

Notice of a public meeting of

City of York Outbreak Management Advisory Board

To: Councillors Aspden (Chair), Runciman (Vice-Chair) and D Myers
Ian Floyd - Chief Operating Officer, CYC
Sharon Stoltz - Statutory Director of Public 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 Health 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, 9 December 2020

Time: 5.30 pm

Venue: Remote Meeting

AGENDA

1. **Declarations of Interest**
2. **Minutes of the Meeting held on 18 November 2020, and actions arising** (Pages 1 - 8)
3. **Verbal Update: Covid-19 Mass Vaccination**
4. **Current Situation in York** (Pages 9 - 10)
5. **Communications and Engagement (including updates from campaign task and finish groups)** (Pages 11 - 28)
6. **Update from Sub-Group: Universities and Higher Education Establishments** (Pages 29 - 30)
7. **Analysis of the Impact of Covid-19 on the Economy** (Pages 31 - 46)
8. **Covid-19 Testing (a presentation will be given at the meeting)**
9. **Covid-19 Contact Tracing (a presentation will be given at the meeting)**
10. **Agenda Items for the Next Meeting**
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:

- 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	18 November 2020
Present	<p>Councillors Aspden (Chair), Runciman (Vice-Chair) and D Myers</p> <p>Ian Floyd - Chief Operating Officer, CYC</p> <p>Sharon Stoltz - Statutory Director of Public Health for the City of York, CYC</p> <p>Amanda Hatton - Corporate Director of People, CYC</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>Julia Mulligan – North Yorkshire Police, Fire and Crime Commissioner</p> <p>Alison Semmence – Chief Executive, York CVS</p> <p>Dr Sally Tyrer – General Practitioner, North Yorkshire Local Medical Committee</p> <p>Lisa Winward – Chief Constable, North Yorkshire Police</p>
Apologies	<p>Phil Mettam – Track and Trace Lead for Humber, Coast and Vale, NHS Vale of York Clinical Commissioning Group</p> <p>Dr Simon Padfield - Consultant in Health Protection, Public Health England</p> <p>Mike Padgham – Chair, Independent Health Group</p>
In Attendance	<p>Claire Foale - Head of Communications, Customer Services and Digital, CYC</p> <p>Fiona Phillips – Assistant Director of Public Health for the City of York, CYC</p> <p>Steph Porter – Acting Director of Primary Care and Population Health, NHS Vale of York Clinical Commissioning Group</p>

64. Declarations of Interest

Board Members had no interests to declare.

65. Minutes of the Meeting held on 21 October 2020, and actions arising

There were no matters arising from the previous minutes. The Board approved the minutes as an accurate record of the meeting held on 18 November 2020 2020.

There were two outstanding actions on the action log. Tracy Wallis advised that these actions should be closed as they had both been progressed.

The Board noted the updates in the action log.

The Board recorded their thanks to Dr Andrew Lee for his involvement in the Board.

66. Current Situation in York

Fiona Phillips, Assistant Director of Public Health for the City of York Council, presented an overview of the local data. A summary of the recent developments was provided in the agenda pack for this meeting. Although the effects of the second lockdown had not yet been seen, the impact of York being put into Tier 2 restrictions was starting to become apparent. There had been a drop off in cases, particularly in the higher education organisations.

Fiona also mentioned how there had been a change to the methodology by which PHE allocated cases to a particular area. This mainly affected the student population, as cases would now be allocated to their university accommodation address. Previously, cases had been allocated to their family home address. With 659 cases having to be reallocated to York, the peak in October was higher than had been thought at the time. The Board was assured that deaths would continue to be monitored. There had been four in the last month, bringing the total number of Covid-19 deaths among York residents to 178. When compared to its regional neighbours, York now had the lowest rate in the Yorkshire and Humber region.

Lucy Brown, Director of Communications for the York Teaching Hospital, gave an update on how the hospital was coping with the current demands around Covid-19. At the time of the meeting the hospital had 71 patients who were confirmed as Covid-19 positive. The York Trust's cases had also

been increasing, but there was a lag before hospital admissions were seen. Admissions were expected to start to peak in the next week. There had been preparations to manage this rise. To help release an increased number of beds, some planned operations had been postponed. In March, the whole NHS had been asked to pause operations, but this time there was a more phased response. The Trust was also working with local independent hospitals to increase capacity. The situation had been increased to a level 4 national critical incident.

