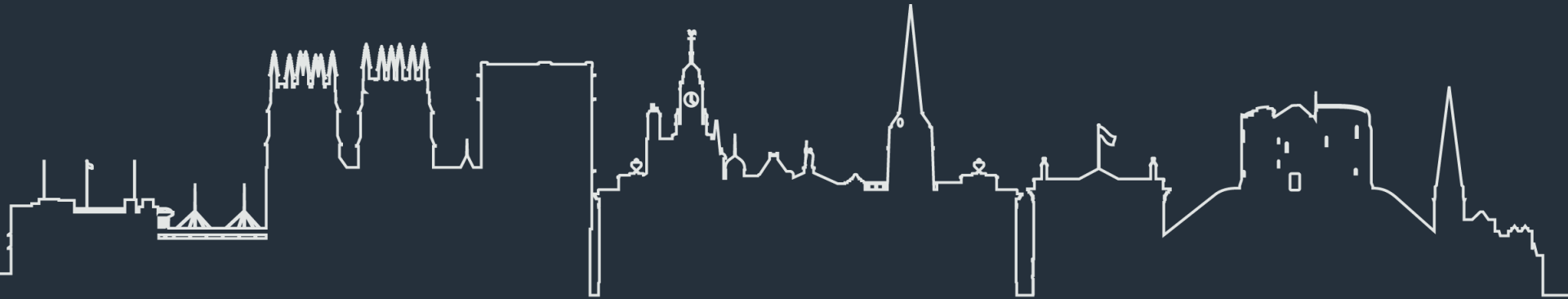


YORK OUTBREAK CONTROL

Communications update

17 March 2021



Key messages

Stopping the spread of the virus is in all our hands:



Wash them regularly



Wear a face covering



If you have symptoms stay home and get tested



Socially distance - 2m is best

The three 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

A phased approach

Phase		Approach (including aims)	Timing
Phase 1	Regular updates of current situation to try and prevent outbreaks	<p>Keep residents, businesses and partners informed</p> <p>Ensure consistent messaging and build advocacy through the Let's be York campaign.</p> <p>Show how keeping city safe for different audiences, eg. visitors – Visit York/Feel at Home in York</p> <p>Share case data regularly so people understand current situation</p> <p>Continue partnership approach including working together on discrete issues</p> <p>Develop specific messaging for target audiences</p> <p>Maximise reach and understanding of what to do.</p> <p>Embed public health messages in recovery work and communications</p>	<p>15 June 2020: Reopening</p> <p>21 June 2021: open in full</p>
Phase 2	Alert following spike in cases and/or change in restrictions	<p>Public health warning following increase in cases</p> <p>Reiterate public health messaging in clear way</p> <p>Offer guidance and practical support.</p> <p>Share message widely</p> <p>Share video content from public health professionals to explain latest advice in an engaging way</p> <p>Address inaccuracies/provide context</p>	<p>2 December 2020: Tier 2</p> <p>30 December 2020: Tier 3</p> <p>12 April 2021: step 2</p> <p>17 May 2021: step 3</p>
Phase 3	Manage outbreak	<p>Initiate the covid-19 incident comms plan (see annex A)</p> <ul style="list-style-type: none"> • Deliver a regular drumbeat of accurate / up-to-date information as directed by cobra and relevant phase • Signpost support • Promote unity and community cooperation • Target information 	<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>

