

Public Document Pack



TRAFFORD
COUNCIL

AGENDA PAPERS FOR TRAFFORD COVID-19 PUBLIC ENGAGEMENT BOARD

Date: Monday, 19 October 2020

Time: 10.00 am

Place: Virtual meeting

<https://www.youtube.com/channel/UCjwblOW5x0NSe38sgFU8bKq>

A G E N D A		Pages
1. ATTENDANCES		
To note attendances, including officers, and any apologies for absence.		
2. DECLARATIONS OF INTEREST		
Members to give notice of any interest and the nature of that interest relating to any item on the agenda in accordance with the adopted Code of Conduct.		
3. MINUTES		1 - 4
To receive and, if so determined, to approve as a correct record the action points of the meeting held on 5 th October 2020		
4. UPDATE ON THE CURRENT COVID-19 SITUATION IN TRAFFORD		5 - 10
Update from the Director of Public Health		
5. 10 POINT PLAN UPDATE		
(a) Update and escalations from the COVID-19 Engagement Co-ordination Group	(Pages 11 - 14)	11 - 14
Update from Strategic Manager Crime and Anti-Social Behaviour and COVID-19 Programme Team		
(b) Update and escalations from the COVID-19 Enforcement Group	Item 5a includes this update	

- (c) **Update and escalations from the Health & Social Care Communications and Engagement Steering Group**
Update from Programme Director Health and Care and Communications and Engagement Specialist (Engagement Lead)

Report to follow

- (d) **Update from the Age Well Board** (Pages 15 - 16) 15 - 16
Update from Partnerships and Communities Team

6. PUBLIC ENGAGEMENT BOARD ACTIVITY

All board members

7. OTHER RISKS, ISSUES AND ESCALATIONS

All board members

8. ANY OTHER BUSINESS

To consider any other items of business not on the agenda which need to be considered by the Board before the next confirmed meeting.

SARA TODD

Chief Executive

Membership of the Committee

Council Leader or named Elected Member, nominated leads from opposition parties
VCSE representatives – including specialists relating to key population groups (older people; BAME; children; mental health , Learning Difficulties), Partnerships lead, Communications lead, Director of Public Health, Director of Adult Social Services, Director for Children’s Services, Neighbourhood representatives, Clinical Commissioning Group representative, Trafford Local Care Organisation representative, Healthwatch Representative

Further Information

For help, advice and information about this meeting please contact:

Fabiola Fuschi,

Tel: 07813 397611

Email: Fabiola.fuschi@trafford.gov.uk

This agenda was issued on **16th Oct 2020** by the Legal and Democratic Services Section, Trafford Council, Trafford Town Hall; Talbot Road, Stretford, Manchester, M32 0TH

WEBCASTING

Trafford Covid-19 Public Engagement Board - Monday, 19 October 2020

This meeting will be filmed for live and / or subsequent broadcast on the Council's website and / or YouTube channel <https://www.youtube.com/user/traffordcouncil>
The whole of the meeting will be filmed, except where there are confidential or exempt items.

If you make a representation to the meeting you will be deemed to have consented to being filmed. By entering the body of the Committee Room you are also consenting to being filmed and to the possible use of those images and sound recordings for webcasting and/or training purposes. If you do not wish to have your image captured or if you have any queries regarding webcasting of meetings, please contact the Democratic Services Officer on the above contact number or email democratic.services@trafford.gov.uk

Members of the public may also film or record this meeting. Any person wishing to photograph, film or audio-record a public meeting is requested to inform Democratic Services in order that necessary arrangements can be made for the meeting. Please contact the Democratic Services Officer 48 hours in advance of the meeting if you intend to do this or have any other queries.

