



New Covid-19 Initiatives

This is your chance to tell us about any new, innovative initiatives that you and members of your Group are doing to help local residents cope with the effects of the current pandemic and lockdown.

Helping those Hard-to-Reach Residents

Cllr Ari Leitner, who represents Kersal ward on Salford Council, got in touch to let us know about a new initiative aimed at helping traditionally hard-to-reach residents keep up-to-date with Coronavirus developments.

Cllr Arnold Saunders and I represent Kersal in Salford, of which an estimated 50% of residents are Orthodox Jews. We ourselves are both members of the Orthodox Jewish community, which stretches across Salford, Bury and Manchester.

Home computers and smartphones are not as prevalent in Jew-

ish communities as they are amongst the wider public.

This creates two issues during lockdown.

The first is around getting information to residents and keeping them informed, and second, residents feeling 'cut off' from the outside world, and therefore more likely

to find a reason to go out.

The local police and authorities are also struggling with this and are trying different approaches.

Cllr Saunders and I have started a new initiative this week to try and tackle this issue. We have begun adding recordings

of the Government's daily press conferences on our local councillors' surgery information line.

This means that residents can stay informed of the latest news and developments from the comfort of their own home. In fact, we had over 200 callers in the first 24 hours!