Communications roadmap



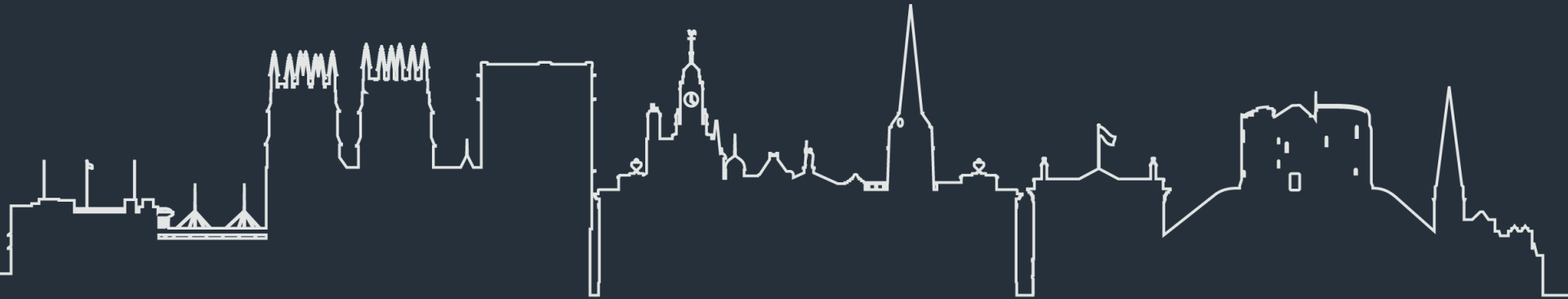
	2020											2021				
Regular rhythm	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
Restriction communications	lockdown			Tier I				T2	Lockdown	T3	Lockdown		S1	S2	S3	S4
Regular updates / e-newsletters	daily			1-2 a week												
Direct publications, <i>Our City</i>	monthly				quarterly				monthly		quarterly					
Facebook live – ask the leaders					monthly		weekly	fortnightly								
Let's be York (Safe reopen)					Business pack, signage, social, web, PR						Signage, social, web, PR (insight trials)					
Let's be York (keep open)					Outside, social											
Let's be York (Xmas/keep going)																
We've got it covered					Social, PR, web											
18-34 yo residents									Social							
Safe return to school					direct, social, web						8					
Emotional health #FeelRealYork									PR, facebook, social, outside, partner packs							
Testing strategy									Direct, web, social, signage							
Vaccinations, inc. mythbusting									Direct, social							
Complacency: My Covid Story									Web, social, direct, PR							
A year on											31		23			

ROADMAP STEPS as published 22/02/2021

	Step 1		Step 2		Step 3	Step 4
	8 March	29 March	No earlier than 12 April		No earlier than 17 May	No earlier than 21 June
		As schools break for Easter Holidays	5 weeks after step 1		5 weeks after step 2	5 weeks after step 3
Education	Schools and colleges open for all students	Practical Higher Education Courses				
Business / activities	Wraparound care, including sport, for all children.	Organised outdoor sport (children and adults) Outdoor sport and leisure facilities All outdoor children's activities Outdoor parent & child group (up to 15 aged 5+)	All Retail Libraries & Community Centres Indoor leisure inc. gyms (individual use only) All children's activities Indoor parent & child groups (up to 15 aged 5+)	Personal care Most outdoor attractions Self-contained accommodation Outdoor hospitality	Indoor hospitality Organised indoor sport (adult) Remaining accommodation Indoor entertainment and attractions Remaining outdoor accommodation	Remaining businesses, including Nightclubs.
Social contact	OUTSIDE Exercise and recreation with +1 INSIDE Household only	Rule of 6 or 2 Households Household only	Rule of 6 or 2 Households Household only	Maximum 30 people Rule of 6 or 2 Households (subject to review)	No legal limit No legal limit	
Travel	DOMESTIC Stay at Home INT'L No international holidays	Minimise travel No international holidays	Domestic overnight stays (household only) No international holidays	Domestic overnight stays Subject to review		
Larger events	LIFE EVENTS OTHER EVENTS	Funerals: 30 Weddings and wakes: 6	Funerals: 30 Weddings, wakes, receptions: 15 Event pilots Small organised outdoor events	Most significant life events: 30 Indoor events 1000 or 50% Outdoor events 4000 or 50% Large seated outdoor venues 10,000 or 25%	No legal limit (subject to review) Larger events (subject to review)	

Phase I

Regular update of current situation to try and prevent outbreaks



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%):

- 2x weekly email updates to members and partners (128 recipients)
- 2x weekly resident e-newsletter (2269 recipients **+9%**)
- Weekly business e-newsletter (1524 recipients **+2%**)
- Weekly families e-newsletter (1093 recipients **+1%**)
- Regular press releases and media interviews
- Social media campaigns / weekly public health video
- *Our City* – quarterly resident magazine – **96,000** households

Update on impact to council services



NEW Hazel Court HWRC
opening times

Essential journeys only

	Monday - Saturday	Sunday
From 8 March - September	8:30am - 7pm	8:30am - 4pm

Note: Last entry is 15 minutes before closing time. We may refuse entry if you arrive late.

