



## Agenda

**Notice of a meeting of** **North Yorkshire Outbreak Management Advisory Board**

**To:** **County Councillors Carl Les (Chair), Michael Harrison (Vice-Chair), Caroline Dickinson, Stuart Parsons**

**District/Borough Councillors Liz Colling, Mark Crane, Angie Dale, Keane Duncan, Richard Foster, Ann Myatt, Stephen Watson**

**Amanda Bloor, Richard Flinton, Ashley Green, David Kerfoot, Julia Mulligan, Simon Padfield, Mike Padgham, Leah Swain, Sally Tyrer, Louise Wallace, Richard Webb, Lisa Winward and Ian Yapp.**

**Date:** **Friday, 26th February, 2021**

**Time:** **12.15 pm**

**Venue:** **Remote Meeting held via Microsoft Teams**

This meeting will be held using video conferencing with a live broadcast to the Council's YouTube site. Further information on this is available on the committee pages on the Council website - <https://democracy.northyorks.gov.uk/>

The meeting will be available to view once the meeting commences, via the following link - [www.northyorks.gov.uk/livemeetings](http://www.northyorks.gov.uk/livemeetings) Recording of previous live broadcast meetings are also available there. For help and support in accessing the meeting, please contact the Democratic Services Officer responsible for the meeting (see contact details below).

This Board is an informal, non decision-making body and therefore there is no facility for public questions or statements. To find out more about the North Yorkshire Outbreak Management Plan go to [www.northyorks.gov.uk/our-outbreak-plan](http://www.northyorks.gov.uk/our-outbreak-plan)

### **Business**

- 1. Welcome/introduction - Chair**
- 2. Apologies for absence**

3. **Declarations of interest (if any)**
4. **Notification of Any other business**
5. **Notes of meeting held on 20th January 2021 and any matters arising** (Pages 3 - 10)  
Notes enclosed
6. **Update on the current position in North Yorkshire - Louise Wallace, Director of Public Health**  
Given the dynamic situation, slides containing the most up-to-date information will be presented at the meeting
7. **Government Road Map and its implications for North Yorkshire - Richard Webb, Corporate Director, Health and Adult Services**  
Slides to follow
8. **Vaccination Update - verbal update by Amanda Bloor, Accountable Officer, North Yorkshire Clinical Commissioning Group**
9. **Communications Update - Michael James, Team Leader, Marketing and Customer Communications** (Pages 11 - 20)  
Slides enclosed
10. **Verbal Partner Updates (on an exception basis):**
  - Business / Local Enterprise Partnership
  - Care Sector
  - Healthwatch
  - Local Government
  - NHS
  - Police
  - Police, Fire and Crime Commissioner
  - Public Health England
  - Schools
  - Voluntary & Community Sector
11. **Next Meeting - Monday 29th March 2021 at 11.00 a.m.**
12. **Any other business**

Barry Khan  
Assistant Chief Executive  
(Legal and Democratic Services)

County Hall  
Northallerton

Friday 19 February 2021



## North Yorkshire Outbreak Management Advisory Board

Notes of a discussion held remotely, via Microsoft Teams, on Wednesday 20<sup>th</sup> January 2021

### **THOSE WHO JOINED THE DISCUSSION:**

#### **North Yorkshire County Council Representatives:**

Councillor Carl Les, Leader of North Yorkshire County Council  
Councillor Caroline Dickinson, Executive Member, Public Health, Prevention, Supported Housing  
Councillor Michael Harrison, Executive Member for Adult Services and Health Integration  
Richard Flinton, Chief Executive, North Yorkshire County Council  
Barry Khan, Assistant Chief Executive (Legal and Democratic Services), North Yorkshire County Council  
Louise Wallace, Director of Public Health  
Richard Webb, Corporate Director, Health and Adult Services

#### **District Council Representatives:**

Councillor Steve Arnold, Ryedale District Council (substitute for Councillor Keane Duncan)  
Councillor Mark Crane, Leader, Selby District Council  
Councillor Liz Colling, Scarborough Borough Council  
Councillor Angie Dale, Leader, Richmondshire District Council  
Councillor Richard Foster, Leader, Craven District Council  
Councillor Ann Myatt, Harrogate Borough Council  
Councillor Stephen Watson, Hambleton District Council

