

## COVID-Safe Winter: Tier 4 New Year's Eve – toolkit for partners of Cambridgeshire County Council and Peterborough City Council

### Overview

'Be COVID-Safe This Winter' is a multi-faceted campaign covering a range of subjects for both Cambridgeshire and Peterborough to be shared and used by multiple public sector, community and business partners.

The main focus of the campaign will aim to prevent the spread of COVID post lockdown and through December and the Christmas period. This to try and reduce the number of cases as we move into January, save lives and avoid a tier three situation occurring.

This follow-on toolkit is to compliment the main safety messages and has guidance for celebrating NYE in Tier 4.

### Social media posts and assets

This toolkit includes social media posts and a WeTransfer link to download the assets:

<https://we.tl/t-hdkxYT09PK>

Please find below our suggested content for social media posts to accompany the images we have created. These can be copied and pasted as they are or adapted to reflect your own tone.

Image/Video	Copy
<b>Tier 4 – Cambridgeshire and Peterborough</b>	
	<p><b>Pre-NYE:</b> See in the New Year safely at home with your household or support bubble.</p> <p>You must not meet people indoors who you don't usually live with and only up to two people can meet outdoors.</p> <p>Check the rules here: <a href="https://www.gov.uk/guidance/tier-4-stay-at-home">https://www.gov.uk/guidance/tier-4-stay-at-home</a></p>
	<p><b>31 December - NYE</b> It's more important than ever to follow the Tier 4 rules. You must not meet people who you don't live with indoors, unless they are part of your support bubble. Only up to two people can meet outdoors in a public space.</p> <p><a href="https://www.gov.uk/guidance/tier-4-stay-at-home">https://www.gov.uk/guidance/tier-4-stay-at-home</a></p>

	<p>#CovidSafeNewYear</p>
	<p><b>Twitter:</b>  This year, New Year’s Eve must be celebrated at home with your household, support bubble or virtually.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> You must not leave home or travel unless necessary</li> <li><input type="checkbox"/> Only up to 2 people can meet in an outdoor public space</li> </ul> <p><a href="https://www.gov.uk/guidance/tier-4-stay-at-home">https://www.gov.uk/guidance/tier-4-stay-at-home</a></p> <p><b>Facebook and Insta:</b>  This year, New Year’s Eve must be celebrated at home with your household or support bubble or virtually.</p> <p>This is what you need to know about Tier 4:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> You must not leave home or travel unless necessary</li> <li><input type="checkbox"/> Only up to 2 people can meet in an outdoor public space</li> </ul> <p><a href="https://www.gov.uk/guidance/tier-4-stay-at-home">https://www.gov.uk/guidance/tier-4-stay-at-home</a></p>
	<p>This New Year’s Eve, you cannot meet other people indoors, unless you live with them, or they are part of your support bubble.</p> <p>Outdoors, you can only meet one person from another household.</p> <p>For further guidance visit <a href="https://www.gov.uk/guidance/tier-4-stay-at-home">https://www.gov.uk/guidance/tier-4-stay-at-home</a></p>

**Have a virtual  
New Year's Eve party**



If you are having a virtual celebration for New Year's Eve, Zoom have removed their 40-minute limit on free accounts. Alternatively, there are lots of other video platforms you can celebrate on.

For further guidance visit

<https://www.gov.uk/guidance/tier-4-stay-at-home>