† Indeed! You can use Harewood Whin to dispose of your waste too. Find out more at: www.yorkwaste.co.uk/commercial-waste/



OurCity
Spring 2021

Support for residents page 4

Supporting young people page 5

Help make your property flood resilient page 10

York Vaccination Centre page 8

CITY OF YORK COUNCIL

our.city@york.gov.uk
www.york.gov.uk

Working together to improve and make a difference

Step and potential dates	What this means (summary). For full details go to the roadmap	Actions (beyond the regular rhythm)	Challenges	Key messages
Step 1 – 8 March Could be announced 1 March	<ul style="list-style-type: none"> Schools and colleges open for all students Some practical HE courses return Funerals (30) and wakes and weddings (6) Exercise outside with one other person No indoor mixing 	<ul style="list-style-type: none"> Facebook Live Information to parents Media briefing 	<ul style="list-style-type: none"> Testing Parental anxiety Complacency 	<ul style="list-style-type: none"> Stay at home Hands, Face, Space Get tested Let's keep going
Step 1b – No sooner than 29 March Announced by 22 March	<ul style="list-style-type: none"> Rule of six or two households outdoors Outdoor sport and leisure facilities reopen Organised outdoor sports return Outdoor parent and child groups (15) Minimise travel, no holidays 	<ul style="list-style-type: none"> Open space/parks signage Map/graphic about local with York in the centre? Community groups/sports briefing (what can do) 	<ul style="list-style-type: none"> What is local? Return of sport Parent and child groups Rule of 6 Staff health and safety 	<ul style="list-style-type: none"> Stay local Hands, Face, Space
Step 2 – No sooner than 12 April Announced by 5 April	<ul style="list-style-type: none"> Still no indoor mixing, rule of 6 outside Reopening of retail, leisure and outdoor hospitality Domestic overnight stays (household only) Indoor parent and child groups (15) Funerals (30), Weddings and wakes (15) By end of April all phase 1 vaccinated 	<ul style="list-style-type: none"> Facebook live Media briefing Information for businesses City centre and district signage Don't be a tosser (mask in bins) Partner briefing Direct comms to residents 	<ul style="list-style-type: none"> Lots reopening Team capacity as this is around Easter break Domestic tourism Business support and café licences Unis face to face learning increases 	<ul style="list-style-type: none"> Hands, Face, Space
Step 3 – No sooner than 17 May Announced by 10 May Our City	<ul style="list-style-type: none"> Indoor entertainment and attractions (including pubs) 30 people outdoors, rule of 6/two households indoors (under review) Life events, inc weddings (30) Outdoor entertainment performances Return of crowds (indoor is 1,000 or 50% capacity, outdoor 4,000 or 50%) International travel (subject to review) 	<ul style="list-style-type: none"> Facebook live Media briefing Stadium signage Live well York update? Pub signage Registrar / Crem signage Animation about fresh air What you can do outside Partner briefing 	<ul style="list-style-type: none"> Live spectator sports Indoor mixing Tourism Up to 30 outside Pubs open to indoor trade Furlough support for affected staff Complacency 	<ul style="list-style-type: none"> Hands, Face, Space and air Meet outdoors if you can
GOVERNMENT REVIEW ON THE FUTURE OF HANDS, FACE, SPACE AND HOW WE GET FULLY BACK TO NORMAL				
Step 4 – No sooner than 21 June Announced by 14 June	<ul style="list-style-type: none"> No legal limits on contact and life events Larger events Nightclubs 	<ul style="list-style-type: none"> Open letter to residents? COVID safe celebration pack 	<ul style="list-style-type: none"> What prevention measures are still in? Staying open! 	

Sharing the roadmap

E-newsletters



City of York Council
@CityoYork

From Monday 8 March, rules around social contact will change. From 8 March you can exercise or meet outdoors with your household or one other person. Please remember to maintain social distancing (2m) with people not in your household. [gov.uk/coronavirus](https://www.gov.uk/coronavirus)

Shared national messaging

Website

Coronavirus and council services

To help control the spread of coronavirus national lockdown rules apply in England - you must stay at home; get the latest COVID-19 information relevant to our area...