This page is intentionally left blank

Trafford Covid-19 Public Engagement Board

Monday 5th October 2020 – 10:00 a.m. – Virtual meeting

Present:

Councillor Slater (Chair)	Executive Member for Health, Wellbeing and Equalities, Trafford Council
Eleanor Roaf	Director of Public Health, Trafford Council
Debbie Walsh	Interim Director of Integrated Services, Trafford Local Care Organisation
Mr Khan Mohgal	Chair, VoicebeMet
Donna Sager	Consultant in Public Health, Trafford Council
Helen Gollins	Consultant in Public Health, Trafford Council
Tracy Clarke	Communications and Engagement Specialist, Trafford CCG
Laura Hobbs	Programme Leader, Project Management Office, Trafford Council
Martin Dillon	Communications and Marketing Manager, Trafford Council
Dorothy Evans	Voluntary, Community Social Enterprise (VCSE) Representative, African Caribbean Care Group
Martyn Pritchard	Accountable Officer, Trafford CCG
Nick Young	Greater Manchester Police
Councillor Michael Welton	Trafford Council
Thomas Maloney	Health & Social Care Programme Director, Trafford Council
Diane Eaton	Corporate Director of Adult Services, Trafford Council
George Devlin	Lay Member for Patient and Public Participation, Trafford CCG
Andrew Latham	Chief Officer, HealthWatch Trafford
Joanne Gibson	Head of All Age Commissioning, Trafford Council
Neil Courtney	Violence Reduction Coordinator, Trafford Council
Fabiola Fuschi	Governance Officer, Trafford Council

	Item	Decision / Action	Key Person for Action
1.	Welcome and apologies	Apologies were received from Councillor Andrew Western, Helen Grant, Caroline Hemmingway.	
2.	Minutes	Agreed	
3.	Membership	There had been no changes to the Membership since the last meeting.	

4.	Update on the current Covid-19 situation in Trafford.	<p>The board agreed:</p> <ol style="list-style-type: none"> 1. To note the report and the verbal update which indicated a dramatic increase in Covid-19 cases in the Borough and across the North West; 2. To note that the increase in cases occurred mainly in working age population; 3. To note that the spread of the virus is very wide and needs to be managed by track and trace system and through people changing their behaviour; 4. To note that schools settings are managing the measures effectively and no outbreaks have occurred; 5. To produce an analysis of data concerning transmission within households and share it at the next meeting; 6. To look at what can be learnt from those who caught the disease and use this information for new containment measures; 	<p>All</p> <p>All</p> <p>All</p> <p>All</p> <p>Public Health</p> <p>Public Health</p>
5	COMMUNICATIONS AND ENGAGEMENT SYSTEM CONNECTIVITY		
5a.	Governance: Forums, Groups and Networks	<p>The board agreed:</p> <p>To note the progress made in ensuring system reach and connectivity to support our COVID-19 communications and engagement response.</p>	All
5b.	Health and Social Care Communication and Engagement Strategy Update	<p>The board agreed:</p> <ol style="list-style-type: none"> 1. To note the Health and Social Care Communication Strategy; 2. To consider how the strategy can be mobilised through proactive work of all partners; 3. To take the strategy to the Health and Wellbeing Board for its approval; 4. To create a WhatsApp group to enable rapid communication amongst partners; 5. To thank the 16 organisations which worked together to produce this strategy. 	<p>All</p> <p>All</p> <p>Comms</p> <p>Programme Director Health and Care</p>
	10 POINT PLAN UPDATE		
6a.	Update and escalations from the COVID-19 Engagement Coordination Group	<p>The board agreed:</p> <ol style="list-style-type: none"> 1. To note the update; 2. To remind local hospitality establishments to comply with General Data Protection Regulation (GDPR) at all time; 3. To request that the Council's web-site provide a clear distinction between "law" and "advice" on restrictions; 4. To reiterate health and wellbeing message: "face covering, distance from others, wash your hands". 	<p>All</p> <p>Comms</p> <p>Public Health and Comms</p> <p>All</p>

