

## Notice of a public meeting of

### City of York Outbreak Management Advisory Board

**To:** Councillors Aspden (Chair), Runciman (Vice-Chair) and Myers  
Ian Floyd - Chief Operating Officer, CYC  
Sharon Stoltz - Statutory Director of Health for the City of York, CYC  
Amanda Hatton - Corporate Director of People, CYC  
Siân Balsom - Manager, Healthwatch York  
Marc Bichtemann - Managing Director, First York  
Lucy Brown - Director of Communications, York Teaching Hospital NHS Foundation Trust  
James Farrar - Local Enterprise Partnership  
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  
Julia Mulligan - North Yorkshire Police, Fire and Crime Commissioner  
Dr Simon Padfield - Consultant in Health Protection, Public Health England  
Mike Padgham - Chair, Independent Care Group  
Steph 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, 10 February 2021

**Time:** 5.30 pm

**Venue:** Remote Meeting

## **AGENDA**

- 1. Declarations of Interest**
- 2. Minutes of the Meeting held on 13 January 2021** (Pages 1 - 8)
- 3. Current Situation in York** (Pages 9 - 10)
- 4. Update on the Covid-19 Vaccination** (Pages 11 - 12)
- 5. Presentation: Test and Trace**
- 6. Presentation: Impact of the Lockdown on the Economy**
- 7. Communications and Engagement Update** (Pages 13 - 30)
- 8. Update from Sub-Group: Universities and Higher Education Establishments** (Pages 31 - 34)
- 9. Verbal Update: Outbreak Management Peer Challenge 2021**
- 10. Items for Next Agenda**
- 11. Dates of Future Meetings**
- 12. Any Other Business**

For more information about any of the following please contact Democratic Services at [democratic.services@york.gov.uk](mailto:democratic.services@york.gov.uk) :

- 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  
własnym języku. (Polish)**

**Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)**

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

** (01904) 551550**

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City of York Council

Committee Minutes

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Meeting	City of York Outbreak Management Advisory Board
Date	13 January 2021
Present	<p>Councillors Aspden (Chair), Runciman (Vice-Chair) and D Myers</p> <p>Ian Floyd - Chief Operating Officer, City of York Council</p> <p>Amanda Hatton – Corporate Director of People, City of York Council</p> <p>Sharon Stoltz – Director of Public Health, City of York Council</p> <p>Siân Balsom – Manager,- Healthwatch York</p> <p>Marc Bichtemann – Managing Director, First York</p> <p>Lucy Brown – Director of Communications, York Teaching Hospital NHS Foundation Trust</p> <p>James Farrar – Local Enterprise Partnership</p> <p>Professor Charlie Jeffery - Vice Chancellor and President, University of York</p> <p>Phil Mettam – Track and Trace Lead for Humber, Coast and Vale, NHS Vale of York Clinical Commissioning Group</p> <p>Julia Mulligan – North Yorkshire Police, Fire and Crime Commissioner</p> <p>Mike Padgham – Independent Care Group</p> <p>Steph Porter – Director of Primary Care, NHS Vale of York CCG</p> <p>Alison Semmence – Chief Executive, York CVS</p> <p>Lisa Winward – Chief Constable, North Yorkshire Police</p>
In Attendance	<p>Claire Foale - Head of Communications, Customer Services and Digital, City of York Council</p> <p>Fiona Phillips – Assistant Director of Public Health, City of York Council</p>

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## 88. Declarations of Interest

Board members had no interests to declare.

## **89. Minutes of the Meeting held on 9 December 2020 and actions arising**

There were no matters arising from the previous minutes. The Board agreed the minutes as an accurate record of the meeting held on 13 January 2021 2020.

## **90. Current Situation in York**

Fiona Phillips, Assistant Director of Public Health at City of York Council, gave a brief update on the rate of local cases, which stood at 637. This was higher than both the regional and national rates. The data showed a major rise in cases from 15-18 December, which was attributed to the increase in social gatherings before tougher restrictions came into place. The increase in cases was seen across all age groups, but the 60+ age group didn't see much of a change. As that cohort was most at risk they were more likely to adhere to the guidance. Fiona reported that hospital admissions were still rising and were expected to continue to rise. Compared to other previous years taken as a baseline, there was an excess of 142 deaths.

The local contact tracing service had followed up almost 90% of all cases received from the national system. Fiona added that messaging would be prepared to encourage people to engage with the service, as a follow-up at their residence was quite resource- intensive.

Sian Balsom, Manager of Healthwatch York, asked what the rapid increase in cases could be attributed to. Fiona thought this could be because of people travelling to York from other areas which were of higher risk and had tighter restrictions. It could also be attributed to the increase in indoor social interaction over the Christmas period when York was a Tier 2 area.

Councillor Myers asked what was being done for the children of critical workers, as the furlough scheme wasn't being taken up as much as last year. He also asked why groups of children of critical workers were allowed into school during the national lockdown. Fiona reported that there had been relatively few cases in schools throughout autumn. All risk assessments that had been provided by schools were good and had demonstrated good contact tracing and self-isolation over the pandemic.

Amanda Hatton, Corporate Director of People at City of York Council, explained that guidance had changed from lockdown 1, particularly around who was a critical worker. It was more difficult to support children of critical workers in the primary school setting as they had much smaller layouts.

Amanda reported that they were working to offer places for children as much as possible, sometimes placing them in other schools. She noted that the school system had managed well in a difficult situation.

Ian Floyd, Chief Operating Officer at City of York Council, added that furlough was the responsibility of the business to organise. There had not been any CYC staff furloughed because most had been seconded to other roles if they had nothing to do in their normal role. Working hours had been as flexible as possible for employees with children.

Marc Bichtemann, Managing Director of First York, asked whether we had an idea of where the rates are heading. Fiona expected the rates to drop with the lockdown measures in place but not in the immediate future. As soon as the lockdown was lifted cases were expected to rise again. However since it was a respiratory virus, moving into spring would bring a natural reduction in cases.

Julia Mulligan, North Yorkshire Police, Fire and Crime Commissioner, asked how the new variant had affected the rise in cases over Christmas. Fiona attributed this to the increased amount of indoor social gatherings over the holiday period but added that there was never a single reason for an increase.

The Board noted the report and the presentation.

## **91. Verbal Update on the Covid-19 Vaccination**

Stephanie Porter, Director of Primary Care at NHS Vale of York CCG, gave an update on the vaccination regime that would be delivered in York. Both the Oxford-AstraZeneca and the Pfizer vaccines were being used.

