



## Agenda

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

**To: Councillors Carl Les (Chair), Michael Harrison (Vice-Chair), Caroline Dickinson, Stuart Parsons, Liz Colling, Mark Crane, Angie Dale, Richard Foster, Ann Myatt, Stephen Watson**

**Amanda Bloor, Richard Flinton, Ashley Green, Julia Mulligan, Caroline O'Neill, Simon Padfield, Mike Padgham, Helen Simpson, Sally Tyrer, Louise Wallace, Richard Webb, Lisa Winward and Ian Yapp.**

**Date: Monday, 29th March, 2021**

**Time: 11.00 am**

**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**
- 2. Apologies for absence**
- 3. Notes of meeting held on 26th February 2021 and any matters arising (Pages 3 - 10)**

Enquiries relating to this agenda please contact Patrick Duffy Tel: 01609534546  
or e-mail [Patrick.Duffy@northyorks.gov.uk](mailto:Patrick.Duffy@northyorks.gov.uk)  
Website: [www.northyorks.gov.uk](http://www.northyorks.gov.uk)

4. **Declarations of interest (if any)**
5. **Notification of Any other business**
6. **Update on the current position in North Yorkshire - Louise Wallace, Director of Public Health**  
Given the dynamic situation, the most up-to-date information will be presented at the meeting
7. **Updated Outbreak Management Plan - Louise Wallace, Director of Public Health** (To Follow)
8. **Vaccination Update - verbal update by North Yorkshire CCG**
9. **Communications Update - Elaine Williams, Senior Communications Officer** (Pages 11 - 18)
10. **Verbal Partner Updates (on an exception basis):**
  - Business / LEP
  - Care Sector
  - Healthwatch
  - Local Government
  - NHS
  - Police
  - PF&C Commissioner
  - Public Health England
  - Schools
  - Voluntary & Community Sector
11. **Next Meeting - Thursday 22nd April 2021 at 2.30 p.m.**
12. **Any other business**

Barry Khan  
Assistance Chief Executive  
(Legal and Democratic Services)

County Hall  
Northallerton

Monday 22 March 2021



## North Yorkshire Outbreak Management Advisory Board

Notes of a discussion held remotely, via Microsoft Teams, on Friday 26<sup>th</sup> February 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  
Councillor Stuart Parsons, Leader of the Independent Group, 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 Liz Colling, Scarborough Borough Council  
Councillor Angie Dale, Leader, Richmondshire District Council  
Councillor Richard Foster, Leader, Craven District Council  
Councillor Stephen Watson, Hambleton District Council

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

Ashley Green, Chief Executive Officer, Healthwatch, North Yorkshire  
David Kerfoot, Chair, York and North Yorkshire Local Enterprise Partnership  
Sue Peckitt, Chief Nursing Officer, North Yorkshire Clinical Commissioning Group (substitute for Amanda Bloor)  
Leah Swain, Chief Executive, Community First Yorkshire  
Lisa Winward, Chief Constable  
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  
Patrick Duffy, Senior Democratic Services Officer (Clerk)  
Mike James, Team Leader, Marketing and Customer Communications  
Victoria Turner, Public Health Consultant

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

Amanda Bloor, Accountable Officer, North Yorkshire Clinical Commissioning Group  
Councillor Keane Duncan, Ryedale District Council  
Councillor Ann Myatt, Harrogate Borough Council  
Phil Mettam, Humber, Coast and Vale NHS Test and Trace Lead  
Julia Mulligan, Police, Fire and Crime Commissioner  
Sally Tyrer, Chair, North Yorkshire Local Medical Committee