6b.	Update and escalations from the COVID-19 Enforcement Group	The board agreed: 1. To note the update.	All
6c.	Update and escalations from the Health & Social Care Communications and Engagement Steering Group	See agenda item 5b	
6d.	Update from the Age Well Board	The board agreed: 1. The Older People Voice Strategy be brought to a future meeting of the Covid-19 Public Engagement Board.	Partnerships and Communities
7.	Public engagement board activity	The board agreed: 1. To look at how partner organisations' networks can be used to divulge Public Health messages and whether there are any gaps.	All
8.	Other risks, issues and escalations	The board agreed: 1. To look at how visiting care homes can be made safer; what risks could be tolerated? 2. How a conversation with the public can be encouraged? 3. How rules that make sense to people can be developed? 4. To share the outcome of a meeting with Association of Directors of Adult Social Services (ADASS) representative next week regarding care homes residents and safe visiting.	All All All Corporate Director for Adult Services
9.	Any Other Business	None	
10	Date of Next Meeting	Monday 19 th Oct 2020 at 10:00 a.m.	

This page is intentionally left blank

Report to: Public Engagement Board

Date: 19/10/2020

Report of: COVID-19 Programme Team

CLT Lead: Eleanor Roaf, Director Public Health Trafford

Report Title: Data surveillance update paper to Public Engagement Board

Report Summary:

This paper provides an update on the current data position for COVID-19 within Trafford and provides comparative information with other GM localities. Data insights into any potential trends are provided based on best available public health information and intelligence available.

Overall position

As of October 10th, Trafford had the 21st highest incidence rate in England. The transmission of cases has continued to be widespread throughout Trafford, as incidence rates in each of our wards is now greater than 200/100,000 population. A rise in cases and subsequent growth of incidence rates within each of our wards puts us in danger of further uncontrolled spread, particularly in wards that previously had a lower volume of cases. Our key messages are still prioritised around limiting social contacts, ensuring residents maintain social distancing, and hand and respiratory hygiene at all times.

Contact Officer:

Name: Tom Seery, Data and Intelligence Lead for COVID-19

Tel:

Email: Thomas.Seery@trafford.gov.uk

1.0 Distribution of COVID-19 cases within Trafford

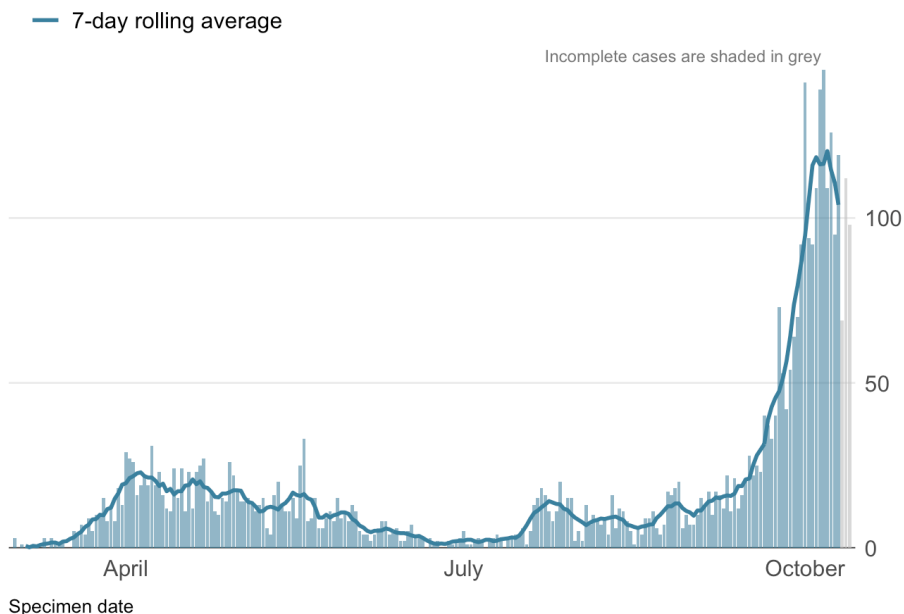
1.1 During the week 7th – 13th October, there were a total of **783** confirmed cases in Trafford, equivalent to a rate of **330** per 100,000 residents. During the previous week (September 30th - 06th October) there were a total of **784** cases, at a rate of **330.3** per 100,000 resident. The highest number of daily cases during week ending October 13th was **133**, reported on October 8th.