Frontline health and social care workers were among the first to receive the vaccine, most of whom had been vaccinated before Christmas using the Pfizer vaccine. Vaccination sites at Haxby Health centre and Askham Bar had now been established. The hospital hubs were also now in operation using both vaccines. The main limiting factor would always be the availability of the vaccine.

Sharon Stoltz, Director of Public Health for the City of York, stated that the government had made a commitment to share local data with local authorities so that they could work in partnership with NHS colleagues to identify groups who hadn't responded to the invitation for vaccination. Hopefully the local data would be received before the next meeting.

Sian Balsom had received reports from other agencies that people could not book a vaccination unless they were online. Sharon assured the Board that people would get picked up through other means if they couldn't book

online. A number of external agencies had said they would help with digital exclusion.

The Board noted the update.

## **92. Covid-19 Lateral Flow Testing**

Fiona Phillips gave a presentation on lateral flow testing. At the last meeting it was agreed to commence lateral flow testing for people who lived and worked in York. This would start with the hospitality, retail and transport sectors and then move on to vulnerable people. Fiona assured the Board that the offer for residents would continue and another site would be established to ensure there was sufficient capacity. The additional site was still being scoped out.

National government had announced that secondary school children should be tested before returning to school. After the national lockdown was announced, York's offer had been adapted to accommodate any children of key workers who would be returning to school. The universities had also been asked to ensure their students had been tested before their return. Both university sites had continued to operate throughout the holiday period. Had it not been for the close collaborative work with both universities, this provision would not have been deliverable. Through partnership work, we had been able to meet some tough deadlines.

Sharon Stoltz informed the group that the Poppleton Bar drive through testing site had been opened up to residents living in Askham Richard after an increase in cases in the area. Following a similar increase in Acomb and Woodthorpe, an additional mobile PCR testing unit had been provided, initially for a week but later extended due to the cases continuing to rise.

The Board noted the update.

## **93. Impact of the Lockdown: Verbal Update from North Yorkshire Police**

Lisa Winward, Chief Constable of North Yorkshire Police, reported that there was good attendance in the workforce, with officers predominantly remaining well. She informed the group that a number of cases had been reported in the police service and the requisite isolation period had been followed. Even with a reduced capacity a full service was still being provided.

Lisa reported that most breaches resulted from people misunderstanding the difference between legislation and guidance. People tried to distinguish



between them in order to gain more freedoms under the restrictions. One of the biggest challenges had been with visitors travelling into a Tier 2 area. The act of travelling was not a Covid offence; it was what the person did in the area where the problem was found. Those in Tier 3 had to abide by Tier 3 regulations even if they had travelled into a Tier 2 area. These kinds of nuances were understandably confusing for the public.

154 fixed penalty notices had been issued, 115 of them to visitors. North Yorkshire was one of the nation's leaders in the number of fixed penalty notices handed out. During the lockdown, enforcement was much quicker as the rules were much easier to understand.

The Chair asked whether anything more could be done around the enforcement of infection prevention control measures in supermarkets. The Chief Constable reported an increase of assaults on emergency workers, predominantly from people being challenged around the rules. Lisa confirmed that face coverings should still be worn in shops and on transport. Police could attend a situation when called to but security should have a polite conversation wherever possible in the first instance. Lisa stated that it should be a partnership approach.

The Board noted the update.

#### **94. Communications and Engagement**

Claire Foale, Head of Communications at City of York Council, gave a presentation on the continued messages and engagement carried out by the Council. She outlined the progressing phases of the communications plan rolled out at certain stages in the outbreak. Claire informed the group of the various press releases that had been shared throughout the year.

Inaccuracies had continued to be addressed through social media updates, letters and the Ask The Leaders Facebook Live Q&A sessions. The most recent Q&A session, on 6 January, had reached over 8,300 people, with direct engagement from 1001 people. Support to parents who were home schooling had continued. Different ways in which the council could provide emotional support for pupils was also being explored. As secondary school pupils now had to engage with testing, guidance had been provided to ensure they understood the correct protocols.

Claire informed the Board of the new Complacency Campaign that was being developed to encourage compliance with the guidance. The least compliant cohort was males between the ages of 35-45. Claire explained that it was not only this group that was suffering from Covid fatigue.

Councillor Myers had concerns about outdated information still being prevalent around the whole city centre area. Claire assured the Board that she was aware of this issue and was in the process of resolving it.

The Board noted the presentation.

#### **95. Update from Sub-Group: Universities and Higher Education establishments**

Professor Charlie Jeffery, Vice-Chancellor and President of the University of York, informed the Board of the announcement from national government on 4 January asking universities and colleges to work online and remotely. Colleges were seeing a significant demand from parents who were critical workers to allow their children to study on site. Only a small number of courses had been permitted to go ahead. These were courses in teacher training, social work and health care. Students were also allowed to go in if they didn't have an adequate workplace at home.

The Board noted the update.

#### **96. Agenda Items for the Next Meeting**

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

A further agenda item on the impact of the current lockdown on the economy was agreed by the Board.

Board members were asked to email any further suggestions for any future agenda items.

#### **97. Dates of Future Meetings**

The agreed dates of future meetings were as follows:

- 10 February 2021
- 17 March 2021
- 7 April 2021
- 19 May 2021

#### **98. Any Other Business**

The Board had no other business to discuss.

Cllr K Aspden, Chair

[The meeting started at 5.30 pm and finished at 7.03 pm].

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## Business Intelligence Hub

