

# Public Document Pack



## NOTICE OF MEETING

<b>Meeting</b>	Hampshire Local Outbreak Engagement Board
<b>Date and Time</b>	Tuesday, 16th February, 2021 at 10.00 am
<b>Place</b>	Virtual Teams Meeting - Microsoft Teams
<b>Enquiries to</b>	members.services@hants.gov.uk

John Coughlan CBE  
Chief Executive  
The Castle, Winchester SO23 8UJ

## FILMING AND BROADCAST NOTIFICATION

This meeting may be recorded and broadcast live on the County Council's website. The meeting may also be recorded and broadcast by the press and members of the public – please see the Filming Protocol available on the County Council's website.

## AGENDA

### 1. APOLOGIES FOR ABSENCE

To receive any apologies for absence.

### 2. DECLARATIONS OF INTEREST

All Members who believe they have a Disclosable Pecuniary Interest in any matter to be considered at the meeting must declare that interest and, having regard to Part 3 Paragraph 1.5 of the County Council's Members' Code of Conduct, leave the meeting while the matter is discussed, save for exercising any right to speak in accordance with Paragraph 1.6 of the Code. Furthermore all Members with a Personal Interest in a matter being considered at the meeting should consider, having regard to Part 5, Paragraph 4 of the Code, whether such interest should be declared, and having regard to Part 5, Paragraph 5 of the Code, consider whether it is appropriate to leave the meeting while the matter is discussed, save for exercising any right to speak in accordance with the Code.

### 3. MINUTES OF PREVIOUS MEETING (Pages 3 - 8)

To confirm the minutes of the previous meeting.

### 4. DEPUTATIONS

To receive any deputations notified under Standing Order 12.

**5. CHAIRMAN'S ANNOUNCEMENTS**

To receive any announcements the Chairman may wish to make.

**6. OUTBREAK CONTROL POSITION REPORT (Pages 9 - 12)**

To receive a report from the Director of Public Health on the current situation and up to date data.

**7. ACTIONS OF THE DIRECTOR OF PUBLIC HEALTH**

To receive an update from the Director of Public Health on actions taken and powers that have been used.

**8. COMMUNICATION ENGAGEMENT UPDATE (Pages 13 - 14)**

To receive an update on community engagement and messaging, including communication with communities and district councils.

**ABOUT THIS AGENDA:**

**On request, this agenda can be provided in alternative versions (such as large print, Braille or audio) and in alternative languages.**

**ABOUT THIS MEETING:**

**The press and public are welcome to attend the public sessions of the meeting. If you have any particular requirements, for example if you require wheelchair access, please contact [members.services@hants.gov.uk](mailto:members.services@hants.gov.uk) for assistance.**

County Councillors attending as appointed members of this Committee or by virtue of Standing Order 18.5; or with the concurrence of the Chairman in connection with their duties as members of the Council or as a local County Councillor qualify for travelling expenses.

# Agenda Item 3

AT A MEETING of the Hampshire Local Outbreak Engagement Board of  
HAMPSHIRE COUNTY COUNCIL held remotely on Wednesday, 20th January,  
2021

Chairman:

\* Councillor Keith Mans

\* Councillor Liz Fairhurst

\* Councillor Patricia Stallard

\* Councillor Judith Grajewski

## Invited Attendees

Also present at the invitation of the Chairman:

Councillor Keith House  
Councillor Ken Rhatigan  
Judy Gillow  
Laura Taylor  
Councillor Roger Huxstep

## 57. APOLOGIES FOR ABSENCE

There were no apologies received.

## 58. DECLARATIONS OF INTEREST

Members were mindful that where they believed they had a Disclosable Pecuniary Interest in any matter considered at the meeting they must declare that interest at the time of the relevant debate and, having regard to the circumstances described in Part 3, Paragraph 1.5 of the County Council's Members' Code of Conduct, leave the meeting while the matter was discussed, save for exercising any right to speak in accordance with Paragraph 1.6 of the Code. Furthermore, Members were mindful that where they believed they had a Personal interest in a matter being considered at the meeting they considered whether such interest should be declared, and having regard to Part 5, Paragraph 5 of the Code, considered whether it was appropriate to leave the meeting whilst the matter was discussed, save for exercising any right to speak in accordance with the Code.

There were no declarations of interest.

