



**TRAFFORD  
COUNCIL**

**AGENDA PAPERS FOR  
TRAFFORD COVID-19 PUBLIC ENGAGEMENT BOARD**

**Date: Wednesday, 13 January 2021**

**Time: 10.00 am**

**Place: Virtual meeting:**

**<https://www.youtube.com/channel/UCjwblOW5x0NSe38sgFU8bKg>**

| <b>A G E N D A</b> | <b>PART I</b>                                                                                                                                                                                                                                                                   | <b>Pages</b> |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| 1.                 | <b>ATTENDANCES</b><br><br>To note attendances, including officers, and any apologies for absence.                                                                                                                                                                               |              |
| 2.                 | <b>DECLARATIONS OF INTEREST</b><br><br>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.                 | <b>MINUTES</b><br><br>To receive and, if so determined, to approve as a correct record the Minutes of the meeting held on 14.12.20.                                                                                                                                             | 1 - 4        |
| 4.                 | <b>UPDATE ON THE CURRENT COVID-19 SITUATION IN TRAFFORD</b><br><br>Update from the Director of Public Health                                                                                                                                                                    | 5 - 10       |
| 5.                 | <b>10 POINT PLAN UPDATE</b><br><br>(a) <b>Mass Testing in Trafford</b><br>Verbal update from the Consultant in Public Health<br><br>(b) <b>Mass Vaccination in Trafford</b><br>Verbal update from the Associate Director of Primary Care, Trafford Clinical Commissioning Group |              |

- (c) **Update and Escalations from the COVID-19 Engagement Co-ordination Group**  
Verbal update from Head of Regulatory Services
- (d) **Update and Escalations from the COVID-19 Enforcement Group**  
Verbal update from the Strategic Manager Crime and Anti-Social Behaviour
- (e) **Update from the Age Well Board**  
Verbal update from the Partnerships and Communities Team

**6. PUBLIC ENGAGEMENT BOARD ACTIVITY AND FEEDBACK**

All Board Members

**7. 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](mailto:Fabiola.fuschi@trafford.gov.uk)

This agenda was issued on **11<sup>th</sup> January 2021** by the Legal and Democratic Services Section, Trafford Council, Trafford Town Hall; Talbot Road, Stretford, Manchester, M32 0TH

**WEBCASTING**

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>

## Trafford Covid-19 Public Engagement Board - Wednesday, 13 January 2021

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**Trafford Covid-19 Public Engagement Board**

Monday 14<sup>th</sup> December 2020 – 10:00 a.m. – Virtual meeting

Present:

|                            |                                                                                               |
|----------------------------|-----------------------------------------------------------------------------------------------|
| Councillor Freeman (Chair) | Executive Member for Covid-19 Recovery and Reform                                             |
| Councillor Julian Newgrosh | Leader of the Liberal Democrats Group, Trafford Council                                       |
| Councillor Welton          | Trafford Council                                                                              |
| Eleanor Roaf               | Director of Public Health, Trafford Council                                                   |
| Martyn Pritchard           | Accountable Officer, Trafford Clinical Commissioning Group (CCG)                              |
| Nigel Smith                | Head of Regulatory Services                                                                   |
| Mr Khan Mohgal             | Chair, VoicebeMet                                                                             |
| Dorothy Evans              | Voluntary, Community Social Enterprise (VCSE) Representative,<br>African Caribbean Care Group |
| Donna Sager                | Consultant in Public Health, Trafford Council                                                 |
| Helen Gollins              | Consultant in Public Health, Trafford Council                                                 |
| Laura Hobbs                | Programme Leader, Project Management Office, Trafford Council                                 |
| Martin Dillon              | Communications and Marketing Manager, Trafford Council                                        |
| Diane Eaton                | Corporate Director of Adult Services, Trafford Council                                        |
| Tracy Clarke               | Communications and Engagement Specialist, Trafford CCG                                        |
| Andrew Latham              | Chief Officer, HealthWatch Trafford                                                           |
| Joanne Gibson              | Head of All Age Commissioning, Trafford Council                                               |
| Rebecca Demaine            | Associate Director of Commissioning, Primary Care                                             |
| Louise Wright              | Partnerships and Communities Team, Trafford Council                                           |
| Molly Shaw                 | Governance Services, Trafford Council                                                         |
| Fabiola Fuschi             | Governance Officer, Trafford Council                                                          |

