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TRAFFORD
COUNCIL

AGENDA PAPERS FOR TRAFFORD COVID-19 PUBLIC ENGAGEMENT BOARD

Date: Monday, 16 November 2020

Time: 10.00 am

Place: Virtual meeting

<https://www.youtube.com/channel/UCjwbIOW5x0NSe38sgFU8bKq>

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 Minutes of the meeting held on 2 nd November 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) Mass Testing in Trafford Verbal update from the Consultant in Public Health	
(b) Mass Vaccination in Trafford Verbal update from the Associate Director of Primary Care, Trafford Clinical Commissioning Group	

- (c) **Update and Escalation from Covid-19 Engagement Coordination Group** (Pages 11 - 14) 11 - 14
Update from the Strategic Manager Crime and Anti-social Behaviour and Covid-19 Programme Team
- (d) **Update and escalations from the COVID-19 Enforcement Group**
Update from the Strategic Manager Crime and Anti-social Behaviour
Verbal update
- (e) **Update and escalations from the Health & Social Care Steering Group**
Update from the Programme Director Health and Care and the Communications and Engagement Specialist (Engagement Lead)
Verbal update
- (f) **Update from the Age Well Board**
Update from the Partnerships and Communities Team
Verbal update

6. PUBLIC ENGAGEMENT BOARD ACTIVITY AND FEEDBACK

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:

Trafford Covid-19 Public Engagement Board - Monday, 16 November 2020

Fabiola Fuschi
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Trafford Covid-19 Public Engagement Board

Monday 2nd Nov 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	Director of Integrated Services, Trafford Local Care Organisation Manchester NHS Foundation Trust and Trafford Council
Mr Khan Mohgal	Chair, VoicebeMet
Helen Gollins	Consultant in Public Health, Trafford Council
Donna Sager	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
Martyn Pritchard	Accountable Officer, Trafford CCG
Councillor Welton	Trafford Council
Councillor Evans	Trafford Council
Diane Eaton	Corporate Director of Adult Services, Trafford Council
Andrew Latham	Chief Officer, HealthWatch Trafford
Cathy O'Driscoll	Associate Director of Commissioning Trafford CCG
Tom Seery	Data Analyst, Trafford Council
Louise Wright	Partnerships and Communities Team, 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	
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"> To note the update; To note the incidence rates in all wards in Trafford; To note that the spread of the virus is very wide and it needs to be managed through social 	<p>All</p> <p>All</p> <p>All</p>

		<p>distancing, hand hygiene, face covering and adherence to existing and new measures introduced to reduce the infection rate;</p> <p>4. To note the introduction of a national lockdown from Thursday 5th Nov 2020;</p> <p>5. To note that a letter to all vulnerable groups will go out on Wednesday 4th Nov 2020 to advise on measures to follow during lockdown and support available. To share the content of this letter with members of this Board;</p> <p>6. To encourage residents to take the flu vaccination;</p> <p>7. To display on the Council's web-site data concerning hospitalisation and number of fatalities in Trafford;</p>	<p>All</p> <p>Public Health</p> <p>All</p> <p>Comms and Public Health</p>
5	10 POINT PLAN UPDATE		
5a. & 5b.	Update and escalations from the COVID-19 Engagement Coordination Group and Enforcement Group	<p>The board agreed:</p> <p>1. To note the update;</p> <p>2. To build on the success of WhatsApp messaging within Mosques' congregations in Old Trafford and Public Health advice to reach all communities.</p>	All
5c.	Update and escalations from the Health & Social Care Communications and Engagement Steering Group	<p>The board agreed:</p> <p>1. To note the update;</p> <p>2. To divulge the message about the Self-Care week 16th-22nd Nov 2020 amongst members of the public and workforce.</p>	<p>All</p> <p>All</p>
5d.	Update from the Age Well Board	<p>The board agreed:</p> <p>1. To note the update;</p>	All
6.	Trafford 111 First Implementation	<p>The board agreed:</p> <p>1. To note the implementation of Trafford 111 First – in response to coronavirus and seasonal flu, from this week, members of the public will have to ring 111 before attending Accident&Emergency;</p> <p>2. To note that the patients will be offered a timed appointment slot in the Urgent Care Centre or Walk-in Centre or directed to another appropriate service to meet their needs.</p>	<p>All</p> <p>All</p>
7.	Public engagement board activity	<p>The board agreed:</p> <p>1. To note the positive feedback received about Public Health Questions and Answers sessions with various community groups;</p> <p>2. To note that Public Health officers are available to deliver additional sessions.</p>	<p>All</p> <p>All</p>

8.	Other risks, issues and escalations	<p>The board agreed to continue divulging the following messages:</p> <ol style="list-style-type: none"> 1. To self-isolate straightway when symptoms start; 2. If one person has symptoms and he/she is waiting for the test, the entire households is to self-isolate and not just that person; 3. Test centres need to remind people to self-isolate while waiting for test outcome. 	All
9.	Any Other Business	None	
10.	Date of Next Meeting	Monday 16th Nov 2020 at 10:00 a.m.	