## 65. NHS VACCINATION PROGRAMME OVERVIEW

***With the Chairman's agreement Item 9 was taken first, out of order.***

The Director of Public Health introduced a representative from NHS Hampshire and Isle of Wight to provide an overview of the vaccination programme. Members heard that this is logistically hugely challenging but vital part of the

protection against the virus and work continues in collaboration with the Public Health team.

As part of the Integrated Care System delivery, the data is maintained at a national level and cannot be shared at the local or regional level at this time. Data sets are expected to be released soon for information at the more granular level such as local areas and CCGs.

The aim of the programme is to save as many lives as possible as quickly as possible while reducing hospitalization and pressures on the NHS. Currently in Phase 1, the 4 levels of those cohorts identified most at risk by the Joint Committee on Vaccination and Immunisation (JCVI) including over 80s, those living or working in care homes, and then people over 75 and 70, as well those clinically vulnerable. First doses for all those groups are well on track to be completed by 14 February. In Hampshire and the Isle of Wight (HIOW), 84% of care homes and 70% of over 80s have been reached via Primary Care Networks (PCNs) and General Practitioners (GPs).

The model of delivery is in three modes for HIOW– community vaccination services, hospital hub model, and vaccination centres. In addition to front line health and social care staff, work continues to identify people in terms of the workforce. Smaller local services have helped with easier access and 4 new locations (Basingstoke, Southampton, Portsmouth, and Isle of Wight) will be up and running by the beginning of February. Work continues with pharmacies to be able to vaccinate from their premises. For capacity, both GPs and the National Booking Service will reach out via phone or letter for pharmacy appointments or vaccination centres (currently within a 60-mile radius, not necessarily in Hampshire). For wider cohorts in the general population, first doses are expected to be completed by the beginning of summer contracting and flexing as needed to reach all of HIOW. It was emphasized that at this time the goal is to save lives and strictly protect the JCVI cohorts.

In response to questions, Members heard:

The information used at the national level for appointments at the large vaccination centres comes from clinical records at GP practices. There have been some issues with overlap as the systems were not linked up in the beginning, but once it is up and running, the offer letter will share all access options and have sight of planned and current vaccinations. Concerns and confusion regarding vaccination via National Booking System or GPs should be addressed in the meantime.

Vaccines from different manufacturers are allocated centrally from one system with sight of the remaining needs for local population with adequate supplies to manage core priorities. Regional and national colleagues will review the progress and order of Phase 1.

The Health Protection Board (HPB) and Communication teams have worked to ensure messaging that having a vaccine does not mean people can resume their lives without restrictions. This is a key point in making sure that good behaviours and hygiene standards are maintained. Public Health and Local Authority

messaging is aligned with that of the NHS as well as the PCNs, which circulate at the time of the vaccine.

Distance travelled by elderly residents for vaccinations and lack of support from friends, family, and volunteers due to social distancing remains important. The distance issue will be addressed over the next two weeks and immunizations offered within a 10-mile radius as well as support from volunteers to get there without any cost to residents. This will be well-publicised, and second appointments made at the time of the first vaccination for notice and clarity.

Teachers, police, and those of importance to civil society are being included in plans with the Local Resilience Forum to bring to the forefront. The capacity for immunization is known and a road map will be set up in an upcoming paper very soon. It was noted that sight of the paper would be helpful for the Board, alongside HPB oversight.

#### **59. MINUTES OF PREVIOUS MEETING**

The minutes of the meeting held on 15 December 2020 were agreed as a correct record.

#### **60. DEPUTATIONS**

There were no deputations received.

Councillor Jackie Porter spoke at the meeting to raise queries about the Track and Trace programme and tackling the causes of rises in local areas. She noted that it was critical to engage the public in understanding post-vaccine behaviour. She inquired about a recent cancellation of immunization and how to avoid it in the future. She expressed concerns about elderly residents being difficult to reach regarding immunization as withheld number calls are not answered to avoid scams, and how to address this communication issue with GP offices.

#### **61. CHAIRMAN'S ANNOUNCEMENTS**

The Chairman made the general observation that everyone must continue to be very careful, have their guard up, and abide by the rules.

#### **62. OUTBREAK CONTROL POSITION REPORT**

The Director of Public Health shared the weekly update with the Board outlining the current position in terms of managing the outbreak in Hampshire including data on current infection numbers, the position for care homes, and death rates across the county. Members heard that while vaccinations protect individuals, they do not prevent spreading it.