NO.	ITEM	ACTION
97	<p data-bbox="300 210 1225 241"><b>WELCOME AND INTRODUCTION BY THE CHAIR</b></p> <p data-bbox="300 277 1225 344">County Councillor Carl Les welcomed Members of the Board and any members of the public or media viewing the meeting.</p> <p data-bbox="300 380 1225 443">He advised that he is the Leader of the Council and Chairs this Board and that:-</p> <ul data-bbox="300 479 1225 1048" style="list-style-type: none"> <li data-bbox="300 479 1225 613">- 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 data-bbox="300 649 1225 784">- 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 data-bbox="300 819 1225 882">- the papers for this meeting had been published in advance on the County Council's website; and</li> <li data-bbox="300 918 1225 1048">- the Board comprises, among others, representatives of the County Council; District and Borough Councils; the NHS; Public Health England; Schools; Healthwatch; the Care Sector; and the Voluntary Sector</li> </ul> <p data-bbox="300 1084 1225 1249">The Chair advised that this would be the last Board meeting attended by David Kerfoot. Helen Simpson would represent the York and North Yorkshire Local Enterprise Partnership with effect from the next meeting. He thanked David for everything that he had done on this Board and elsewhere.</p>	
98	<p data-bbox="300 1288 1225 1319"><b>APOLOGIES</b></p> <p data-bbox="300 1346 1225 1377">As stated in the attendance on the previous page.</p>	
99	<p data-bbox="300 1413 1225 1444"><b>DECLARATIONS OF INTEREST</b></p> <p data-bbox="300 1471 1225 1503">There were no declarations of interest.</p>	
100	<p data-bbox="300 1538 1225 1570"><b>NOTIFICATION OF ANY OTHER BUSINESS</b></p> <p data-bbox="300 1606 1225 1762">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>	
101	<p data-bbox="300 1807 1225 1839"><b>NOTES OF MEETING HELD ON 20<sup>TH</sup> JANUARY 2021</b></p> <p data-bbox="300 1874 1225 1906"><b>AGREED</b> that these were an accurate reflection of the discussion.</p>	

<p>102</p>	<p><b>UPDATE ON THE CURRENT POSITION IN NORTH YORKSHIRE</b></p> <p>Slides were presented by Louise Wallace, which contained data regarding the epidemiology of the pandemic internationally; for the UK; North Yorkshire; and by Districts.</p> <p>Louise Wallace made the following points, in particular:-</p> <ul style="list-style-type: none"> <li>- Globally, there have now been 2.5 million deaths worldwide, with the UK having the fifth highest number of cases and fatalities</li> <li>- Cases are declining but last week the UK saw 73,392 new cases and 2,815 deaths. It is important to reflect on this</li> <li>- Cases in North Yorkshire are also coming down but are not yet at the level we need them to be</li> <li>- The rates by District continue to decline</li> <li>- Over 1,000 people have now died from Covid-19 in the county – this is a sad milestone and the effects on families and communities cannot be underestimated</li> <li>- The message is that, whilst the situation is improving, we cannot be complacent; people should continue to follow the restrictions in order to get case numbers down further</li> </ul> <p>Councillor Stuart Parsons highlighted examples of where he felt the NHS may be putting people at risk as a result of their practices. For example, asking people to go to the Surgery to collect a form and then having to return it to the surgery. Sue Peckitt advised that she would look into the matters raised by Councillor Parsons.</p> <p>NOTED.</p>	<p>Sue Peckitt</p>
<p>103</p>	<p><b>GOVERNMENT ROAD MAP AND ITS IMPLICATIONS FOR NORTH YORKSHIRE</b></p> <p>Richard Webb presented slides which set out the Government’s four tests and steps to releasing the country from lockdown. He highlighted the following:-</p> <ul style="list-style-type: none"> <li>- Even as things reopen, it is important that everyone follows the simple measures of hands; face; and space</li> <li>- Likely to be a shift towards “test and go” as the economy reopens</li> <li>- By the summer, a large proportion of people will have been vaccinated, but spikes can be expected periodically</li> <li>- We are entering a period where we live with Covid</li> <li>- Road Map planning for North Yorkshire includes arrangements for reopening schools and the economy; updating the Visiting Policy for Care Homes and managing events – all of which will require continued collaborative working with partners</li> <li>- A critical workers testing system is being developed and home testing is not far off</li> </ul>	