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Report to: Public Engagement Board

Date: 16/11/2020

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 November 6th, Trafford has the 40th highest rate of weekly covid cases per 100,000 population in England. Trafford's weekly incidence has plateaued over the last two weeks, albeit at a very high rate. All of our wards all have a weekly incidence greater than 280/100,000 population, and four have rates of over 500/100,000 which shows the importance of controlling transmission across the whole of Trafford, especially as we are still seeing worryingly high rates in our 60+ population, and particularly residents 80 years and older. Our key messages remain that we should all limit our social contacts, maintain social distancing, and wash our hands thoroughly and regularly. These messages are especially important throughout the period of this current lockdown, as this gives us the best chance of getting infection rates down.

Contact Officer:

Name: Tom Seery, Public Health Data Surveillance Analyst

Tel:

Email: Thomas.Seery@trafford.gov.uk

1.0 Distribution of COVID-19 cases within Trafford

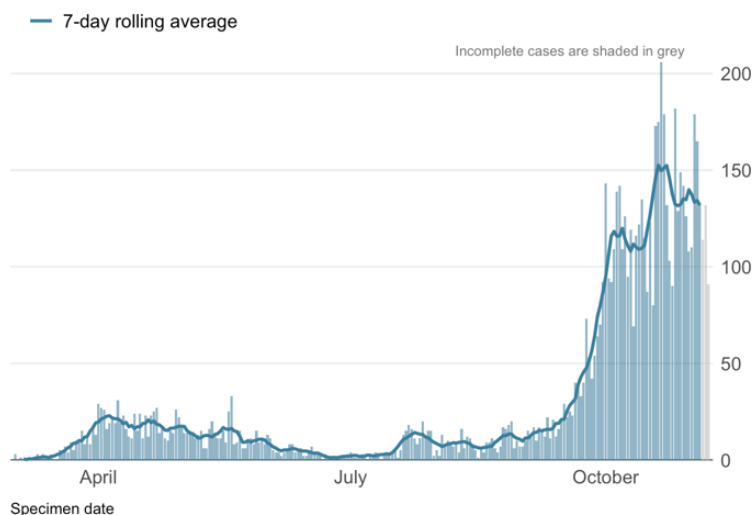
1.1 During the week 31 October – 06 November, there were a total of **937** confirmed cases in Trafford, equivalent to a rate of **399** per 100,000 residents. During the previous week (23rd – 29th October) there were a total of **928** cases, at a rate of **390.1** per 100,000 resident. The highest number of daily cases during week ending November 05 was **179**, reported on November 2nd.

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

1.3 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, going into October.

1.4 Throughout the first two weeks of October daily cases started to level out, however since week beginning October 19, Trafford experienced a sharp rise in daily cases, mostly greater than 150 confirmed cases per day.

1.5 The sharp rise in daily cases throughout the mid-part of October has been followed by a subsequent drop in the 7-day rolling average, which is 133 cases per day, and our weekly incidence rate to just under 400/100,000 population.



Source: PHE Covid-19 Situational Awareness Explorer

Figure 1. Epidemic curve of daily confirmed new cases
Trafford, 02 March to 07 November

1.6 As of week ending 6th November, Trafford’s 20-29 age group continue to have the highest incidence rates. We have however, as shown in figure 2, seen incidence rates in the remaining working age population increase to a similar rate to that of the 20-29 age group.

1.7 Incidence rates in our younger age groups (<20) haven’t altered much over the previous two weeks, however rates have continued to drop in our 17-21 age group, with an incidence rate of 525.4/100,000 population (previously greater than 700/100,000 week ending October 25th).

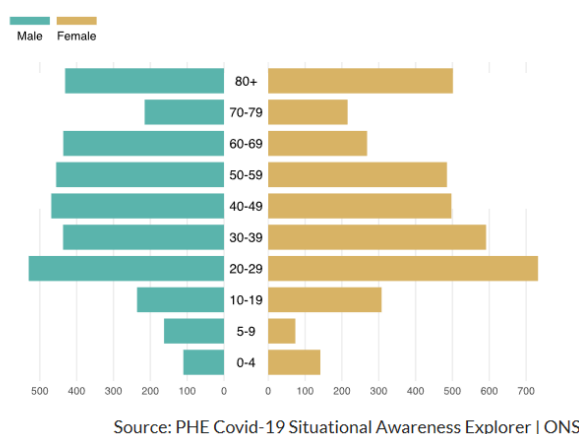


Figure 2. Incidence per 100,000 population by age and gender
Trafford, 30th October to 05th November 2020

1.8 As of November 05, total weekly cases in Trafford’s 65+ population have exceeded 100 for the 3rd week in a row, with rates now greater than 350/100,000 population.

