

From: [REDACTED]
To: [REDACTED]
Subject: RE: FOR APPROVAL by lunchtime Friday - Draft Press Release: 4dwk
Date: 02 July 2024 14:36:19
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)

Hi [REDACTED] and [REDACTED]

Yes, absolutely, will do. I anticipate having the final version by Friday afternoon so will ensure it gets shared around as you request then.

All the best,

[REDACTED]

[REDACTED] Senior Communications Officer



South Cambridgeshire Hall | Cambourne Business Park | Cambourne | Cambridge | CB23 6EA

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From: [REDACTED]@salford.ac.uk>
Sent: Tuesday, July 2, 2024 2:29 PM
To: [REDACTED]@scambs.gov.uk>; [REDACTED]@admin.cam.ac.uk>
Subject: FW: FOR APPROVAL by lunchtime Friday - Draft Press Release: 4dwk

Dear [REDACTED] please can you share the final version of release with [REDACTED] cc'd when you're ready thanks [REDACTED]

From: [REDACTED]@admin.cam.ac.uk>
Sent: Tuesday, July 2, 2024 10:16 AM
To: [REDACTED]@salford.ac.uk>
Subject: RE: FOR APPROVAL by lunchtime Friday - Draft Press Release: 4dwk

Hi [REDACTED],
If you can share the final version of the release with me that's be great – just so I can share with colleagues for info, as I'll be on holiday when this one comes out.
Thanks! [REDACTED] Cam Uni comms

From: [REDACTED]@salford.ac.uk>
Sent: 27 June 2024 17:38
To: [REDACTED]@admin.cam.ac.uk>; [REDACTED]@cam.ac.uk>;

Here's some suggestions.

- 1 The line "Productivity amongst staff has increased." Should probably be modified to "Perceived productivity amongst staff has increased." (I'm not sure how productivity was measured in that context, I assume that it was self-report)
- 2 There is no mention of the fact that weekly hours were reduced to 80%. There is a common confusion between 4dw meaning 80% of previous hours, and 4dw meaning four long days, so no reduction in hours (aka compressed hours).

You could add a quote from me along the lines "These results are supportive of moves to reduce the length of the working week, but are not a surprise: In the past two years other researchers have studied many private-sector employers in the UK and elsewhere that also reported the company's performance was maintained after a 20% reduction in hours of work; employees and managers can find better ways of doing things to work more efficiently, given the right guidance and motivation".

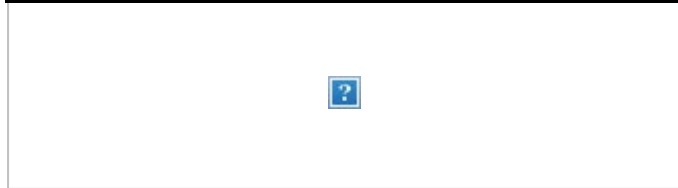
You might also want to add contact details if anyone wants further details? We give my email on our report for that purpose, and I'm happy for the same to be offered for this press release.

Best Wishes,

[Redacted]

[Redacted] University of Cambridge.

[Redacted]



www.wtr-rn.com

From: [Redacted] <[\[Redacted\]@salford.ac.uk](mailto:[Redacted]@salford.ac.uk)>
Sent: Wednesday, June 26, 2024 5:26 PM
To: [Redacted] <[\[Redacted\]@cam.ac.uk](mailto:[Redacted]@cam.ac.uk)>; [Redacted] <[\[Redacted\]@salford.ac.uk](mailto:[Redacted]@salford.ac.uk)>
Cc: [Redacted] <[\[Redacted\]@admin.cam.ac.uk](mailto:[Redacted]@admin.cam.ac.uk)>
Subject: FOR APPROVAL by lunchtime Friday - Draft Press Release: 4dww

Hello everyone

The comms team at South Cambridgeshire District Council have drafted the attached press

release on the 4dwk research, aiming to publish on Mon 8 July.

We have added in [REDACTED] quote and moved up an explainer of the logistics of the 4dwk to higher in the release, so that people don't assume it's 100% pay for 80% work and so they understand that people get paid a full time role over 4 days as their output stays the same.

Please can you advise if you are happy with the attached version?

As soon as I hear back I'll return it to SCDC. The plan is to issue this on Mon 8 July – once the Election is out of the way.

Both [REDACTED] and I are away next week so we are keen to get it signed off by lunchtime Friday if that is possible?

Thank you, any questions don't hesitate to ask.

[REDACTED]
Communications Manager
University of Salford

From: [REDACTED] <[REDACTED]@cam.ac.uk>
Sent: Monday, June 17, 2024 11:26 AM
To: [REDACTED] <[REDACTED]@salford.ac.uk>; [REDACTED] <[REDACTED]@salford.ac.uk>
Cc: [REDACTED] <[REDACTED]@admin.cam.ac.uk>
Subject: RE: 4dwk

Dear [REDACTED] Cc [REDACTED]

Good to hear from you.

As [REDACTED] says, I have now briefed [REDACTED], our comms person who has dealt with previous 4dw research, etc.

[REDACTED] asks to be kept in the loop, but is happy for Salford to take the lead on this.

Best Wishes,

[REDACTED]

[REDACTED] [REDACTED]
University of Cambridge.

[REDACTED]



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From: [REDACTED]@salford.ac.uk>
Sent: Friday, June 14, 2024 5:09 PM
To: [REDACTED]@salford.ac.uk>; [REDACTED]@cam.ac.uk>
Subject: RE: 4dwk

Thanks [REDACTED] and good to meet you [REDACTED] Look forward to hearing from you.

[REDACTED]

From: [REDACTED]@salford.ac.uk>
Sent: Friday, June 14, 2024 4:47 PM
To: [REDACTED]@cam.ac.uk>; [REDACTED]@salford.ac.uk>
Subject: 4dwk

Dear [REDACTED] and [REDACTED]

This is to put you in touch with each other. [REDACTED] is Salford's Comms coordinating a press release in collaboration with SCC Comms. [REDACTED] from Uni of Cambridge is one of the authors of our report, he is going to talk to University of Cambridge Comms people on Monday just to give them advance notice of upcoming press coverage.

Best wishes

[REDACTED]

Sent from [Outlook for Android](#)