

Public Document Pack



NOTICE OF MEETING

Meeting	Hampshire Local Outbreak Engagement Board
Date and Time	Wednesday, 20th January, 2021 at 3.00 pm
Place	Virtual Teams Meeting - Microsoft Teams
Enquiries to	members.services@hants.gov.uk

John Coughlan CBE
Chief Executive
The Castle, Winchester SO23 8UJ

FILMING AND BROADCAST NOTIFICATION

This meeting is being held remotely and will be recorded and broadcast live via the County Council's website.

AGENDA

1. APOLOGIES FOR ABSENCE

To receive any apologies for absence.

2. DECLARATIONS OF INTEREST

All Members who believe they have a Disclosable Pecuniary Interest in any matter to be considered at the meeting must declare that interest and, having regard to Part 3 Paragraph 1.5 of the County Council's Members' Code of Conduct, leave the meeting while the matter is discussed, save for exercising any right to speak in accordance with Paragraph 1.6 of the Code. Furthermore all Members with a Personal Interest in a matter being considered at the meeting should consider, having regard to Part 5, Paragraph 4 of the Code, whether such interest should be declared, and having regard to Part 5, Paragraph 5 of the Code, consider whether it is appropriate to leave the meeting while the matter is discussed, save for exercising any right to speak in accordance with the Code.

3. MINUTES OF PREVIOUS MEETING (Pages 3 - 6)

To confirm the minutes of the previous meeting.

4. DEPUTATIONS

To receive any deputations notified under Standing Order 12.

5. CHAIRMAN'S ANNOUNCEMENTS

To receive any announcements the Chairman may wish to make.

6. OUTBREAK CONTROL POSITION REPORT (Pages 7 - 10)

To receive a report from the Director of Public Health on the current situation and up to date data.

7. ACTIONS OF THE DIRECTOR OF PUBLIC HEALTH

To receive an update from the Director of Public Health on actions taken and powers that have been used.

8. COMMUNICATION ENGAGEMENT UPDATE (Pages 11 - 12)

To receive an update on community engagement and messaging, including communication with communities and district councils.

9. NHS VACCINATION PROGRAMME OVERVIEW

To receive an overview of the NHS vaccination programme and most recent data.

ABOUT THIS AGENDA:

On request, this agenda can be provided in alternative versions (such as large print, Braille or audio) and in alternative languages.

ABOUT THIS MEETING:

The press and public are welcome to observe the public sessions of the meeting via the webcast.

Agenda Item 3

AT A MEETING of the Hampshire Local Outbreak Engagement Board of
HAMPSHIRE COUNTY COUNCIL held remotely on Tuesday, 15th December,
2020

Chairman:

* Councillor Keith Mans

* Councillor Liz Fairhurst

* Councillor Patricia Stallard

* Councillor Judith Grajewski

Invited Attendees

Also present at the invitation of the Chairman:

Councillor Keith House
Councillor Ken Rhatigan
Judy Gillow
Laura Taylor

49. APOLOGIES FOR ABSENCE

There were no apologies received.

50. DECLARATIONS OF INTEREST

Members were mindful that where they believed they had a Disclosable Pecuniary Interest in any matter considered at the meeting they must declare that interest at the time of the relevant debate and, having regard to the circumstances described in Part 3, Paragraph 1.5 of the County Council's Members' Code of Conduct, leave the meeting while the matter was discussed, save for exercising any right to speak in accordance with Paragraph 1.6 of the Code. Furthermore, Members were mindful that where they believed they had a Personal interest in a matter being considered at the meeting they considered whether such interest should be declared, and having regard to Part 5, Paragraph 5 of the Code, considered whether it was appropriate to leave the meeting whilst the matter was discussed, save for exercising any right to speak in accordance with the Code.

There were no declarations of interest.

51. MINUTES OF PREVIOUS MEETING

The minutes of the meeting held on 27 November 2020 were agreed as a correct record.

52. DEPUTATIONS

There were no deputations received.

53. CHAIRMAN'S ANNOUNCEMENTS

The Chairman noted that while there has been an increase in cases across the Southeast and it can vary, it is advisable that per government recommendations, intergenerational mixing of households and bubbles are not necessary, and must be managed carefully, especially indoors. Increased mask wearing is also being encouraged both inside and outdoors.