1.9 Of particular concern within the 60+ population is the high incidence rates that we are experiencing in residents 80 years and older. Among both males and females, the incidence rate in this age groups is over 400/100,000 population, with positive cases dispersed across all of Trafford’s wards. These people are the most likely to become seriously ill if they catch Covid.

1.11 Trafford’s ‘White’ ethnic group, as of week ending November 05, contribute to the highest number of cases (**661**), followed by the ‘Asian / Asian British’ ethnic group (**109**).

1.10 As shown in table 1, Incidence rates within the ‘Other’ and ‘Asian / Asian British’ populations are greatest. Incidence rates between each of Trafford’s ethnic groups have remained relatively unchanged.

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

Trafford, 30 October to 05 November 2020

Source: PHE Daily COVID-19 Surveillance Reports

Cases in last 7 days		
Ethnic group	n	Per 100,000
Other	37	1681.8
Asian / Asian British	109	606.5
White	661	341
Mixed	19	315
Black / Black British	19	290.5

2.0 Geographical spread of COVID-19 in Trafford

2.1 We are still seeing the high rates of infection across the whole of Trafford, with four wards (Urmston, Davyhulme W, Hale Barns and Longford), all having a weekly incidence rate greater than 500/100,000 population week ending November 05.

2.2 All but two of Trafford's wards (Altrincham and Broadheath) have a weekly incidence less than 300/100,000 population, indicating that transmission is still widespread within the population.

3.0 Testing in Trafford

3.1 Over a 14 day period, ending November 08, the majority (**91.1%**) of COVID tests were conducted in our pillar 2 sites, consisting of all out-of-hospital testing sites. The proportion of tests being conducted in our pillar 1 testing sites has increased slightly.

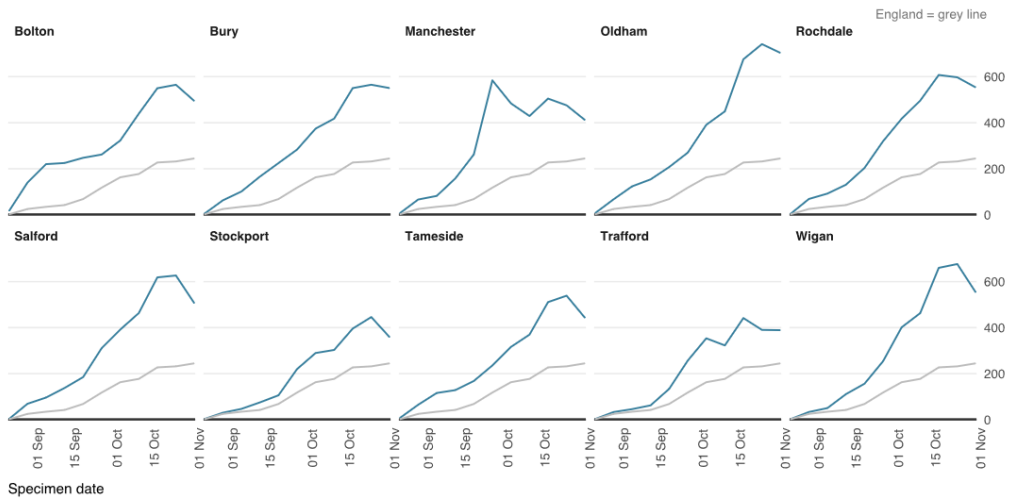
3.2 Total positivity rate amongst both testing sites sits at **14%**.

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 As presented in figure 3, the weekly incidence rate, since August 31, in each of GMs local authorities is either starting to level out or decrease; whilst the overall weekly incidence for England is showing a steady increase (however, the England rates remain lower than the incidence we are experiencing throughout GM).

4.2 As of week ending November 07, Trafford has the 9th lowest weekly incidence rate throughout the whole of GM.



Source: PHE Coronavirus Dashboard

Figure 3. Weekly incidence per 100,000 population by local authority
Greater Manchester, 31 August to 07 November 2020

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Report to: Public Engagement Board

Date: 16/11/2020

Report of: COVID-19 Programme Team

RCG Lead: Eleanor Roaf, Director Public Health Trafford

Report Title: Update paper on COVID-19 Engagement and Enforcement Groups in Trafford

Report Summary:

This report outlines the progress made in community engagement and enforcement in the recent period in the local response to the COVID-19 pandemic.