#### **Other Partners' Representatives:**

Amanda Bloor, Accountable Officer, North Yorkshire Clinical Commissioning Group  
Ashley Green, Chief Executive Officer, Healthwatch, North Yorkshire  
David Kerfoot, Chair, York and North Yorkshire Local Enterprise Partnership  
Julia Mulligan, Police, Fire and Crime Commissioner  
Mark Pannone, Assistant Chief Constable (substitute for Lisa Winward)  
Beverley Proctor, Chief Executive, Independent Care Group (substitute for Mike Padgham)  
Leah Swain, Chief Executive, Community First Yorkshire  
Ian Yapp, Head Teacher, Riverside Primary School

#### **In attendance** (all from North Yorkshire County Council, unless stated):

Councillor Karin Sedgwick, Chair of the Care & Independence Overview & Scrutiny Committee  
Ray Busby, Principal Democratic Services Officer  
Emma Davis, Health Improvement Manager  
Lisa Dixon, Director, Scarborough Borough Council  
Patrick Duffy, Senior Democratic Services Officer (Clerk)  
Mike James, Team Leader, Marketing and Customer Communications  
Major Thomas McVey, Catterick Garrison  
Lt Col Jim Turner, Catterick Garrison  
Victoria Turner, Public Health Consultant

#### **Apologies received from:**

Councillor Keane Duncan, Leader, Ryedale District Council  
Phil Mettam, Humber, Coast and Vale NHS Test and Trace Lead  
Mike Padgham, Chair, Independent Care Group  
Councillor Stuart Parsons, Leader of the Independent Group, North Yorkshire County Council  
Sally Tyrer, Chair, North Yorkshire Local Medical Committee  
Lisa Winward, Chief Constable

NO.	ITEM	ACTION
84	<p><b>WELCOME AND INTRODUCTION BY THE CHAIR</b></p> <p>County Councillor Carl Les welcomed Members of the Board and any members of the public or media viewing the meeting.</p> <p>He advised that he is the Leader of the Council and Chairs this Board and that:-</p> <ul style="list-style-type: none"> <li>- the main role of this Board is to support the effective communication of the test, trace and contain plan for the county and to ensure that the public and local businesses are effectively communicated with;</li> <li>- decisions of the Board are purely advisory and its recommendations will be considered through the governance arrangements of the bodies represented, which retain their decision making sovereignty;</li> <li>- the papers for this meeting had been published in advance on the County Council's website; and</li> <li>- people can see the names of everyone on the Board and the organisations they represent on the County Council's website.</li> </ul> <p>The Chair also welcomed Lieutenant Colonel Jim Turner and Major Thomas McVey, who were attending in connection with Minute No. 90, below.</p>	
85	<p><b>APOLOGIES</b></p> <p>As stated in the attendance on the previous page.</p>	
86	<p><b>DECLARATIONS OF INTEREST</b></p> <p>There were no declarations of interest.</p>	
87	<p><b>NOTES OF MEETING HELD ON 21<sup>ST</sup> DECEMBER 2020</b></p> <p><b>AGREED</b> that these were an accurate reflection of the discussion.</p>	
88	<p><b>DECLARATIONS OF INTEREST</b></p> <p>There were no declarations of interest.</p>	
89	<p><b>NOTIFICATION OF ANY OTHER BUSINESS</b></p> <p>The Chair asked Members if they could advise him, at this stage, whether they had any item of urgent business they were likely to raise under that heading, so that he could ensure there was sufficient time at the end to consider it. No Members indicated that they had any urgent business to raise.</p>	

Slides were presented which contained data regarding the epidemiology of the pandemic internationally; for the UK; North Yorkshire; and by Districts. They also covered detailed information about Richmondshire, including Catterick Garrison.

Louise Wallace took Members through the first part of the presentation and made the following points, in particular:-

- Globally, there have now been 2 million deaths worldwide, with the UK having the fifth highest number of cases and fatalities
- The UK, last week, saw 374,775 new cases and 7,421 deaths
- North Yorkshire is below the national average but we cannot be complacent. Cases remain high with the potential to rapidly increase. The reduction we are seeing cannot be seen to be a sustainable trend yet
- The rates by District are coming down from previous weeks
- It is important to remember that anybody of any age can be affected
- We all need to keep to the rules - wash hands; make space; ventilate rooms; and not leave home unless there is a good reason to do so

Emma Davis then presented slides concerning Richmondshire, including information relating to Catterick Garrison, which she had collaborated on with Lieutenant Colonel Jim Turner and Major Thomas McVey. Emma highlighted the following:-