### Covid-19 in York: Public Health Data - One Page Summary (as at 8.2.21)

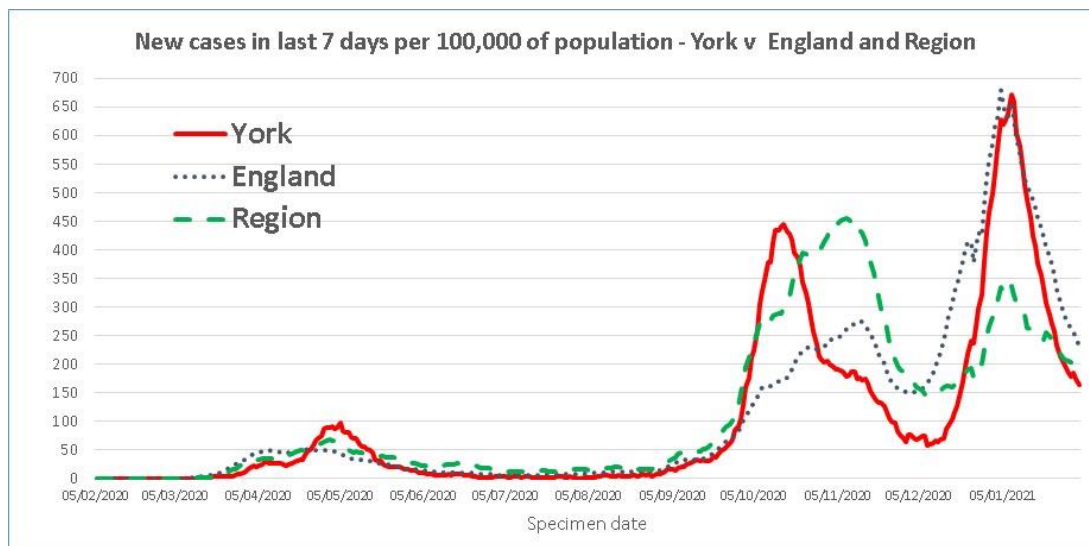
#### Key Impacts

- York has had **11,381** cases since the start of the pandemic, a rate of **5,403.6** per 100,000 of population. The cumulative rate in York is **below** the national (6,141.7) and regional (6,023.9) averages.
- The latest official “validated” rate of new Covid cases per 100,000 of population for the period 27.1.21 to 2.2.21 was **164.8**. The national and regional averages at this date were 233.2 and 184 respectively (using data published on Gov.uk on 7.2.21).
- As at 4.2.21, the latest **14 day** positivity rate in York (Pillar 1 and 2 PCR tests combined) was **7.6%**. The national and regional averages were 9.8% and 8.3% respectively.
- There have been **293** deaths of CYC residents. The death rate in York is **below** the England average but a higher % of deaths of York residents have occurred in care homes.

#### Impact by age and gender

- **54.3%** of those testing positive in York are female. **49.2%** of those who have died were male, a lower proportion than the national average (54.8%). The average age of the people who died was **82.4**, with an age range of 44-104. The age profile of those dying in York is older than the national average.

#### Trends



- The 7 day rate of cases per 100,000 in York has been falling sharply since the peak on the 8<sup>th</sup> January (in line with the national average).

#### NHS Test and Trace

- Since 28.5.20 a total of 10,451 laboratory confirmed CYC Covid cases have been uploaded into the NHS Test and Trace system and 9,397 of the cases have been completed (**89.9%**). 25,691 ‘contacts’ have been identified and 19,501 of these have been completed (**74.8%**).

#### Vaccinations

- As at 4.2.21, **38,262** CYC residents have received the first dose and **1,035** had received both doses.

A weekly release of Covid-19 data is published on [York Open Data](#).

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10 February 2021

## **Outbreak Management Advisory Committee**

### **Covid-19 vaccination programme update**

The vaccination programme continues to work well in North Yorkshire and York and we are well on our way to achieving the target to offer all residents in cohort 1- 4 of the Joint Committee on Vaccination and Immunisation (JVCI) list by 15 February 2021.

Our local York vaccination sites are working alongside the Vaccination Centre to direct activity in line with vaccine supply and as at the 8 February following busy weekend clinics we had vaccinated in the order of 85-90% of those eligible and we are targeting the remaining eligible patients this week in line with the supply of the vaccines.

All the focus is currently on the 1-4 cohorts, but local services are also planning the next cohort and 2nd dose clinics in line with instructions by NHS England. Practices are working to also continually identify the most clinically extremely vulnerable and plan delivery to those who meet the housebound criteria.

### **COVID vaccination programme numbers**

The most recently published NHS England figures show that Humber, Coast and Vale has carried out a total of 295,369 vaccinations (counting both first and second doses). Across the North East and Yorkshire, the total number of cumulative vaccinations carried out since the programme began is 1,352,946.

### **Care home vaccinations**

Since my last update on 13 January 2021 members of the committee will be aware, through national media that the NHS have successfully achieved 100% offered vaccines to all care homes in England. In the City of York, we have worked closely with our care homes to ensure that all patients are vaccinated, in particular those whose vaccines were delayed initially because of a positive COVID-19 result.

### **Health and care staff**

The JCVI has put patient-facing health and social care staff into a priority group because of their heightened risk of exposure to the virus. Employers have been asked to offer the vaccine to the most at risk healthcare workers first. With many more doses now expected over the coming weeks, employers will be widening this out and protecting staff as soon as possible.

The NHS is experienced in vaccinating staff quickly and safely. The Humber, Coast and Vale vaccination programme office is working with local NHS and health and

social care employers to offer all eligible staff the opportunity to take it up over the coming weeks and months. The health and social care cohort includes:

- Staff employed by the NHS
- Social care staff employed by local authority
- Third sector/private organisations
- Privately employed individuals
- Private contractors/individual practitioners
- Large national/regional organisations
- Funeral operatives

Locally, health and social care have been directed to Hospital Hubs and the Vaccination Centre and we continue to work with employers and independent practitioners to ensure we are targeting all eligible individuals with support of the NHS England Regional team.

### Vaccine supply

To ensure all of those people in the top priority groups can get vaccinated quickly, targeted deliveries are being made to areas where there are more people left to vaccinate in the priority cohorts. This has been a national decision.

While deliveries of the vaccine to local sites will vary in line with available supply, crucially each region of the country is getting a fair share of doses for them to get priority groups of people vaccinated, as advised by the JCVI. Because communities vary hugely in size and demographics, areas yet to vaccinate the most at-risk groups of people are being targeted with the doses they now need, to get priority cohorts protected.

### Fraudulent vaccine messages

One final point is the saddening news that there are increasing reports around the country of fraudulent messages being sent to people offering a vaccine in an attempt to steal personal and financial information. The NHS will never ask for banking details, account numbers, pins or passwords, or for copies of personal documents such as a driving licence, passport or payslip.

If anyone receives a message requesting this information it is a fraudulent message. Health and Local Authority partners are working hard on joint communication events on the vaccination programme including address fraudulent approaches.

