

Cambridgeshire & Peterborough Local Outbreak Engagement Board

Monday, 21st December 2020

1.30p.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 27th November 2020 (pages 3 to 7)
3. Action log from 27th November 2020 (page 8)
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. Government Announcement on Tiers Dr Liz Robin (oral)
 - Local response / action plan Adrian Chapman (oral)
 - Communication Strategy Christine Birchall (oral)
6. Update on Local Epidemiology Dr Liz Robin (oral)
7. Vaccination Programme Overview Jan Thomas (oral)
Dr. Fiona Head
8. Any Other Business (oral)

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: Adults and Safeguarding & Service Director: Communities and
Partnership
Clinical Commissioning Group – Jan Thomas, Gary Howsam, Louis Kamfer &
Louise Mitchell
Cambridgeshire District Councils – Councillor Bill Handley
Chair of Cambridgeshire and Peterborough Healthwatch
Police and Crime Commissioner

For more information about this meeting please contact the
Head of Public Health Business Programmes, Public Health Directorate

Name: Kate Parker

Email: kate.parker@cambridgeshire.gov.uk

Agenda item No.2

**NOTES OF THE CAMBRIDGESHIRE & PETERBOROUGH LOCAL OUTBREAK
ENGAGEMENT BOARD MEETING
HELD AT 5PM ON
FRIDAY 27 NOVEMBER 2020
VIRTUAL MEETING VIA ZOOM**

Present:

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
Cllr Bill Handley, District Council Representative
Cllr Wayne Fitzgerald, Deputy Leader and Cabinet Member for Adult Social Care, Health and Public Health, PCC
Gillian Beasley, Chief Executive, Cambridgeshire County Council (CCC) and Peterborough City Council (PCC)
Dr. Liz Robin, Director of Public Health, CCC and PCC
Wendi Ogle-Welbourn, Executive Director – People and Communities, CCC and PCC
Charlotte Black, Service Director for Adults and Safeguarding,
Dr Gary Howsam, Clinical Commissioning Group
Adrian Chapman, Service Director – Communities and Partnerships, CCC and PCC
Val Moore, Chairman of Health Watch
Ray Bisby, Acting Police and Crime Commissioner for Cambridgeshire
Kate Parker, Head of Public Health Programmes, NHS Cambridgeshire
Christine Birchall, Head of Communications, CCC and PCC
Michelle Rowe, Democratic Services Manager, CCC

1. APOLOGIES AND DECLARATIONS OF INTERESTS

Apologies were received from Louise Mitchell, Jan Thomas and Louise Kamfer.

2. NOTES FROM THE MEETING ON 6 NOVEMBER 2020

The notes of the meeting on 6 November 2020 were agreed as a true and accurate record.

3. Action log from 6th November 2020

The Chair introduced the item and noted that all actions had been marked as complete with the exception of some from the Acting Police and Crime Commissioner who was invited to provide an update:

- The income from Fixed Penalty Notices had been received by the Government initially. The issue of fixed penalties was being managed through the cameras, tickets and collisions unit as the fines were a Police led prosecution. There had been no backlog with cases however, cases would be listed in January, which was the normal timescale. If the defendant pleaded not guilty, the case would be passed

onto the CPC for trial. It was advised that some of the income would be received by Local Authorities eventually.

- There had been 12 Fixed Penalty Notices issued within the previous week and Police continued to patrol areas with Marshalls.

The Chair invited the Healthwatch representative to provide an update on the 'Communications and Campaign Updates' action, who made the following point:

There had been no letter received from the extremely clinically vulnerable to date.

4. PUBLIC QUESTIONS

No public questions were received.

5. IMPLICATIONS FOR PETERBOROUGH AND CAMBRIDGESHIRE FOLLOWING THE GOVERNMENTS POST LOCKDOWN ANNOUNCEMENT

The Director of Public Health gave a presentation which provided an update on discussions held in relation to the implications of the latest Government post lockdown announcement and infection rates across Cambridgeshire and Peterborough.