- The population of males aged 15-39 is far higher than in other areas due to the Garrison
- Covid cases follow a similar pattern to North Yorkshire
- Cases by Middle Super Output Area (larger population areas) tend to be higher in Colburn and Catterick Garrison, but the number is not as high as in some other areas of the District
- There are approximately 7,000 military personnel at the Garrison. The Ministry of Defence employs 40% of the people in Richmondshire and 3.5% of people in North Yorkshire
- By postcode data, about 6.6% of cases can be identified as military related. Military linked cases appear to be lower than for the general population
- Examples of key initiatives include working with the Richmondshire Outbreak Management Locality Meeting, which she chairs. This group includes representation from the military and seeks to prevent, reduce and manage the spread of Covid-19 in Richmondshire
- The Military has robust systems in place to ensure that its environment is as Covid secure as possible

	<p>Councillor Michael Harrison noted that the presentation demonstrated that the level of infection in Richmondshire is not driven by the Military, which is reassuring.</p> <p>Richard Webb commented that figures can fluctuate due to small populations. Tight arrangements are in place between the County Council; the Military; Richmondshire District Council and others to manage the situation.</p> <p>The Chair and Members thanked Emma for her informative presentation.</p> <p>NOTED.</p>	
<p>91</p>	<p><b>COMMUNICATIONS UPDATE</b></p> <p>Mike James took Members through this Item. Slides had been circulated with the papers for the meeting.</p> <p>He reminded Members about the aims of the Communications Strategy and the principles behind it.</p> <p>Mike also advised that:-</p> <ul style="list-style-type: none"> <li>- Initiatives need to evolve to ensure communications can be used as effectively as possible. Examples of recent initiatives/campaigns were highlighted – the moving picture nationally has been a challenge</li> <li>- Local and Regional media have been very supportive in helping communicate key messages</li> <li>- 10,000 people have signed up to the County Council's Customer Portal – the most clicked on link was for information on the Buy Local Campaign. Such initiatives are likely to have benefits beyond the current situation</li> <li>- Looking ahead, work will continue to support NHS colleagues in their communications around the vaccine roll out and push material intended to support adherence to lockdown rules</li> </ul> <p>Ashley Green advised that Healthwatch North Yorkshire had received calls from people frustrated and anxious as to when they will receive their vaccine. Healthwatch stress the need to wait to be contacted but increasingly it is a difficult message to push. In response, Richard Webb suggested that Ashley have a conversation with Amanda Bloor and her Team. He was aware though that information is being published as quickly as possible and that new arrangements are coming online.</p> <p>NOTED.</p>	
<p>92</p>	<p><b>VARIATION TO THE ORDER OF BUSINESS</b></p> <p>The Chair agreed that the Item Partner updates, which had been scheduled further down the Agenda, be considered next.</p>	

**PARTNER UPDATES**Business – David Kerfoot

- The Growth hub has had a number of requests for help/support [www.growthhub.com](http://www.growthhub.com)
- Business would welcome an extension of the Job Recovery Scheme to give them some breathing space
- Been pushing the Buy Local Scheme through offering free licensing to businesses to *ShopAppy*, which enables them to do click and collect

Care Sector – Richard Webb and Beverley Proctor

- Gradual improvement but cases still high. There is a 2/3 week lag from infections to impact on the Sector
- 235 Care Settings have one or more cases
- Home Care now being impacted, thereby limiting the choice of people upon leaving Hospital
- 50 Discharge Beds in operation to help people come out of Covid safely
- Thank you to the Voluntary Sector and In-house Teams for the services they have put in place
- Health and Adult Services view support for Care Staff with the same level of importance as support for NHS colleagues
- Thank you to all partners for their support – still a long way to go
- The Sector is tired but the vaccination programme for North Yorkshire and York has been brilliant. We look forward to a huge difference in community care and community transmissions, as it continues to be rolled out

Healthwatch, North Yorkshire – Ashley Green

- Increase in enquiries; 7,000 website visits received which is twice the rate it was. The increase primarily relates to Covid, so it is good to hear positive messages which can be related to the public

Local Government – Richard Webb

- A lot of work, often with the Police, on enforcement and engaging with communities. Work carried out with Environmental Health and Trading Standards where there were some issues around Hospitality/Pubs in Stokesley
- Good contact tracing and enforcement action undertaken in parts of Richmondshire
- Several major campaigns in Scarborough – a multi-agency effort