### Stephanie Porter

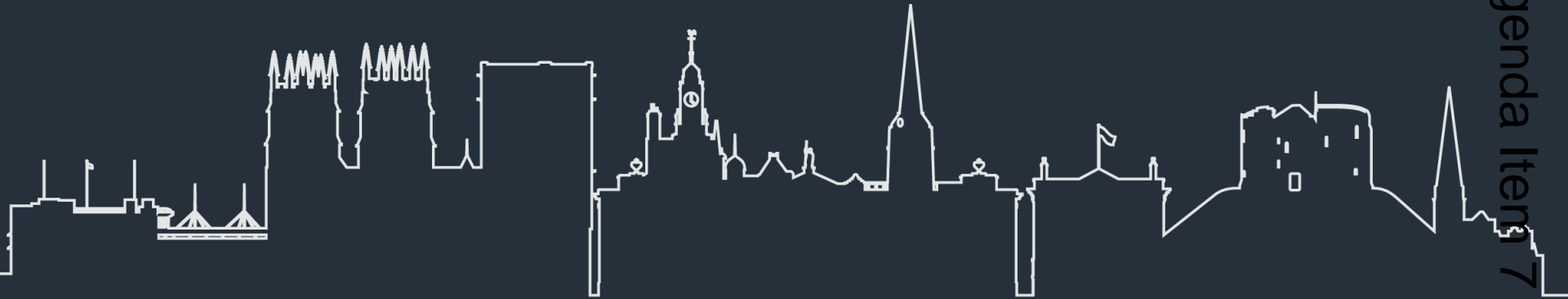
Interim Director for Primary Care and Population Health



# YORK OUTBREAK CONTROL

## Communications update

10 February 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>	15 June ? 2020: Reopening
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>
Phase 3	Manage outbreak	<p>Initiate the covid-19 incident comms plan (see annex A)</p> <ul style="list-style-type: none"> <li>• Deliver a regular drumbeat of accurate / up-to-date information as directed by cobra and relevant phase</li> <li>• Signpost support</li> <li>• Promote unity and community cooperation</li> <li>• Target information</li> </ul>	<p>23 March 2020: Lockdown</p> <p>2 November 2020: Lockdown</p> <p>5 January 2021: Lockdown</p>

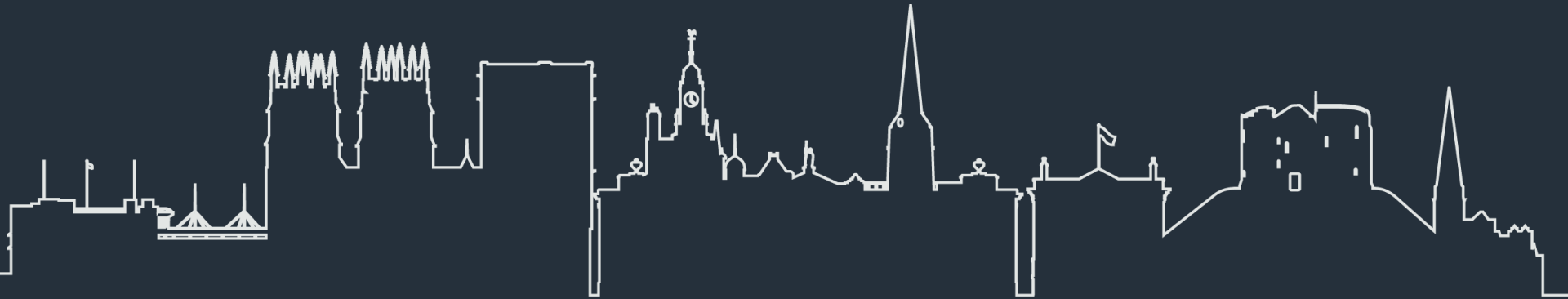
# Communications roadmap



	2020											2021		
	M	A	M	J	J	A	S	O	N	D	J	F	M	
Restriction communications	lockdown			Tier 1				T2	lockdown	T3	lockdown			
Regular updates / e-newsletters	daily			1-2 a week										
Direct publications, <i>Our City</i>	monthly			quarterly						monthly				
Facebook live – ask the leaders						monthly			weekly		fortnightly			
Let's be York (Safe reopen)				Business pack, signage, social, web, PR										
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							
Emotional health									PR, facebook, social, outside, partner packs					
Testing strategy											Direct, web, social, signage			
Vaccinations, inc. mythbusting											Social, direct			
Complacency											Web, social, direct			
Anniversary											Media social			

# Phase I

## Regular update of current situation to try and prevent outbreaks



# Share accurate and timely messaging

24 x press releases (covid-safe flood response highlighted)

- 03 February 2021 York Stadium Leisure Complex to offer symptom-free testing
- 03 February 2021 Make Time to Talk Day a day to make a difference
- 01 February 2021 Looking back: how local ward funding helped support local communities
- 29 January 2021 Flood defences operating ahead of predicted river level rise
- 29 January 2021 One year on: Council thanks residents and businesses as rates fall
- 23 January 2021 Frontline teams start to clean up as river levels steady
- 22 January 2021 Residents urged to stay safe as river levels fall in York
- 21 January 2021 Travel safely with sub-zero temperatures and rising river levels
- 21 January 2021 Residents urged to stay safe and stay home as river levels rise
- 21 January 2021 Foss flood warning - council officers on site to help residents and deploy sand bags
- 20 January 2021 Live Q&A to discuss residents' flooding questions
- 20 January 2021 Travel safe as river levels continue to rise
- 19 January 2021 Council deploys flood defences as levels expected to reach high levels
- 19 January 2021 York launches 'My covid story'
- 19 January 2021 Council increases support for York businesses
- 15 January 2021 Thousands get 'symptom free testing' in York
- 15 January 2021 Double grants boost for York businesses as council delivers on grant promise
- 15 January 2021 Stay home and save lives this weekend
- 15 January 2021 Be aware of Covid-related scams
- 14 January 2021 Support for city's rough sleepers continues
- 13 January 2021 Support key workers by following the rules
- 13 January 2021 Volunteers thanked for their amazing contribution
- 13 January 2021 Covid marshalls continue supporting city to be safe in lockdown
- 11 January 2021 West Offices customer centre to move online



City of York Council  
@CityofYork

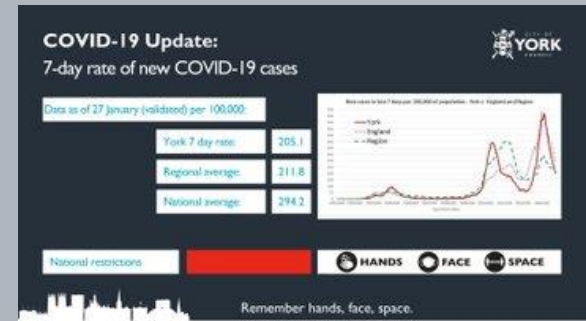
We think every day is a good day to thank our brilliant covid [#volunteers](#) - especially on [#ThankYouThursday](#)

Here's a snapshot of their fantastic contribution to [#York](#) :  
[york.gov.uk/news/article/4...](http://york.gov.uk/news/article/4...)

