



Agenda

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

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

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

Date: Friday, 27th August, 2021

Time: 11.30 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.

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 28th July 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**
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** (Pages 9 - 10)
9. **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
10. **Next Meeting - Wednesday 29th September at 2.00 p.m.**
11. **Any other business**

Barry Khan
Assistant Chief Executive
(Legal and Democratic Services)

County Hall
Northallerton

Friday 20 August 2021

North Yorkshire County Council

North Yorkshire Outbreak Management Advisory Board

Minutes of the remote meeting held on Wednesday, 28th July 2021 commencing at 2.30 p.m.

THOSE WHO JOINED THE DISCUSSION:

North Yorkshire County Council Representatives:

Councillor Carl Les, Leader, North Yorkshire County Council (Chair)
Councillor Caroline Dickinson, Executive Member, Public Health, Prevention, Supported Housing
Councillor Stuart Parsons, Leader of the Independent Group, North Yorkshire County Council
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 John Clark, Ryedale District Council
Councillor Liz Colling, Scarborough Borough Council
Councillor Richard Foster, Leader, Craven District Council
Councillor Helen Grant (substitute for Councillor Angie Dale), Richmondshire District Council
Councillor Stephen Watson (Hambleton District Council)

Other Partners' Representatives:

Andrew Dangerfield, North Yorkshire Clinical Commissioning Group (substitute for Amanda Bloor)
Charlotte Bloxham, North Yorkshire Police (substitute for Lisa Winward)
Jane Colthup, Chief Executive, Community First Yorkshire
Beverley Proctor, Chief Executive, Independent Care Group (substitute for Mike Padgham)
Helen Simpson (North Yorkshire and York Local Enterprise Partnership)
Ian Yapp, Chief Education Officer, the STAR Multi-Academy Trust

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
Katie Needham, Public Health Consultant
Andy Robson, Head of Section (Business Compliance)
Victoria Turner, Public Health Consultant

Apologies received from:

Councillor Angie Dale, Leader, Richmondshire District Council
Councillor Michael Harrison, Executive Member for Adult Services and Health Integration
Councillor Ann Myatt, Harrogate Borough Council
Philip Allott, Police, Fire and Crime Commissioner
Amanda Bloor, Accountable Officer, North Yorkshire Clinical Commissioning Group
Richard Flinton, Chief Executive, North Yorkshire County Council
Ashley Green, Chief Executive Officer, Healthwatch, North Yorkshire
Mike Padgham, Chair, Independent Care Group
Sally Tyrer, Chair, North Yorkshire Local Medical Committee
Lisa Winward, Chief Constable

Copies of all documents considered are in the Minute Book

155 Welcome/introduction

County Councillor Carl Les welcomed Members of the Board and any members of the public or media viewing the meeting.

He advised that he is the Chair of this Board and Leader of the Council. He added that:-

- 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

156 Apologies for absence

As stated in the attendance on the previous page.

157 Notes of meeting held on 23rd June 2021 and any matters arising

AGREED that these were an accurate reflection of the discussion.

158 Declarations of interest (if any)

There were no declarations of interest.

159 Notification of Any other business

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.

160 Update on the current position in North Yorkshire - Louise Wallace, Director of Public Health

Slides were presented by Louise Wallace, which contained data regarding the epidemiology of the pandemic internationally; for the UK; North Yorkshire; and by Districts.

Louise made the following points, in particular:-

- Globally, the UK has the seventh highest number of cases and number of fatalities
- This is still very much an active pandemic

- Cases have been high but have declined in recent days. It is too soon to say if this is a downward trend and, despite the reduction, cases remain high, so we should all exercise caution
- Thankfully, the death rate has reduced markedly but every single person that dies is a loss and has a massive impact on family and friends

NOTED.

161 Road Map Step 4 and what it means for North Yorkshire

Louise Wallace confirmed that the Public Health Teams are still offering support to all sectors.

Andy Robson, advised that, locally, we are working within national policies and guidance, to protect our communities. For example, with Safety Advisory Groups to ensure events are held safely.

Richard Webb commented that rates of infection have increased since restrictions were eased and we should expect some turbulence for the next 9 to 12 months. A lot of people are presenting to Health and Adult Services.

He added that small businesses are asking people to continue to social distance and to wear a facemask and asked Members to use their influence to encourage people to get both doses of the vaccine and the booster jab when it is available.

Barry Khan advised that the Council's statutory duties would continue. There are a number of tools available to stop or place restrictions of events should there be an imminent threat of the spread of Covid. We continue to work with colleagues to ensure appropriate safeguards are in place.

NOTED.

162 Vaccination Update - verbal update by North Yorkshire Clinical Commissioning Group

Andrew Dangerfield updated. In summary:-

- The programme continues to progress well, with 571,000 first doses and 479,000 second doses administered
- A lot of work has taken place to ensure that everyone has access to the vaccine early – this includes establishing a number of walk-in and pop-up clinics
- Work continues to encourage people to accept the vaccine and target lower uptake groups
- There are mostly walk in services now, as well as a number of pop up clinics
- Some drop off in uptake from younger people, but over 70% of people aged 18 to 30 have been vaccinated
- Detail awaited about the booster programme but anticipated it will be early to mid-September

In response to questions from Councillor Liz Colling, Andrew advised he was not aware of any significant difference in gender uptake although he did not have the figures to

hand. Staff have a conversation with anyone who is concerned about infertility. The staff are specifically trained, so we are doing all we can to overcome people's anxieties.

