

Cambridgeshire & Peterborough Local Outbreak Engagement Board

Monday, 5th October 2020

11.00 a.m.

COVID-19

During the Covid-19 pandemic Council and Committee meetings will be held virtually for Committee members and for members of the public who wish to participate. These meetings will be held via Zoom.

Agenda

Open to public and press

1. Apologies and Declarations of Interests (oral)
[Guidance on declaring interests is available here](#)
2. Notes from the meeting on 11 September 2020 (pages 3 to 8)
3. Action log from 11 September 2020 (page 9)
4. Public Questions (oral)

Public speaking on the agenda items above is encouraged. Speakers must register their intention to speak no later than 12.00 noon one working day before the meeting
[Registering requests to speak is available here](#)

5. Health Protection Board Report – Presentation (oral/
Liz Robin)
6. Peterborough Summit – Update (oral/
Cllr Holdich/
L Robin)
7. Campaign Updates (pages 10 to 11
Christine
Birchall)

The Local Outbreak Engagement Board comprises the following members:

Cambridgeshire County Council – Councillors Hickford & Hudson
Peterborough City Council – Councillors Holdich & Fitzgerald
Director of Public Health, Executive Director: People and Communities,
& Service Director: Communities and Partnership
Clinical Commissioning Group – Jan Thomas, Gary Howsam, Louis Kamfer &
Louise Mitchell
Cambridgeshire District Councils – Councillor Malyon
Chair of Cambridgeshire and Peterborough Healthwatch
Police and Crime Commissioner

For more information about this meeting please contact the
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Agenda Item No.2

**NOTES FROM THE CAMBRIDGESHIRE & PETERBOROUGH LOCAL OUTBREAK
ENGAGEMENT BOARD MEETING
HELD AT 10AM ON FRIDAY 11 SEPTEMBER 2020
VIRTUAL MEETING VIA ZOOM**

Present:

Dr. Liz Robin	Director of Public Health, Cambridgeshire County Council (CCC) and Peterborough City Council (PCC)
Cllr Roger Hickford (Chair)	Chairman, Cambridgeshire Health and Wellbeing Board
Cllr John Holdich	Chairman, Peterborough Health and Wellbeing Board
Cllr Peter Hudson	Chairman, CCC Health Committee
Louise Mitchell	Director of Strategy and Planning, Clinical Commissioning Group CCG)
Val Moore	Chairman, Healthwatch Cambridgeshire
Ray Bisby	Acting Police and Crime Commissioner for Cambridgeshire
Wendi Ogle-Welbourn	Executive Director of People and Communities, CCC and PCC
Louis Kamfer	Chief Finance Officer, CCG
Christine Birchall	Head of Communications and Information, CCC and PCC
Kate Parker	Head of Public Health Programmes, NHS Cambridgeshire
Gillian Beasley	Chief Executive, CCC and PCC
Nicholas Mills	Democratic Services Officer, CCC

1. APOLOGIES FOR ABSENCE AND DECLARATIONS OF INTEREST

Apologies for absence were received from Jan Thomas and Louis Kamfer was in attendance as substitute. Apologies were also received from Charlotte Black, Service Director for Adults and Safeguarding.

There were no declarations of interest.

2. NOTES FROM THE MEETING HELD ON 7 AUGUST 2020

The minutes of the meeting held on 7 August 2020 were agreed as a true and accurate record.

3. ACTION LOG FROM THE MEETING HELD ON 7 AUGUST 2020

The Local Outbreak Engagement Board agreed to note the actions from the last meeting as below which would be discussed later in the meeting.

Item	Action
1	Kate Parker, Head of Public Health Business Programmes, Cambridgeshire County Council would check with Democratic Services if the vice chair could automatically be other chair who was not acting as chair in the meeting.



2	Christine Birchall, the Head of Communications, CCC and PCC agreed to report back on ways to expand public awareness of the board.
3	Christine Birchall, the Head of Communications, CCC and PCC agreed to report on the timeline to update the council websites with local information outside of the meeting.

4. HEALTH PROTECTION BOARD REPORT

This was a multi-agency Officer Board to oversee the Local Outbreak Control Plan, a national requirement whose function was to meet regularly to review local epidemiological trends and delivery of the Covid-19 outbreak management and report to the Local Outbreak Engagement Board.