Dr Sally Tyrer, GP representative from the North Yorkshire Local Medical Committee, informed the Board that practices were working equally hard under the increased Covid-19 pressures. The backlog of patients caused by phase one was still being managed. Some routine activities would have to be paused, especially since primary care had been asked to take a lead role in delivering the vaccine.

The Board noted the update.

67. Communications and Engagement (including update from campaign task and finish groups)

Claire Foale, Head of Communications at City of York Council, gave a presentation on the continued messages and engagement the Council was carrying out. There were three phases to the communication plan – prevent, respond and management. Some of the regular updates had been replaced with community engagement, by holding Facebook Live Q&A sessions with the public. A session held recently with the Public Health team had received 40,000 views, with over 600 comments and questions.

With an increase in quarantine fatigue starting to be seen in the community, different campaigns had been complementing the usual public health messages. The ‘we’ve got it covered’ campaign highlighted the importance of using face coverings to help the public avoid becoming complacent. Key events like Christmas were also being used to reiterate public health messages.

Letters had been used to communicate with both the business and education sectors. With the recent developments on business grants, these letters had been a valued mode of communication. Parents had also have found the letters helpful in keeping their children safe, especially with the return of children to schools.

With the recent developments in testing, there needed to be more communications about it. Claire shared an animation that had been

developed locally to help people understand the testing procedure. The guidance had been vastly simplified to encourage people to answer the phone the first time. Subsequently, the contact tracing system would be able to contact more people.

The Board agreed to receive quarterly updates in future on the emotional and wellbeing campaign sub-group. The Board noted the presentation and all the great work that had been completed by the communications team.

68. Update from Sub-Group: Universities and Higher Education Establishments

Charlie Jeffery, Vice Chancellor and President of the University of York, gave an update from the Universities and Higher Education Establishments Sub-Group. He reported that the University of York's cases had decreased to 55 and York St John University were now reporting only ten cases. The positive cases in higher education establishments had also decreased, with very low numbers now being reported.

Forward planning for the end of the academic term had started, with a focus on the return of students to their family homes. The higher education students had been recommended to move back home in the travel window between the 3rd-9th December. The last day that the university would provide consequential support if a student presented as positive would be the 9th December. This would still enable students to get home for Christmas once they had completed their two week of self-isolation. Most students were expected to be picked up rather than using public transport this year. A package of support was also being organised for the usual 1000 students that stayed on campus over the holiday season. The contents of the support package would be dependent on the Covid-19 restrictions of that time.

Both universities had expressed their interest in hosting the new testing sites. With the roll out of the new lateral flow tests, this would allow universities to manage their outbreaks a lot more effectively as the test yielded a result within an hour. The sports hall had been identified as the new testing site and staff were currently being recruited to support this. A new robust booking system was also currently being developed.

In order to reduce the risk of transmission from a student's university accommodation to their family household, two tests would be given two days apart, to give absolute assurance before moving. The same risk would be met as the students moved back into their university accommodation, although the increased testing capability would mitigate

this risk as much as possible. The local contact tracing system would also help in this regard.

Self-isolation fatigue was another concern of the university, especially since it was linked to financial income as students would not be able to continue their part-time jobs. The Chair advised the Board to jointly review the topic of financial support. He agreed to write a letter to the Department of Health and Social Care on the behalf of the Outbreak Management Advisory Board.

The Board noted the update from the sub-group.

69. Verbal Update on Contact Tracing

Fiona Phillips updated the Board on the work progressed regarding contact tracing. Since the last meeting, the system had been operational for four weeks. 76% of the 225 cases that were received had been successfully contacted. This percentage had decreased because the national system was previously only passing on cases where no attempt had been made to contact the people concerned. At that point the team was successfully contacting 90% of referrals, but since then the national system had improved. The team now only received referrals of people who were hard to contact. If a person was not able to be contacted, a follow up visit to their registered address would be carried out to offer advice and gather any relevant information.

There had been good arrangements established with both universities around contact tracing their own students as well as through the local system. This had demonstrated the reasons for having a local service, as organisations were able to work in partnership to achieve the results aimed for. Moving forward, the aim was to expand the capacity of the service to enable us to take on more responsibility from the national system.