**Roles taken by our covid volunteers in 2020:**

Supporting community hubs: 494	IT support: 24	Doorstep matters: 42
Distributing food: 30	Specialist support: 16	Wellbeing phone calls: 136
Driving: 121	Stewarding: 126	Gardening: 3

York Cares and 6 others



# Share accurate and timely messaging

## A year on

National, local and regional media scrutiny

Worked closely with University of York on shared brief

Opportunity to reinforce partnership approach and thank residents and business for support to remind them of measures and purpose

Via media / social / partner communications



BBC Politics: Yorkshire and Lincolnshire  
BBC Yorkshirecast  
BBC Radio York  
BBC Look North

Local, Regional and National media

**Twitter Thread** (candle image thread): 6,888 impressions / 236 engagements

**Facebook** (candle image): 4,479 reached / 288 engaged (infographic): 2,959 reached / 93 engaged

**PR website visits:** 30

**Media advocacy:** [York Mix](#), [York Press](#), [Yorkshire Evening Post](#), [Manchester Evening News](#), [BBC Radio York](#), ITV, The Guardian,

**Partner Advocacy:** COVID community groups, York Festival of Ideas (Director), University of York (Active York, YUSU)



Covid-19 in the UK: back to York, where it all began

York Press

CORONAVIRUS: A year on - how the story unfolded in York

York Press: This is how the storm developed: The focus initially, on January 30, was not on StayCity but on Natalie Francis, a York mum working ...  
4 days ago





# 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 (126 recipients)
- 2x weekly resident e-newsletter (2,244 recipients +44%)
- Weekly business e-newsletter (1,503 recipients +10%)
- Weekly families e-newsletter (1,087 recipients + 6%)
- Regular press releases and media interviews
- Social media campaigns / weekly public health video

Update on impact to council services



**The Customer Centre has moved to phone and online**

West Offices is closed for face to face visitors

As always our Customer Services team are available to help with all usual business by email or phone during normal hours.

Most services are available online 24/7.

[york.gov.uk/coronavirus](http://york.gov.uk/coronavirus)

CORONAVIRUS  
PROTECT YOURSELF & OTHERS

Share partner messaging



City of York Council Retweeted

York CVS #NeverMoreNeeded @YorkCVS

URGENT: Volunteers needed to provide a lifeline to individuals isolating with COVID-19 symptoms in #Yorl

Via regular phone calls, volunteers will provide emotional support and link individuals & families to practical help to access food & prescriptions:

Share government communications



HM Government

NHS

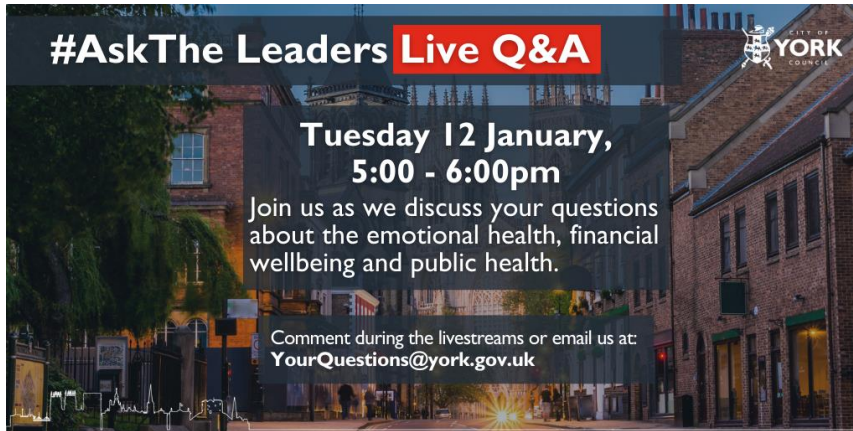
## A STEP TOO CLOSE COULD BE A STEP TOO FAR

The new COVID-19 variant is spreading fast, and around 1 in 3 people with coronavirus don't have any symptoms.

If you have to shop, try to go alone and limit the trips you make.

STAY HOME › PROTECT THE NHS › SAVE LIVES

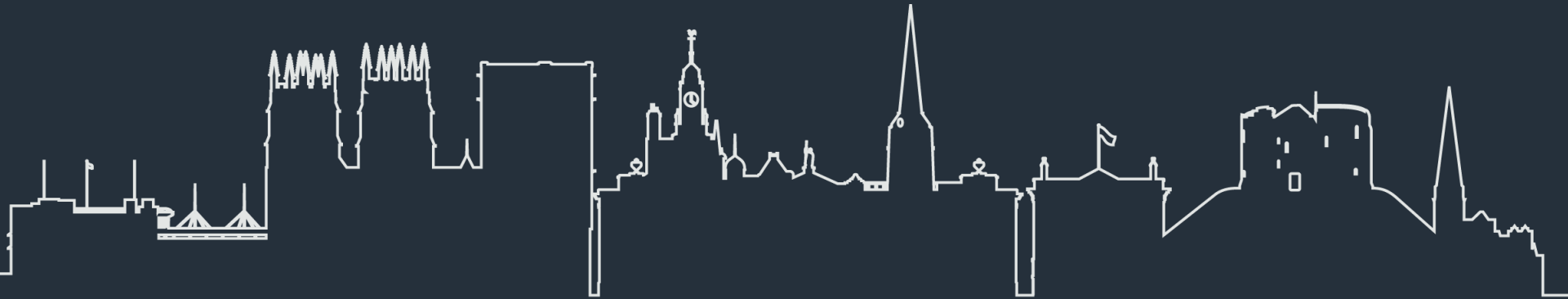
# Build engagement through conversation



- Held 4x Facebook lives  
Views – 11,602  
Shares – 35  
Reactions – 62  
Comments - 178
- Radio call-ins incl. Jorvik Radio and BBC York
- Social media boosted Our Big Conversation “temperature check”

# Phase 3

# Manage outbreak



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

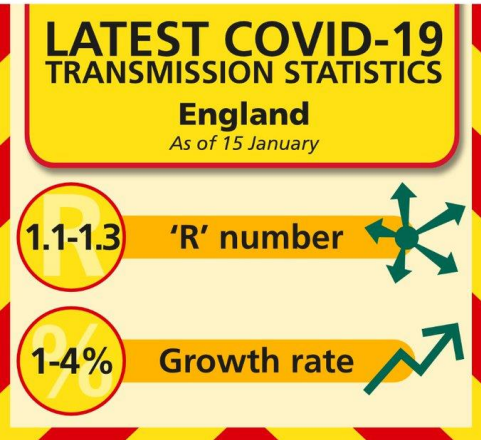
Reminding residents what they can do (safe behaviours) to help stop the spread of the virus and keep homes and families in York safe

## 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



Shared national messaging

**Looking for local businesses which deliver food in lockdown?**

Check out the list at:  
[www.livewellyork.co.uk/fooddeliveries](http://www.livewellyork.co.uk/fooddeliveries)

If you know someone without internet access who needs the list, please print it for them or ask them to call 01904 551550 for help.