Recommendations

1. Note the content of this report by way of an update on the key weekly activities of the Community Engagement Co-ordination Group and Enforcement Group which support PEB in its statutory duty.
2. Consider ways in which members of the Board can support the COVID-19 team in managing the local situation including 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 Community Engagement

- 1.1 To support the Public Engagement Board in its duty to communicate simple and clear preventative measures to our staff, residents and local employers a weekly Covid-19 Co-ordination Engagement Group and a weekly COVID-19 Enforcement group are in place to ensure national guidance, legislation and COVID-19 best practice is implemented across the borough.
- 1.2 Teams have been working hard to ensure there is clear messaging for staff, residents, business and local employers to reflect the national lockdown position which came into effect on Thursday 05th November.

2.0 Key updates from the Co-ordination Engagement Group:

- 2.1 Environmental Health have been working with the Trafford Centre to ensure entrance to the Centre is well managed and long queues outside the building maintain social distancing, whilst customers inside the mall are compliant with COVID-19 regulations such as wearing face masks etc.
- 2.2 Comms was disseminated out in relation to bonfire night reminding that no official displays were allowed. Numerous reports were received about younger people setting off fireworks in parks. A “know where your children are” plea to parents is being prepared to facilitate the potential increase in gatherings in parks and house parties over the lockdown period.
- 2.3 Key Messages and information on COVID-19 has been developed for staff by the Public Health team to leverage the support of our 2,500 strong workforce and making sure ‘Every Contact Counts’.
- 2.4 Parks and play areas will remain open and signage has been put in place in a number of open spaces across the borough reminding of the COVID-19 good practice.
- 2.5 A Facebook live event took place where there was a Q&A session with Trafford’s Director of Public Health and Medical Director which was well attended by residents and members of the public.
- 2.6 An engagement event took place around Old Trafford with 15 local volunteers attended school gates and local Mosques to provide public health messaging and listen to community feedback. Consideration needs to be given to how we can better reach females and children within certain communities and how we ensure messaging is delivered via trusted voices (public health teams, community leaders, health professionals).
- 2.7 The team are reviewing video messaging and other materials on COVID-19 and working with the ICT team to build a COVID-19 landing page so there is a single point of access for up to date relevant information. Accessibility of information is key to our engagement strategy.

- 2.8 Mosque leaders continue to work hard to disseminate messages with their congregations via whatsapp messaging, radio systems, and youth volunteers particularly now congregations have been suspended in lockdown.
- 2.9 Stakeholder briefings updating on the national lockdown rules have been circulated by the Business, Community Safety and Partnerships and Communities teams.
- 2.10 Work with education partners is ongoing particularly in light of a significant increase in positivity rates in the schools and colleges – ensuring there is access to immediate public health advice and up to date messaging on websites is available.
- 2.11 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.
- 2.12 The programme team have been working with Kent and Medway Council to learn about their community champion programme with a view to rolling out something similar in Trafford.
- 2.13 The partnerships team have been successful in receiving lottery funding and have recruited hub co-coordinators and volunteers which the team will work with to strengthen engagement activity.

3.0 Key updates from the Enforcement Group:

- 3.1 GMP undertook a number of visits of licensed premises and increased local patrols were sent out to respond to premises offering alcohol deals to get rid of stock prior to the national lockdown on Thursday 05th November.
- 3.2 The local lock down has meant shops are operating differently but many remain open with click and collect service operating – increased footfall outside of premises is expected and needs to be managed.
- 3.3 Business offering take away alcohol have put some pressure on the enforcement team to ensure compliance is maintained. Reports of local coffee shops selling mulled wine but without pre-order have been reminded of the national rules.
- 3.4 Prohibition notice have been served to a number of local business who refused to close during the lockdown (carpet right and a gym Altrincham).
- 3.5 Complaints about local barbers and beauty related businesses continuing to trade during lockdown have been addressed by GMP.
- 3.6 Reports of gatherings within residential premises continue to be attended by GMP and the Community Safety Team. An increase in house gathering is anticipated moving into winter and in light of 4 week national lockdown. This will be difficult to regulate.
- 3.7 Increased neighbour complaints are expected as more people work at home and have late night gatherings in their houses and consideration is being given to avenues for residents and members of the public to report on rule breaches.

- 3.8 Officers from Licensing, GMP and Environmental Health continue to visit town centres to check current legislation is being adhered to and businesses, licensed premises, and residents understand what is required of them and where outbreaks occur business owners and managers are clear on expectations.
- 3.9 Work with GMP and UK Border Control on individuals or families in breach of the quarantine rules returning from certain countries continues.

Recommendations

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