



Agenda

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

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

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

Date: Friday, 21st May, 2021

Time: 2.00 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.

To find out more about the North Yorkshire Outbreak Management Plan go to www.northyorks.gov.uk/our-outbreak-plan

The meeting will be available to view once the meeting commences, via the following link - www.northyorks.gov.uk/livemeetings Recording of previous live broadcast meetings are also available there.

Business

- 1. Welcome/introduction**
- 2. Apologies for absence**
- 3. Notes of meeting held on 22nd April 2021 and any matters arising (Pages 3 - 8)**
- 4. Declarations of interest (if any)**

5. **Notification of Any other business**
6. **Update on the current position in North Yorkshire - Louse Wallace, Director of Public Health**
Given the dynamic situation, the most up-to-date information will be presented at the meeting
7. **Vaccination Update - verbal update by North Yorkshire Clinical Commissioning Group**
8. **Communications Update - Mike James, Marketing and Customer Communications Manager** (Pages 9 - 16)
9. **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
10. **Next Meeting - Wednesday 23rd June 2021 at 10.30 a.m.**
11. **Any other business**

Barry Khan
Assistant Chief Executive
(Legal and Democratic Services)

County Hall
Northallerton

Friday 14 May 2021



North Yorkshire Outbreak Management Advisory Board

Notes of a discussion held remotely, via Microsoft Teams, on Thursday 22nd April 2021

THOSE WHO JOINED THE DISCUSSION:

North Yorkshire County Council Representatives:

Councillor Carl Les, Leader (Chair)
Councillor Caroline Dickinson, Executive Member, Public Health, Prevention, Supported Housing
Councillor Michael Harrison, Executive Member for Adult Services and Health Integration
Councillor Stuart Parsons, Leader of the Independent Group
Richard Flinton, Chief Executive
Barry Khan, Assistant Chief Executive (Legal and Democratic Services)
Louise Wallace, Director of Public Health
Richard Webb, Corporate Director, Health and Adult Services

District Council Representatives:

Councillor Liz Colling, Scarborough Borough Council
Councillor Angie Dale, Leader, Richmondshire District Council
Councillor Richard Foster, Leader, Craven District Council
Councillor Janet Frank, Ryedale District Council (substitute for Councillor John Clark)
Councillor Ann Myatt, Harrogate Borough Council
Councillor Stephen Watson, Hambleton District Council

Other Partners' Representatives:

Sue Peckitt, Chief Nursing Officer, North Yorkshire Clinical Commissioning Group (substitute for Amanda Bloor)
Lisa Winward, Chief Constable
Ian Yapp, Chief Education Officer, the STAR Multi-Academy Trust and Executive Head Teacher, Riverside School

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

Councillor Karin Sedgwick, Chair of the Care & Independence Overview & Scrutiny Committee
Melanie Carr, Principal Democratic Services Scrutiny 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 John Clark, Ryedale District Council
Councillor Mark Crane, Leader, Selby District Council
Ashley Green, Chief Executive Officer, Healthwatch, North Yorkshire
Phil Mettam, Humber, Coast and Vale NHS Test and Trace Lead
Julia Mulligan, Police, Fire and Crime Commissioner
Beverley Proctor, Chief Executive, Independent Care Group
Helen Simpson, Chair, York and North Yorkshire Local Enterprise Partnership
Sally Tyrer, Chair, North Yorkshire Local Medical Committee

NO.	ITEM	ACTION
121	<p>WELCOME AND INTRODUCTION BY THE CHAIR</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"> - 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; - 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; - the papers for this meeting had been published in advance on the County Council's website; and - 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 <p>The Chair welcomed Caroline O'Neill as a new Member, representing Community First Yorkshire.</p>	
122	<p>APOLOGIES</p> <p>As stated in the attendance on the previous page.</p>	
123	<p>NOTES OF MEETING HELD ON 29TH MARCH 2021</p> <p>AGREED that these were an accurate reflection of the discussion.</p>	
124	<p>DECLARATIONS OF INTEREST</p> <p>There were no declarations of interest.</p>	
125	<p>NOTIFICATION OF ANY OTHER BUSINESS</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>	
126	<p>UPDATE ON THE CURRENT POSITION IN NORTH YORKSHIRE</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"> - Globally, there have now been 136 million cases and 2.9 million deaths worldwide, with the UK having the sixth highest number of cases and fifth highest number of fatalities. Some countries are still experiencing a growth in cases and fatalities - Whilst the situation in the UK is improving, there were still over 19,000 cases and 234 deaths last week - In North Yorkshire, we are seeing an average of about 20 cases each day. The position is much improved but now appears to be levelling out. The North Yorkshire rate of infection is 25.1 per 100,000 people, compared to 28 for England as a whole. These figures are a seven-day rate. Most Districts have infection rates below the national rate - Outbreaks are still occurring. The Public Health Team is actively providing support where these occur, particularly in Selby, which currently has the highest rate of infection in the county at 48.6 per 100,000 population. Household transmission accounts for some of the outbreaks - We have now progressed through three significant dates in the Government's Roadmap – 8th and 29th March and 12th April. The key message is that people should still only meet outdoors and be following health protection measures around washing hands; making space; covering faces; and letting in fresh air <p>The Chair congratulated Louse on her substantive appointment to the role of Director of Public Health,</p> <p>Richard Webb commented on how, at different stages of the pandemic, there have been some marked variations in the number of cases between areas. For instance, the rate in South and West Yorkshire has been twice that of North Yorkshire. The possible reasons for this are being looked into, but could include the fact that more people have to go into work in South and West Yorkshire.</p> <p>He also referred to the volatility of the figures; as cases reduce, it only needs a few household cases, or an outbreak in one workplace, for the figures to shoot up and look very different.</p> <p>NOTED.</p>	
127	<p>VACCINATION UPDATE</p> <p>Sue Peckitt provided an update. In summary:-</p> <ul style="list-style-type: none"> - The rollout continues, as per the National Guidance - The target of a 100% offer of a first vaccine to Cohorts 1 to 9 by 15th April was met. Uptake was 90% - Continuing to offer a first dose to people who chose not to come forward initially - Working jointly with the County Council and Humber, Coast and Vale on harder to reach groups and vaccine inequalities - Now rolling out the vaccine to Cohorts 10 to 12 	