54. OUTBREAK CONTROL POSITION REPORT

The Director of Public Health shared the weekly update with the Board outlining the current position in term of managing the outbreak in Hampshire including data on current infection numbers, the position for care homes and death rates across the county and updates to the published presentation.

There has been a changing position and rise in cases over the weekend across the Southeast, though Hampshire remains in a good position. Early part of December was lower but going up again though there are some unvalidated numbers. Hampshire is currently at 89.7 and gone up slightly. The region is a picture of concern with the highest rates with increases in Kent, Surrey, Buckingham, Oxford, while Hampshire and Isle of Wight is in a more favourable position, but rates are still rising.

A similar picture for 60+ residents is emerging and the case rate change rising in all districts, though some are considerably higher and a concerning position across the county. With regards to hospital pressures and in-patient diagnoses, there is a steady increasing trend with Portsmouth Hospital Trust is admitting the highest admissions. Pressures on the NHS are a key concern in determining tiers. Deaths are rising but the numbers lag behind infection rates and are currently under the 5-year rate.

Indicators for determining tier that are considered nationally were reviewed and local sight of them is helpful to be mindful of the current position. There is a ripple impact from surrounding areas and Christmas period relaxation of rules will see rising rates.

In response to questions, Members heard:

Direction of travel is very clear and silver lining may be that rates are not increasing in Hampshire quite as quickly as other areas and can be managed so hospitals are not overwhelmed.

Rates rising is disturbing and in terms of local compliance appears good and Hampshire messaging is important for the relaxation period and central action taken. Well received messaging is critical and focused messaging for ahead of concern Gosport, Havant, and Rushmore, but across all of Hampshire as well. Insight work to ensure we are meeting population needs has been a priority for working with the Communications team. Work continues to prepare for the Tier that is announced on 16 December.

District councils continue to prioritize and maintain community spread of infection and have received government funding and deployed staff to support busy public areas and encourage visitors, residents, and retail businesses to comply and working alongside police colleagues.

District and unitary leadership meetings are continuing to ensure consistency in messaging across the area. Remaining in the same tier will help manage the spread and infection across the county.

Substantial rises are often commuter belts into London and is it possible to discourage travel into London, with positive lifestyle messaging across LRF. This messaging is emphasized and discouraging unnecessary travel in general. Intercommuting for work or social and family connections does have an effect on spread. Trends and connections are reviewed, and specific messaging targeted for those areas, in collaboration with unitaries and NHS hospital trusts. Work travel will need to continue so the messaging will need to be in line with current guidelines.

The Hampshire Local Outbreak Engagement Board noted the current data and implications.

55. ACTIONS OF THE DIRECTOR OF PUBLIC HEALTH

No new actions were reported on this occasion with a continuation of actions previously highlighted.

56. COMMUNICATION ENGAGEMENT UPDATE

The Executive Member for Public Health updated the Board on communications and engagement noting that the published report covered approximately 2 weeks since the last meeting. Public and stakeholder engagement continues around Tier 2, Test and Trace, and financial impact of the pandemic. The dedicated website continues to be active and visited. Districts have been encouraged to reach out to BAME residents and an invitation to a working group. Childcare bubble advice continues to be shared. Responsive and targeted messaging continues to all communities and especially those at risk or difficult to reach. Key campaigning around Christmas bubbles and local shopping continues, alongside Tier guidance, Yule rules, and Hands, Space, Face, and any new Tier announcements will be ready to run.

Current figures are encouraging but many schools, children and young people, and staff affected, but liaison between County Council and schools has been really strong and working well with good results. Members agreed and commended teachers and staff on their efforts with positive attendance figures above national average, with support from Public Health and the Communications teams for their fantastic work.

With regards to vaccination and communication, NHS information and local vaccination centre details will be part of the messaging. An NHS update at the next meeting would be helpful for the Board to ensure partners are supporting critical communication and following the NHS leadership on vaccination

programmes. Ongoing vaccination will be vital over the next few months and more information is expected from NHS colleagues. The County Council is eager to help support vaccination messaging. Recruitment of volunteers for adequate staff for administering or supporting vaccination is not as visible as expected but could be targeted or promoted differently with a number of different roles. Working with community leaders to spread the message with Covid ambassadors will be key in communities to take up the vaccines.

The next formal meeting of the Board will be on 20 January 2021 and additional briefings or meetings arranged as needed.

