

Notice of a public meeting of

City of York Outbreak Management Advisory Board

To: Councillors Aspden (Chair), Runciman (Vice-Chair) and Kilbane
Ian Floyd - Chief Operating Officer, CYC
Sharon Stoltz - Statutory Director of Health for the City of York, CYC
Siân Balsom - Manager, Healthwatch York
Lucy Brown - Director of Communications, York Teaching Hospital NHS Foundation Trust
James Farrar - Local Enterprise Partnership
Ian Humphreys - Managing Director, First Manchester and York
Professor Charlie Jeffery - Vice Chancellor and President, University of York
Phil Mettam - Track and Trace Lead for Humber, Coast and Vale, NHS Vale of York Clinical Commissioning Group
Dr Simon Padfield - Consultant in Health Protection, Public Health England
Mike Padgham - Chair, Independent
Stephanie Porter - Acting Director of Primary Care and Population Health, NHS Vale of York Clinical Commissioning Group
Alison Semmence - Chief Executive, York CVS
Dr Sally Tyrer - General Practitioner, North Yorkshire Local Medical Committee
Lisa Winward – Chief Constable, North Yorkshire Police

Date: Wednesday, 24 November 2021

Time: 5.30 pm

Venue: Remote Meeting

AGENDA

1. **Declarations of Interest**
2. **Minutes of the Meeting held on 29 September 2021** (Pages 1 - 8)
3. **Presentation: Current Situation in York**
4. **Vaccination and Winter Planning Programmes** (Pages 9 - 12)
Including:
 - Vaccine Take Up & Boosters & Flu Vaccine
 - Access to Vaccines and Addressing Vaccine Inequality
5. **Update on the Economy and Building Back Fairer** (Pages 13 - 18)
6. **Communications Update** (Pages 19 - 36)
7. **Update from Sub-Group: Universities and Higher Education Establishments** (Pages 37 - 38)
8. **Items for Next Agenda**
9. **Dates of Future Meetings**
10. **Any Other Business**

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- Business of the meeting
- Any special arrangements
- Copies of reports and
- For receiving reports in other formats

This information can be provided in your own language.

我們也用您們的語言提供這個信息 (Cantonese)

এই তথ্য আপনার নিজের ভাষায় দেয়া যেতে পারে। (Bengali)

Ta informacja może być dostarczona w twoim (Polish)
własnym języku.

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

یہ معلومات آپ کی اپنی زبان (بولی) میں بھی مہیا کی جاسکتی ہیں۔ (Urdu)

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City of York Council

Committee Minutes

Meeting	City of York Outbreak Management Advisory Board
Date	29 September 2021
Present	<p>Councillors Aspden (Chair), Runciman (Vice-Chair) and Douglas (Substitute for Cllr Kilbane)</p> <p>Sharon Stoltz - Director of Public Health, CYC Amanda Hatton - Corporate Director of People, CYC Siân Balsom – Manager, Healthwatch York Lindsey Butterfield - Temporary Assistant Chief Constable, North Yorkshire Police (Substitute for Lisa Winward) Simon Dennis - Chief Executive and Monitoring Officer, Office of the North Yorkshire Police Fire & Crime Commissioner (Substitute for Philip Allott) James Farrar - Local Enterprise Partnership Ian Humphreys – Managing Director, First Manchester and York Professor Charlie Jeffery - Vice Chancellor and President, University of York Stephanie Porter – Director of Primary Care, NHS Vale of York CCG Alison Semmence – Chief Executive, York CVS</p>
Apologies	<p>Councillor Kilbane Ian Floyd - Chief Operating Officer, CYC Philip Allott – Police Fire and Crime Commissioner Lucy Brown – Director of Communications, York and Scarborough Teaching Hospital NHS Foundation Trust Phil Mettam – Track and Trace Lead for Humber, Coast and Vale, NHS Vale of York Clinical Commissioning Group Dr Simon Padfield - Consultant in Communicable Disease Control, PHE Mike Padgham – Independent Care Group</p>

Dr Sally Tyrer – General Practitioner, North Yorkshire Local Medical Committee
Lisa Winward – Chief Constable, North Yorkshire Police

In Attendance Anita Dobson – Nurse Consultant for Public Health, CYC
Fiona Phillips – Assistant Director of Public Health, CYC
Mora Scaife - Principal Neighbourhood Management Officer, CYC
Gareth Wilce – Senior Communications Manager, CYC
Professor Mike Holmes – Partner, Haxby Group (York/Hull/Scarborough)

31. Declarations of Interest

Board Members had no interests to declare.

32. Minutes of the Meeting held on 24 August 2021

The Board signed off the minutes as an accurate record of the meeting held on 24 August 2021.

33. Presentation: Current Covid-19 Situation in York

Fiona Phillips, Assistant Director of Public Health, provided a presentation on the current Covid-19 situation in York. She reported that the latest official validated rate of new covid cases per 100,000 people for the period from 17.9.21 to 23.9.21 in York was 226.5. Cases had started to rise but this was happening nationally as well. Compared to regional and national rates, York's local 60+ rate was lower and amounted to around 10% of the total cases.

The NHS 111 service frequency had reduced as well, which was attributed to people becoming less sick when they contracted covid. A similar picture was reported by the hospital, with 37 patients in general beds and another three in the intensive care unit. Due to various mitigation measures the link between hospitalisation and deaths had been severely weakened. Winter respiratory issues were happening earlier this year, which had caused our rates to be higher than those reported last year.

Fiona reported that the bulk of cases were amongst children, especially since they returned to school in September. Cases had started to drop in this cohort at the end of last term and continued to fall over summer. The rates had risen again before the current term started and had continued to increase. The effect of the 18+ vaccination programme could be seen in the data, as eight weeks after the initial round of vaccines were administered rates had started to drop.

Given that footfall had fallen across all sites, only the sites at York St John University, University of York and Foxwood Community Centre would remain. Tests kits could now be picked up from pharmacies and test sites or can be delivered to the home. Fiona reported that the outreach team had delivered over 11,000 tests and handed out over 13,000 at the test sites.

Sharon Stoltz, Director of Public Health for the City of York, informed the Board that the majority of household cases were triggered by school aged children. There was a risk that infection could be passed on to family members who were, or worked with, the clinically vulnerable. She was continually working with local schools to achieve a balance between proportionate measures to allow children to attend school while also mitigating the risk of transmission.

Sian Balsom, Manager of Healthwatch York, raised a concern around parents being fined for not having their children in school even if there was a possibility of them being exposed to the virus. Sharon wanted to make the distinction between a parent keeping their child off school out of fear that was not borne out by the evidence base and a parent with genuine concerns about infection control. The Corporate Director of People and the Director of Public Health had not received local reports of any cases where a fine had been imposed. Schools continue to work closely with children services and public health continued to deal with complex cases appropriately.

James Farrar asked for clarity of communication around the correct procedure for a primary school aged child when an older child in the same family was self-isolating. Confusion had arisen from the change in guidance for school aged children.