	<ul style="list-style-type: none"> <li>- Thank you to retailers and supermarkets who are making the shopping experience more covid secure. For those who are struggling to do this, we will work with them. If necessary, we will take enforcement action, but only as a last resort. We want to work with everybody to see a safer shopping experience for people for their essential shopping</li> </ul> <p>Councillor Liz Colling thanked partners for their on-going support, the effect of which is showing in the reduction in cases in Scarborough</p> <p><u>North Yorkshire Police – Mark Pannone</u></p> <ul style="list-style-type: none"> <li>- The majority of people are doing the right thing but there have been 241 Enforcement Notices for people travelling for exercise outside their standard place of living – including sledging; and inside and outside gatherings - contrary to Covid rules</li> <li>- The stance is to enforce when we need to, which it is hoped will have a preventative effect</li> </ul> <p><u>Police and Fire and Crime Commissioner – Julia Mulligan</u></p> <ul style="list-style-type: none"> <li>- The Police continue to be busy with day-to-day business</li> <li>- The Control Room has been impacted so please bear with them</li> </ul> <p><u>Schools – Ian Yapp</u></p> <ul style="list-style-type: none"> <li>- Mainly remote learning to continue until at least half term</li> <li>- Nurseries still open</li> <li>- Secretary of State says Schools should hear prior to half term as to the position after half term</li> <li>- Covid control measures remain primarily the same</li> <li>- Secondary Schools will implement Lateral Flow Tests on site.</li> <li>- Testing of close contacts has been paused</li> <li>- Primary School staff will do home testing using the Lateral Flow Test devices</li> </ul> <p><u>Voluntary and Community Sector – Leah Swain</u></p> <ul style="list-style-type: none"> <li>- Community Support Organisations doing their best to help with requests for volunteers to help at Vaccination Sites and to transport people to Centres for their vaccine</li> </ul> <p>NOTED.</p>	
94	<p><b>VACCINATION UPDATE</b></p> <p>Amanda Bloor provided an update. In summary:-</p> <ul style="list-style-type: none"> <li>- Making very good progress – big thank you to all involved in the Programme’s delivery</li> <li>- As of yesterday (19<sup>th</sup> January) 4.2 million people vaccinated nationally - 705,000 in North Yorkshire and York</li> </ul>	



	<ul style="list-style-type: none"> <li>- Three modes of delivery <ul style="list-style-type: none"> <li>• Local Vaccination Centres</li> <li>• Network Hospital Hubs</li> <li>• Larger Scale Sites</li> </ul> </li> <li>- Local vaccination focusing on the four priority Groups identified by the Government</li> <li>- The latest timescales received are:- <ul style="list-style-type: none"> <li>• By 24<sup>th</sup> January to vaccinate everyone in a Care Home</li> <li>• By 31<sup>st</sup> January to vaccinate all Health and Care Staff</li> <li>• By 15<sup>th</sup> February to vaccinate everyone in the top 4 cohorts</li> </ul> </li> <li>- Confident that the first deadline above will be met, as well as the others, depending on vaccine supply</li> <li>- Evaluating whether more sites are required</li> <li>- Bringing Community Pharmacies on side will increase flexibility – particularly in more remote areas</li> <li>- Giving consideration as to the plan for the rest of the population and, potentially, returning to more of a <i>business-as-usual</i> operation</li> </ul> <p>Members thanked Amanda Bloor and her NHS colleagues for the great job they are doing.</p> <p>In response to questions, Amanda confirmed:-</p> <ul style="list-style-type: none"> <li>• She will link in Primary Care Network colleagues to the volunteer list held by Selby District Council – please hang onto it for now</li> <li>• Funeral Directors are now among the four priority groups</li> <li>• Local data will be shared as soon as it is possible to do so</li> <li>• It has been possible to reliably extract 6 - rather than 5 doses – from some vials</li> <li>• Reserve lists being utilised to ask people to come at very short notice and to ensure not one drop of the vaccine is wasted</li> <li>• Will check the position as to staff in Refuges being vaccinated</li> </ul> <p>NOTED.</p>	
95	<p><b>NEXT MEETING</b></p> <p>The Chair confirmed that the next meeting will be on Friday 26<sup>th</sup> February 2021 at 12.15 p.m.</p>	ALL TO NOTE
96	<p><b>ANY OTHER BUSINESS</b></p> <p>There was no other business to consider.</p>	

The meeting concluded at 4.42 p.m.

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# Outbreak Management Plan / Covid-19

## Communications

# Communication Aims

- ✓ Advise and support people with information on restrictions
- ✓ Help reduce the spread of Covid and save lives
- ✓ Support our most vulnerable residents
- ✓ Support communities and the economy and a longer term return to business as usual
- ✓ Ensure consistent messaging across North Yorkshire, where appropriate

# Communication Principles

- ✓ Key agencies working together, coordinated through LRF communications group
- ✓ Alongside North Yorkshire-wide communications, delivering localised activity to deal with particular issues
- ✓ React and evolve to ensure we can use communications as effectively as possible

# Recent activity - overview

- ✓ National lockdown messaging, including weekly NHS messaging
- ✓ Ongoing media engagement, including recent LRF-led half-term messaging
- ✓ Ongoing display and radio advertising
- ✓ Mental health messaging and online support
- ✓ Supporting families campaign
- ✓ Lateral Flow Testing communications support
- ✓ Targeted support based on local data

# Mental Health

We've seen a 40 per cent increase in the amount of work our mental health team are involved with since the start of the #coronavirus pandemic.