In response to a question from Councillor Helen Grant, Andrew advised that young people aged 12 to 18 with an underlying condition or who are part of an immuno compromised family, can access the vaccine.

Victoria Turner added that final guidance from the JCVI is awaited. They are awaiting further evidence on any potential side effects. It will come down to risk-benefit.

In reply to a question from Councillor Clark, Andrew said that people who go to A&E can be referred to a vaccination site. Councillor Clark made the point that we need to actively market the vaccine in A&E and elsewhere.

NOTED.

163 Communications Update - Mike James, Marketing and Customer Communications Manager

Mike James took Members through this Item. Slides had been circulated with the papers for the meeting.

The slides included visual examples of communications.

Mike reminded Members about the Communication Priorities and the principles behind these and advised that:-

- The Respect and Protect Campaign would run into the autumn. This sets out the behaviours we want people to support
- We are continuing to work with partners via the Local Resilience Forum (LRF). For example, to publicise information on Walk in Vaccination Centres
- Work on communications to support local outbreaks is on-going

Richard Webb added that there is still an extensive NHS campaign on vaccination. The LRF is supporting this.

NOTED.

164 Partner Updates (on an exception basis):

Business – Helen Simpson

- Refreshed data on businesses expected end of July.
- Staycations stepping up
- Hospitality has seen an uptake but shortages of staff an issue
- Logistics causing difficulty e.g. shortage of drivers and some reshaping of business channels, which brings both opportunity and risk
- Business failure has reduced but this may be masked by furlough
- Start-ups remain high

Care Sector – Beverley Proctor and Richard Webb

- Main concern is workforce and keeping safe
- A demand that staff be vaccinated could create problems as some may leave, but the Sector is working on creative solutions
- 48 of the 235 Care Homes in North Yorkshire have cases – 16 outbreaks and 41 cases
- Care Home Regulations, which preclude staff from working across more than one Home, is causing blockages in the system, which we are working to address
- Expanded our Quality Improvement Team to work with the Independent Care Group and Care Providers. Providing intensive support to Care Providers – this is not unique to North Yorkshire

Police

- Self-isolation is not affecting front line services
- Demand into the Control Room has increased recently

Schools – Ian Yapp

- The last half term has been challenging, with significant absences of staff and students
- Thank you to the North Yorkshire Teams for their help
- Step 4 Guidance received on 6th July gave schools the opportunity to leave existing measure in place to the end of term – that is what occurred
- The Guidance also contained Guidance for September which includes the need to do two Rapid Flow Tests on site, 3-5 days apart, as students return
- Step up/step down contingency plans will still be required

Voluntary Sector – Jane Colthup

- Results of resilience Survey and Economic and Social Impact Report will be available in August. These will be shared with the Board
- Some reports that testing kits are becoming scarce and that there may be a cost to them at some point.

NOTED.

165 Next Meeting – Friday 27th August at 11.30 a.m.

The Chair confirmed that the next meeting will be on Friday 27th August at 11.30 a.m.

166 Any other business

There was no other business to consider.

The meeting concluded at 3.24 p.m.

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North Yorkshire Outbreak Management Advisory Board

27 August 2021

Communications Update – written report

Author: Mike James, Team Leader Marketing and Customers

As set out at the previous meeting, our communications approach over recent weeks has been based around a campaign called Respect and Protect. This sets out a range of public health behaviours that support our people and businesses through the next stage of the pandemic.

This is a challenging time for communications. The end of the government roadmap means the responsibility for decisions around mask wearing and social distancing become a personal choice. Whereas businesses continue to have a duty to protect their staff, which means mask wearing is often encouraged in shops and cafes.

Respect and Protect sets out our story for North Yorkshire: what are the public health behaviours we want people to support here in our county? The campaign is presented as part of our existing Team North Yorkshire brand. This is a visual way of moving the story away from the LRF-led emergency response communications into a space where we're asking people to make decisions for themselves that respect and protect the people and places around them.

The campaign has initially been digital-only, as Covid numbers were falling across North Yorkshire, albeit still at a high rate compared to previous points in the pandemic. At the time of writing, we are now starting to see evidence of an increase in cases. With the potential impact of schools returning and people going back to work after a summer break, we are planning to increase campaign visibility during September. This will include, for example, sharing material in which people from our community tell the story of the key campaign messages.

Work is underway to review where the impact of the campaign would be most effective. This is likely to include offering campaign material to businesses to help reach customers and staff. Other activity may include more presence in town centres, such as the branding of pavements or banners, as we had in place for the recent Unlock Summer campaign. Details are to be confirmed.

The Respect and Protect North Yorkshire brand enables us to adapt our messages based on the latest public health needs. We are building on our experience and contacts from the recent Unlock Summer campaign to maximise the reach of these messages.

Alongside the wider marketing work, we continue to host regular Covid press conferences. These are the most effective way of ensuring a consistent and far-reaching message to local and regional media. These conferences continue to be well-attended, with very positive feedback from media colleagues.

For any follow-up questions, please contact Mike James: michael.james@northyorks.gov.uk.

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