Action: Sharon Stoltz and Amanda Hatton agreed to pick this up with the Schools and Academies Board to ensure clarity of communication for parents.

34. Presentation: Vaccination and Winter Planning Programmes

Stephanie Porter, Director of Primary Care at the NHS Vale of York CCG, gave a presentation on vaccinations and the overall picture across the Vale of York and North Yorkshire. She reported that 89% of all first doses had been administered. The bulk of the centres' activity was currently made up of second dose appointments. All wards had achieved a minimum vaccine take-up of 60%. The level of vaccination in York remained in line with the levels of the region and was slightly above the national level. The city had also begun the delivery of the third dose programme.

Stephanie reported that the universal offer to 12-15 year olds had recently commenced and was being led by the School Immunisation Teams, not primary care. They aimed to offer the vaccination to all 12-15 year olds before the next half-term break.

All York GP Practices had signed up to deliver the Seasonal Influenza Vaccination Programme. Community Pharmacies were also mentioned as crucial partners for the delivery of the programme. The School Immunisation Teams planned to deliver an expanded flu programme to 15 year olds. Stephanie also confirmed that the primary care flu clinics for priority groups had commenced.

Councillor Douglas asked whether the flu programme was expected to be unpredictable or whether it would have a straight trajectory. Mike Holmes assured the Board that Nimbuscare were prepared to reorganise appointments if there were problems with the vaccine supply. Councillor Douglas also asked if there were any issues with the delivery of the vaccine to housebound patients. Mike assured the Board that Nimbuscare continued to support and consult community nurses over vaccinating housebound patients.

Mike Holmes informed the Board of a pilot scheme around managing children with a respiratory virus. The scheme had arisen because of a surge of viral illnesses in children. The rate in children had since settled but was expected to rise again. Respiratory viruses contracted by children under two years of age could cause more serious respiratory problems, like bronchiolitis. In order to reduce the risk of further health complications, children who had contracted a respiratory virus were put into the green, amber or red category. If a child was in the amber category they would require a period of observation. The scheme aimed to help improve capacity at the hospital through a collaborative approach.

35. Communications Update

Gareth Wilce, Senior Communications Manager at City of York Council, gave a presentation around the key messages and four phases of the Outbreak Communications Plan. The volume of regular communications had reduced, enabling the team to resume their business as usual. All communications were prepared to be resumed or extended whenever it was appropriate.

Gareth reported that the Return to Education Campaign was in full flow. The campaign focused on supporting parents, carers and pupils to return to school safely. Every school received a resource pack with key messages tailored to the younger population.

Gareth also reported that there was a national push for the 18-29 cohort to get vaccinated. National resources had been shared with the relevant organisations. Behavioural research had found that convenience and removing barriers were the main factors to persuade this cohort to get vaccinated. Employers who hired younger staff had also been consulted. Social media platforms had been commissioned to encourage peers to share their vaccination stories and normalise the conversation around vaccination.

Sharon Stoltz informed the Board of the increasing levels of complacency around covid seen in the community. As the pandemic continued it became increasingly challenging to ensure messages were received in the right way. The next phase of communications would need to focus on infection prevention control (IPC) steps to protection, and practical messages around covid.

Sharon asked the Board whether local advice around face coverings should go further than that advised by the national government. Face covering provided a level of protection against all seasonal respiratory viruses. Although York as a local authority was not in a position to mandate face coverings, given the recent evidence about how people feel safer with face coverings, the Board endorsed the suggestion. Sharon informed the Board of a letter that was being developed to remind residents of IPC measures and how to remain safe. The letter could be an opportunity to advise residents to wear face coverings where appropriate. The letter would be signed by the Clinical Chair of the CCG, the Medical Director of the Hospital and the Director of Public Health. Charlie Jeffery agreed that a clear citywide message around face coverings would help with what the universities were trying to achieve. James Farrar asked whether the business community were being engaged to support this, as a

consistent message from all partners was necessary. Sharon agreed that communications between the business community needed to be strengthened.

The Board noted the update.

36. A Community Approach to Recovery

Mora Scaife, Principal Neighbourhood Management Officer reported that she was working with colleagues in public health to develop the community hubs and support the outreach work. Since the start of the pandemic the hubs had supported the community through food distribution, shopping, prescription collection and delivery and provided support for those identified as clinically extremely vulnerable.

By working on a grass roots level on the frontline with the community, more of an insight into the local barriers was gained. Mora reported that most of her team had been upskilled to enable them to have conversations around vaccine hesitancy and financial/technological inclusion. She added that these types of skills had been carried over into their usual work and not just used in the covid response. Mora also suggested her team as a good resource to disseminate messages at a local level.

The Board noted the update.

37. Third Impact Survey: Update from the Voluntary Sector

Alison Semmence, Chief Executive of York CVS, informed the Board that, even though there had been a significant decrease in income for charities over the pandemic, the picture was starting to look better, with 76% thinking they would be okay for the next 12 months. Alison reported that those charities with a diverse spread of income had been the worst hit compared to the charities that were solely funded from grants. The Third Impact Survey had found that 33% of organisations had used their reserve funds.

The pandemic had caused an increase in frequency and reliance across most support services. With fewer staff and volunteers available, most services were at capacity. Alison assured the Board that this problem was being addressed through the Volunteering Centre established to help replace volunteers that had been lost. To ensure the centre continued to operate, further funding would have to be identified, as it had only been agreed to run up until March 2022.

Alison made a request for the Board to reflect on how their organisations could help with the sustainability of the voluntary sector.

The Board noted the update.

38. Update from Sub-Group: Universities and Higher Education establishments

Professor Charlie Jeffery, Vice Chancellor and President of the University of York gave an update on the current position of universities and higher education establishments. He informed the Board most of the new students had arrived last weekend. Freshers' week had begun this week and teaching would start next week. He reported that he was working with colleagues in public health to establish risk assessments and scenario planning for the 40,000 students currently studying at universities and colleges.

The universities had been encouraging bi-weekly testing and had continued to support self-isolations with digital vouchers, entertainment and IPC guidance. The University of York had re-surveyed their students to get a better understanding of the current landscape. It was found that 91% of students had been vaccinated and 71% had received their second dose of the vaccine.

Stephanie Porter thought it would not be unreasonable to estimate the general population of the 18-29 cohort to be around 50-60% vaccinated if 91% of university students had been vaccinated. Sharon Stoltz suggested that the JSNA carry out a piece of work to separate the university cohort from the rest of population. Fiona Phillips explained that the data received did not include an individual's occupation or education; she advised that some proxy estimates might be drawn from the university's survey. James Farrar suggested exploring the younger cohort in the behavioural insight work that was carried out.

Action: Gareth Wilce agreed to provide a behavioural insight report on the younger cohort at a future meeting.

Action: Fiona Phillips to investigate whether proxy estimate could be drawn from the university's survey.