|    | Item                                                  | Decision / Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Key Person for Action                                                   |
|----|-------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| 1. | Welcome and apologies                                 | Apologies for absence were received from Councillor Western, George Devlin and Helen Grant                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                         |
| 2. | Minutes                                               | Agreed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                         |
| 3. | Membership                                            | Members noted the change in chairmanship for this Board, following the appointment of Councillor Freeman as Executive Member for Covid-19 Recovery and Reform.                                                                                                                                                                                                                                                                                                                                   | <b>All</b>                                                              |
| 4. | Update on the current Covid-19 situation in Trafford. | <p><b>The board agreed:</b></p> <ol style="list-style-type: none"> <li>1. To note the update;</li> <li>2. To note that, although the number of infections had decreased, since the end of the lockdown figures were rising again;</li> <li>3. To note that to reduce risk, people have to adhere to the rules of social distancing, hand hygiene and face covering;</li> <li>4. To note that a negative result for a Covid-19 test does not exclude that the person is incubating the</li> </ol> | <p><b>All</b></p> <p><b>All</b></p> <p><b>All</b></p> <p><b>All</b></p> |

|     |                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                    |
|-----|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
|     |                                                                                              | <p>virus;</p> <p>5. To note that if, showing symptoms, people have to undertake a test and self-isolate;</p> <p>6. To note the testing process was in place in residential care settings for workers and residents' visitors.</p>                                                                                                                                                                                       | All                                                |
| 5   | 10POINT ACTION PLAN                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                    |
| 5a. | Mass Testing                                                                                 | <p><b>The board agreed:</b></p> <p>1. To note the update;</p> <p>2. To note that a mass testing exercise has been conducted with students at University Academy 92;</p> <p>3. To note that seminars to support safe visiting have been delivered for workers in residential care settings;</p> <p>4. To note that residents in Supported Living settings and other vulnerable groups will receive CPR testing.</p>      | All<br>All<br>All<br>All                           |
| 5b. | Mass Vaccination                                                                             | <p><b>The board agreed:</b></p> <p>1. To note that in Trafford the vaccination programme would go live on Wednesday 16<sup>th</sup> Dec 2020. Residents over 80 years old will be the first group to access the vaccination programme.</p>                                                                                                                                                                              | All<br>All                                         |
| 5c. | Update and escalations from the COVID-19 Engagement Coordination Group and Enforcement Group | <p><b>The board agreed:</b></p> <p>1. To note the update;</p> <p>2. To note the newly formed Community Engagement Team which has been established to provide a robust engagement response to Covid-19 infection in Trafford;</p> <p>3. To provide further update about the work of the team at future meetings of this Board;</p> <p>4. To ensure that links to Covid-19 information page on Council web-site work.</p> | All<br>All<br>Head of Regulatory Services<br>Comms |
| 5d. | Update and escalations from the COVID-19 Enforcement Group                                   | <p><b>The board agreed:</b></p> <p>1. To note the update.</p> <p>2. To commend the work of Environmental Health Team and Licensing Officers for their continuous support in ensuring residents and businesses' compliance with measures in place to manage the risk of Covid-19 infection.</p>                                                                                                                          | All<br>All                                         |
| 5e. | Update and Escalations from the Age Well Board                                               | <p><b>The board agreed:</b></p> <p>1. To note the ongoing campaign for Older People Voice:</p> <p><a href="https://www.trafford.gov.uk/residents/news/articles/2020/20201211-Champions-wanted-to-give-older-people-a-voice.aspx">https://www.trafford.gov.uk/residents/news/articles/2020/20201211-Champions-wanted-to-give-older-people-a-voice.aspx</a></p>                                                           | All                                                |
| 6.  | Public Engagement                                                                            | <p><b>The board agreed:</b></p> <p>1. To divulge Public Health messaging about</p>                                                                                                                                                                                                                                                                                                                                      | All                                                |