**CITY OF YORK COUNCIL**

**CORONAVIRUS PROTECT YOURSELF & OTHERS**

**Money worries?**

Many people are worried about their bills at the moment.

For money advice and support, please go to:  
[www.york.gov.uk/BenefitsAdvice](http://www.york.gov.uk/BenefitsAdvice)

**Business grants**

[www.york.gov.uk/coronavirus](http://www.york.gov.uk/coronavirus)

**CITY OF YORK COUNCIL**

**CORONAVIRUS PROTECT YOURSELF & OTHERS**

**POLICE - ALERT**

**Rise in coronavirus vaccination scams**

**ActionFraud**

Learn more: [actionfraud.police.uk/vaccine](http://actionfraud.police.uk/vaccine)

**OFFICIAL**

**Support for parents**

Download our Parent Pack to find resources, contacts and advise to support you and your family's wellbeing this lockdown.

Find this download and more at:  
[www.york.gov.uk/LBYParentStudentSupport](http://www.york.gov.uk/LBYParentStudentSupport)

**CITY OF YORK COUNCIL**

**CORONAVIRUS PROTECT YOURSELF & OTHERS**

**In lockdown you can still...**

Exercise with the family in your local park or public playground. Please remember to stay as close to home as possible.

**CITY OF YORK COUNCIL**

**CORONAVIRUS PROTECT YOURSELF & OTHERS**

Stay safe. Stay local. Save lives

Signposted support to different groups

Social media what you can do

# 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 provide health and wellbeing support

Open letter to all residents published social and in York Press

Letter to shielded

Letter to all other households (not shielding)

A5 health and wellbeing booklet to all households (96k)

## Thank you: A message from the City of York Council

Sponsored by  
**YORK CITY COUNCIL**



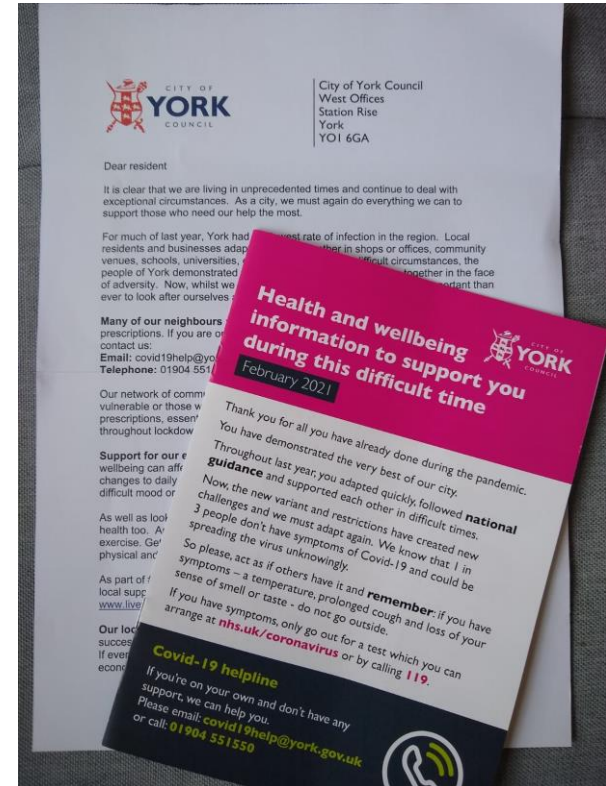
Thank you: A message from the City of York Council



As you will know, England has now entered another period of lockdown, which is anticipated to last until at least mid-February. We know how difficult this will be for so many of you and would like to thank you for all you have already done in such difficult circumstances. In the face of adversity, you have demonstrated the very best of our city.

Throughout last year, local residents and businesses worked hard to keep cases the lowest in the region and together, we reduced the spread of the virus. However, the beginning of 2021 has created a new challenge with the spread of the new variant of Coronavirus, and once again we must adapt.

This is not the start to the new year any of us wanted, but many of us may have anticipated. In recent weeks, across the country and



# Build confidence in the steps take and what people need to do



Economy and Place Directorate

West Offices  
Station Rise  
York YO1 6GA

Our Ref:  
21 January 2021

## Storm Christoph – covid safe-flood response

- Promoted public health safety messages
- Shared how operations had adapted to safely keep public safe

Media  
Facebook live (21 January)  
Social  
Targeted resident letters  
Business  
communications/covid  
marshalls

Dear resident,

As river levels in York continue to rise, we wanted to contact you to provide an update on the flood defences that will be deployed to you area, as well as provide you with the latest support and advice, as your home or road may be directly affected.

We wanted to reassure you that we have teams and resources in place to quickly respond to incidents and high river levels, in order to protect the city and that everything is being managed in a COVID secure way.

### Current river levels:

Following persistent heavy rain over the last few days as a result of Storm Christoph, the Environment Agency (EA) has adjusted its predicted maximum levels

York Press

'Covid-safe' flood evacuation plans as river levels set to rise

City of York Council is preparing to tackle the challenges of flooding during a

#AskThe Leaders **Live Q&A**  
Thursday 21 January,  
5:00 - 6:00pm  
Join us as we discuss your questions about flooding in York, measures you can take and how to stay safe.  
Comment during the livestreams or email us at:  
[YourQuestions@york.gov.uk](mailto:YourQuestions@york.gov.uk)

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## Storm Christoph



As well as rainfall we are expecting cold temperatures. Here are some tips to stay safe at home.

- the temperature in your home should be at least 18 degrees.
- Keep well stocked up with food and prescription medicines.
- Keep in touch with others by phone, to let them know how you are doing
- Please check on elderly or medically vulnerable neighbours and relatives in a COVID safe way.