In response to the query raised by Councillor Jackie Porter, the confusion regarding the cancelled vaccinations organized by CCGs was due to an error in the cancellation process, in the early part of the programme. The incident has been reviewed and not expected to happen again.

Weekly case rates and changes in national scales were reviewed, confirming the current R rate of 1-1.2. There has been a decline in the majority of age groups and data at the district level shows falling rates in most areas. The over 60s rate is critical for due to the impact on hospitalization and is monitored alongside the high transmission in the younger population. There were 126 deaths in the latest week.

The hospital data is not as up to date but is currently plateauing and mechanical ventilated beds and critical care needs, vital resources, are rising. Key messages and factors continue to be a priority.

The Hampshire Local Outbreak Engagement Board noted the current data and implications.

### **63. ACTIONS OF THE DIRECTOR OF PUBLIC HEALTH**

The Director of Public Health provided an update on work continuing with supermarkets, smaller businesses, and faith communities providing advice for Covid secure operations. Members heard that the Environmental Health Team have visited all retail settings to ensure Covid secure measures are in place and advice given where required. Taxis and private hire vehicles have measures and advice available to them and the key message remains to stay home.

Community testing continues with lateral flow rapid testing, though not as accurate as the PCR test. Testing for front line workers is being developed. As these tests are not licensed to be taken at home, working out the logistics for socially distanced testing is key, with an 8-week programme of community testing in place to break the chain of the infection. It is an exciting development and a large piece of work to roll out successfully.

### **64. COMMUNICATION ENGAGEMENT UPDATE**

The Executive Member of Public Health updated the Board on communications and engagement noting the data is for the period from 1 December to 6 January. Members heard that it has been a rapidly changing situation and communication activity and engagement has continued.

Social media posts have reached over 1.1 million residents and they had been looking to the County Council for reliable information over Christmas, tier changes, and lockdown. During that period, there were 150 news items and key areas of enquiry were in relation to tiers, schools, vaccinations, etc.

NHS messaging has been amplified in collaboration with districts and parishes. Community testing enquiries are on the rise and proactive engagement has continued with schools and nurseries.

Looking ahead, priorities will include vaccine hesitancy, support to self-isolate and for support bubbles, mental health support for self-isolation as well as support for fuel poverty and vulnerable families. Every Mind Matters programme, extended support hours, Connect campaign, and grants continue.

Members thanked officers on the Communication team who have had extremely high standards with powerful imagery, new content, and consistent engagement. In anticipation for dealing with the pandemic for some considerable time yet, messaging continues to shop safely- less often, alone, masked, and observing social distance. Letters have gone out to all supermarkets with rules and national guidance and further public communication on this would be helpful.

The Environmental Health Team is happy to take information from Councillors and the public to visit shops and have conversations with managers regarding any violations observed. National chains can also be approached via the primary authority route with any issues or concerns. It was noted that some family carers are not able to leave their children with learning disabilities at home when needing to shop and entry should not be refused to carers in these situations.

The next formal meeting will take place at 10am on 16 February and meetings with local authority leaders will continue alongside briefings as needed.

*The meeting ended at 4pm.*

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Chairman,

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## HAMPSHIRE COUNTY COUNCIL

### Report

<b>Committee:</b>	Hampshire Local Outbreak Engagement Board
<b>Date:</b>	16 February 2021
<b>Title:</b>	Outbreak Control Position Report
<b>Report From:</b>	Director of Public Health

**Contact name:** Simon Bryant

**Tel:** 02380 383326

**Email:** [simon.bryant@hants.gov.uk](mailto:simon.bryant@hants.gov.uk)

#### Purpose of this Report

1. The purpose of this report is to provide an update on the current situation and up-to-date data. Please note that a supplementary appendix containing the latest data will be published shortly before the meeting.
2. Link to the data can be found here:  
<https://documents.hants.gov.uk/corprhantsweb/Covid19/Keep-Hampshire-Safe-Infographic.pdf>

#### Recommendation

3. To note the current data and implications.

**REQUIRED CORPORATE AND LEGAL INFORMATION:**

**Links to the Strategic Plan**

Hampshire maintains strong and sustainable economic growth and prosperity:	Yes
People in Hampshire live safe, healthy and independent lives:	Yes
People in Hampshire enjoy a rich and diverse environment:	Yes
People in Hampshire enjoy being part of strong, inclusive communities:	Yes