|    |                             |                                                                                                                                                                                                                                                                                                                                                                                                                |                                |
|----|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
|    | Board Activity and Feedback | <p>Christmas, to reiterate the importance of adhering to social distancing rules, hand hygiene and face covering to reduce the risk of infection;</p> <ol style="list-style-type: none"> <li>2. To produce a video to publicise a joint message from the portfolio holders for Adult Social Care and Health, Wellbeing and Equalities to support people to stay safe throughout the festive season.</li> </ol> | <b>Communications Team</b>     |
| 7. | Any Other Business          | None                                                                                                                                                                                                                                                                                                                                                                                                           |                                |
| 8. | Date of Next Meeting        | <p>The Board agreed:</p> <ol style="list-style-type: none"> <li>1. To change the day of the meeting from Monday to Wednesday. The next meeting will take place on Wednesday 13<sup>th</sup> January 2020 at 10:00 a.m.</li> <li>2. Governance Services to circulate the new dates.</li> </ol>                                                                                                                  | <b>All Governance Services</b> |

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**Report to:** Public Engagement Board

**Date:** 13/01/2021

**Report of:** COVID-19 Programme Team

**CLT Lead:** Eleanor Roaf, Director Public Health Trafford

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**Report Title: Data surveillance update paper to Public Engagement Board**

**Report Summary:**

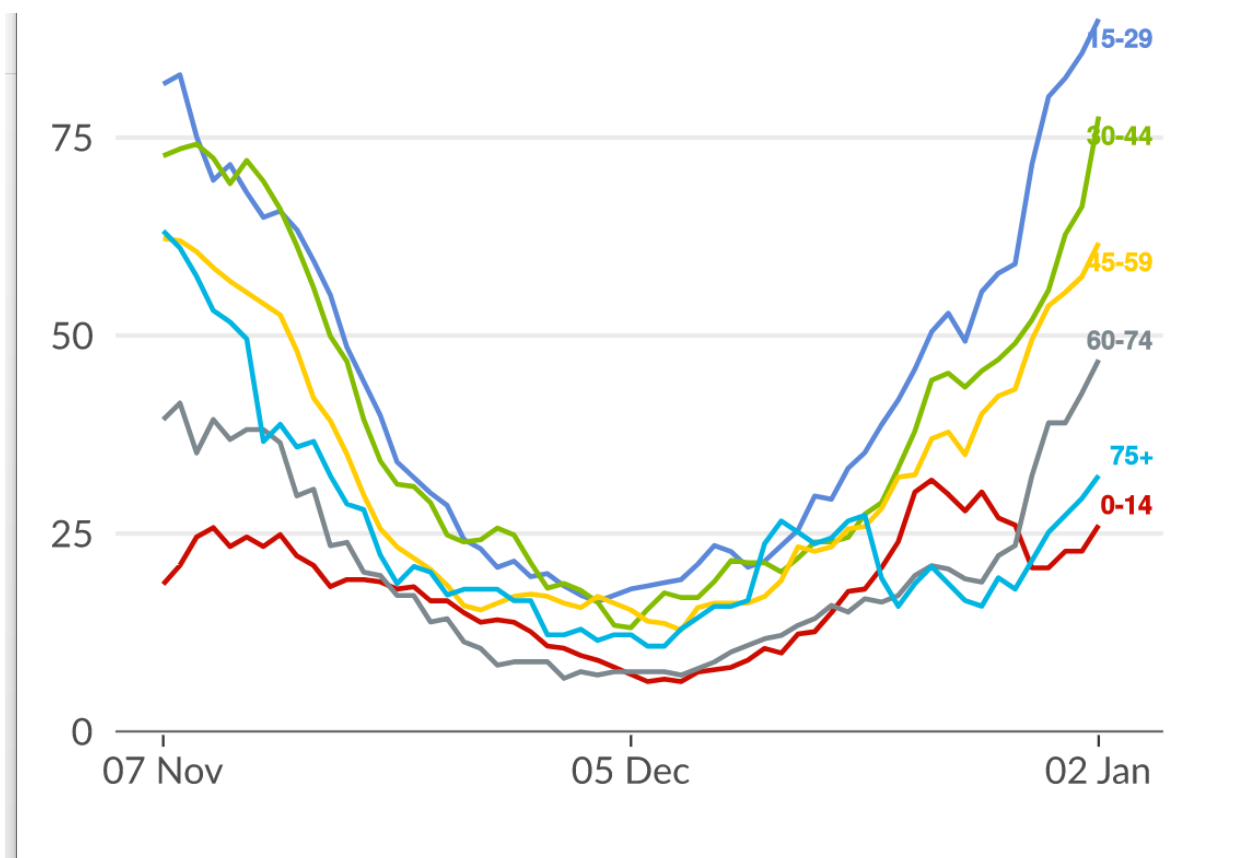
This paper provides an update on the current data position for COVID-19 within Trafford and provides comparative information with other GM localities. Data insights into any potential trends are provided based on best available public health information and intelligence available.