1.2 We have seen a sharp increase in or rates since the end of September, but our rate of increase now appears to be slowing, although we remain at a very high level.

1.3 Of greatest concern is the steady increase in rates in our over 65 population (currently at 189/100,000) as this is the group who are most likely to be seriously ill if they contract covid-19.

1.4 Below (figure 1) is the epidemic curve for Trafford, indicating the total number of confirmed cases and 7-day rolling average since March 2nd.

1.5 The rise in daily cases since the end of August is represented by the sharp rise in the 7-day rolling average; indicating that total cases per day have consistently stayed high throughout the month of September, and now the first 2 weeks of October.

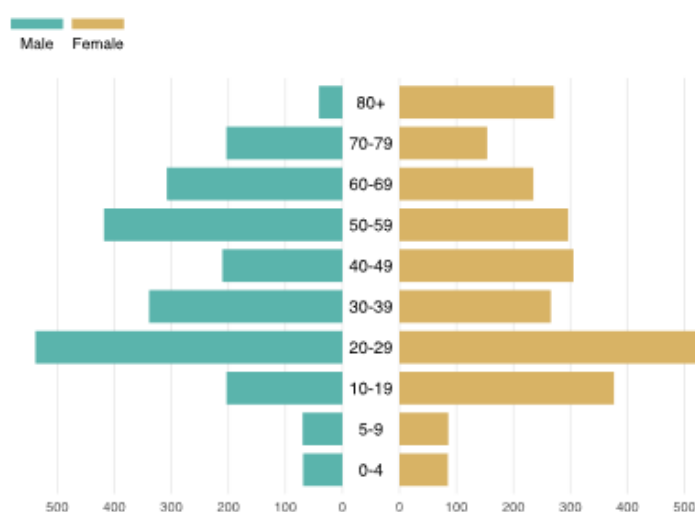


Source: PHE Covid-19 Situational Awareness Explorer | ONS

Figure 1. Epidemic curve of daily confirmed new cases
Trafford, 02 March to 13 October

1.6 As of week ending October 12, the 20-29 age group contribute to the highest incidence rate in Trafford, with a rate greater than 500/100,000 population in both males and females.

1.7 We have seen high incidence rates within this younger age group specifically in wards encompassing the North locality (Clifford and Longford). Among 10-19 year olds, the greatest proportion of cases are at the higher end of the group, including 17, 18, and 19 year olds, and we are seeing fewer cases in our school aged population. We have had many cases linked to schools (both in staff and pupils) but in the main there is little evidence of school based transmission.



Source:

PHE Covid-19 Situational Awareness Explorer | ONS
Figure 2. Incidence per 100,000 population by age and gender
 Trafford, 07th October to 13th October 2020

1.8 Rates among the older age groups have increased, dispersed across all wards, indicating no hot spot of cases within a specific location. The working age population (18-64) still contribute to the greatest volume of confirmed cases.

1.9 As shown below in table 1, the highest total of cases, as of week ending Oct 13, are within the 'White' ethnic group (**489**), followed by the 'Asian / Asian British' ethnic group (**103**).

1.10 Incidence rates by ethnic groups are greatest within the 'other' and 'Asian / Asian British' populations. Please note that incidence rates are determined by the total number of residents in each ethnic group; the 'White' and 'Other' ethnic groups make up the biggest and smallest proportion of the Trafford population respectively. The small numbers in the 'other' group mean that the incidence rate is subject to greater fluctuation.

Table 1. Case count and incidence per 100,000 population by ethnicity

Trafford, 07th October to 13th October 2020

Source: PHE Daily COVID-19 Surveillance Reports

Cases in last 7 days		
Ethnic group	n	Per 100,000
Other	25	1136.4
Asian / Asian British	103	573.1
White	489	252.3
Black / Black British	14	214.1
Mixed	9	149.2

2.0 Geographical spread of COVID-19 in Trafford

2.1 We continue to see the very widespread pattern of disease in Trafford that has been a feature for some weeks. Clifford, Hale Barns, and Longford continue to have the highest number of cases this week, along with St Mary's and Sale Moor. All of these wards have rates in excess of 300/100,000.