The Board noted the update.

39. Items for Next Agenda

The Chair confirmed that there were three standing items for all future agendas:

- Current Situation in York
- Communications and engagement
- Updates from Sub-Group/ Task and Finish Groups.

The Board agreed to add the following to the agenda for the next meeting:

- Economy and building back fair – Simon Brereton.

40. Dates of Future Meetings

The Board agreed to reduce the frequency of the meetings to one meeting every two months. Should the situation change, an additional meeting would be called if it was viewed as necessary.

The agreed dates of future meetings were as follows:

- 24 November 2021
- 26 January 2022
- 23 March 2022
- 25 May 2022

41. Any Other Business

The Board recorded their thanks to Amanda Hatton, who would shortly be leaving City Of York Council.

The Board had no other business to discuss.

Cllr K Aspden, Chair

[The meeting started at 5.30 pm and finished at 7.19 pm].



Report prepared 12 November 2021

Outbreak Management Advisory Committee

Covid-19 vaccination programme update

The Local Vaccination Sites continue to deliver covid vaccinations in line with NHS England and JVCI priority groups. At present these include:

- Booster vaccinations for priority groups, with a focus on care homes
- Immunosuppressed patients requiring a 3rd dose as part of their primary course
- Supporting the universal offer to 12-15 year olds
- Booster does for eligible groups which has recently changed to those who are 152 days post their 2nd dose
- We maintain an ever-green offer for patients coming forward for a first dose offer

Current providers are:

National Vaccination Centre run by Nimbuscare at Askham Bar, York

CCG-commissioned Local Vaccination Services:

Askham Bar LVS, York

Haxby Health Centre LVS

Tadcaster Health Centre LVS

Selby Leisure Center LVS

Pickering Medical Centre LVS

Galtres Centre LVS, Easingwold

There are also a number of smaller Community Pharmacy sites across York.

The above providers offer services from their main sites, plus a number of pop-up clinics (according to supply/demand) to provide more convenient and local access for hard to reach or vaccine hesitant groups across the area.

COVID vaccination programme numbers - summary

The Vale of York CCG have **327,258** eligible individuals for covid vaccinations. This number changes frequently as individuals become eligible ie 12 – 15 year olds, and the recent reduction of when booster doses can be obtained. We have a total of 78%

vaccinated with first and second doses, and 66.6% vaccinated plus their booster dose (this figure was 17% just 8 days ago).

Our timeline analysis shows a sharp increase in Booster vaccinations from September, plus a small increase in first doses (part vacc.) at start of November.

When we review only the York Wards as an analysis of City take up the covid vaccination rates are 75% coverage of first and second doses and 67.4% vaccinated plus their booster dose (the latter being under 15% just 8 days ago).

Care home vaccinations

The CCG is progressing well with care home vaccinations.

As at 12 November 2021 we have residents vaccinated in the following numbers:

98% first dose, 97% second dose and 81% booster.

Where it makes operational sense and is clinically appropriate, and consent is in place residents will also be co-administered their flu vaccination.

Staff covid vaccination rates are 99% first dose, 97% second dose and 32% booster

The programme is affected by any infection outbreaks at a home, and we have seen sites request vaccination sessions be postponed. Providers risk assess the decision to go into a home to vaccinate in these circumstances.

Vaccine supply

At present the vaccine available is predominately Pfizer which requires a 15 minute observation period. Where LVS sites have previously used Astra Zenica (AZ), throughput has been reduced to allow for social distancing in the observation area. We have moderna vaccine also and a very small supply of AZ reserved for patients with allergic reactions to Pfizer.

We anticipate unequal supply in the coming weeks and with the upswing in 12-15years at the vaccination sites in support of the schools programme and the booster programme being taken up in large numbers, booking is essential with very limited capacity to accommodate walk ins and planning is becoming fragile, from week to week.

Lower Uptake Cohorts

We know that our Vale population has older residents, who became eligible earlier and take up was high overall. For both our Vale and City residents we see excellent take up rates until we start to see levels fall off in the under 50s.

We work with practices and the contract tracers at City of York Council periodically to review at an individual level who hasn't taken up the vaccination offer and adapt our approaches. We are currently working with our largest Practice to undertake this exercise again to review if any of our approaches have an impact.

Experience to date has provided evidence that only when external factors are engaged do we see an increase in uptake ie promotion of a 'covid passport' without

which freedoms might be curtailed. We continue to change up our advertising and engage different methods, but the slowdown is embedded.

We are seeing some first dose take up, but it is small numbers.

We are successful when we have a specific cohort ie the Afghani Refugees or Asylum Seeker work for covid vaccinations and we have really good engagement with faith leaders.

Recent initiatives to take the vaccine to the recipient have been successful, including:

- Antenatal clinic
- Askham Bryan Colleague
- Freshers' week at the University

We continue to run a variety of advertising/awareness campaign across a number of platforms.

Influenza Vaccine Programme

The annual flu vaccination programme continues in both general practice and pharmacies. There remains supply issues, when all allocations are used and there is a delay in replenishments. General practices are reporting via their patient systems take up in order of 70% for over 65% - we have some reporting issues with NIMS drawing that data through, which is reporting a lower figure.

Stephanie Porter

Interim Director for Primary Care and Population Health

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City of York Outbreak Management Board

November 2021

Economic Response Plan

Report of the YNY LEP and CoYC Economic Development Team

1.0 Purpose of the Report

1.1 The report provides an update on the state of the economy in City of York, the threats and opportunities looking forward and activities to create stimulus going forward.

2.0 State of the Economy

2.1 Whilst the full impact of covid remains unknown, underlying indicators provide a positive picture for the future. The headlines are:

- The size of the economy will return to pre-covid levels this year (2021)
- Whilst unemployment is slightly up, many sectors are reporting vacancies
- Weekday footfall remains below pre-covid level due to more people working from home, however weekend footfall is exceeding pre-covid levels confirming the anecdotal tourism boost reported. Importantly, spend is also exceeding pre-covid levels.
- The failure of the Arcadia Group led to an increase in vacancy levels, however we are now seeing an increase in interest, particularly from independent retailers and for a change of use from retail to leisure uses.

2.2 Oxford Economics predict a 8.5% drop in GVA for 2020, however GVA is expected to exceed pre-covid levels in 2021.

2.3 Furlough ended on 1 October, and whilst the true impact of this may yet to be fully felt, unemployment levels are only slightly above pre-covid levels and businesses are reporting vacancies across a wide range of sectors.