**Overall position**

In the week 27<sup>th</sup> December – 2<sup>nd</sup> January there were 952 confirmed cases of Covid 19 in Trafford, giving a weekly incidence of 401.1/100,000 population. There has been a sharp increase in cases since the end of the November lockdown, in line with the national trends and while Trafford's weekly incidence is still below the England average (579.8/100,000), we have recently had the highest infection rates in Greater Manchester. Every day we are now seeing over 100 more cases a day than in early December.

Our testing rates had fallen in December, they then increased over the Christmas holiday period, but have since gone back to the previous level. We have seen a sharp increase in Trafford's positivity rate since the turn of the New Year. Throughout the week leading up to December 31, 7-day positivity rates were between 7-8%, whereas they are now almost double that figure. Transmission continues to be widespread throughout the borough, and each of the four localities in Trafford, has a ward with a weekly incidence greater than 400/100,000. The majority of wards with the highest incidence rates are situated in the North and South localities.

We estimate that around 30% of our cases are the new variant; this variant is similar in symptoms and severity of illness, but is much more infectious than the other circulating Covid-19. The impact on our population and on our hospitals is therefore likely to be greater as more people will become ill as it is easier for people to be infected.



### Rates by age group

As can be seen in the graph above, our rates in our 0-9 year olds have dropped since the school holidays started but we have seen a large increase in rates for the remaining age groups. We are seeing particularly high rates in the young adult population (20-29), as weekly rates exceed 700/100,000 in both males and females. Prior to the Christmas holiday period, rates were increasing in Trafford's primary and secondary school ages, however we have seen these start to decline, whilst rates in our adult population are rapidly increasing. We are seeing worryingly high increases in our older population, with rates exceeding 200/100,000 in residents 65 years and over. Rates in our older population groups were stable before Christmas, (indeed, we were seeing decreasing rates in people aged 75+) but the rates in this group are now climbing, with the timing of this indicating increased infection due to increased social mixing at Christmas.

### Key messages

Our key messages are still to limiting social contacts, and preventing household mixing, and maintaining hand and respiratory hygiene at all times. We would strongly encourage people only to meet others outdoors, and to maintain social distancing. As the new strain is more infectious, it is even more important to follow these measures.