2.2 Every single ward in Trafford now have rates above 200/100,000. This is a matter of extreme concern, particularly given the sharp increase in our overall rates and the fact that the spread appears to be in the main through social mixing rather than in workplace or other outbreaks.

3.0 Testing in Trafford

3.1 Over a 14 day period, ending October 14th, the majority (**94.5%**) of COVID tests were conducted in our pillar 2 sites, consisting of all out-of-hospital testing sites.

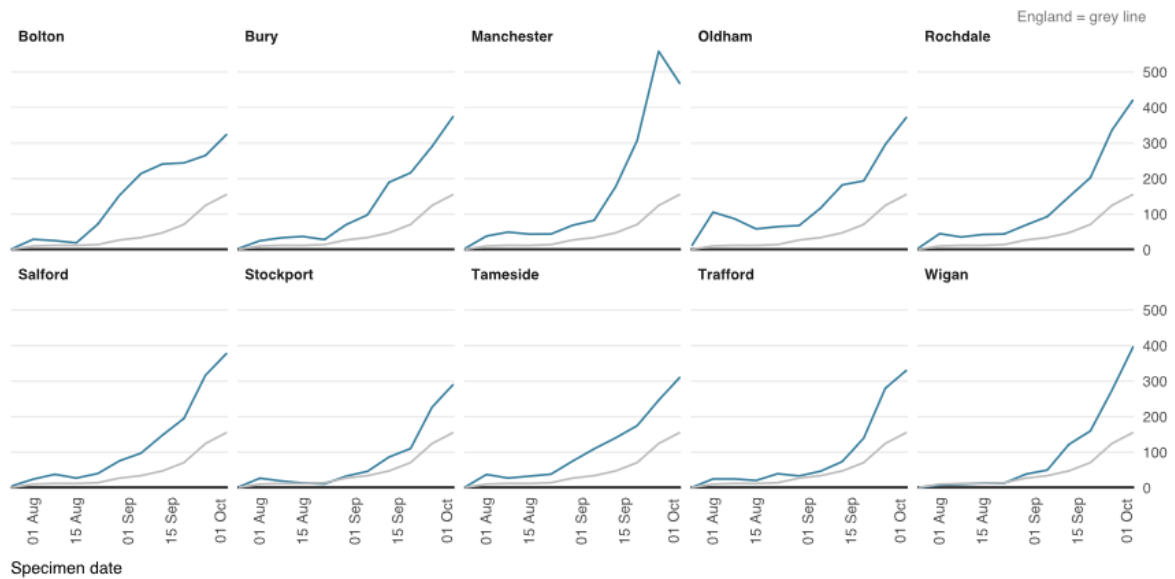
3.2 Total positivity rate amongst both testing sites sits at **12.6%**.

3.3 Over 90% of people who test positive state that they were symptomatic at the time of testing.

4.0 Comparative data of COVID-19 cases within the local authorities of Greater Manchester

4.1 Figure 3 represents the weekly change in incidence rate for each local authority in Greater Manchester, between the periods of August 04 and October 11. Incidence rates remain similar or lower when compared to the other local authorities (apart from Manchester).

4.2 Trafford's weekly incidence rate has been greater than 250/100,000 population since week beginning October 7th, rising to a current level above 300/100,000 population, but with some sign of a reducing rate of increase.



Source: PHE Daily COVID-19 Surveillance Reports

Figure 3. Weekly incidence per 100,000 population by local authority
Greater Manchester, 04 August to 11 October 2020

This page is intentionally left blank

Report to: Public Engagement Board

Date: 19/10/2020

Report of: COVID-19 Programme Team

RCG Lead: Eleanor Roaf, Director Public Health Trafford

Report Title: Update paper to Public Engagement Board on COVID-19 Programme in Trafford

Report Summary:

This report outlines the progress made in the recent period in the local response to the COVID-19 pandemic. The paper outlines key activities within each work programme including data and intelligence, testing, contact tracing and community engagement.