Information on coronavirus

Home > Information on COVID-12 > Information on coronavirus

OUR COVID-19 UPDATES

Read our latest news and statements about coronavirus to keep up to date with our response and recovery...

SEE OUR LATEST NEWS

National lockdown: stay at home

National lockdown rules currently apply in England; you must stay at home to help protect the NHS and save lives; only leave your home if necessary, and stay 2 metres apart from anyone not in your household or bubble: [find out what you can and cannot do, from GOV.UK](#).

Government roadmap

On Monday 22 February, the Government announced their 'roadmap' out of COVID-19 restrictions. As we continue to update our services through each stage of the easing restrictions, you should:

- see details of the full Government announcement are available on [GOV.UK](#)
- remember that COVID-19 remains part of our lives and carry on with [hands, face, space](#) to keep yourself and others safe

Your next resident update has arrived!

To continue to help you and your community stay up to date with the latest information, we've put together some useful guidance on key government messages, updates on York services and direct links to support.

Please visit our coronavirus webpages: <https://www.york.gov.uk/coronavirus>.

For more news from us, visit: <https://www.york.gov.uk/news>

1. Let's keep going

We know that lockdown has been very difficult for many of us, but we all need to keep going. Staying at home is having results on the spread of the virus, and we want to thank you all for your efforts.

The vast majority of people are staying at home and as a result, the number of COVID-19 cases is falling. However, infection levels remain high and the impact of the second wave is still being seen in hospital every day. It is critical to keep going and to help us bring down infections even further and

Hello,

Your latest Business email update has arrived!

Stay up to date with the latest government guidance for businesses under the current National Lockdown restrictions and help York stop the spread of COVID-19.

To find out more visit: <https://www.york.gov.uk/COVIDBusiness>

1. Council vows to continue fast payments for business support

Following this week's budget announcement, City of York Council has reassured York businesses that it will put in place the rates holidays and pay grants as quickly as possible.

Support announced this week includes:

- A new 'Restart Grant' will replace the local restrictions grants from April 2021;
- Non-Essential Retail (set to open first) will receive grants of up to £6,000 per premises.
- Hospitality and Leisure (including the personal care sector and gyms) will receive grants of up to £18k per premises.
- The 100% Business Rates holiday will continue for qualifying businesses until the end of June 2021. A discount of two-thirds will then continue for the remainder of the year, up to a value of £2,000,000 for closed businesses, with a lower cap for those who have been able to stay open.

Working together to improve and make a difference

Build engagement through conversation



- Held 2 x Facebook lives
Views – 4529
Shares – 12
Reactions – 11
Comments - 129
- Radio call-ins



St Leonard's
Hospice

Caring for Local People



Who or what will you remember from this year of lockdown?

Include your lockdown memory in
our historic time capsule to mark the
one year anniversary of lockdown.



A time to remember

Find out more at:

stleonardshospice.org.uk/OneYearOn

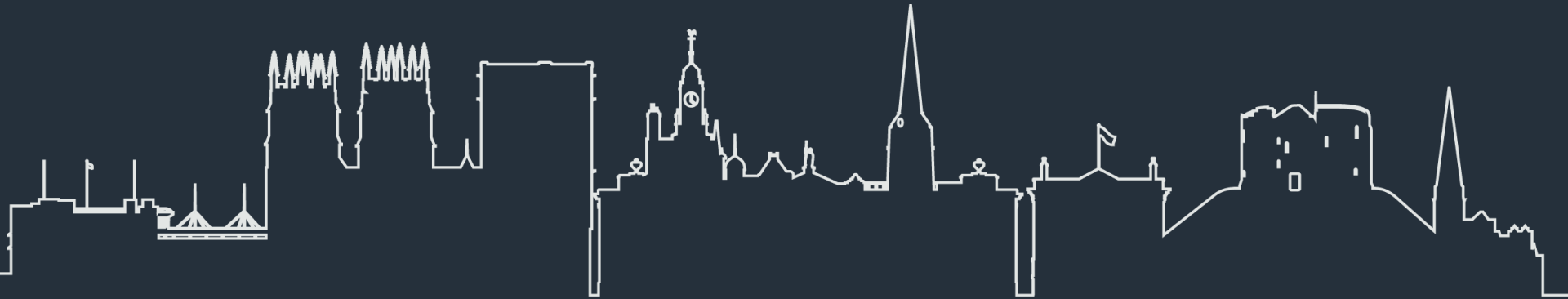
23 March 2021



Working together to improve and make a difference

Phase 3

Manage outbreak



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

Reminding residents what they can do (safe behaviours) to help stop the spread of the virus and keep homes and families in York safe

Communications objectives:

Think: know that whilst in lockdown there are things they can do and support available

Feel: supported and engaged with Covid safety measures, feeling more control over own safety

Do: stay home and follow hands, space, face to help keep everyone safe

York Press

Homestead Park shuts on advice of council Covid marshalls ...

A YORK park had to close today on the advice of the city's Covid marshalls - sparking a fierce debate over the merits of the decision.
2 weeks ago



Provide news and updates

Shared national messaging



Keep your distance outdoors! 



Are you heading to York's parks or open spaces for your exercise?

Please don't gather: keep two metres distance and help stop

Take away your takeaway! 



Take away your food and drink from where you bought it - don't gather near outlets.

Whether it's a snack while you're shopping for essentials at Shambles Market, or a hot drink after your daily exercise, please enjoy it away from other people. Thank you.

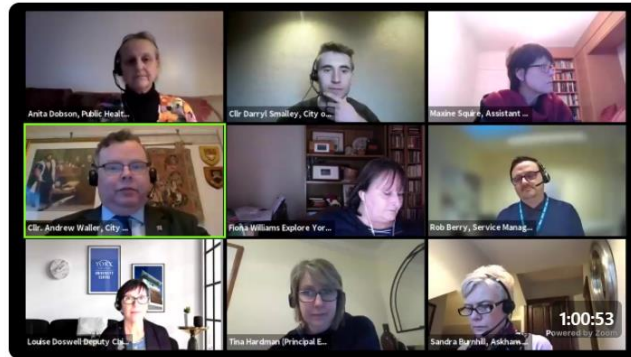
www.york.gov.uk/coronavirus

Social media key messages based on observed behaviours

Build confidence in the steps taken and what people need to do – 8 March

Parent letter

- PR, facebook live, web update
- My Covid Story: Amy
- Letter to parents via schools
- Social media reassuring parents and reminding them of steps to take (e.g. at school pick up and drop offs)
- Direct information about symptom free testing options
- Thank you for support!



Join us to hear from our panel, which includes: - Cllr Darryl...

2.3K views - 4 days ago



Best start in life

Children and young people should now attend school unless they are ill or self-isolating.



Office of the Director of Public Health
Public Health
West Offices
Station Rise
York YO1 6GA

Date: 4 March 2021
Email: enquires.publichealth@york.gov.uk

Dear parent/carer,

Subject: 8 March Return to Education

We wanted to get in touch with you as children and young people across the city prepare to return to school/college on **Monday 8 March**.

Your child's school/college will have been in touch with you about the arrangements they have put in place with regards to testing and also measures to stop the virus from spreading.

Throughout the pandemic there have been very few cases which have been linked to the virus spreading in schools. We hope to keep it that way and are supporting education settings who have put in place lots of measures to stop the spread of the virus.

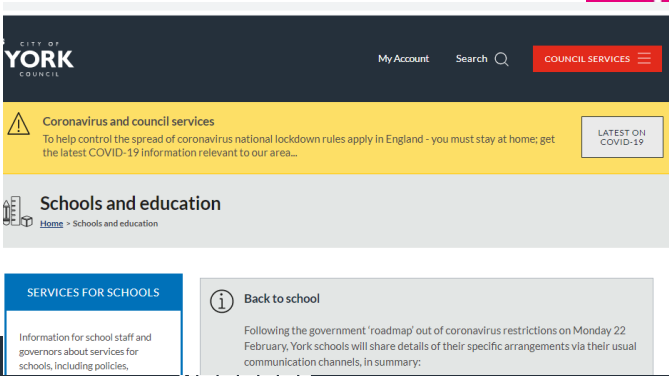
Testing is another form of defence against the virus. 1 in 3 cases of coronavirus have no symptoms so picking up cases early can make a huge difference and reduce the number of cases in the city. Schools/colleges will have shared the arrangements for testing secondary school age pupils with you.