01904 551 550 [COVID19help@york.gov.uk](mailto:COVID19help@york.gov.uk)

[www.york.gov.uk/flood](http://www.york.gov.uk/flood)



## Storm Christoph



**STAY HOME.  
PROTECT THE NHS.  
SAVE LIVES.**

Our frontline teams are working hard across the city. Stay home and exercise as close to home as possible, avoid all flood water.



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

**Testing** Unique web page views 82,990 % of Total: 9.34% (888,593)  
ie. the most visited of all council pages

## York Council develops Covid-19 test online booking in three days

itv  
NEWS Top stories Your Area Topics Weather  
launched a tailored online booking system for its symptom-free Covid-19 tests.  
Symptom-free testing to be offered at the York Stadium Leisure Complex

CALENDAR | Wednesday 3 February 2021, 2:30pm



Media coverage

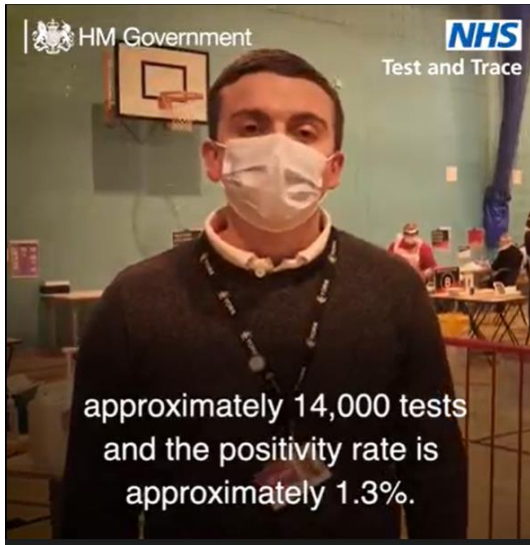
Direct communications to residents and responded to community facebook groups

Promoted booking a symptom-free test to key groups

Cabinet Office feature York Test and Trace across their channels

Signpost to web page for more information

Page 27



**Haxby, Wigginton and Strensall**

To stop the spread of Coronavirus in your area you can now book a Coronavirus test

We are now offering tests at Ethel Ward Playing Fields Calf Close, Haxby, York YO32 3NU by appointment only. Tests are available from Monday 1 February and

**Acomb, Dringhouses and Woodthorpe**

We're extending testing at Acorn Rugby Club so more of you can get tested!

We've carried out nearly 2,000 tests at the Acorn testing site.

We will now be offering tests at the Titanet Road site on Monday 1 February and Tuesday 2 February with the same opening times as before (9am-3pm). You don't need a car to be able to attend.

Please continue to book a test by visiting: [www.nhs.uk/Coronavirus](http://www.nhs.uk/Coronavirus) or calling 119 and selecting the option that you were asked to attend by your local council.

Thank you for your support of the testing site. People can spread the virus without knowing it and finding these cases is helping us to reduce rates in your area and across the city.

**1 in 3 have no symptoms**

Stay up to date at

City of York Council @CityofYork

About 1 in 3 people with coronavirus have no symptoms and will be spreading the virus without realising.

Thank you to everyone who has taken a symptom-free test already.

To check if you are eligible and book your symptom-free test, please visit: [york.gov.uk/SymptomFreeCOV...](http://york.gov.uk/SymptomFreeCOV...)

**Help keep the people you love safe and stop the spread**

If you are eligible, please book a test at: [www.york.gov.uk/SymptomFreeCOVIDTest](http://www.york.gov.uk/SymptomFreeCOVIDTest)

If you have coronavirus symptoms or you're self-isolating, instead visit: [www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus) or call 119

improve and make a difference

W

# Complacency: MyCovidStory launched 19 January

- My Covid Story – 5 x case studies of residents lived experiences
- Sports clubs – target 30-49 yo male to encourage the right behaviours
- Partner case studies – lived experiences of health and social care professionals

Total reach = **117,874**

Total engagement = **11,064**

**Thank you partners for all your support**

## York Teaching Hospital NHS Trust

Facebook: reach 15,966, engagement 1,922;  
Twitter: 62 RTs, 104 likes

## York Press

5 comments;  
Facebook: 44 reactions, 2 shares  
Twitter: 2 RTs, 8 likes

## York City Knights

Twitter: 9 RTs 20 likes  
York City Knights support post  
Facebook: 47 reactions, 2 comments, 5 shares;  
Twitter: 18 RTs 31 likes  
Insta: 129 likes

## York City Football Club

Facebook: 147 reactions, 4 comments, 6 shares  
Twitter: 7 RTs 70 likes  
Insta: 326 likes

## Partner advocacy/support

**The Press in York**  
20 hrs · 🌐

Joe spoke out as part of the 'My Covid Story' campaign which was launched to remind residents of the importance of working together in the fight against coronavirus



**YORKPRESS.CO.UK**  
**'The physical and emotional toll of seeing patients die is awful'- York Hospital consulta...**

34  
5 comments • 1 share

## Local media

**York Fighting Coronavirus Together - YFCT**  
Yesterday · 🌐

A personal story from someone very much in the middle of it, to whom we're extremely grateful:

**City of York Council**  
1 d · 🌐

Joe is the consultant in charge of Critical Care at York Hospital.

"The physical and emotional toll of seeing patients die is awful. ... See more



Joe, Consultant

**York City FC**  
@YorkCityFC

We are using our platform to support the Council's fight against Coronavirus.

Stay home and stay safe.

**York City Knights**  
@YorkCityKnights

We are proud supporters of @CityofYork's 'My Covid Story' campaign to remind residents of our great city of the importance of working together in the fight against coronavirus.

**City of York Council**

4:48 pm · 31 Jan 2021 · Twitter Web App

7 Retweets 67 Likes



**York City Knights**

8:00 pm · 30 Jan 2021 · TweetDeck

18 Retweets 31 Likes



## York doctor speaks out on 'emotional toll' of watching patients die alone during coronavirus pandemic

Joe said his entire team was tired and anxious

**'The physical and emotional toll of seeing patients die is awful' - York Hospital consultant speaks out**





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

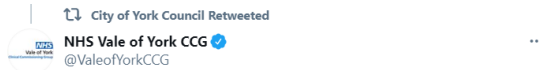
## Vaccinations

Shared partner communications, eg.