Recommendations

1. Note the content of this report by way of an update on the COVID-19 situation in Trafford.
2. Consider ways in which members of the Committee can support the COVID-19 team in managing the local situation with particular focus on engagement opportunities to reinforce messaging and good COVID-19 practice.

Contact Officer:

Name: Laura Hobbs, Programme Lead for COVID-19

Tel: 07973 639238

Email: laura.hobbs@trafford.gov.uk

1.0 Headline Data

1.1 Please see full update in the *“Data Surveillance Update Paper to Public Engagement Board 19102020”*

2.0 Testing in Trafford

2.1 The availability of increased testing has demonstrated the prevalence of COVID-19 in the Trafford community which have risen significantly since the easing of lockdown restrictions. The known infection rate is higher now than at the time of the last lockdown decision in March 2020.

2.2 Over a 14 day period until Monday 05 October, the majority (83.3%) of COVID tests were conducted in our pillar 2 sites, consisting of all out-of-hospital testing sites.

2.3 The positivity rate for testing current stands at 13.2%.

2.4 The National Testing Programme is continuing to experience exceptionally high demand, although the situation is improving from previous weeks.

2.5 Home Testing Kits continue to be available and the closest Local Testing Site is usually provided as an option to individuals seeking a test. There still appear to be an issue with accessing drive-through sites, with the closest site rarely appearing as an option when booking a test.

2.6 Testing sites in Trafford Park and Partington have been operational for a number of weeks and are well used. The team are exploring mobilising a third local testing site due to the increase in cases in Trafford.

2.7 The Mobile Testing Site will be in place during October at Trafford House but has been redeployed for a number of dates to other areas in GM where rates are higher.

2.8 Redeployment of testing sites to other areas could act to skew infection rate data if fewer cases are being identified due to reduced testing capacity.

2.9 The recruitment of a business as usual swabbing team is ongoing. As well as outbreaks, work is ongoing to understand how the swabbing team can support in the testing of priority groups.

2.10 Supported Living & Extra Care Social Care Team are part of a GM testing pilot. Many settings have begun to order kits as part of this.

3.0 Contact tracing

3.1 Local contact tracing was initiated on the 9th September 2020.

3.2 System issues are currently impacting the robustness of activity but are rapidly being addressed where possible:

- There are systemic problems with the timely release of National data to localities hampering local contact tracing efforts, resulting in the possible spread of the infection as contacts cannot be traced within the incubation period.

- There are quality issues with the data being released, requiring dedicated capacity for data mining and prioritisation logic to be applied before it can be released to the contact tracing team
 - The volume of activity (caseloads) is increasing and processes for managing activity is being rapidly developed to cope with the pace and scope of work
- 3.3 Resource capacity for contact tracing is being increased (the Access Trafford team went live to support the core team on 07/10/2020)
- 3.4 There are opportunities for streamlining systems and processes to help build capacity and the team are working hard to identify efficiencies and intelligent solutions with colleagues.
- 3.5 A systemic model able to withstand the requirement for operational flexibility due to a second wave or national lockdown are actively being developed.
- 3.6 The Single Point of Contact team continue to support schools, local businesses and partner organisations to manage positive cases and outbreaks.