The Local Outbreak Engagement Board debated the presentation and in summary, key points raised and responses to questions included:

- There had been triggers and case rates published on the Government website. The latest rates for Cambridge included 84 per 100,000 population, which was an improvement on the previous week. Peterborough's figures were 199 per 100,000 population, which was also an improvement. The England average was 200 cases per 100,000 population.
- The recent lockdown had influenced a decrease in cases across Cambridgeshire City, South Cambridgeshire and Huntingdonshire. Peterborough, Fenland and East Cambridgeshire case figures were levelling off.
- It was felt that there was a pattern in the types of employment that people undertook in the two areas.
- Peterborough had been placed in tier two, which was the same as most places across the UK. Tier one was not enough to prevent the spread of infection.
- Rates of infection could be higher if residents and communities across Peterborough and Cambridgeshire had not followed the lockdown requirements.
- There were some risks anticipated for December and these were in relation to students returning from university and families travelling across the country to visit family members during the Christmas period. Being placed in the higher tier would help to reduce these risks.
- Members asked whether there was any hope of moving out of the tier two level over Christmas? The Director of Public Health confirmed that being in the high tier and people observing Covid safe behaviours would help to keep the infection rates down. The authorities needed to keep the numbers down and that would only be achievable by maintaining the higher tier level currently held. The introduction of the vaccine could change the infection status and vulnerable residents could be protected by the spring; however, it was anticipated that this position could fluctuate.

6. Cambridgeshire & Peterborough Communication Strategy – Lockdown and beyond

The Chairman explained that this item would be provided in three parts and invited the Service Director – Communities and Partnerships and Head of Communications to provide their presentations:

6.a Overview of the Plan

The Service Director – Communities and Partnerships gave an update about the Local Outbreak Control Plan:

- The LOCP action plan, which fed into the mandatory local outbreak control plan had 90 actions which included objectives such as creating systems to track the virus, partners working collaboratively to protect the vulnerable and responses to the virus. To date, ninety two percent of the actions within the plan had been marked complete.
- The outbreak control centre had operated a community-based response system, which was a result of the LOCP work. Contact tracing (track and trace) had been implemented and rolled out successfully. The contact tracing system had seen an 85% success rate compared to the national test and trace system, which had failed to make contact after 24 hours.
- Community engagement and a communications and marketing activity had been a part of the LOCP.
- A new plan was being developed and would stay in place until the vaccine had been successful. The focus had been on management outbreak prevention and management outbreak control, and these would be a fundamental part of the system. There would be clear guidance provided to communities and businesses to ensure they know what to do to keep safe.
- Communications would be key in supporting residents and businesses to stay safe and to help promote effective behaviours.
- There would be a much more effective contact tracing model introduced. In addition, support would be provided for people who were isolating to ensure they had everything they needed and remained in isolation.
- Support would be provided for employers and businesses to stay compliant and the LA would use its powers where appropriate, to ensure that controls were maintained.
- The new plan would be implemented by the Health Protection Board and driven by the Programme Delivery Group. The Programme Delivery Group would be chaired by a senior officer from a local district council and a senior Police officer to ensure there was widespread representation.

6.b Communication Strategy

The Head of Communications provided an update about the Communications Strategy for the National Lockdown Period:

- Updates had been circulated to Councillors.
- The strategy was based on SAGE advice, feedback from ways of communicating from various sources such as the LGA.
- The aim was to ensure communications provided positive advice to people on living their life safely. A tool kit was due to be launched in line with the new restrictions.
- Real life case studies to be communicated in the public domain to demonstrate what it would be like to live with COVID -19.

- Communication to ensure people know what support was available to them in situations such as domestic violence or living on your own.
- Positive messages to encourage people to give one last push to stay safe and come out of the lockdown hopefully by the spring.

6.c Community Engagement

The Service Director – Communities and Partnerships provided an update about the Community response in relation to the pandemic:

- Tribute was paid to the communities across Cambridge and Peterborough for their response to the pandemic.
- Community sector organisations were part of a community resilience group and discussions were held on a fortnightly basis. This was a demonstration of effective collaboration, which was hoped to continue in the future.
- The community group would continue to be driven through the Health Protection Board, the Chief Executive and the Director for Public Health.
- Peterborough had done well to keep the case numbers under 200 and this had been possible due to the support from the community.
- The Marshalls resource would triple across Peterborough during the second lockdown period. Marshalls would provide guidance, education and encouragement to communities to keep people safe. The Marshalls would operate across all of Peterborough and not just in the built-up areas.
- Communications would include information boards, lamp posts, roundabouts and a van installed with an LED screen to communicate COVID safety messages in various languages.
- Peterborough was the first city in the country to translate the Covid safety rules through video messaging. The messages were available to use nationally.
- Targeted work would be undertaken by community groups for the over 80s, 60s, working people, younger people to communicate the Covid safe messages.