**Contact Officer:**

Name: Tom Seery, Public Health Data Surveillance Analyst

Tel:

Email: [Thomas.Seery@trafford.gov.uk](mailto:Thomas.Seery@trafford.gov.uk)

**1.0 Distribution of COVID-19 cases within Trafford**

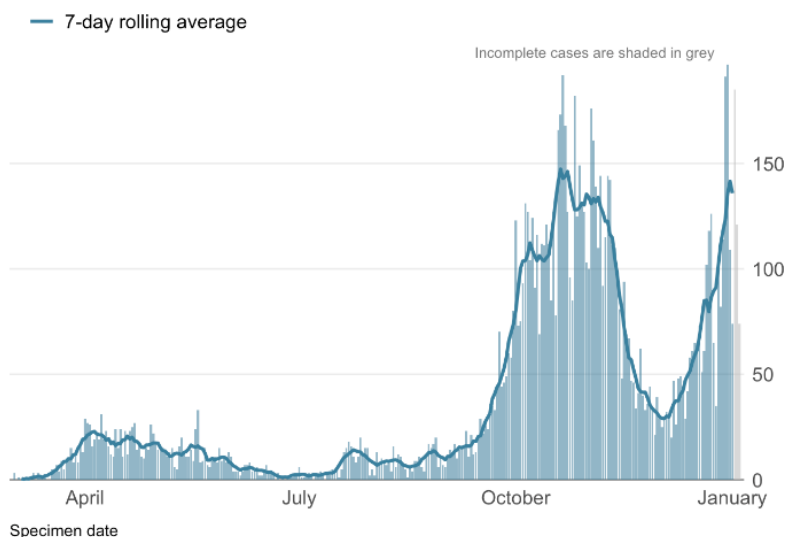
1.1 During the week 27 December 2020 – 02 January 2021, there were a total of **952** confirmed cases in Trafford, equivalent to a rate of **401.1** per 100,000 residents.

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 2<sup>nd</sup>.

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 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. The October rise in cases was followed by a sharp drop throughout November, largely influenced by the national lockdown.

1.5 We have seen another sharp increase in cases throughout the month of December, with daily confirmed cases exceeding 100. There were an average of 136 cases each day in the week ending 2<sup>nd</sup> January.

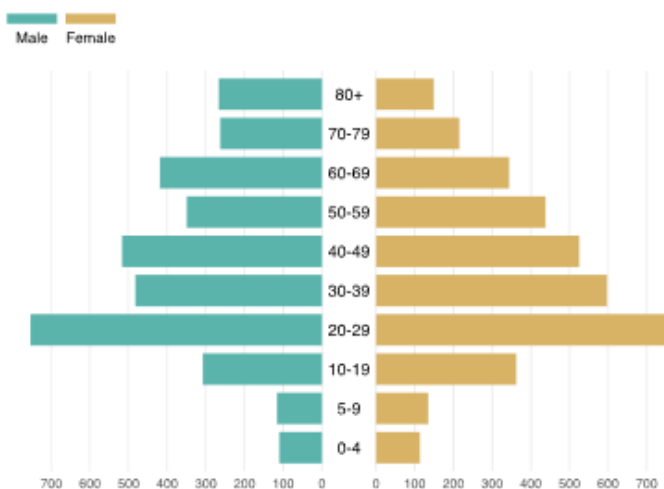


**Figure 1. Epidemic curve of daily confirmed new cases**

Trafford, 02 March to 04 January

1.6 Incidence rates have increased in the majority of Trafford’s age groups throughout December, as each age group has a weekly incidence greater than 100/100,000 population.

1.7 The working age group, but particularly the younger adult population (20-29), have seen the greatest increases in rates. As of week ending January 02, weekly rates exceed 700/100,000 in both males and females.



**Figure 2. Incidence per 100,000 population by age and gender**

Trafford, 27 December 2020 – 02 January 2021

1.8 Case increases within Trafford’s 65+ population have been steadier, however, have increased to a worrying level, as rates currently exceeding 200/100,000.

1.9 Trafford’s ‘White’ ethnic group, as of week ending January 02, contribute to the highest number of cases (**617**), followed by the ‘Asian / Asian British’ ethnic group (**150**).