Unemployment Rate

	Unemployment rate
Pre covid (Jan 2019 to Dec 2019)	2.6
During covid (Jan 2020 to Dec 2020)	2.1
Now	2.8

- 2.4 Vacancy rates vary across York. The significant increases are primarily linked to the failure of national groups e.g Arcadia Group (Burtens, Top Shop etc) and the dis-investment by John Lewis.
- 2.5 On a positive note, there is significant interest in town centre opportunities from;
 - 2.5.1 Independent retailers who see the attractiveness of York as a location
 - 2.5.2 Leisure providers who are seeking change of use, to create more city centre experiences; and
 - 2.5.3 Developers looking to convert to residential.
- 2.6 These trends, support the research finding done in partnership with the LEP pre-covid and are an acceleration of an existing trend.
- 2.7 Indeed, this increase in demand is unsurprising, when considering the footfall and city centre spend figures. Using the pre-covid level as baseline of 100 (Any score over 100 is higher than pre-covid levels, any score below 100 is under pre-covid levels) , weekday footfall has recovered to 86, the shortfall representing more people working from home, coupled with no overseas visitors.
- 2.8 Weekend footfall, has exceeded pre-covid levels reaching a score of 115, and importantly spend has recovered to a score of 132. This reflects the staycation boom during the last year and reaffirms York’s attractiveness as a location across UK.

Vacancy Levels

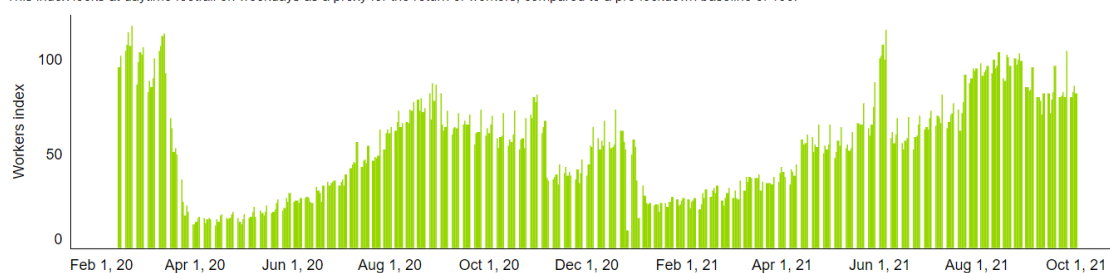
	Vacancy levels		
	Current (November)	12 months ago	36 months ago
Town Centre	12.60%	11.50%	6.70%
Coppergate shopping centre	30.40%	13%	9.10%
Fulford Retail Park	0%	0%	0%
Foss Islands Retail	9.10%	9.10%	20%
McArthur Glen	7%	8.60%	5.20%
Monks Cross	36.40%	24%	9.10%
Clifton Moor	8%	8%	7.80%
Vangarde shopping centre	20%	20%	10%
Source: Local Data Company			

Footfall



Weekday index

This index looks at daytime footfall on weekdays as a proxy for the return of workers, compared to a pre-lockdown baseline of 100.

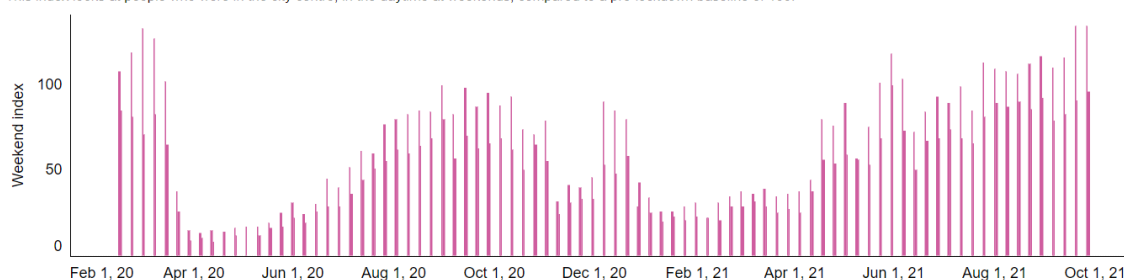


Weekday index: **86**



Weekend index

This index looks at people who were in the city centre, in the daytime at weekends, compared to a pre-lockdown baseline of 100.



Weekend index: **115**

3.0 Threats and Opportunities

3.1 Building on the local economic data alongside more macro national and international trends there are a number of both threats and opportunities which may impact on York's recovery and growth.

3.2 Many sectors are reporting challenges in recruiting labour, this in turn can lead to increasing wage levels and challenges in retaining staff, especially in lower paid sectors. For examples

- Manufacturing: 80% reported recruitment difficulties in the last quarter in a Y&NY Chamber of Commerce survey. For some, this is not just about having access to cheap labour, it is simply the people are not out there. This could see manufacturers consider setting up production/processing facilities elsewhere in Europe;
- Apprenticeships: York has seen a surge in the number of apprenticeship vacancies advertised each week with figures now about double pre-pandemic levels;
- Social/Health Care: some employees in this sector are seeking roles in alternative sectors (i.e. retail) due to stress, risk of respiratory infection, but also an increased wage;

3.3 Global oil and gas price rises have been significant and are creating significant concerns amongst business who are either energy intensive or whose raw materials are energy intensive causing price rises.

- 3.4 Ongoing global supply chain issues persist and can either result in projects being delayed or businesses being unable to meet customer deadlines.
- 3.5 Collectively, these issues are all inflationary. We have seen inflation rise from 0.7% in January to 3% in September. Usually the Bank of England will raise interest rates to control inflation, however because the primary cause is the spike in oil and gas prices globally, rather than being driven by demand locally, interest rates remain low.
- 3.6 All the above provide uncertainty at a time when we need businesses to have the confidence to invest and grow and consequently could lead to decisions being delayed and a drag on recovery.
- 3.7 Against that, a positive coming out of covid is the increasing flexibility in working arrangements. If people can live anywhere and connect digitally to work anywhere, quality of place becomes a much bigger driver in where people and businesses want to locate.
- 3.8 York has long been one of the most desired places in UK to live, and coupled with it having the best rail connections in the North and ongoing investment in digital connectivity, York is increasingly in demand. Estate agents are reporting increased enquiries from outside the region (e.g London).
- 3.9 This connectivity to London and across UK also makes York an attractive location as UK government looks to relocate civil service jobs out of London.
- 3.10 Additionally, COP26 has also once again raised the importance of the environment in the business agenda. The bioeconomy Innovation assets in and around York provide a real economic opportunity to deliver good quality jobs, whilst delivering on this key global ambition. BioYorkshire, an initiative led by University of York, FERA Science and Askham Bryan College has been launched to make the case for investment by both industry and government.

4.0 Activities to create stimulus

- 4.1 Partners across York have been working together to attract investment and create a stimulus to support the economic recovery. For example:
 - City of York Council worked with partners and have successfully secured two Community Renewal Fund investments amounting over £600k into town centre stimulus projects. There are:
 - Archeology on Prescription £122,123
 - Street Life – Using York’s historic high streets as heritage catalysts for community renewal £469,765
 - Make it York continue to develop events, and, working with CoYC and partners, have developed plans to deliver an ambitious yet safe Christmas market in the City
 - City of York continue to work closely with government to attract a Civil Service Hub onto York Central; and
 - Following the government announcement, the city has formally expressed an interest in the Great British Rail headquarters being located in York. The formal competition is due to be launched imminently.