- NHS stakeholder pack via partner update
- DHSC videos
- Nimbuscare communications

Social

Direct resident comms



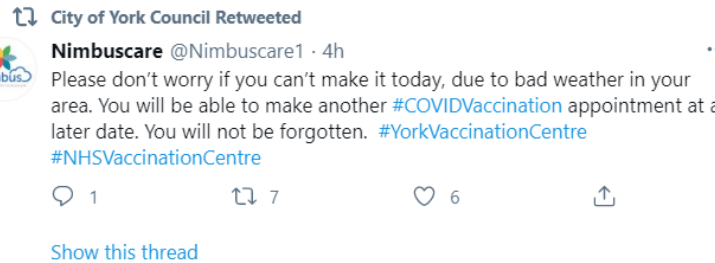
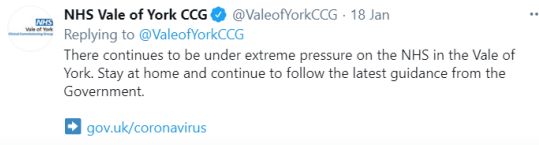
Replying to @ValeofYorkCCG

The COVID-19 vaccine has undergone months of rigorous testing to meet strict standards of safety, quality and effectiveness.

The York Vaccination Centre will keep you safe through a range of measures including cleaning, disinfecting and social distancing.

5:33 pm · 18 Jan 2021 · Twitter Web App

2 Retweets 4 Likes



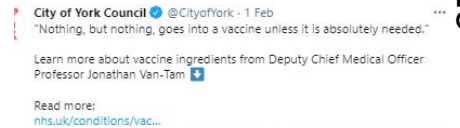
Resident updates

## 4. Getting to your vaccination appointment

Last week there were some traffic flow issues and delays experienced at the Askham Bar vaccination site. These have now been resolved and patients are, on average, arriving to the site and leaving with 20 minutes.

You can view frequently asked questions about the vaccine site online at <https://www.nimbuscare.co.uk/> and find out 'what to expect when you arrive' at <https://www.nimbuscare.co.uk/our-services/nhs-covid-vaccination-service/>.

For further information about the vaccine site, you can listen to local radio for updates, your GP practise will be sharing information and Prof Mike Holmes is writing a weekly column in the York Press each Tuesday.



# Next steps

- More My Covid Story case studies
  - St Leonard’s Hospice, testing, vaccinations
- Vaccination communications
- Behavioural insight-led marketing/campaign preparing to reopen the city

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

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## Summary

This paper provides an overview for the Outbreak Management Advisory Board on how Universities and Colleges have been working with the City Council during this latest lockdown; how we have been working jointly to support the further roll out of mass asymptomatic testing across the City; and a look at the wider challenges facing staff and students at our institutions

## Detail

### 1. Mass Asymptomatic Testing and Cases

Both University sites are now operating jointly with CYC and processing thousands of tests a week for the wider community, alongside regular testing for staff and students. The Department for Education has also now confirmed that twice weekly testing of all staff and students will be extended until at least Easter (something we were already able to provide our staff and students thanks to this partnership with the Council). Testing sites are also operating at both Colleges for staff and students who are on-site, alongside the use of home testing kits where appropriate. Trialing satellite testing sites at some University of York Colleges situated further away from established testing sites is also now underway, aimed at further encouraging testing uptake.

Testing is now regularly enabling us to find cases early and break chains of transmission. At the time of writing there are under 35 positive cases within the staff and student University communities in York, far lower than at a similar point in the first term of this academic year. We are also working on targeted communications to students who have returned to York to encourage a further increase in the numbers taking advantage of regular asymptomatic testing.

### 2. Lockdown policy changes

Since the initial lockdown announcements on 4 January, the Department for Education has continued to publish further guidance for [higher education](#) and [further education](#) settings. At present we know that no further groups of students will be returning to in-person teaching before 8 March.

We await further guidance from government on the pace and shape of the resumption of in-person teaching. Absent this, all institutions have been working hard to provide as much certainty as possible to staff and students. We have also been working closely with colleagues in public health to ensure any large scale movement of students to and from university accommodation is well managed across the city. The likely initial relaxation of restrictions for

universities on 8 March is close to the end of term at the University of York (19 March) and York St John (26 March). Given that, it is likely that we will see only a limited resumption of in-person teaching at that point, focused in particular on students who need access to specialist facilities to complete their studies. It would not appear wise on public health grounds to prompt a larger-scale movement of students from family home to university and then back again within such a short period.

### **3. Impacts on students and staff**

Over the course of the pandemic all the HE and FE institutions in York have, collectively, committed millions of pounds in increased support for staff and students, recognising the profound impact that the pandemic has had on - particularly - mental health. Support provided includes a new wellbeing role at York St John, acting as a point of contact for students and new wellbeing champions throughout YSJ to support continued emphasis on students and staff wellbeing. The University of York has also increased its student facing wellbeing roles and increased significantly the resources available to support student hardship.

There is also an increasing body of evidence reporting on the mental health impacts of the pandemic: the latest [publication](#) of the UCL Covid-19 Social Study highlights that some of the groups who have had their mental health most significantly affected by the pandemic overlap with large groups of our student population. For example the study shows that more negative experiences are associated with those in lower income categories and younger age groups.

These mental health challenges can also be exacerbated by the financial challenges posed by the pandemic - particularly with far fewer opportunities for paid work. As well as expanding the amounts provided into our student hardship funds, both Universities and their Students' Unions have also [lobbied government](#) for greater financial support for students. As yet there has been a much more limited response for universities in England than we have seen in Scotland, Wales and Northern Ireland. As we noted in our last report, it is also particularly welcome that the Council has ensured that working students are eligible for the [financial support](#) for members of the city community who have to isolate.

### **4. Ongoing support**

The Universities and Colleges sub group are also keen that mental health provision across the city continues to be accessible and responsive to students. There are some service / condition specific diagnostic and support need gaps that are being identified with colleagues in HE and FE (including ADHD; eating disorder; self-harm; suicide risk; autism) that may require joint review and joint assessment of with providers within the City to improve access and support. Our local NHS Mental Health Trust (Tees Esk and Wear Valleys NHS Foundation Trust) have recently developed a modelling tool that predicts increased demand across the board for mental health support.

We would encourage the Outbreak Management Advisory Board to draw on these developing analyses and note the importance for these groups - working through existing fora like the Mental Health Partnership - to explore the continuing impact of the pandemic on student and staff mental health across the FE and HE sector and ensuring there is well resourced, joined up resources in place to support this in the months and years ahead.

Universities and Colleges Outbreak Management Sub Group  
8 February 2021

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