We'd like to add a couple of points:

- Please do not get tested if you have tested positive for Coronavirus in the past 90 days. This is because it is highly likely that the test will show a positive result because you may still be shedding the virus, though you will not be infectious after the initial 10 day isolation period.
- If your child receives a negative test it means they can go to school/college. It is possible to become infected in the hours or days after taking a rapid test - so please remember to continue to follow government guidance on social distancing, good hand hygiene, and practice 'Hands, Face, Space'
- Testing for primary school-age children who do not have covid symptoms is not recommended at present. However, families and support bubbles of all school age children can access regular symptom free testing if they wish to. This can be through a workplace programme via their employer, at one of our three symptom-free testing sites (see www.york.gov.uk/CoronavirusTesting for more

Office of the Director of Public Health

www.york.gov.uk

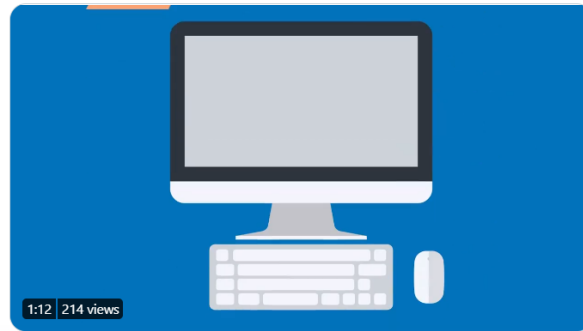
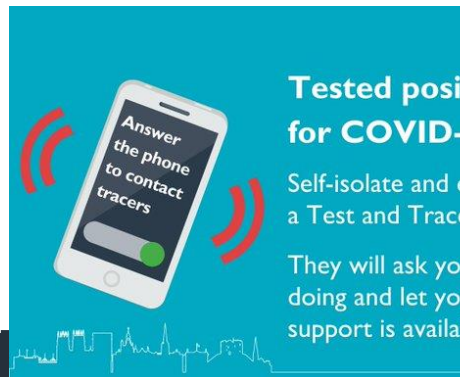
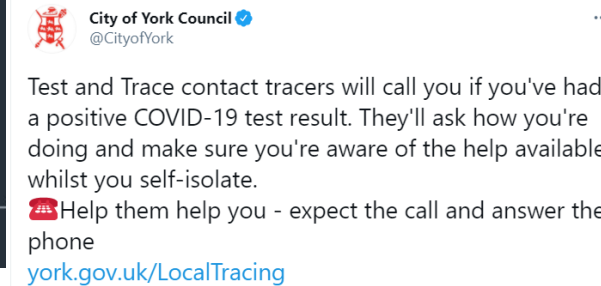


Working together to improve and make a difference

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



Testing



Media coverage

Direct communications to residents and responded to community facebook groups

Promoted booking a symptom-free test to key groups

Surge testing briefing for ward members

Signpost to web page for more information

Working together to improve and make a difference

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

Our City

Vaccinations

- Shared partner communications,
- Our City
- Social
- Press
- National comms
- Promoted next groups

 City of York Council
Published by Megan Rule · 26 February at 19:37 · ...



NHS Vale of York CCG
26 February at 18:30 · ...

COVID-19 VACCINATION UPDATE

Monday 1 March sees the introduction of delivering the vaccine to people over the age of 60. This group will be invited national... See more



York vaccination centre

York residents have been receiving their vaccination at the Askham Bar site, which has now been extended to include the NHS vaccination centre for people within a 45-minute drive.

The centre is supported by local volunteers, working alongside healthcare workers and operational staff. It is managed by Nimbuscare, a group of 11 local GP Practices.

People will be invited to book in for their vaccination by the NHS or by their local GP Practice. The priority groups for vaccination are determined by the Joint Committee on Vaccination and Immunisation (JCVI).