- BioYorkshire, detailed above, continues to build the case for investment in Bioeconomy delivering on the global net zero ambition.
- All Local Authorities in York and North Yorkshire have written to government expressing a desire to progress devolution at a York and North Yorkshire level as a matter of urgency.

4.2 Throughout Covid-19 City of York and the LEP Growth Hub have worked closely to support small businesses with over 3500 receiving support through the pandemic. This has been critical in both helping these businesses survive, but also in providing grass roots intelligence to inform actions.

4.3 Looking forward strategically, both City of York Council and the York and North Yorkshire LEP are working to develop ambitious economic plans. The York Economic Strategy and York and North Yorkshire Plan for Growth will set out the strategic ambitions for the region and seek to target and attract new investment into the City.

5.0 Recommendations

The Board is asked to note and comment on progress.

6.0 Officer Contact

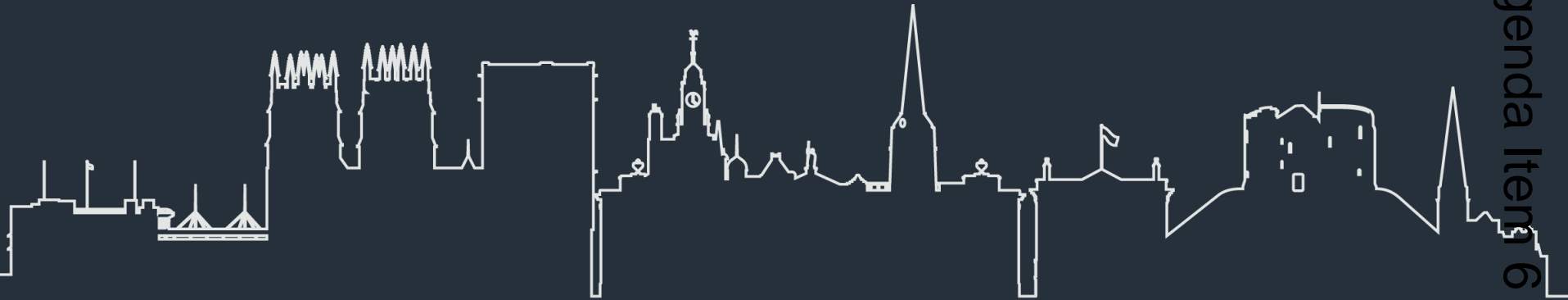
Name/Title:	James Farrar
Contact:	07791 885965

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YORK OUTBREAK CONTROL Communications update

24 November 2021



The four phases of outbreak management communications

Phase 1

- Prevent - Provide updates about the current situation to prevent outbreaks

Phase 2

- Respond – Share information in responses to an alert following increased cases and/or change in restrictions

Phase 3

- Manage the outbreak

Phase 4

- Safely recover

A phased approach

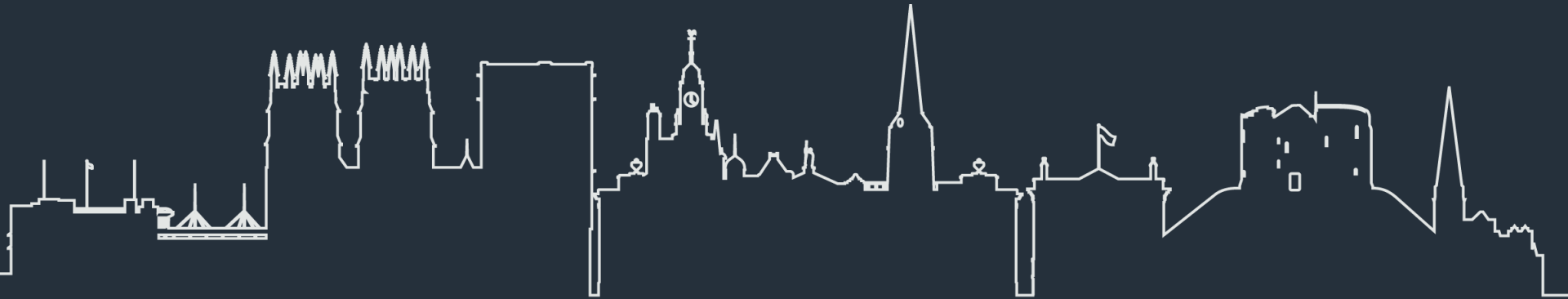
Phases		Approach (including aims)	Timing
1	Regular updates of current situation to try and prevent outbreaks	<p>Amplify in phase 2</p> <p>Share accurate and timely updates: Share key public health messages and updates about the current situation in York, quickly addressing inaccuracies and providing the most up to date information and tools to support behaviour change.</p> <p>Build advocacy: Work closely with partners to ensure consistent messaging across the city. Share public health actions taken by city partners and public health and show how behaviour changes are supported by partners.</p>	15 June 2020: Reopening
2	Alert following spike in cases and/or change in restrictions	<p>Build confidence in the steps taken and what people need to do : Share what the city is doing to protect residents and what they need to do to keep others safe and places open. Use case and vaccination data to update residents and businesses on the current position. Demonstrate partnership approach being taken.</p> <p>Build engagement through conversation: Share messages and updates with residents. Engage audiences to find out how they are feeling and what they need to help the city recover and adapt their behaviours. Work closely with our partners to share insight and ideas.</p>	<p>2 December 2020: Tier 2</p> <p>30 December 2020: Tier 3</p>
3	Manage outbreak	<p>Deliver a regular drumbeat of accurate information: Initiate incident communications toolkit, assign roles and establish the rhythm of the incident, with regular and targeted communications and ongoing social media and website updates.</p> <p>Signpost support: Update CYC website and signpost support through all channels, responding to social media and providing information for partners to distribute through their channels</p> <p>Promote unity and community cooperation: Put people first, share stories of the personal impact of covid (MyCovidStory) and of people coming together and showing the very best of themselves and their experience of covid (York Kind)</p> <p>Target information: Provide residents with targeted information about changes, signpost relevant support services, coordinate information through targeted networks for partners to distribute to their channels</p>	<p>23 March 2020: Lockdown</p> <p>2 November 2020: Lockdown</p> <p>5 January 2021: Lockdown</p> <p>8 March 2021: step 1a</p> <p>29 March 2021: step 1b</p>
4	Safely recover	<ul style="list-style-type: none"> Approach as per phase 1 and 2 	<p>12 April 2021: step 2</p> <p>17 May 2021: step 3</p> <p>19 July 2021: step 4</p>

Communications roadmap



	J	J	A	S	O	N	D
Restrictions	Step 3	Step 3 Step 4	Self isol		Monitor and respond to govt guidance		
Regular updates / e-newsletters	1x weekly;				Reduced frequency		
Direct publications, Our City	Quarterly						
Facebook live – ask the leaders	Monthly – link to restrictions/changes						
York-specific campaigns -Signage, social, web, PR throughout, partner use	Let's be York		Protect, respect, be kind			Behavior change	
Right place, right care – winter pressures	Supporting NHS led campaigns						
18-34 year old residents	PR, social, partner packs						
Testing	Direct, web, social, signage						
Vaccinations	Support rollout and potential autumn boosters/school vaccination service. Social, PR, Web, Signage						
#FeelRealYork	Social media, posters, partner toolkit around men's mental week.						
Return to education	Support education settings		Prepare for return of pupils				
#Whatsmynextstep	PR, social, partner toolkit shared on building in more activity around the home, plus case study.						