	<ul style="list-style-type: none"> <li>- A good piece of work regionally, through the Local Resilience Forum, forms the basis of some of the work that will be undertaken</li> <li>- An overarching piece of work includes messaging, as there is some evidence of message fatigue. This will be aimed not only at North Yorkshire residents but at people who visit the county</li> <li>- Councils have today been asked to update their Outbreak Management Plan. The detail is awaited but any update is likely to be required prior to the next meeting. Therefore, the suggestion is that this be undertaken with partners and a draft shared, with the Chair and Vice-Chair being authorised to approve the updated Plan, in consultation with the Director of Public Health</li> </ul> <p>David Kerfoot asked about whether staff who work with people with special needs will receive an early vaccination. Richard Webb advised that there are several elements to this. He, Louise Wallace and Sue Peckitt would look into this if there are any particular concerns.</p> <p>Louise Wallace added that an LFD Panel meets to consider eligible businesses. Sue Peckitt stressed that the Joint Committee on Vaccination and Immunisation have strict criteria that has to be adhered to in order for the rollout to be done as widely and as quickly as possible.</p> <p><b>AGREED:</b></p> <ul style="list-style-type: none"> <li>a) That work on an updated Outbreak Management Plan be undertaken with partners across the Local Resilience Forum and beyond.</li> <li>b) That a draft be shared with partners.</li> <li>c) That the Chair and Vice-Chair, in consultation with the Director of Public Health, and anyone else who needs to be involved, sign off the Plan for submission to Government.</li> </ul>	<p>Louise Wallace</p> <p>Louise Wallace</p> <p>Louise Wallace</p>
104	<p><b>VACCINATION UPDATE</b></p> <p>Sue Peckitt provided an update. In summary:-</p> <ul style="list-style-type: none"> <li>- Continued good progress in what is a huge task – thanks to all involved</li> <li>- Nationally, 18 million people have received a dose</li> <li>- In North Yorkshire and York 251,690 people have received a first dose as of this morning (26<sup>th</sup> February)</li> <li>- A first dose had been administered to 95% of the local population aged 70 and above by the target date of 15<sup>th</sup> February, with second doses commencing next week</li> <li>- People who had declined can still come forward – it is not too late</li> <li>- Now moving to vaccinate Cohorts 5 and 6</li> </ul>	

	<ul style="list-style-type: none"> <li>- Further national targets are that a first vaccination be offered to everyone over 50 years of age by 15<sup>th</sup> April and every adult by 31<sup>st</sup> July. This will require a larger number of sites to improve access</li> <li>- Continuing to stress the safety of the vaccine and to encourage people to receive it</li> <li>- Looking at how to engage with harder to reach groups</li> <li>- It is crucial that, even when vaccinated, people continue to follow Government Guidelines and maintain social distancing</li> </ul> <p>Louise Wallace advised that the County Council has a statutory duty to protect the health of the population – liaison with NHS colleagues to help ensure a good take up of the vaccine is central to this.</p> <p>NOTED.</p>	
105	<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>The slides included visual examples of communications.</p> <p>Mike reminded Members about the aims of the Communications Strategy and the principles behind it and advised that:-</p> <ul style="list-style-type: none"> <li>- There is on-going media engagement, including the recent Local Resilience Forum-led communications about half term, as well as supporting mental health communications and the supporting families campaign</li> <li>- Communications around supporting the vaccine rollout have been a priority, with a focus on managing demand and countering mis-information</li> <li>- Looking ahead, a pack has been created in connection with surge testing and messages are being adapted to encourage people to “keep going”. Also, the Team North Yorkshire Campaign will highlight the work of volunteers and build on the community spirit that has been evident</li> </ul> <p>NOTED.</p>	
106	<p><b>PARTNER UPDATES</b></p> <p><u>Business – David Kerfoot</u></p> <ul style="list-style-type: none"> <li>- The Road Map has been well received by Business. A concern is that most businesses are not considering what will happen if the lifting of restrictions does not occur as planned – on the whole, very positive though</li> <li>- There has been a good pick up in self-catering and camping bookings. Hotel and bed and breakfast bookings have not been as fast. Overall, the Hospitality Sector welcomes the pathway that enables them to start planning. Supply chains will need further work and support</li> <li>- A number of businesses rely on supplying aerospace parts – recovery here will take years, rather than months</li> </ul>	