The report was introduced by the Dr Liz Robin, Director of Public Health, CCC and PCC who outlined the key points. Alternative arrangements to accommodate testing for key workers were being investigated locally to ensure current testing delays did not impact schools, health and other public services.

Members debated the report, asked questions and made the following comments and suggestions:

- Members asked if the statistics included care home staff and were advised by the Director of Public Health CCC and PCC that care home figures were generally excluded due to the volume of asymptomatic testing within this sector. Care staff members who used their own postcode on their testing form would be included in the figures, those who used the care home postcode would not.
- Members asked if the rise in reported cases in the age group 20-29 years was associated to specific places of work. The Director of Public Health CCC and PCC advised the increase was influenced by the way this age group socially congregated.
- The Rapid Response Team worked with Community Teams to apply the data to the local environment and a survey was currently being undertaken to understand the local trends.
- Local enhanced contact tracing, tracing those the national team had been unable to reach, had been successful in Peterborough with 80-90% of people being contacted. This process was introduced in Peterborough ahead of the national announcement due to the higher incidents of Covid-19 in Peterborough area. The national programme had been prioritised and introduced into areas of highest concern first. To date, Cambridge had not been considered a priority due to a lower number of cases.
- Members felt that some Environmental Officers in Cambridgeshire could do more to ensure businesses abided by the regulations surrounding Covid-19 and expressed concern that the public should be better protected. The Director of Public Health CCC and PCC advised reports would be presented to the Health Committee and Chief Executives of all the district councils on the collaborative working between the Environmental Teams and Public Health including the future



of local enhanced contact tracing. There would be a need for corporate co-operation and engagement to meet the forthcoming challenges and training would be required to deliver the service in both Peterborough and Cambridge. Work needed to be prioritised and Environmental Officers were working well with Public Health and had achieved some good results.

- The introduction of the enhanced track and trace system for Cambridgeshire could only be introduced when advised by National Test and Trace Office as working practices were different in areas where enhanced track and trace had been implemented. The local model had been developed and was working well with 80-90% of cases handed to the Peterborough Environmental Health officers resulting in contact and interview. The system had not been introduced across the other districts as they were not currently considered a priority nationally.
- Members were concerned that some pubs and clubs were not socially distancing customers and not complying with requirements for information used for track and trace and felt that those establishments should be closed. The Board was advised that there was a legal framework in place under the Covid Act covering the closure of premises which included proving there was a clear public risk and that taking such action would reduce that risk. There was a national direction for enforcement to be stricter and communications would be sent to all pubs and restaurants.
- The Acting Police and Crime Commissioner for Cambridgeshire advised the Board that the police encouraged people to abide the rules and only used enforcement fixed notices as a last resort.
- The police would work with the Public Health Team to ensure those who fail to remain within the guidelines are suitably dealt with however in general the public usually respond well when approached by the police.
- Members felt that although a soft approach worked well in some cases, perhaps enforcement notices should be issued earlier to set the tone and provide an example for others. Members had been disappointed to hear that the police were gaining a reputation for not taking action and invited the Acting Police and Crime Commissioner for Cambridgeshire to comment. He explained his position was to represent the community, which he felt he had and that on some occasions, the public had a perception that police had powers to take action which was not always the case. The police were working with partner organisations to ensure the regulations were adhered to. He felt most people remained within the regulations and people needed to become accustomed to living within them.
- Members asked the Acting Police and Crime Commissioner for Cambridgeshire to advise the Chief Constable of the current public perception of the police.
- Members expressed concern how local councils would be able to afford the new Covid Secure Marshalls as proposed in the latest national announcement. The Chief Executive advised the Board further details, and details on funding were still to come. A meeting would take place later that day with the wider partnerships to discuss law enforcement and the role of the new Marshalls and how they sit alongside the police. Should no additional funding be provided from central government, funds will need to be found from local resources.
- Members felt that additional funding would be unlikely.