York people have an important part to play to help us deliver the vaccine effectively to those who need it most.

Our City | Spring 2021

- Please don't contact the NHS to seek a vaccine, we will contact you
- When we do contact you, please book your appointment
- Please come at your appointment time and try not to come early
- Have your booking reference handy and wear your mask
- Continue to follow all the guidance - hand hygiene and social distancing in particular - to control the virus and save lives.

To find out more about what to expect when coming to the York Vaccination Centre.

www.nimbuscare.co.uk

Symptom free testing

1 in 3 people with covid won't show any symptoms, but can still pass on the virus. If you're still visiting your workplace, are a carer or an eligible student or staff you could get regular free testing. Find out if you're eligible and book a test at: york.gov.uk/SymptomFreeCOVIDTest



NEWS

6th March

'We'll still get care home Covid cases despite vaccine' warns health chief



By Mike Laycock
Chief reporter

Working together to improve and make a difference

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

#FeelRealYork: emotional health campaign



Partner communications

City of York Council Retweeted

Tees, Esk & Wear Valleys NHS Foundation Trust @TEWV

Are you a York student? 🎓 Did you know? Students at @york_college, @UniOfYork and @YorkStJohn can get talking therapies support.

Find out more 📺 [youtube.com/watch?v=50kh2g...](https://www.youtube.com/watch?v=50kh2g...) #York #FeelRealYork @CityofYork

Support for students in York
We understand that the experience of students in the city may not be quite what they expected this year due to COVID-19. ...
📺 youtube.com

6:05 pm · 5 Mar 2021 · Hootsuite Inc.

Toolkit to reach student networks

Working with partners in the city-wide emotional health network, our latest toolkit is targeted at students in the city.

Please find below sample copy for you to use in your communications with them, plus a number of social media posts with links and images to further resources. Please use the #FeelRealYork hashtag to help our evaluation.

Thank you for your support.

Some 25,000 students study at York, with many experiencing academic, social and financial instability. Much of this has been exacerbated or shaped by the coronavirus pandemic and disruption to mental health care is adding to the story.

University Mental Health Day on 4 March aims to create a point of change around raising awareness of student mental health and how students' wellbeing is supported. Partners across the city are working together to encourage more openness, to help make talking honestly and openly about our mental health or difficult emotions more usual.

The campaign, called #FeelRealYork, aims to signpost available support whether for ourselves or others to help benefit or maintain our mental fitness. #FeelRealYork shares hints for emotional fitness and we will be encouraging students and residents to share their own top tips for improving wellbeing as together the city responds to the impact of the pandemic. We will share more information during the year, including how you can let us know your own top tips.

A single page is available to include in your campaign tailored for **Esk and TEWV**, **College**

Partners TEWV, York, city education and North Council.

Following college of students fitness. Together: emotional fitness.

#UniMentalHealthDay
Content for newsletters/intranets

#FeelRealYork

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Accelerating Recovery:

Supporting businesses

We know you're facing an unprecedented set of challenges, so we're working with partners to offer unprecedented levels of support.

The council has distributed over £140k of grants and rates relief so far and the support given beyond cash grants. Whatever challenge you're facing from cashflow problems, emotional health issues or adapting to changing markets. To see what help is available: www.york.gov.uk/BusinessSupport

Taking care of your mental fitness - #FeelRealYork

As a business owner in 2021 you're busy caring about your own family, your colleagues and your supply chain. The best way to take care of them is to take care of you. #FeelRealYork is here to show you that it's not to be ok. You can get hints and tips for emotional fitness, and access support for you and your colleagues from a range of experts. www.york.gov.uk/FeelRealYork

Supporting skills growth in the city

A new City Skills and Employment Board has been created by City of York Council and our partners to make sure the right training and skills opportunities are available over the next ten years to help and support the city's recovery, and help residents improve their employment options.

Get support today

Help is already available for anyone wanting to improve their employment opportunities. With a wide range of free courses, from brushing up on your maths or digital skills to finding out more about starting your own business, and information about the training and support options locally, including apprenticeships. www.york.gov.uk/LetsBeYorkSkills

"Looking forward to going back to uni?"

"Yes of course."