The meeting ended at 10:44am

Chairman,

HAMPSHIRE COUNTY COUNCIL

Report

Committee:	Hampshire Local Outbreak Engagement Board
Date:	20 January 2021
Title:	Outbreak Control Position Report
Report From:	Director of Public Health

Contact name: Simon Bryant

Tel: 02380 383326

Email: simon.bryant@hants.gov.uk

Purpose of this Report

1. The purpose of this report is to provide an update on the current situation and up-to-date data. Please note that a supplementary appendix containing the latest data will be published shortly before the meeting.
2. Link to the data can be found here:
<https://documents.hants.gov.uk/corprhantsweb/Covid19/Keep-Hampshire-Safe-Infographic.pdf>

Recommendation

3. To note the current data and implications.

REQUIRED CORPORATE AND LEGAL INFORMATION:

Links to the Strategic Plan

Hampshire maintains strong and sustainable economic growth and prosperity:	Yes
People in Hampshire live safe, healthy and independent lives:	Yes
People in Hampshire enjoy a rich and diverse environment:	Yes
People in Hampshire enjoy being part of strong, inclusive communities:	Yes

Other Significant Links

Links to previous Member decisions:	
<u>Title</u>	<u>Date</u>
Direct links to specific legislation or Government Directives	
<u>Title</u> COVID-19 Recovery Strategy	<u>Date</u> June 2020

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

<u>Document</u>	<u>Location</u>
None	

EQUALITIES IMPACT ASSESSMENT:

1. Equality Duty

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation);
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic;
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it;
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

2. Equalities Impact Assessment:

2.1 This paper does not contain any proposals for major service changes which may have an equalities impact other than to improve outcomes and manage the pandemic.

This page is intentionally left blank

COVID-19 communications highlights

1 December 2020 – 6 January 2021

Social media campaigns

Key themes covered

- Various social media posts in relation to COVID-19 restrictions and tier announcements including:
 - Gosport and Havant, HCC area excluding New Forest, New Forest addition, full national lockdown
- Shielding advice for clinically extremely vulnerable following escalation to Tier 4
- Testing and the importance of self-isolation
- Safe travel advice for university students and their parents re return home
- Christmas support bubbles
- Young people safe socialising
- Food vouchers for vulnerable families
- Availability of COVID-19 helpline
- COVID-19 weekly data infographic
- Leader's Christmas message
- Shop safe, Shop local
- Stay safe, Stay home this New Year
- Amplification of messaging around national vaccine roll-out

136
Social media posts

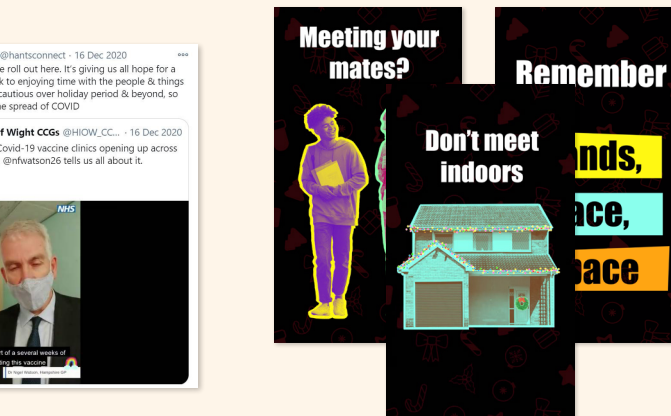
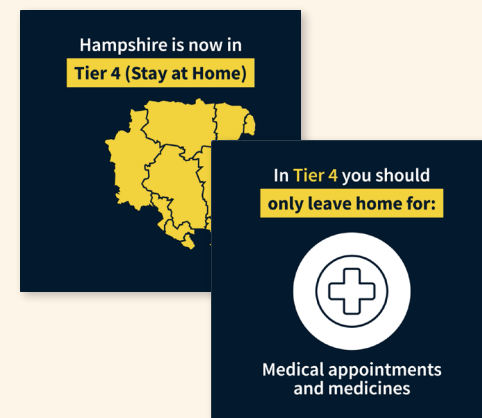
1,138,628
People reached

72,210
Video views

Most successful post – Facebook Tier 4 announcement 27 Dec

36,500
People reached

121
Shares



Public and stakeholder engagement

Key areas of enquiry

- Tier escalations and restrictions
- Vaccine and testing
- School cases/closures
- Cases in care homes

