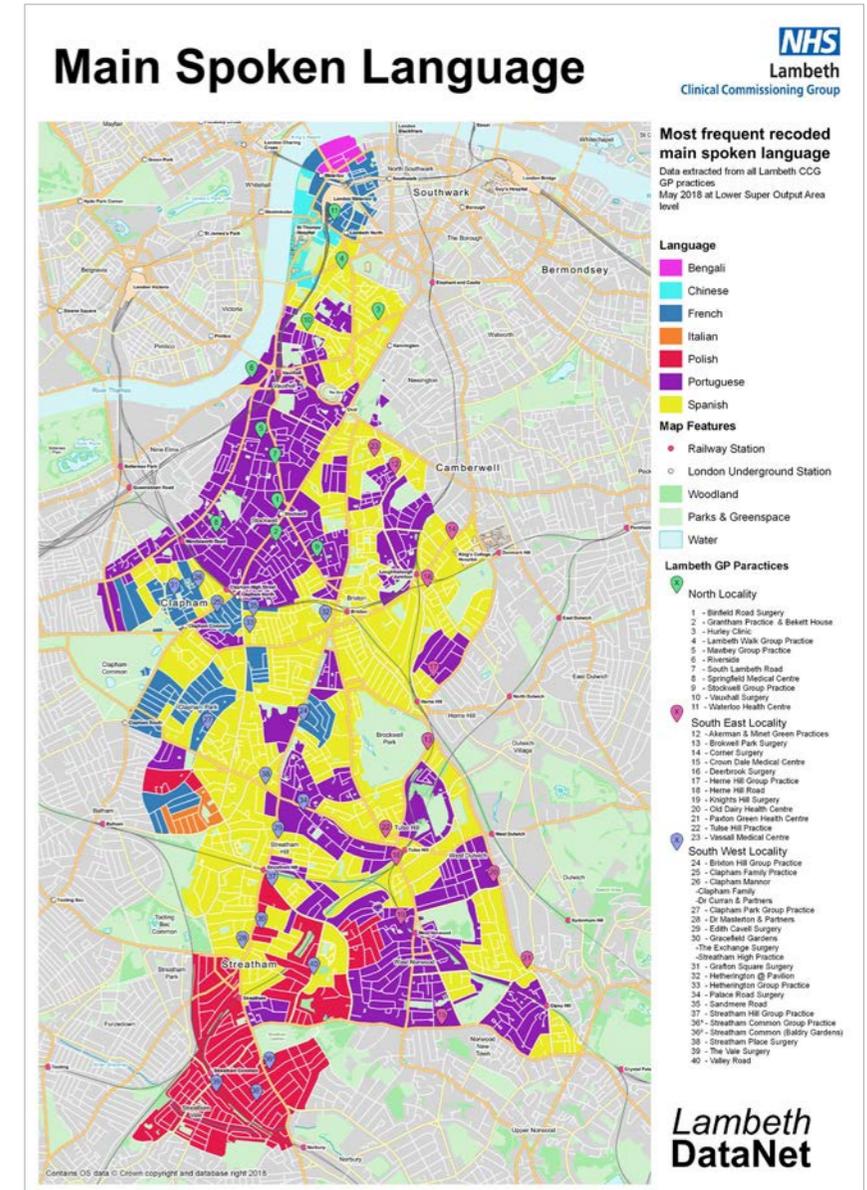
Si a usted se le ha ofrecido su vacuna del Covid-19, nosotros le
 alentamos a que se la ponga lo antes posible.

Para obtener la máxima protección, se requieren dos dosis de
 la vacuna, de modo que es importante ponerse las dos.

Aún así, usted habrá de venir a hacerse la prueba del Covid-19,
 incluso si ha sido vacunado(a).

Las personas que no tengan acceso a Internet, pueden llamar al 119,
 de 07:00 a 23:00 horas.



Focusing on housing

On the second week of the surge testing Mobile Testing Units were set up on housing estates.

Our communications have focused on these **key housing estates**: Vauxhall Gardens, Loughborough Estate, Cotton Gardens Estate, Myatt's Field North.

The digital screen van was instructed to drive and park in each estate to increase visibility as the testing was taking place.

Councillors and housing officers were door knocking to invite more residents to test.



Diary of a crisis

APRIL	
12 Monday	Operation Eagle 3 is launched for the entire borough of Lambeth
13 Tuesday	Leaflet for surge testing sent to all residents and businesses (130,000 addresses)
14 Wednesday	Special signage is delivered to all testing sites. Letter sent to residents living around the five testing sites (104,000 addresses)
15 Thursday	1,000 extra leaflets are delivered to Age UK
16 Friday	Translations in 12 languages are distributed via email to all partners
17-18 Saturday and Sunday	Digital screen van displaying message in 12 languages is driving around the borough
20 Tuesday	Digital screen van displaying message in 12 languages is driving around the borough
21 Wednesday	Lambeth testing leaflets printed for street engagement officers, Foodbanks, Age UK
22 Thursday	New letter to all residents and businesses is distributed door to door (130,000 addresses) Stickers with easy instructions on return of testing kits are distributed to all testing sites. Digital screen van displaying message in 12 languages is driving around the borough.
24-25 Saturday and Sunday	Focus on four key housing estates with MTUs set to test residents. Digital screen van displaying message in 12 languages is driving through the estates. Cllrs and housing officers are door knocking. 4-page wrap advert is published in South London Press.

Surge maths



On street

Providing non-digital communications throughout this enhanced testing was a key consideration in reaching diverse audiences.