Karen Siennicki, Head of Mental Health across #NorthYorkshire, talks about the importance of good mental health and what support is available.

"The pandemic can impact on any of our mental health. If you are struggling with your mental wellbeing it is important to reach out to your family and friends.... See More



# Supporting families

Families on low incomes, or struggling financially due to the #coronavirus pandemic in #NorthYorkshire, will receive continued support over the half-term, as the county council, schools, nurseries and colleges join forces to distribute food vouchers.

Commenting on the Covid Winter Grant Scheme, Alison Woodward, Head of Riverside School in Tadcaster, part of The Star Multi Academy Trust, said: "We were very pleased to receive the details of the Covid Winter Grant scheme as w... See More



# Covid data

The latest #coronavirus data shows that, in the 7 days leading up to 11 February, #Hambleton district had the highest rate of new cases.

Thank you for staying home, protecting the #NHS and saving lives in #NorthYorkshire.

View full data ... See More



# Vaccination

This is our chairman, Cllr Jim Clark, receiving his #covid vaccination.

Cllr Clark, who is 73 and lives in Harrogate, is urging everyone eligible to take up the offer when it is offered to them.

He said: "We have all come to value the work of the NHS more than ever during this pandemic and the staff working on the frontline in very challenging circumstances and the best way we can show our continuing support is by taking up the offer of the vaccination. ... See More



# Digital advertising



# Half term

As the school half-term break arrives, we're urging families to keep up the great effort to bring down the #Covid-19 infection rate and not to be tempted to head to the #NorthYorkshire countryside or coast.

Louise Wallace, our Director of Public Health, said: "There is no room for complacency. Infection rates are coming down, but only very slowly, so no-one should be lulled into a false sense of security. Rates could quickly shoot up again if we do not remain vigilant.

"I know how difficult this time is, the pressure that families are under and the desire to see loved ones, but please do not do so. The virus spreads when people mix with each other, so please don't break the rules."

Latest #coronavirus advice and guidance here: <https://www.northyorks.gov.uk/.../plea-families-keep...>



## Rapid testing in North Yorkshire

Information on lateral flow testing for people who have to leave home for work.

### What is rapid testing?

Rapid testing using lateral flow devices (LFDs) involves taking and processing tests for COVID-19 directly at the point of care (e.g. workplace, care home). Samples are taken using nose and throat swabs and results are provided in around 30 minutes. Lateral flow tests look for parts of the surface of the virus (antigen) that are present during active COVID infection.

Currently, LFDs are targeted at people who do not have coronavirus symptoms (asymptomatic). Anyone with symptoms of COVID-19 should isolate and access a PCR test. Find [more information about accessing PCR tests in North Yorkshire](#).



**North Yorkshire County Council**

February 1 at 5:09 PM · 🌐

Last press conference on [#coronavirus](#) from HM Gvt...



10 DOWNING STREET

UK Prime Minister was live.

February 1 at 4:57 PM · 🌐

## Mental health

Advice on how to look after your mental health and where to access support.



### [Mental health support in North Yorkshire](#)

Find advice about improving your mental health and accessing local support in North Yorkshire.



### [Mental health: national support](#)

National helplines, mental illness support, and urgent help for those who need support.



### [Children's and young people's mental health](#)

It's important to tackle mental health issues in early life and help children move on to positive and fulfilled lives.



Thank you

to everyone looking out for their neighbours,  
and the thousands of volunteers helping  
people across North Yorkshire.





# Vaccine communications

- ✓ NHS-led, other LRF agencies supporting key messages
- ✓ Communication priorities based on helping NHS to deliver
  - Helping reduce demand from people contacting GPs and hospitals
  - Explaining process and speed of vaccination programme
  - Supporting national work to counter misinformation online
  - Supporting national proactive promotion of the vaccination
  - Supporting key NHS messages each week through LRF comms



# Look Ahead

- ✓ Surge testing preparation
- ✓ Changes to lockdown – adapting messaging around national guidance
- ✓ Using joint LRF communications to support successful vaccine roll-out
- ✓ Looking to recovery
  - ✓ Developing ‘Team North Yorkshire’ campaign to build on community support narrative
  - ✓ Ongoing Buy Local campaign

# Questions?

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