	<ul style="list-style-type: none"> - As of Tuesday 20th April, 427,961 people had received their first dose and 140,249 had received their second dose - In the next 2 to 3 weeks will be concentrating on second doses, so as to ensure that people receive their second dose within 12 weeks of their first dose. <p>In response to questions from Councillor Liz Colling, Sue Peckitt advised that close household contacts of people who may be immune or suppressed are being invited to receive the vaccine, across all groups, through the GP Scheme. She can obtain the numbers involved.</p> <p>NOTED.</p>	Sue Peckitt
128	<p>COMMUNICATIONS UPDATE</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"> - Work continues to support communications around the vaccination roll out and access to testing, together with communications to support our people and businesses through the next stage of the Government's Road Map - Core support revolves around rollout of the vaccine; helping people access testing; and supporting communities and businesses through the Government Road Map - Recent activity includes the weekly Press Conference by the Local Resilience Forum (LRF) which is an opportunity for the media to hear directly from those organisations leading the response - An <i>Unlock Summer Campaign</i> has commenced. It is County Council based, but designed to work alongside other communications taking place among LRF partners and campaigns being run by District and Borough Council colleagues to help support, for example, people to return safely to the High Street and support local businesses. The theme concerns the unlocking in the next stage of the Government's Road Map and behaviours that we want people to adhere to. It will be conducted via a wide range of media - including radio adverts - and focuses on real people and real businesses telling their story - Looking ahead, the joint LRF communications will continue to focus on the vaccination rollout and testing. Surge testing communications are in place, as this could be required anywhere <p>NOTED.</p>	
129	<p>PARTNER UPDATES</p> <p><u>Care Sector – Richard Webb</u></p> <ul style="list-style-type: none"> - There have been no outbreaks under 14 days in any of our 235 Care Homes today, for only the second time since last July. 	

	<p>There will, of course, be fluctuations, but this is good news. Thanks to everyone across the Sector for their hard work in achieving this</p> <ul style="list-style-type: none"> - Members may notice a good deal of media concerning local guidance on trips out from Care Homes. A group of Care Home residents; family members and Care Home Providers produced a North Yorkshire approach to trips out – it was a great piece of work. The latest Guidance nationally limits trips out. People in Care Homes feel strongly about that. The matter has been raised with local MPs, who have been very helpful. The Bishop of Ripon has also raised the issue and we are talking to civil servants. There is a big difference between self-isolation from household mixing, as against trips out with designated carers or family members for fresh air and exercise <p><u>NHS – Sue Peckitt</u></p> <ul style="list-style-type: none"> - The number of people with Covid-19 in inpatient beds has reduced significantly – 25 in North Yorkshire; and 5 in the Darlington area. There are also low numbers in ICU beds. The picture is positive - Maintaining Covid-distancing controls in Hospitals but working to relax some aspects <p><u>North Yorkshire Police – Lisa Winward</u></p> <ul style="list-style-type: none"> - Since outdoor Hospitality had opened there had been no major breaches – thank you to the community for complying with the Regulations - As the weather improves, people are urged to remind themselves that these conditions do still exist. There are specific conditions as to the number of people you can mingle with – even outdoors. People are urged to continue to support the hands; face; space; fresh air approach <p><u>Schools – Ian Yapp</u></p> <ul style="list-style-type: none"> - Control measures continued from the position we were in before Easter – it is steady away at the moment <p>NOTED.</p>	
130	<p>NEXT MEETING</p> <p>The Chair confirmed that the next meeting will be on Friday 21st May at 2.00 p.m.</p>	ALL TO NOTE
131	<p>ANY OTHER BUSINESS</p> <p>There was no other business to consider.</p>	

The meeting concluded at 2.55 p.m.