1.10 The distribution of cases among the 5 ethnics groups has not altered as we’ve seen cases rise over the last month.

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

Trafford, 27 December 2020 – 02 January 2021

Source: PHE Daily COVID-19 Surveillance Reports

| Cases in last 7 days  |     |             |
|-----------------------|-----|-------------|
| Ethnic group          | n   | Per 100,000 |
| Other                 | 29  | 1318.2      |
| Asian / Asian British | 150 | 834.6       |

|                       |     |       |
|-----------------------|-----|-------|
| Black / Black British | 27  | 412   |
| Mixed                 | 23  | 381.4 |
| White                 | 617 | 318.3 |

## 2.0 Geographical spread of COVID-19 in Trafford

2.1 Cases are widespread throughout the borough, with only one ward having a weekly incidence less than 200/100,000, and 8 wards exceeding 400/100,000.

2.2 We are seeing rates highest in wards situated in the North and South of the borough, following a similar pattern to where we have seen the highest number of cases located throughout the pandemic.

## 3.0 Testing in Trafford

3.1 Over a 14 day period, ending January 05, the majority (**94.5%**) of COVID tests were conducted in our pillar 2 sites, consisting of all out-of-hospital testing sites.

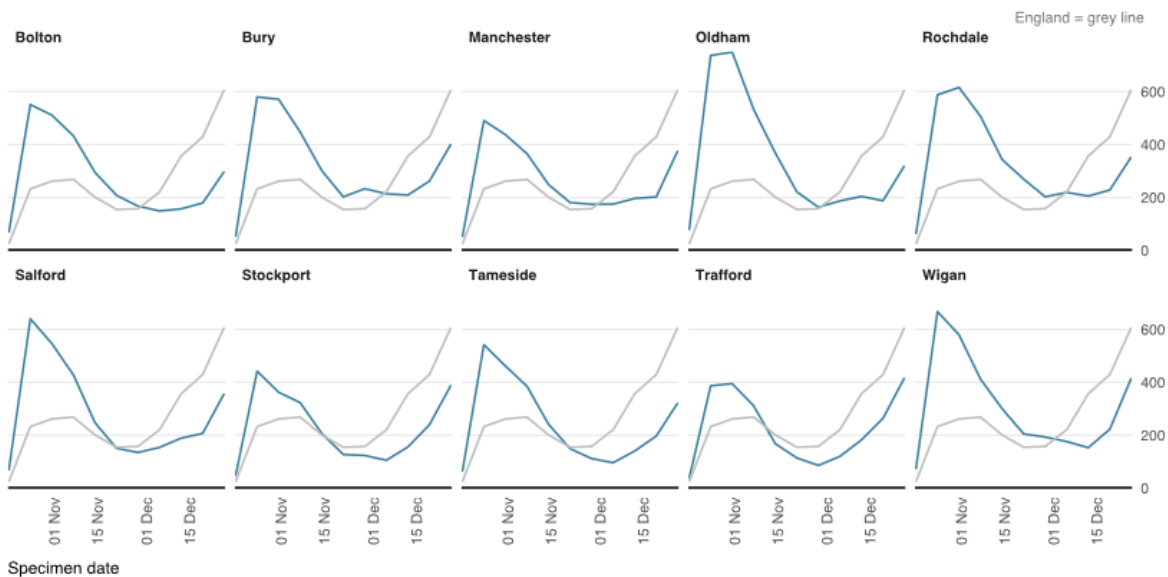
3.2 Total positivity rate (7-day) amongst both testing sites sits at **15.8%**. Overall positivity is below the England average (18.2%).

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

4.1 As presented in figure 3, each of GMs boroughs have experienced a sharp rise in incidence rates throughout December.

4.2 Trafford has experienced a sharper rise in its incidence rate when compared to the other boroughs; partially due to the low rates that we were experiencing at the start of December, and with any substantially increases in community transmission likely to have a big impact on volatility.

4.3 As of week ending January 03, Trafford has the highest weekly incidence rate



throughout the whole of GM.

**Figure 3. Weekly incidence per 100,000 population by local authority**  
Greater Manchester, 27 October 2020 to 03 January 2021