This was supported by vans with digital hoardings in their sides displaying the key locally developed testing message in 12 different community languages in targeted locations across the borough.

The vans were deployed across both weekends of the enhanced testing around parks and supermarkets to correspond with periods of highest footfall.

In partnership with the Department of Health and Social Care and the NHS there are road side billboards encouraging people to take a PCR test. The same messages were carried on the BT supported InLinkUK digital screens.

Please take a PCR test
Ruth Hutt, Director of Public Health

Dear Lambeth Residents,
Everyone over the age of 11 who lives or works in Lambeth should now take a PCR Covid-19 test after new cases of the variant first identified in South Africa were found in the borough. This enhanced testing started on April 13 and will continue into next week.

For full details visit lambeth.gov.uk/enhancedtesting

We thank the many residents, schools, businesses, places of worship and others who have already taken part by getting tested over the last week. We now ask that everyone who hasn't yet been tested joins this important borough-wide initiative.

There are now free testing sites across Lambeth where you can walk in and have a PCR test straight away or collect home testing kits for you and up to three people you live with. Home PCR tests for people with no symptoms can also be ordered via curbside.

All testing kits must be returned to a Lambeth site by 4pm on Monday. They are at:

- Brixton - Lambeth Town Hall, 1 Brixton Hill, SW2 1HQ
- Waterloo - St John's Church, 73 Waterloo Road, SE1 8TY
- Shadwell - Tate Shadwell Library, 63 Shadwell High Road, SE16 1PN
- Brockwell Park - Mobile testing unit near Brockwell Park Cafe, SE24 9BJ

If you have been recommended, you should still get tested. But if you have tested positive for Covid-19 using a PCR test in the last 90 days, you do not need to get tested.

If you have questions about the enhanced testing, you can call 020 7506 5559 for more information. The line is open from 10am to 5pm every day.

Alongside taking a PCR test, we are asking everyone who lives and work in the borough to continue following the guidance in place to slow the spread of Covid-19. That includes limiting your contacts with other people, wearing your hands regularly and thoroughly, leaving your distance and covering your face.

If you test positive for Covid-19 via a PCR test or rapid lateral flow test it is crucial that you self-isolate for you don't spread the virus, and support is available to help you do that. Lambeth's comprehensive Covid-19 self-isolation support service for those who need it includes payments of up to £500 for residents on low income. To find out more call 0200 954 1215. Open 10 to 5pm, seven days a week or visit www.lambeth.gov.uk/self-isolate-help

For the latest site locations please visit lambeth.gov.uk/enhancedtesting. The site locations are being updated daily. To request this information translated in any language please contact communitylanguages@lambeth.gov.uk

Lambeth

PCR home kit collection

KEEP LAMBETH SAFE

Lambeth

Are you having to self-isolate due to Covid-19? Lambeth Council can help

If you are a Lambeth resident and you have to self-isolate for 10 days to help stop the spread of Covid, or because you are caring for someone self-isolating, then Lambeth Council will help you, 7 days a week.

Call for free on 0800 054 1215 to get a rapid support package put together for you by our partner Age UK Lambeth, who can do shopping trips, collect your medicine, deliver hot meals, walk your dog, offer emotional support, and anything else you need to stay home safely.

Lambeth

Covid Surge Testing No appointment needed

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KEEP LAMBETH SAFE

Lambeth

Community engagement

Throughout the testing we shared communications materials and messages with our elected councillors, MPs, GPs, hospitals, voluntary sector and community groups so they can inform and reassure their constituents, networks, clients and patients about this surge testing. A meeting was held with our borough's seven business improvement districts to help engage businesses.

Our voluntary and community sector were updated three times during the enhanced testing with key messages and asks via our pre-established network. Our secondary schools and colleges were important avenues for reaching sections of the target audience of anyone over 11-years-old.

The communications team helped produce a letter for parents and a letter to headteachers that was clear and effective, to ensure best participation rates. Similarly the communications team were involved in supporting a testing kit pick up initiative launched to ensure Faith Groups and businesses in the borough were best able to participate in the enhanced testing.

Throughout the roll out of the Covid-19 vaccines the council's communications team has been working closely with the NHS South East London Clinical Commissioning Group (CCG) which is a clinically led organisation responsible for planning, paying for and monitoring most of the health services provision in Lambeth and neighbouring boroughs.

We worked with the CCG on clear enhanced testing messaging for all NHS employees in the borough which includes three major hospitals and network of GP surgeries.

Ahead of the last weekend of enhanced testing we booked a four page wrap for the South London Press, the most widely distributed local newspaper in the borough that is traditionally read by older people in Lambeth as well as people living on housing estates.

As the testing progressed beyond the initially intensive media engagement we looked for local solutions to ensure we reached different audiences in different ways.

Lambeth Council @lambeth_council

Winkworth Estate Agents helping to #KeepLambethSafe

Yesterday they collected #Covid-19 PCR tests from #Lambeth Civic Centre to test their staff - after the variant first identified in South Africa was found in Lambeth

Get tested if you work in Lambeth orlo.uk/Vc8iD

9:46 AM - Apr 15, 2021 - Twitter Web App

Lambeth Council @lambeth_council

Enhanced #Covid-19 testing

Everyone in Lambeth aged 11+ needs to get a PCR test whether you have symptoms or not, after the variant first found in South Africa has been found in Lambeth

Visit one of our sites or get a home test: beta.lambeth.gov.uk/enhanced-coron...

#KeepLambethSafe

9:46 AM - Apr 15, 2021 - Twitter Web App

Find us on social media   

Email: communications@lambeth.gov.uk