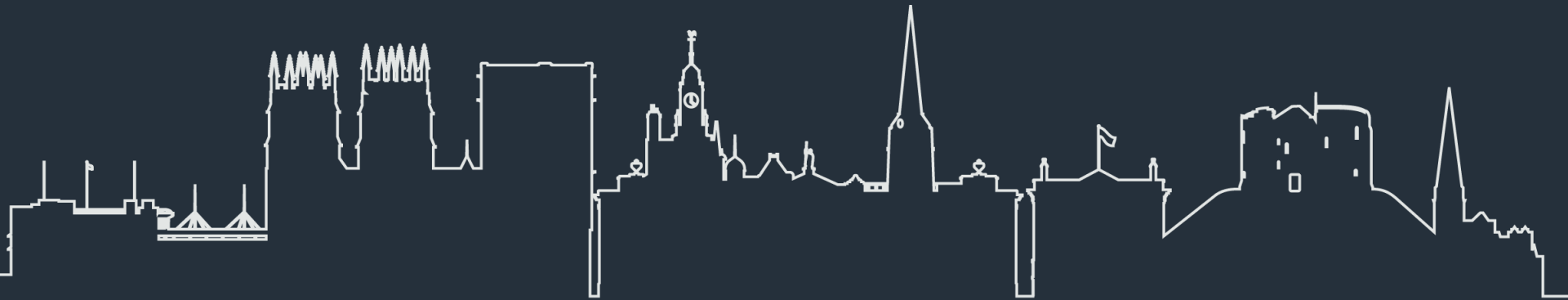
"Are you really?"

"Actually, I'm worried about being stuck in my room if there's another lockdown."

HOW ARE YOU REALLY FEELING?

Working together to improve and make a difference

Public Health England
Behavioural Science and Insights Unit
Supporting reopening the city



Objectives

- Working with Public Health England (PHE) Behavioural Science and Insights Unit to mitigate the risk of increased community transmission as a result of increased visitors to the city centre (resident or non-resident)
 - Run a behaviour insight-led trial for 3 months up to wider opening on 21 June 2021, collating and sharing insight from target groups and refreshing signage/interventions based on PHE recommendations
 - Focus on promoting covid safe behaviours before and during visits
 - Take a city wide approach by building confidence amongst business premises owners and owners non-council operated outside space



Working together to improve and make a difference

Plan

The work will be in stages timed around key reopening dates:

- 25 March – zoom discussion with businesses
- Prior to 29 March – review the existing signage and propose changes. Signage will be revised and installed for 29 March and then 12 April.
- Prior to 17 May – focus groups with businesses with outside space to understand their experiences about how people behave in the outside spaces and the impact the signage had/didn't have AND interview residents/visitors to the city about their experiences together with a city-wide survey for residents. This insight will inform a second refinement of signage / interventions.
- Prior to 21 June – refined signage / interventions will be installed across the city
- During the summer, we will poll businesses about how visitors are behaving in open spaces in light of the refined signage and whether the insight has made a difference.

Summary of behavioural trial

Install and adapt signage and interventions

Insight gather

Test , learn, adapt

Install final signage

The key measures for the city centre are summarised in the following table:

Stage One	Stage two	Stage three	Stage four
8 March	12 April	17 May	21 June
<ul style="list-style-type: none"> Meet one person outdoors 	<ul style="list-style-type: none"> Seated pub beer gardens open with rule of 6 No need for a substantial meal or curfew All shops reopen Self-catering UK holidays for households 	<ul style="list-style-type: none"> Pubs reopen Rule of 6 indoors Groups of 30 outdoors Outdoor and indoor entertainment (with limits) Hotels and B&Bs reopen 	<ul style="list-style-type: none"> All restrictions end
<p>29 March</p> <ul style="list-style-type: none"> Rule of 6 people outdoors Stay at home rule ends but encouraged to stay local 			

Businesses with outside space are invited to:

- Attend a zoom session with PHE to answer questions and hear more about how insight has helped other businesses keep consumers and staff safe
- Thursday 25 March
- (25 attendees already registered)
- Attend one of six focus groups facilitated by PHE to share experiences and expertise
- Dates to be confirmed (March/April)