

COVID-19 EMERGENCY PLANNING HIGHLIGHT REPORT

SERVICE AREAS:	Cambridgeshire and Peterborough COVID-19 Coordination Hub
REPORT AUTHOR:	Adrian Chapman
REPORTING PERIOD:	Period ending 19.7.20

NEW GUIDANCE AND IMPACT

- Friday 17 July saw the end of the national registration process for the current shielding programme, and the Hub has been undertaking extensive work to encourage people not yet registered to do so. This has included direct communications to people on the shielding list, messages on social media and an update on BBC Radio Cambridgeshire. Registration ensures people will still have access to priority supermarket home delivery slots when shielding is paused from 1 August
- In light of registration closing, the Hub will no longer receive any further registered data; however we will continue to receive food delivery data until the end of the month. The National Shielded Patient List will still be maintained beyond the 31 July with weekly updates being provided to the Hub on patients both added and removed
- The Hub continue to have conversations with shielded residents to get them ready for the programme pausing from 1 August – we continue to see many ready for changes, whilst others need a little more encouragement and reassurance
- We continue to identify a small cohort of people that are likely to require ongoing support when the programme is paused, and this is being arranged in collaboration with Care Network to ensure appropriate support is arranged in their community
- A video has been developed for our shielded residents, which includes a tour of a supermarket and pharmacy showing the measures that have been put in place to keep people safe. This will be used as a resource to encourage and empower people to go out into their communities from the 1 August
- In the last 7 days over 1,000 people have received an automated email from the Hub checking in with them, and 200 people have received automated text messages. We continue to see an increase in the number of people wanting automated communication ahead of the shielding programme pausing
- In readiness for the shielding programme being paused at the end of the month, the current Red Cross food offer has changed in response to the change in demand that we are noticing both locally and nationally. Between the 6-10 July we delivered just 27 food boxes locally compared to 147 the month before. Again many conversations indicate that people are now either accessing food through priority supermarket deliveries or getting support from their local communities as further lockdown restrictions are lifted
- In response to the changes to the shielding programme, the Hub resource is being reviewed with a view to being able to scale up quickly should there be a second wave and shielding guidance being reinstated but also refocussing resource to support outbreak management across Cambridgeshire and Peterborough

NEW CHALLENGES AND ACTIVITY

Key performance data for Cambridgeshire and Peterborough is as follows (as at 16.7.20 – figure in bracket is the number as of two weeks ago):

- Total number of residents who should be shielding: 32,202 (32,173)
- Of which, total number who are registered with the national shielding service: 19,051 (19,191)
- % of first-time calls made to newly registered people within 7 days: 90% (91%)
- Average number of days before first-time calls are made to newly registered people: 4.1 (4.1)
- Outgoing telephone contacts made to shielded people in the past 14 days: 4,667 (5,093)
- Outgoing targeted communications texts and emails sent in the past 14 days: 1,352 (1,173)
- Total number of digital forms resolved requesting help to date: 2,870 (2,780), of which:
 - 1,989 (1,931) relate to food - 70% (69%)
 - 600 (588) relate to medicines - 21% (21%)
 - 237 (228) relate to emotional health and wellbeing - 8% (8%)
 - 190 (185) relate to household maintenance - 7% (7%)

86 (84) relate to personal care - 3% (3%)

461 (440) relate to other forms of help - 16% (16%)

(n.b. more than one request for help can be included per form)

- Total number of incoming calls received on the 0345 number to date: 7,365 (7,114)
- Total number of general enquiry emails resolved to date: 1,828 (1,769)
- Total number of shielded enquiry emails resolved to date: 3,578 (3,320)
- Total number of national food deliveries in the last 14 days: 6,668 (6,669)
- Total number of people receiving a general 7-day Hub food parcel to date: 3,166 (2,985)
- Total number of people receiving a specialist 7-day hub food parcel to date: 1,085 (1,021)
- Total number of referrals made to the Red Cross Befriending Service: 802 (795)
- Total number of cases referred to the Community Response Service: 195 (171)
(this service provides additional support including shopping, household chores, non-personal care etc.)