**Other Significant Links**

<b>Links to previous Member decisions:</b>	
<u>Title</u>	<u>Date</u>
<b>Direct links to specific legislation or Government Directives</b>	
<u>Title</u> <a href="#">COVID-19 Recovery Strategy</a>	<u>Date</u> June 2020

<b>Section 100 D - Local Government Act 1972 - background documents</b>	
<p>The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)</p>	
<u>Document</u>	<u>Location</u>
None	

## **EQUALITIES IMPACT ASSESSMENT:**

### **1. Equality Duty**

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation);
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic;
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it;
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

### **2. Equalities Impact Assessment:**

2.1 This paper does not contain any proposals for major service changes which may have an equalities impact other than to improve outcomes and manage the pandemic.

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## Social media and key campaigns

### Key themes covered

- Coronavirus vaccine rollout
- Vaccinations FAQs
- Hampshire Coronavirus Support and Helpline
- Connect4communities support to feed vulnerable children during February half-term
- Help for unpaid carers during the national lockdown
- Mental health and wellbeing advice
- Help for those experiencing domestic violence during lockdown
- Start time for bus passes changed to support essential, safe travel
- Weekly data dashboards

### Bespoke animations and digital assets created

Design and delivery of bespoke digital content for use across all channels to promote:

- Essential post-vaccine behaviours
- Vaccine scams warning
- New COVID-19 variants
- National lockdown – Stay at Home
- Stay safe while essential shopping
- 'Act like you've got it' – campaign targeted at young people
- Support bubbles
- Get tested

**59**  
Social media posts

**685,613**  
People reached

**198,533**  
Video views

### Most successful post – National lockdown (stay at home) animation

**79,683**  
People reached

**32,238**  
Video plays

**2,815**  
Link clicks

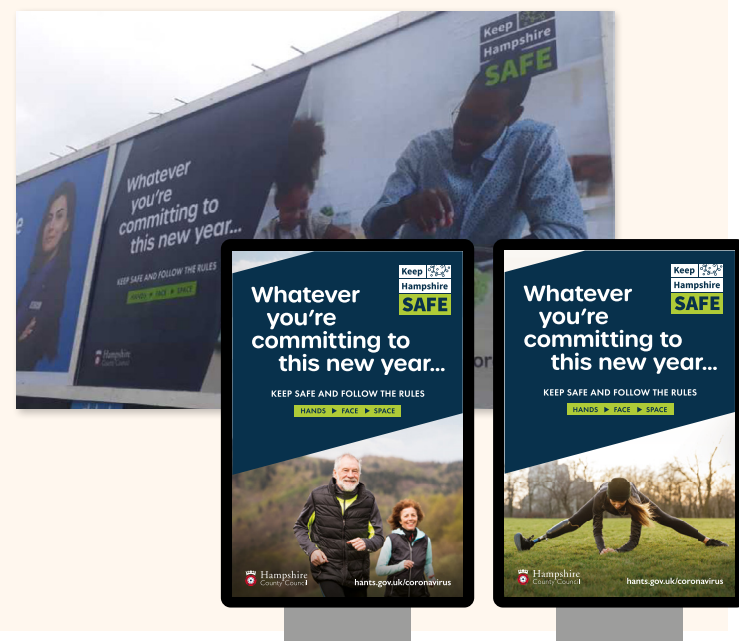
**1,610**  
Interactions



### Key outdoor media campaign – New year commitments

Creation and delivery of large-scale outdoor media campaign featured across the County, including:

- Billboards
- Large outdoor poster sites
- Indoor digital poster sites
- Radio messaging on local stations and Spotify
- Local press advertising



## Public and stakeholder engagement

### Key areas of enquiry

- Vaccination scams
- Pemberley House, Basingstoke private care home outbreak
- Hospital admissions
- Temporary mortuary in Winklebury
- Community testing
- Infection rates – including on IOW
- Nursery closures
- Homelessness during lockdown