- Members expressed concern that there was insufficient local testing facilities. The Director for Public Health advised that the Pillar Two testing at drive-thru sites was commissioned nationally and there were delays across the whole system following a huge increase in the demand for tests which had outstripped capacity. Priority was given to localities of greatest concern, many of which were in other areas of the country and this included the capacity not only to take the swab test but also the laboratory capacity to process the tests. As Cambridgeshire did not have an outbreak, priority was directed elsewhere, and local appointments were therefore limited. If tests were not available within travelling distance, people were advised to remain at home and try again for a test later as appointments were introduced throughout the day. Those displaying symptoms should be able to get a test however those who did not display symptoms were being asked not to book a test to enable testing to be prioritised for those in greater need. Meetings had taken place between the Clinical Commissioning Group (CCG) and the Regional Testing Team to increase access to testing for key workers and options were being explored at a local level.
- Members thought that temperature testing would remind people that the virus was still active and would help identify those with a raised temperature. The Director for Public Health advised a review was underway on how temperature checking could impact behaviour change. Some people with Covid-19 did not display an increased temperature.
- Members expressed concern that to date there had been no representatives from South Cambridgeshire District Council (SCDC) attending the meetings of the Local Outbreak Engagement Board and there was no representation for the lower tier authorities.

ACTION TAKEN

1. The Local Outbreak Engagement Board noted and debated the Cambridgeshire and Peterborough Health Protection Board report.
2. The Acting Police and Crime Commissioner for Cambridgeshire to advise the Chief Constable of the current public perception of the police.
3. Dr Liz Robin, Director for Public Health CCC and PCC agreed to coordinate with Democratic Services and write to South Cambridgeshire District Council regarding attendance to the Board of their representative. Should there be no intention to attend, other districts should be invited to supply a representative.

5 CAMPAIGN UPDATES

The report provided an update on the campaign work on preventing the spread of Covid-19 and an opportunity for the Board to discuss ideas for promoting messages, campaign materials and the use of thermometers.

This item was introduced by Christine Burchall, Head of Communications and Information who explained how the campaign was being refocused and refined in line with the

messages received on epidemiology and was currently focusing on those aged 18-30 and made more relevant to that age group living in this locality. Messages had moved away from death and serious illness and instead concentrated on key guidelines to move towards a return to normal life and preventing a local lockdown. Large numbers within this age group, being students, did not live near elderly relatives and were unlikely to visit them before Christmas.

Social media platforms, reality TV stars and local sportsman were thought to be appealing to this age group and were being used for promotional purposes and messages were being updated as new legislation was introduced.

Members debated the report and made the following comments and suggestions:

- The Director for Public Health suggested that using thermometers in public places needed careful consideration to areas such as queue management and how to respond to a positive result, including transport home from the venue. Reassurance was given from the Head of Communications and Information that they would work closely with Public Health.
- Some members did not feel it was necessary to provide thermometers to business as the equipment was relatively inexpensive to purchase however others felt it would be appropriate in business associated with the age group 18-30.
- Members had discussed the campaign posters with a small group of Peterborough residents. The response had been negative with feedback indicating that these messages were not new. One member suggested promoting the message that a normal life could be adopted with the consistent use of hand gel, masks and social distancing. The Head of Communications and Information explained that people were not following the guidelines and messages needed to be hard hitting. Promotions will be modified going forward and refined within the guidelines at the time, and there would be more to follow.

ACTIONS AGREED

Members of the Local Outbreak Engagement Board debated the report and approved:

1. The harder hitting 'Cancel Covid' messaging and approval of the purchase of thermometers from within the campaign Test and Trace grant budget.
2. Further ways to promote and develop the messaging – including suggestions of, or identifying links to, more advocates.
3. To further steps to get the range of locally produced campaign materials, including community leader translations, out to key audiences.

6. PUBLIC QUESTIONS

There were no questions received from members of the public.

7. FUTURE MEETINGS

The date of the next meeting would be 11am Monday 5 October 2020.

Members asked the Chair if he would approach the district councils to ask for representatives to attend future meetings to ensure they were fully involved as the nominated district councillor had not yet been in attendance and consideration could be given to a replacement..