Regular update of current situation to try and prevent outbreaks



Share accurate and timely messaging

30 of 80 press releases relate to COVID; large emphasis on recovery and jobs support

9/103 media enquiries COVID-related

Date	Title
15-Nov	Council launches Business Growth Voucher Scheme to support local businesses
11-Nov	Executive to discuss footstreets arrangements
10-Nov	£1m winter support to struggling households
05-Nov	Scrutiny to debate recommendations on the future of footstreets
02-Nov	York Business Week 2021 endorses sustainable business models
02-Nov	York leads consortium to uphold standards in private rented homes
01-Nov	York Business Week offers Skills Programme to Rebuild for Growth
01-Nov	York Business Week explores the Reconfiguration of Workspaces following Covid-19
01-Nov	York Business Week 2021 encourages 'Healthy Minds at Work'
01-Nov	#AskTheLeaders how to challenge poverty and talk money
30-Oct	York Business Conference returns to 'Rebuild for Growth'
27-Oct	Have fun this autumn safely and considerately
25-Oct	Children and young people in York to benefit from Free School Meals during half term
22-Oct	York children aged 12-15 years can get covid vaccination at Askham Bar NHS Vaccination Centre
21-Oct	York Remembers: a month-long opportunity for reflection and commemoration
20-Oct	Small Business Saturday to visit Haxby
19-Oct	Public health leaders recommend additional covid measures for York school pupils
18-Oct	Final consultation on The Groves' low traffic trial
08-Oct	Pioneering ten-year skills strategy to support the city through covid endorsed
08-Oct	New Special Educational Needs strategy for York young people considered
08-Oct	5,800 pupils walk the distance to Glasgow this Walk to School Week
08-Oct	A month of action aims to Challenge Poverty and Talk Money in York
08-Oct	Families with lower incomes receive £230k in support
06-Oct	Have your say on York city centre access
04-Oct	50 employers and training providers at latest York Job Fair
30-Sep	Funding awarded to support the York Ice Trail 2022 and Aesthetica Film Festival 2021
30-Sep	Help shape a new city centre vision – survey extended
24-Sep	UPDATED: Temporary pavement café licences extended - businesses reminded to reapply
22-Sep	Over £200K proposed for Free School Meals and community support projects this winter
21-Sep	City partners launch skills' strategy to support covid recovery

19th October

Public health boss urges children to be vigilant as Covid cases soar



By Nadia Jefferson-Brown | [@NJeffersonBrown](#)
Business Editor



Sharon Stoltz, director of public health, City of York Council.

NEWS

[Home](#) | [Coronavirus](#) | [Climate](#) | [UK](#) | [World](#) | [Business](#) | [Politics](#) | [Tech](#) | [Science](#) | [Health](#) | [Family & Education](#)

[England](#) | [Local News](#) | [Regions](#) | [York & North Yorkshire](#)

Covid: York health boss urges move to 'Plan B'

🕒 20 October



Coronavirus pandemic

Share accurate and timely messaging



Thank You

As we approach the end of another year, we want to take the opportunity to thank residents for their incredible efforts over the last 12 months.

2021 will certainly be a year that we never forget, but what we will most remember is the resilience and community spirit displayed by the people of York in times of need.

Whilst restrictions may have gone, Covid is still with us and we all have a part to play in stopping the spread of the virus. If we all continue to protect, respect and be kind we will make a difference. You can read more about the plans for booster jabs on page 13 and we would encourage everyone that is eligible to come forwards.

The past year has brought about new challenges and opportunities that will shape our city for decades to come. We would also like to thank the thousands of residents who took part in Our Big Conversation earlier this year to add your voice to the conversation about the future of York. You can read more about the results so far on page 14.

During November, we will reflect on the loss the city has experienced. Families and friends have lost loved ones and many people have found their lives disrupted beyond recognition. The city is resilient and it will bounce back however, now we are coming together to recognise the challenges we have faced. Please join us in quiet remembrance.

Information about local reflection and commemoration events is available at www.york.gov.uk/YorkRemembers.

york.gov.uk @CityofYork @cityofyork

3

Public Health

Boost your immunity this winter

This winter it's essential we protect ourselves and others against both flu and Covid-19. You can give Covid-19 and flu to your family and friends, without having symptoms.

Invitations are now being issued to people eligible for the free flu vaccine and Covid-19 booster jab. Please keep playing your part and get your jabs when offered.

Flu vaccination

Flu vaccination clinics are up and running at GP practices, the Askham Bar NHS Vaccination Centre and community pharmacies.

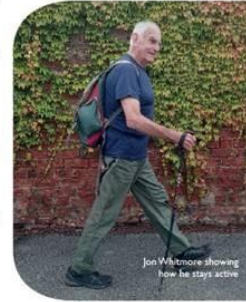
People are being invited by their GP surgery or may be invited to book their jab at the Askham Bar Vaccination Centre. Please wait for your invitation and get your jab when the time is right.

Covid-19 booster vaccinations

Booster jabs are currently invitation only and are being offered to groups in the same order as the first vaccines. You will be eligible if you are:

- living in residential care homes for older adults
- aged 50 years or over
- a frontline health and social care workers
- aged 16 to 49 years with underlying health conditions that put you at higher risk of severe Covid-19 (as set out in the green book), and adult carers
- an adult household contact of immunosuppressed individuals

york.gov.uk @CityofYork @cityofyork



It's time to get more active

There's never been a better time to rebuild strength and fitness lost during the pandemic.

With more clubs and gyms reopening, health and fitness specialists are urging us all to get more active.

Find fun and motivating ideas online.

www.livewell.york.gov.uk/WhatsMyNextStep

13

Dear Resident,

How to stay safe and help prevent the spread of winter viruses

As we head into the winter months the risk of illness from winter viruses becomes very real. This winter we know that COVID-19 is still circulating at high levels in communities in York but we are also concerned about colds and flu and other respiratory viruses that can cause mild to severe illness and deaths in the most serious cases.