**97**  
Media enquiries handled

**134**  
News items

**98%**  
Positive/neutral coverage

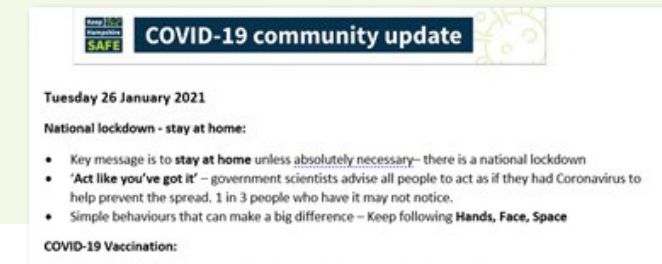
### Dedicated webpages

**79,802**  
Views of dedicated COVID-19 webpages

### Engaging with 'hard to reach' audiences

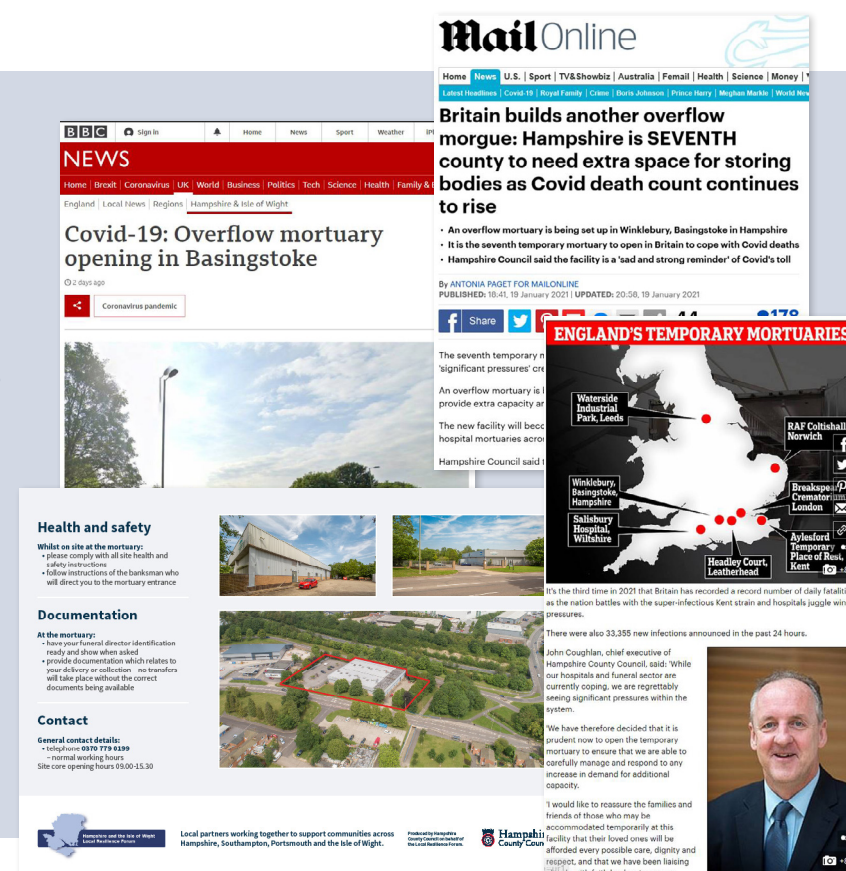
BAME communications and engagement plan. Key deliverables include:

- Translation advice
- A network of community champions
- A weekly key-message menu shared with district councils and local community leaders
- Targeted video for Traveller community with key messages on self-isolation, elderly care, vaccination and going out safely



## Temporary mortuary

- Targeted proactive communication to public and stakeholders on the activation of Hampshire's temporary mortuary site in Winklebury, Basingstoke. Channels included:
  - National and regional online, press and broadcast news (TV and radio) achieved
  - Notification to local community stakeholder group, key Basingstoke influencers and HIOW partners
  - Production of information leaflets and guidance for families and funeral directors