Chairman
11 September 2020

CAMBRIDGESHIRE AND PETERBOROUGH LOCAL OUTBREAK ENGAGEMENT BOARD

Updated: 30/9/20

Meeting date: 11 September 2020

Item	Topic	Action Lead	Action	Update	Status
4.	Health Protection Board Report	Ray Bisby	To advise the Chief Constable of the reported public perception of the police and the boards approach of a balance between education and enforcement		
4..	Health Protection Board Report	Dr. Liz Robin	Co-ordinate with democratic services to write to South Cambs DC regarding the attendance to the board of their representative. The option for other districts to be invited to supply a representative should be made.		
5.	Campaigns Update	Christine Birchall	Approval to purchase thermometers from the Test & Trace grant budget given		

September Communications and Campaign update for the Member Led Engagement board

#Cancel COVID – we launched and continued to promote our harder hitting campaign aimed at people aged 18 – 30 which concentrates on avoiding the risk of a local lockdown. This is a mix of physical posters, social media posts using our council channels, targeted and paid for posts.

It also includes personal messages from advocates designed to resonate with our audience, which have so far included popstar, DJ and Love Island contestant Marcel Somerville, the members of Cambridge university elite boat squad and actress Miriam Margoyles of Harry Potter and Call The Midwife fame whose video was viewed 12,000 times in its first two days.

Campaign materials have been shared and promoted by all our public sector partners and with both Cambridge University and Anglian Ruskin University and student unions ahead of students returning.

The next iteration of the campaign – along with a continued emphasis on advocate endorsements – will be to focus on symptoms, self-isolation and support.

Our Schools are Safe- our campaign to reassure parents that schools are safe places for their children continued throughout the first part of the month, with the guide to parents issued to schools, media interviews with local schools about their preparations, with Jon Lewis, and Cllrs Simon Bywater and Lynn Ayres. It also included posters, social media information and resources produced to help parents identify symptoms (as distinct from the more usual seasonal colds) and when to get a test. By the end of September schools in Cambridgeshire were reporting 93% attendance against a national average of 87%.

Peterborough coming off the watch-list – we took a proactive comms approach with media which thanked people for their efforts to reduce the spread of the virus but urged people not to throw it all away by not following the rules. Pre-briefed key media to explain the situation and the need for responsible reporting. All media coverage reflected this and was not celebratory. Commentary on social media from the public showed that our approach had worked as people were either sceptical of the data or urging others not to undo all the good work. Also published a video blog from Liz Robin to explain the issue which has been widely shared – in addition on this theme.

- We have supported the development up of a summit of local leaders across Peterborough on Oct 2
- We've planned advertising on bus shelters in a number of locations across the wider city centre and Millfield and New England area, this will focus on the self isolation rules and support for those needing to self-isolate, in community languages.

Keep Caring for Cambridgeshire and Peterborough campaign: This campaign led by our communications team but supported by all public sector colleagues has been refreshed this month to include ongoing prevention messages reflecting new government guidance on funerals and weddings and the new Rule of Six guidelines – continuing to share the national PHE materials across all channels. We have also worked with community leaders to record new video scripts on 'the Rule of Six.

When to self-isolate – a general leaflet almost complete which advises on when to self-isolate for individuals and people they live with. To be shared widely with schools, community leads and etc.

National roll out of QR Codes and app – continued to promote both on social media and amongst our own staff and Members in both councils

Coming up in October

Hardship funds – we are supporting the set-up of the hardship fund for Peterborough and linking with all other City and district council on their schemes. Organising an awareness campaign to run across city, council and district areas and linking and supporting the Government £500 support fund which launches from mid October.

Halloween and events – planning a campaign to support our revised information about running events into the winter which will begin with advice around Halloween with information around trick or treating. Plan is to offer tips on alternative Halloween celebrations, which are COVID-safe.

As part of this we are also liaising with radio stations across Peterborough and Cambridgeshire about how to run COVID-secure events more generally throughout the autumn and winter, how to do things differently and the support which the council can provide.

All of this campaign work will link to a new guidance section on for our websites about events planning, including a checklist of things event organisers need to consider and a risk assessment.

Local contact tracing – working with the local media on a feature on the Peterborough system – and preparing support materials for when the wider roll out of the system is planned across Cambridgeshire

Care homes – working with the CCG to increase comms for care homes. There will be renewed messages in newsletters to care home staff about the need to consider actions out of work.

Flu vaccination – From the 5 October, the national flu campaign will be starting – which is also an essential part of planning for this winter. We will sharing the national resources with both external and internal audiences. We will working with the CCG on their local and targeted approach to encourage uptake in vulnerable groups

Christine Birchall

Head of Communications

October 1 2020