The Chair added that the latest information he had heard is that the residential sector is now beginning to catch up with self-catering and camping, in terms of a pick up in bookings

#### Care Sector – Richard Webb

- Thank you to everyone who is working so hard to support and protect people
- There has been a high level of vaccine uptake in the sector – above the national average
- The situation is improving but significant issues remain, including the Government’s Designated Beds Policy, which ends on 31<sup>st</sup> March. We have asked for it to be extended. In addition, the recent White Paper makes a potential change to retain the pandemic response in the Care Sector for a longer period. This has funding requirements – we will be working with partners on the implications of this
- 54 care settings have one or more cases currently but yesterday was the first day since 7<sup>th</sup> October where no new cases were reported. This will not necessarily continue but is encouraging, nonetheless

#### Healthwatch, North Yorkshire – Ashley Green

- Positive feedback on the vaccination process has been received, including how helpful staff have been. Still some confusion in that people do not realise that if they cannot attend a National Centre they will be invited by their GP. On the whole though, people are much happier and this is reflected in the reduction in the number of queries Healthwatch has received

#### North Yorkshire Police – Lisa Winward

- The vaccination rollout and better weather is encouraging people, in anticipation of the easing of restrictions, to go out more for non-essential purposes and getting together indoors. The Police urge people to continue to make the effort to stick to the rules for the health and wellbeing of all our communities

#### Schools – Ian Yapp

- Schools currently open to nursery age children; vulnerable pupils and children of key workers only, with other pupils learning via a remote offer
- Primary Schools reopen on 8<sup>th</sup> March.
- Secondary Schools also reopen on that date, according to their logistics, whereby they need to offer students a lateral flow test first on site and year groups will return following their first negative test
- Secondary students will then commence home testing after three onsite lateral flow tests
- Secondary School staff will move to home testing this term as primary staff are already doing

	<ul style="list-style-type: none"> <li>- Schools are preparing continuity plans against a revised framework issued to them on 21<sup>st</sup> February</li> </ul> <p><u>Voluntary and Community Sector – Leah Swain</u></p> <ul style="list-style-type: none"> <li>- The Sector is continuing to support people who need a helping hand. Plenty of people stewarding at Vaccination Centres - thank you to the volunteers and charities and community groups who are doing that work</li> </ul> <p>NOTED.</p>	
107	<p><b>NEXT MEETING</b></p> <p>The Chair confirmed that the next meeting will be on Monday 29<sup>th</sup> March 2021 at 11.00 a.m.</p>	ALL TO NOTE
108	<p><b>ANY OTHER BUSINESS</b></p> <p>There was no other business to consider.</p>	

The meeting concluded at 1.07 p.m.

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## ITEM 9

# Outbreak Management Plan / Covid-19 Communications

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Agenda Item 9

# Communication Priorities

- ✓ Support successful **vaccine** roll-out, as part of LRF communications
- ✓ Ensuring people have accurate and relevant information about **testing**
- ✓ Support our communities and businesses through the government's **roadmap**

# Communication Principles

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

# Recent activity (1)

- ✓ Ongoing **media engagement** through weekly press conferences
- ✓ Developed short and long-term campaigns to support people and businesses through **next stages of roadmap**
- ✓ Support for roll-out of **testing**
- ✓ Ongoing **display advertising**

## Recent activity (2)

- ✓ Preparations in place to support any **surge testing**
- ✓ Ongoing **comms for shielding** cohort
- ✓ **Team North Yorkshire** campaign to build on community spirit
- ✓ Marked **National Day of Reflection**

# Roadmap

We know it's tough but you must still stay at home. You can meet with one other person outdoors, for exercise or recreation such as for a coffee or a picnic, while maintaining social distancing. You must stay in your local area.