4.0 Community Engagement

- 4.1 The weekly Covid-19 Co-ordination Engagement Group and COVID-19 Enforcement group are now fully mobilised and pro-actively supporting the work of the Board to support the COVID-19 engagement response across the locality.
- 4.2 Key updates from these groups:
- Core communication on new national Tier system and what this means in specific work areas being actively communicated to system partners and key stakeholders so messaging is clear.
 - Team are ensuring local Public Space Protection Orders are in place across Trafford to prevent clustering post 10pm at pub/restaurant closure times.
 - Proactive work around Halloween/bonfire night to identify activity to manage these.
 - Meeting with mosque leaders and Arabic school teachers in the north and work underway to translate materials into local community languages for dissemination.
 - Ongoing work with schools and head teachers to support where there are positive cases and outbreaks to ensure we take appropriate action to control spread and communicate key messages.
 - Officers from Licensing, GMP, Environmental Health and elected members have visited town centres to check current legislation is being adhered to and businesses, licensed premises, and residents understand what is required of them.
 - Officers continue to engaging with the business owners and managers where outbreaks occur to ensure business owners are clear on COVID secure workplace practice.

- Further operations will be held in town centres to include evenings and weekend to monitor compliance with the regulations.
- Face covering compliance operations on public transport to ensure people are aware of the rules.
- Reports of gatherings within residential premises have been attended by GMP and the Community Safety Team. A proportionate approach is taken but fixed penalties can and have been issued.
- A joined-up approach between the council, GMP and the UK Border Control for reports of individuals or families in breach of the quarantine rules returning from certain countries is being progressed.
- Officers of the council and GMP are working closely with event organisers to ensure regulations are adhered to and that any events can be delivered as safely as possible.
- Localised networks further developed to disseminate info to faith leaders, 'activists' and community organisations. Faith Leaders disseminate weekly stakeholder briefing to congregations.
- Stakeholder briefings are being circulated weekly by Trafford Business, Community Safety and Partnerships and Communities.
- Free posters are being developed by the cabinet office in different languages for distribution around high prevalence areas or areas with high spread rates within Trafford.
- Ongoing communications work for staff and partners to reinforce messaging around restriction measures, local and national rules and good COVID-19 practice to ensure clarity of messaging.

Recommendations

1. Note the content of this report by way of an update on the COVID-19 situation in Trafford.
2. Consider ways in which members of the Committee can support the COVID-19 team in managing the local situation including engagement opportunities to reinforce messaging and good COVID-19 practice.

TRAFFORD COUNCIL

Report to: Trafford Covid-19 Public Engagement Board
Date: 19th Oct 2020
Report for: Information
Report of: Louse Wright, Partnerships and Communities Team

Report Title

Update from the Age Well Board

Background

On International Day of Older Persons the Age Well Board launched the Older People's Voices campaign. The Board hopes that this will generate interest from older people who want to get involved as champions and be the eyes and ears of older people in the Borough and share their thoughts and experiences as well as helping us with sharing key messages.

The Board is currently being supported by one of its members who is very much a community champion and working with the community hubs to identify members of the community who may wish to get involved in the Older People's Voices.

We know that this method of communication will be especially important as we seek to disseminate messages over the winter period.

The Age Well Board will also be distributing an e-newsletter to partners to support the sharing of key messages and information.

Priorities for work on Age Well Board over next 3-6 months?

- Winter messaging, growing voice of older people in Trafford, currently exploring links to community hubs to get messages out
- Presenting older people as 'Valuable not Vulnerable'
- Contribute to partner agencies work, where possible, promotion of pension credit work by Age UK via Trafford Council Comms
- Encourage older people to remain active in their communities, mainly digital here, due to endemic community transmission of COVID-19
- Continue to update and progress Dementia Action Plan for Trafford, via Dementia Strategy Group

Barriers or challenges faced?

- Getting older people's work to be a priority, faced with dominant COVID-19 issue and rising community transmission
- As COVID-19 levels increase, risk of older people being shielded and deconditioning, less visible with effects on social isolation and loneliness

What are the opportunities?

- To grow the voice of older people across the borough and to enable and empower them to make the changes they want to see
- To showcase the role of older people in communities and demonstrate how

integral they are, fulfilling a range of roles supporting others, and in terms of knowledge and lived experience

- To engage older people with technology, where desired, so they can continue to enjoy their lives by maintaining connections with friends and family, at a time when they cannot socialise, due to COVID-19

Recommendation(s)

To note the update

Contact person for access to background papers and further information:

Name: Louse Wright

Extension: 2849