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ITEM 9

Outbreak Management Plan / Covid-19 Communications

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

- ✓ Core messages coordinated through LRF communications group
- ✓ Supported by Public Health-led campaigns around behaviours
- ✓ Deliver support to locality comms issues

Examples of recent activity – Selby outbreak response






COVID RATES ARE HIGH IN THIS AREA ⚠️

Keep following the rules:

- ▶ Maintain social distancing
- ▶ Wash your hands regularly
- ▶ Cover your face


Please remember, hands, face, space and fresh air

Keep going North Yorkshire www.northyorks.gov.uk/coronavirus

Covid roadmap: step 2




Page 12



Public Health, North Yorkshire
Health and Adult Services, Public Health Team
County Hall
Northallerton
North Yorkshire, DL7 8DD
Tel: 01609 780780
www.northyorks.gov.uk

30 April 2021

Dear Sir/Madam,

SELBY DISTRICT COVID-19 OUTBREAK

As you may be aware, there is currently an outbreak of COVID-19 cases in the Selby area. We are working to contain this outbreak and provide support where needed. To reduce the spread of this virus, we need your help. Please make sure you and your household/support bubble:

- get a test if you have symptoms and/or are invited to do so,
- wash or sanitise your hands regularly,
- wear your face covering when needed (indoors and on public transport),
- keep a safe space between yourself and people you do not live with,
- only meet other people outdoors in the fresh air, and
- take up the vaccination when it is offered to you.

Testing: people with no symptoms
One in three people infected with COVID-19 do not show any symptoms, so it is important for everyone to use rapid lateral flow testing kits regularly (twice a week). Doing this helps identify cases quickly and reduces the spread to others.

Lateral flow testing is available to everybody and a list of collection points can be found on <https://www.northyorks.gov.uk/get-coronavirus-covid-19-test-if-you-dont-have-symptoms>

From Friday 30 April, a new asymptomatic testing site will be running at Brook Lodge in Union Lane, Selby, YO8 4BA. This testing site is for people who do not have any symptoms. People who go to the site will be supported to take their lateral flow test on the site itself. It will be open from 9am to 5pm and you do not need to book an appointment. If you go to the site, please wear a face covering and keep space between yourself and others.

If you get a positive result using a lateral flow test, you must self-isolate immediately and book a further PCR test (<https://www.northyorks.gov.uk/book-coronavirus-covid-19-test-if-youve-got-symptoms>) to confirm the result. It is important that close contacts and people living in the same household as someone who tests positive also self-isolate for 10 days. However, if the PCR test comes back negative you can all stop isolating.

Testing: people with symptoms
A lateral flow test should not be used for people with symptoms. If you or anyone in your household shows symptoms of COVID-19, you must self-isolate immediately and book a PCR test (<https://www.northyorks.gov.uk/book-coronavirus-covid-19-test-if-youve-got-symptoms>) to confirm the result. Please remember it is important for close contacts and people living in the same household as someone who tests positive to also self-isolate for 10 days.

Support

OFFICIAL






COVID RATES ARE HIGH IN THIS AREA ⚠️

- ▶ Avoid car sharing
- ▶ Wear a face covering to protect yourself and others
- ▶ Don't mix indoors with people you do not live with
- ▶ Test yourself regularly and get the support you need





Keep yourself and those around you safe.

For help please contact 01609 780780 or visit www.northyorks.gov.uk/help-you-during-coronavirus-covid-19



Please remember, hands, face, space and fresh air

Keep going North Yorkshire www.northyorks.gov.uk/coronavirus







W OKOLICY ODNOTOWANO DUŻĄ ILOŚĆ ZAKAŻEŃ COVID-19 ⚠️

- ▶ Badaj się regularnie i uzyskaj odpowiednie wsparcie, jeśli go potrzebujesz
- ▶ Nie przebywaj wewnątrz pomieszczeń z osobami, z którymi nie mieszkasz
- ▶ Noś maseczkę - chroń siebie i innych
- ▶ Unikaj wspólnego podróżowania samochodem

Chroń siebie i ludzi dookoła.

Więcej informacji znajdziesz na stronie www.northyorks.gov.uk/coronavirus or call 01609 780780



Pamiętaj o higienie rąk, zakrywaniu ust i nosa, dystansie i świeżym powietrzu.

Dasz radę, North Yorkshire www.northyorks.gov.uk/coronavirus



Examples of recent activity – Unlock Summer campaign



North Yorkshire County Council
Yesterday at 2:30 PM · 🌐

Please don't be tempted to rush the Covid roadmap. We need to stay within the current rules to reduce the spread of Covid and continue towards the better days ahead. Let's unlock summer together.

#KeepGoingNorthYorkshire

Get a range of #coronavirus help and advice at <http://www.northyorks.gov.uk/coronavirus-advice-and...>

Outdoor dining is unlocked...

...with up to **6 people or 2 households.**

Stick to the rules to unlock the next level



North Yorkshire CC @northyorksc - 4h

"All of our favourite places around #Whitby, it's going to be nice to go into those again & be able to relax & meet friends like we used to do."

We all want to get back to living restriction free.

Stick to the rules & let's unlock summer together.

#KeepGoingNorthYorkshire



Look Ahead

- ✓ Ongoing campaigns to support different aspects of the roadmap
- ✓ Surge testing comms arrangements in place, if needed

Questions?

Page 15

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