The Local Outbreak Engagement Board debated the agenda item and in summary, key points raised and responses to questions included:

- Members mentioned the work being undertaken with community groups to provide mental health support as this issue had been increasing. In addition, some residents worried about not seeing their loved ones over the Christmas period. It was feared that this situation would get worse for those that felt isolated. The Service Director – Communities and Partnerships advised that phone calls into the community hub had reflected some of the feelings mentioned. In addition, he advised that health colleagues had been provided with a tool kit in order to provide support and advice on mental health.
- Members asked about vaccinations and whether there would be any communications around the requirement for vulnerable residents to have the flu vaccination before the Covid vaccine? The Director for Public Health advised that the flu vaccine, should be taken well before receiving the Covid vaccine. Dr Howsam advised that the flu vaccination roll out had been successful and that residents had been quick to respond. It was confirmed that there had been some communications released about having the flu vaccine well before the Covid-19 vaccine, however it was not clear how far this message had been received.
- Members advised that residents should contact the doctors if they have not received a letter about the flu vaccine.

- The Director for Public Health and Dr Howsam advised Members that residents with mental health symptoms would be able to call the 111 option 2 number to ask for support 24/7. There were a range of other mental health resources available online and voluntary telephone services. The Keep Your Head was a very good resources for residents to find the mental help and support they need locally.
- The Service Director for Adults and Safeguarding, advised that the local board and CCG were working together on the Covid-19 vaccine distribution and uptake in care homes.
- The Head of Communications advised that the 'Now We're Talking' campaign to support mental health needs was due to be launched along with communications about the flu vaccine.
- The Chief Executive for CCC and PCC advised that the next meeting of LOEB would receive a presentation from Dr Fiona Head and colleagues from the CCG on the Covid-19 vaccination roll out. The aim was for the Board to support and lead the community related engagement.
- The Acting Police Crime Commissioner advised that shop workers and distributors had recently received aggression verbal and physical abuse from customers. The Police and Crime Association with partners had developed a tool kit named 'Keeping Christmas Kind', which had been distributed to all retail partners and posted on the Police Crime Commissioner website.
- The Acting Police Crime Commissioner advise Members about the Bedfordshire, Cambridgeshire and Hertfordshire, Drink, Drug and Distractions campaign in operation over the Christmas period.

ACTIONS AGREED:

- 1) The Service Director – Communities and Partnerships would provide Members with the mental health tool kit.
- 2) The Dr Howsam advised that further communications would be provided to residents in relation to having the flu vaccine in good time before having the Covid vaccine.
- 3) The Chief Executive would liaise with the Cllrs Holdich and Hickford to arrange a local engagement board meeting in relation to the Covid-19 vaccine roll out.

7. AOB

There was no other business discussed.

The Chair closed the meeting.

CAMBRIDGESHIRE AND PETERBOROUGH LOCAL OUTBREAK ENAGEMENT BOARD

Updated: 18/12/20

Meeting day: 27th November 2020					
Item	Topic	Action Lead	Action	Update	Status
6.	Cambridgeshire & Peterborough Communication Strategy	Wendi Ogle-Welbourn	Provide members with the Mental Health Toolkit		Ongoing
			Arrange a local engagement board meeting in relation to the Covid-19 roll out		Completed
Meeting date: 6th November 2020					
Item	Topic	Action Lead	Action	Update	Status
3.	Action Log update 5/10/20	Ray Bisby	The Acting Police and Crime Commissioner to provide a more detailed breakdown of COVID-19 prosecutions in Cambridgeshire	Update provided at the meeting on 27/12/20 details recorded in the minutes	Completed
6.	Communication and campaign updates	Sandi Smith	Healthwatch to provide support and feedback regarding multi-lingual communications.	Update provided at the meeting on 27/12/20 details recorded in the minutes	Completed
			Healthwatch to provide feedback on the local letters being sent to people in the 'Extremely Clinically Vulnerable' category		Completed