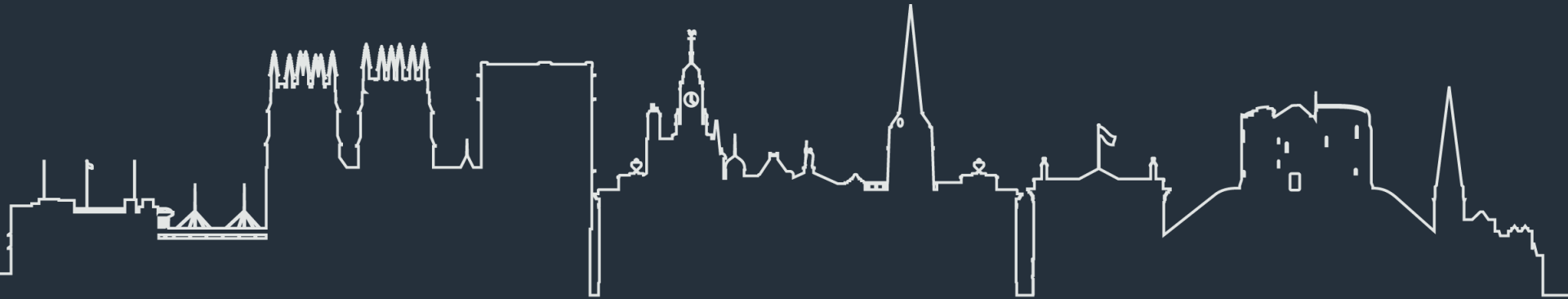


#TogetherYork

Disruptive behaviour change



Build confidence in the steps taken and what people need to do



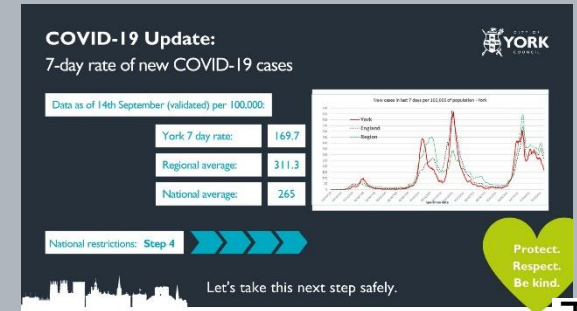
Build confidence in the steps taken and what people need to do

The council works closely with partners and uses different channels to reach as many people as possible.

Our regular communications (increasing registrations throughout the month by %):

- email updates to members and partners (130 recipients)
- 1 x weekly resident e-newsletter (2,403 recipients =)
- Weekly business e-newsletter (1,701 recipients =)
- Weekly families e-newsletter (1,143 recipients =)
- Regular press releases and media interviews
- Social media campaigns
- Facebook live: financial wellbeing 3 Nov 1036 Reach, 486 views, 73 engagements

Regularly share case data and vaccination update



Helping people maintain positive behaviours

Testing and face masks



Promoting the regular use of testing
Promoting good behaviours, especially among school-aged children
Using both CYC and national assets, as well as a PR



improve and make a difference

12-15 year olds

Vaccinations

Shared national social media assets on CYC channels

Messaging designed to offer reassurance for common concerns expressed by parents,

Letter sent out to parents via schools, providing useful details about the vaccine

Articles written in both resident and family newsletters

Assets shared with secondary schools

Social media and printed handouts

COLD OR COVID?

Have you got any of these symptoms?



Runny nose



Continuous headache



Sneezing



Sore throat



Loss of smell (anosmia)



Fever

It might not be 'just a cold'.

Many of the symptoms of COVID-19 are the same as a cold. A positive lateral flow test is highly likely to be true, but a negative result might not be accurate. If you or your child have any of these symptoms, get a PCR test to make sure and help stop the spread of Covid.

To find out more about how to get a PCR test, please visit www.gov.uk/get-coronavirus-test or call 119 between 7am and 11pm.



NEWS

22nd October

Youngsters aged 12-15 can book Covid jab at Askham Bar later today



By Mike Laycock |  @mikelaycock2
Chief reporter

Vaccinations

- Partner communications
- Shared NHS/CCG communications
- Business bulletin to city employers
- Promoted vaccinations to next groups
- Shareable information at vaccination sites
- Weekly statistic update now include booster and 12-15 vaccines

We've made it easier than ever for you to get your COVID-19 vaccine.

Don't miss the chance to grab your jab at one of the following sites:



Date	Time	Location	Vaccine	Further information
Daily	8am-8pm	Askham Bar Vaccination Centre	Astra-Zeneca Moderna Pfizer	For people aged 18+ who have not yet had their first dose, or want to bring forward their second dose to 8 weeks.
Saturday 14 August	9am-12noon	Jorvik Gillygate Practice, Stonebow	Astra-Zeneca Pfizer	For people aged 18+ who have not yet had their first dose, or want to bring forward their second dose to 8 weeks.
Saturday 14 August	2-4:30pm	Citywide Health, Wyre Court, Haxby	Astra-Zeneca	For people aged 40+ who have not yet had their first dose, or want to bring forward their second dose to 8 weeks.
Sunday 15 August	8:30am-12noon	Wigginton Recreation Hall	Pfizer	For people aged 18+ who have not yet had their first dose, or want to bring forward their second dose to 8 weeks.



City of York Council
• 36 mins ago

Let's protect each other by getting both COVID-19 vaccine doses.

More #GrabAJab pop up clinics are open in York this weekend and next.

<https://www.valeofyorkccg.nhs.uk/GrabAJab/>
Read more



YORK
Saturday 14 August 9am-12pm
 • Jorvik Gillygate Surgery
Sunday 15 August 9am-12pm
 • Wigginton Recreation Hall
Saturday 21 August 9am-12pm
 • Jorvik Gillygate Surgery
 • Kimberlow Hill Surgery

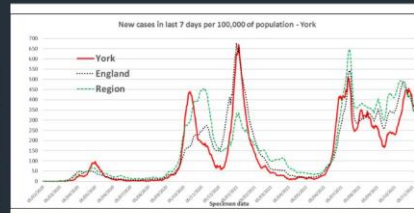
- No appointment needed.
- No GP registration or NHS number needed.
- You can walk in for your

COVID-19 Update: 7-day rate of new COVID-19 cases



Data as of 9th November (validated) per 100,000:

York 7 day rate:	372.5
Regional average:	341.1
National average:	342.3



National restrictions: **Step 4**

Let's take this next step safely.



Women who are **breastfeeding** are able to have the **COVID-19 vaccine**.
 We will let you know when your vaccine is ready for you.



Working together to improve and make a difference

Leading by example

Ensuring awareness of the increased risks going into winter
Encouraging reasonable behaviours to help stop the spread of COVID



New infection control measures from Monday (15 November) until the end of January:

- All staff encouraged to work at home where able
- All staff asked to wear face coverings in council buildings and residents' homes
- All staff asked to take lateral flow tests twice a week
- Any staff identified as a close contact by NHS Test and Trace to isolate and work at home where able and order a PCR test.
- Reminders on handwashing and ventilation

Dear Colleagues

Over the last 18 months or so during the coronavirus pandemic, you have all gone above and beyond to provide services and support to the people of York during an unprecedented period in the history of our city and the country. Thank you for everything you have done. However the pandemic isn't yet over and we are still seeing high levels of Covid-19 circulating in our communities. As we head into the winter months there are also concerns about colds and flu and severe weather conditions that can put additional pressure on the NHS and on our council services.