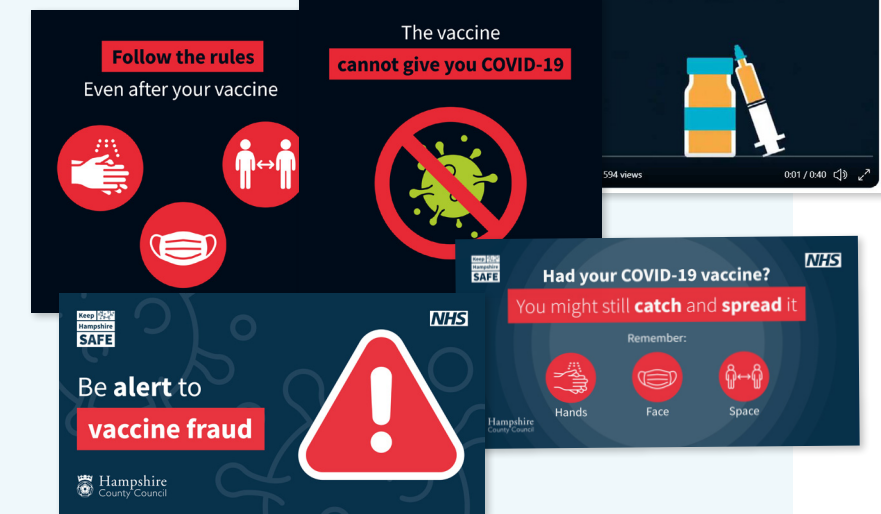


## Vaccination messaging

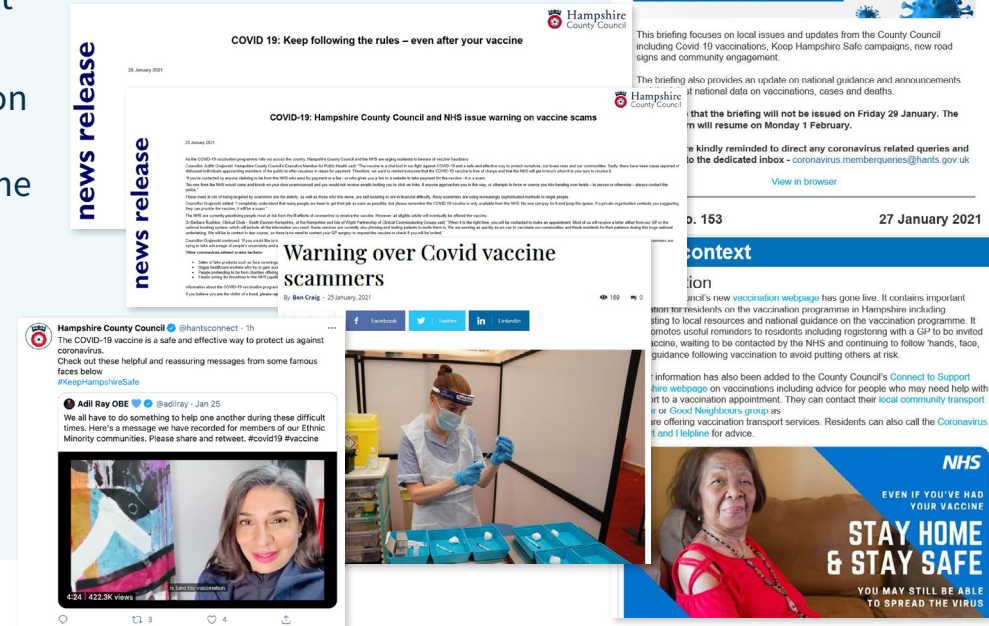
Comprehensive messaging amplifying NHS key lines in relation to the rollout of the national vaccination programme – with themes including:

- Importance of following the rules post-vaccination – design and delivery of bespoke animation and digital assets; press release; social media messaging; stakeholder engagement materials and tailored communications materials for district councils
- Vaccine fraud/scams – including design and delivery of bespoke digital assets; partnership press release with the NHS; social media messaging; stakeholder engagement materials; BBC broadcast feature with Cllr Grajewski
- Promotion of key NHS/HCC vaccination messages – including guidance for Nepalese community; local programme rollout; information and reassurance to BAME communities
- Creation of dedicated HCC webpages with information on the national vaccination strategy, signposting to FAQs and latest updates on NHS information hub

### Bespoke digital content



### Additional key messaging



## Upcoming priorities

Activity in relation to:

- Preparation in the event of surge testing
- Ongoing vaccination programme and reinforcing key post-vaccination behaviours
- Identifying vaccination hesitancy in communities, particularly BAME, to inform communications strategy
- Rollout of community testing programme (asymptomatic testing)
- New variant – emphasising importance of Hands Face Space

- Staying safe during half-term
- Supporting vulnerable families to access support during February half-term (including food vouchers)
- Face covering campaign targeted at young men
- Return to school on 8 March
- Summer 2021 events
- Mental wellbeing



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