54
Media enquiries handled

150
News items

98%
Positive/neutral coverage

Dedicated webpages

172,496
Views of dedicated COVID-19 webpages

Upcoming priorities

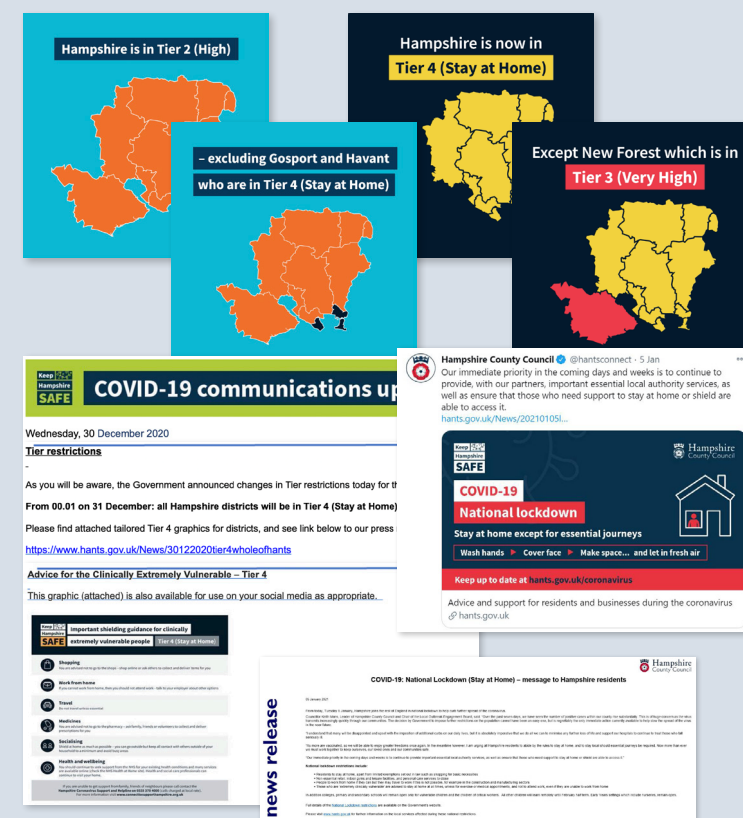
Activity in relation to:

- Identifying vaccination hesitancy in communities to inform communications strategy
- Stay safe at home this New Year
- New variant – emphasising importance of Hands Face Space
- Support Bubbles under lockdown
- Support to self-isolate
- Mental health and wellbeing
- Financial support for unpaid carers
- Supporting vulnerable families to access food vouchers during lockdown (including support for fuel poverty)
- Promoting extended COVID-19 helpline operating hours
- Ongoing support to Hampshire schools in relation to positive cases

Tier escalations and national lockdown

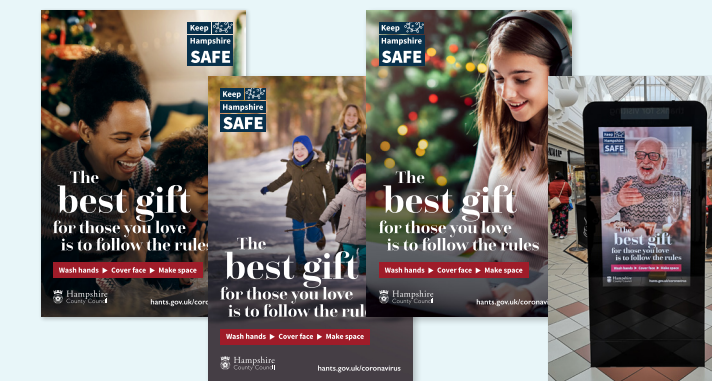
Key messaging in relation to tier escalations and national lockdown

- Comprehensive messaging across all channels to communicate various Tier changes and national lockdown announcement by Government.
- Including:
 - Press releases
 - Social media activity
 - Broadcast news interviews
 - Partner e-bulletins
 - Stakeholder notifications
- Cascade of localised digital assets to Hampshire districts



Christmas and New Year highlights

- 'Best gift' – Social media video to complement the Christmas 'Best gift' outdoor media campaign



- News coverage and social media examples



- Staying safe this New Year



- 'Shop Local Shop Safe' – Social media video to promote supporting local businesses safely in the run up to Christmas



- Christmas Bubbles and 'Follow the Yule Rules'



- Stakeholder and partner engagement



This page is intentionally left blank