Local Outbreak Control

- The Hub team have been supporting work in Peterborough to respond to an increase in positive test result in pillar 2 testing. This includes organising Red Cross, police and council resources to deliver over 6,000 leaflets to residents and businesses in hotspot areas, and arranging for a mobile test centre to operate from a community base. An additional testing site is being identified in the North of the City in line with surveillance data
- Further work is underway to develop a community rapid response across all parts of Cambridgeshire and Peterborough that supports the prevention strategy but also a resource to help manage and respond to any outbreaks. Each district and city area have confirmed they will build on their existing models and networks to ensure it works for their area learning from the current activity in Peterborough
- Community response across Cambridgeshire and Peterborough will play a key role in communicating and facilitating community based testing – working closely with Public Health

Access to Food

- Since the last Hub update, further work has been completed to develop the initial phase of our food security project, which focuses on the summer holidays. This phase has four elements:
 - **(i) Networks** - From the work that has already been undertaken to support vulnerable and shielding residents a wide range of services including foodbanks, voucher schemes, mutual aid groups, lunch clubs, hamper schemes etc. have been identified. Using the already established county and district Hubs model, we will be working collaboratively together to understand, support and promote local food supply networks, strengthening, securing and stepping these up to cope with surges in demand
 - **(ii) Alignments** – The food security plan will align with the action plan from the Vulnerable People Recovery Group and its Economic Hardship Subgroup. The aspiration in supporting individuals and families who need it will be that the food offer forms part of a wider offer to those who need it, including skills development, re-training, volunteering, and other wellbeing support. This approach should be more preventative and sustainable than giving food support alone
 - **(iii) Communications** – a range of communication channels have been identified which can be turned up or down accordingly to address identified trends in data:
 - **Universal** - signposting to food network information (via Hub network websites)
 - **Targeted Passive** - Families identified and assessed through contact with existing professionals/services/communities working with target groups or in key areas (including Department of Work and Pensions (DWP), Citizens' Advice (CA), Council Early Help services, and the Councils for Voluntary Service)
 - **Targeted Active** - Reaching out to already identified groups using data sets such as those in receipt of free school meals, Troubled Families, CA and DWP data
 - **(iv) Information** – Mapping of known existing food networks has been completed and will continue to be developed and added to alongside our Hub partners. Information about services will be collated and published on local council websites

Place Coordinators:

- Work is underway in East Cambridgeshire with Talking FreEly CIC who have offered Mental Health First Aid Training for East Cambridgeshire-based volunteers. The first session is due to take place on the 31 July and already there's a good uptake. In total 100 places will be available
- Also in East Cambridgeshire, the Parish and Community Forum meetings continue – they report a continued reduction of both the number of requests and volunteers
- In South Cambridgeshire, the Place Coordinator is working with District Council colleagues to gather feedback and lessons learnt from the ten South Cambridgeshire patches, understanding more about the interactions or barriers with public services

Community Resilience Against Scams [Cambridgeshire and Peterborough Against Scams Partnership-CAPASP]

- COVID-related scams continue to be reported on a regular basis. Prevention messages continue to be shared with all communities via cascade to the Against Scams Partnership members and supporters
- Recognised as a leading authority on increasing community resilience against scams, we have been selected as one of five authorities nationally by the National Scams Team to be part of a pilot project for identifying communications that illicit the greatest response from scam victims
- The Acting Police and Crime Commissioner has awarded us a crime and disorder reduction grant of £10,000 for our scams prevention work

RECOVERY ACTIVITY

There are many features of the current ways of working that we think should be sustained beyond the pandemic. We are developing some outline plans to create a unified approach to supporting vulnerable residents beyond the pandemic, and will present these ideas to our partners in the coming weeks.

DECISIONS MADE SINCE LAST REPORTING PERIOD

No new decisions to report

NEW FINANCIAL IMPLICATIONS SINCE LAST REPORTING PERIOD

No new implications to report

WORKFORCE CHANGES

No new workforce changes to report

COMMUNICATIONS

We have issued various communications messages to promote knowledge of the changes to the shielding programme.

The weekly Highlights from the Hubs newsletter continues to be published, the latest editions of which can be found at these links:

10.7.20 edition: <https://content.govdelivery.com/accounts/UKCAMBSCC/bulletins/294ff83>

17.7.20 edition: <https://content.govdelivery.com/accounts/UKCAMBSCC/bulletins/29626f7>