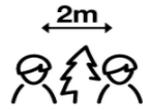
#KeepGoingNorthYorkshire

Get more advice at <http://www.northyorks.gov.uk/coronavirus-advice-and...> and remember there's a range of support for your mental health at [www.northyorks.gov.uk/mental-health](http://www.northyorks.gov.uk/mental-health)



## Meeting outside:

- You must only meet with one other person outside for exercise or a coffee and stay local.



## Keep going North Yorkshire

We've worked so hard, let's keep going so we can meet friends, see family and enjoy North Yorkshire once again [www.northyorks.gov.uk/coronavirus](http://www.northyorks.gov.uk/coronavirus)

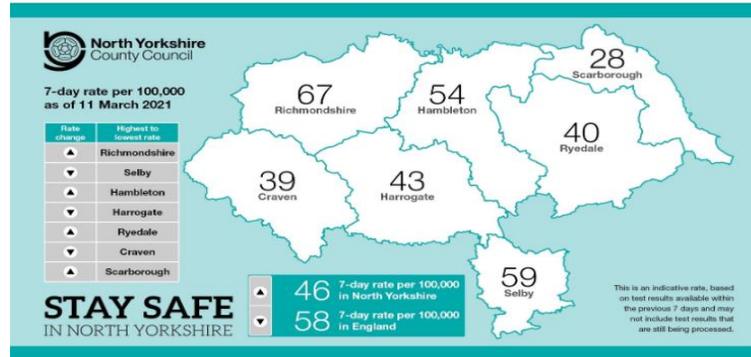
# Covid data

North Yorkshire County Council is sharing a COVID-19 Update. March 15 at 8:26 AM

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

We know it's hard but you must still stay at home.

#KeepGoingNorthYorkshire... See More



# Workplace testing

If your business employs people who cannot work from home then make sure you register for your free #coronavirus tests by 31 March. All businesses in England are eligible to register to order rapid lateral flow devices to test staff at work twice a week. The tests give results within 30 minutes to help reduce the spread of infection.

Register your business now at: <https://www.gov.uk/get-workplace-coronavirus-tests>



# Mobile Device Unit

northyorksc



For information about COVID-19, visit [nhs.uk](http://nhs.uk).

# Vaccinations

North Yorkshire County Council 14h

"Over 12 million doses of the Oxford-AstraZeneca vaccine have now been given across England and the number of blood clots that have been reported after having had the vaccine is not greater than the number that would have occurred naturally in that vaccinated population."

Watch as Amanda Bloor, Accountable Officer for North Yorkshire CCG, explains that, while the NHS continue to look in detail at all of the reports, the evidence available does not suggest that the vaccine is... See More



# Team North Yorkshire

Despite being at high risk of severe illness from #coronavirus herself, Sleights resident Jill Broadley - who is clinically extremely vulnerable and has been shielding since last March - has still found ways to help others as a telephone befriender with Revival North Yorkshire.

Norma Carrick said: "Jill calls twice a week which is brilliant. She keeps her eye on us all. I spend a lot of time on my own and to have that voice on the other end of the phone is lovely."

Read ... See More



# Look Ahead

- ✓ Ongoing support for vaccine roll-out and testing, through LRF communications
- ✓ Roadmap campaign to support communities and businesses
- ✓ Surge testing comms arrangements in place, if needed
- ✓ Team North Yorkshire and Buy Local campaigns ongoing to support social and economic recovery

# Questions?

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