There are some simple infection control measures that we can all take to keep ourselves and our colleagues safe from illness and disease over these winter months. These simple measures can reduce the risk of staff illness and help us to continue to provide essential services to residents.

So from Monday (15 November) we are asking you to take the following steps to reduce the spread of Covid and winter viruses. These steps will be in place until the end of January, but will be reviewed regularly and you will be informed if anything changes. Click the photograph to watch a video message.



NEWS

12th November

Council staff urged to work from home again amid Covid worries

Build confidence in the next steps needed to rebuild fitness

Physical health - #WhatsMyNextStep

We've issued toolkits to partners to help them support people get more active more often to rebuild their strength and fitness post-COVID. The toolkits included case studies, articles for newsletters and intranets, plus social media posts. The three steps were:

Step 1 - in the home

Step 2 - activity outdoors (plus interviews with Greatest Hits Radio and Global Radio)

Step 3 - re-joining clubs and groups and getting more active socially.

York people urged to get more active



By Emily Horner | [@EmilyAMHorner](#)
Digital Reporter



[f](#) [t](#) [in](#) [m](#) 4 comments

COUNCIL chiefs are urging York residents to exercise more for their physical and mental wellbeing - with a campaign and two grant schemes available for sports clubs.



#FeelRealYork toolkit update:

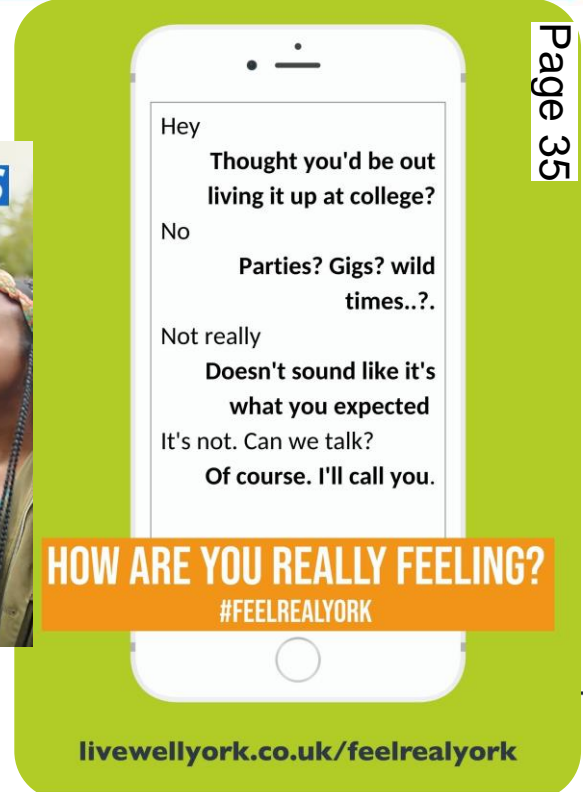
Our toolkits for include brief articles for intranets and newsletters, plus a suite of social media posts and graphics. The aim is to encourage honest, real conversations about mental fitness and promote helpful resources.

The latest toolkits shared internally and with partners include:

- **Suicide Prevention Day:** sent in early September and focusing on taking the #TalkSuicide training.
- **Bereavement:** Sent in early October, to partners in the health and care sector
- **World Mental Health Day:** sent in mid-October
- **Student wellbeing:** sent late October as freshers start/students return
- **York Business Week:** mental health workshops for employers/employees were amplified
- **Challenge Poverty, Talk Month:** we posted on social media about how mental health can be affected by money worries, and shared TEWV's IAPT talking therapies.



NHS Vale of York CCG @ValeofYorkCCG · Dec 16, 2020
 Over these challenging times, it is now more important than ever to keep on top of your emotional well being. There is always someone you can talk to.
valeofyorkccg.nhs.uk/feel-realyork/
 #FeelRealYork



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Universities and Colleges Sub Group - Update for the Outbreak Management Advisory Board

Summary

This regular report from the Universities and Colleges sub group provides updates for the Outbreak Management Board on the start of term across our institutions, on efforts to ensure Higher Education (HE) and Further Education (FE) students across the city are vaccinated, and on how the government's "Plan B" arrangements might impact on the HE/FE sector.

Detail

1. Start of Term and Case Data

The Autumn term is now well underway for all institutions and our data suggests the outbreak control measures we have in place are working well. Rates at both Universities are far below where they were at this point last year (with considerably more face to face teaching and other activities taking place compared to a year ago). At the time of writing there are less than 10 active cases amongst students at the University of York and less than five student cases at York St John.

All institutions continue to see staff cases. Drivers of these cases most often appear to be via school age children rather than workplace transmission and we continue to see no evidence in our data to suggest transmission between students and staff.

Our existing covid measures remain in place, including use of face coverings and regular testing. Both Universities are continuing to run an on-site test centre and all four institutions are making lateral flow test kits widely available. Survey data from the University of York suggests that at least three quarters of our students are testing at least once a week (which compares positively with recent data from the Office of National Statistics which reported around 50% of students testing once a week or more).

Regular communications continue to support our key public health messages linked closely to the city wide **Protect. Respect. Be Kind.** campaign.

2. Vaccinations

All four Universities and Colleges are continuing to work closely with city partners to ensure high vaccination rates across our student population. We continue to see good uptake and little to no sign of vaccine hesitancy across our communities. At York St. John University Student (YSJ) survey data last month showed 90% of students at YSJ were fully vaccinated with another

6% awaiting their second vaccination. At the University of York current data suggests a 93% fully or partially vaccinated rate, with significant interest in pop up clinics that have been held on campus.

The success of our city based partnerships have also been recognised by the Department of Education as sector best practice, and received positive coverage within sector media¹.

All institutions are continuing to regularly promote uptake of vaccinations to our students using our own communications material; locally coordinated messages and collateral from national campaigns. Further pop up clinics targeting our student communities are also planned.

3. Plan B

The government has not implemented the “Plan B” contingencies that are described in the national covid response policies. All institutions have nonetheless considered their potential impacts. The most significant impacts would likely be: moving back to a mandatory position on face coverings (although all institutions already have a face covering policy in place); a greater use of home working (although we expect both face to face teaching and most research activity to be exempted from this) and potentially the introduction of vaccine passports (via the NHS “covid pass”). Any kind of vaccination passport would likely only be required outside of core teaching activities (for example, for large student activities - a similar scheme in Scotland applies to gatherings of over 500 people).

All institutions also have their own local outbreak response measures which could be deployed in response to a rise in local cases independent of any national introduction of Plan B.

Universities and Colleges Sub-Group
15 November 2021

¹ For example - <https://wonkhe.com/blogs/students-are-taking-covid-19-vaccination-seriously/>