The Board noted the report and expressed their thanks to the Public Health Team for establishing the local contact tracing system.

70. Covid-19 Testing Proposals

Sharon Stoltz, Director of Public Health, City of York Council, outlined the different proposals for additional testing capabilities. The Department of Health and Care had asked local authorities to take more responsibility for this locally. Testing was especially important for the hard to reach communities that would struggle to get access to a testing site in the city centre. Sharon welcomed any suggestions on how this could be supported by the organisations' members.

Fiona Phillips explained the differences regarding the various tests that were currently available. The PCR tests were reliable and had been used for the majority of the Covid-19 period so far but it took at least 24 hours to receive the results. The LAMP tests provided a much quicker result but had a slightly higher rate of false negatives. Due to speediness of the test, both hospitals and universities were looking into this method. The lateral flow tests were a new testing technology that was currently being used to pilot mass testing in Liverpool. The accuracy of this test relied on it being administered and evaluated by a health care professional. This method would also require a follow up PCR test to confirm the results. No test was 100% accurate and due to the novelty of the virus, there was no gold standard to which tests could be compared.

The group discussed the different ways in which local testing provision could be enhanced using the new Lateral Flow Test technology. The options put forward were to use them for 'ring testing (testing all contacts of a case), for targeted testing of high risk communities, or for mass testing of the whole population. The group thought that targeted asymptomatic testing seemed to be the most appropriate use of resource and capacity at the present time.

The group discussed the different delivery models that could be used for targeted population testing. The options presented in the meeting were: a central location; a smaller central location with satellite sites across the city; or a mobile testing unit which could be used to target specific areas of need.

Lisa Winward, Chief Constable for North Yorkshire Police, asked how sure we were that people were keen to take up testing and whether any additional freedoms would be granted to those who tested negative. As testing was not mandated, Sharon explained that it relied on people to follow the guidance and take a test when asked. As for the 'Covid-19 passports', there was not enough understanding to be able to provide this yet. Sharon reported that this was being discussed nationally.

Alison Semmence, Chief Executive of York CVS, asked whether the voluntary sector would be given testing priority. Fiona confirmed that all social care staff, domiciliary care and informal carers would be included.

The Chair endorsed the whole city approach to testing and asked that the expression of interest be submitted. Everyone agreed that it should be a 'hub and spoke' or mobile model. Clarity should also be sought around the required financial support for people self-isolating. The Board noted the verbal update.

71. Covid-19 Mass Vaccination

Sharon Stoltz explained that all vaccines had to meet robust safety standards before they are fully rolled out. Disseminating the right communication around vaccination would need to be a key part of the strategy. Sharon expected vaccinations to be rolled out in a phased approach on a priority basis. Older adults and care home workers would be the first to be eligible, then the 80+ age group and other health and social care workers. Hospitals and care homes would be responsible for vaccinating their own staff. The priority would then go down by age.

Dr Sally Tyrer, a GP from North Yorkshire Local Medical Committee, informed the Board about the preparations being organised in primary care. Practices had been asked to work together, although patients were expected to go to their original practices. Communications would be necessary in order to help people understand this. Sally expressed some concerns about how the trials had been run concurrently rather than in a sequence. Nevertheless, it was important to emphasise that the vaccine was as safe as any other vaccine, after a rigorous trialling process.

James Farrar, of the Local Enterprise Partnership, asked whether any plans had been made regarding the economy over the next 12 months. Sharon replied that she had engaged with business leaders from across the city and received a mixed response. Some advocated higher financial support but others wanted higher footfall in the city.

Julia Mulligan, the North Yorkshire Police, Fire and Crime Commissioner, asked how much of the population needed to be vaccinated to stop the virus from replicating. Sharon explained that the aim was to have 75% of the population vaccinated, which was the same aim as for seasonal influenza. Support would be provided for the frontline workers. This would be discussed at the Local Resilience Forum soon.

The Board noted the update.

72. CVS and Healthwatch York Report: 'What We Did During the Covid-19 Lockdown March-June 2020'

Alison Semmence gave a brief summary of the report included in the agenda pack on the work carried out by York CVS during the first phase of the pandemic. A directory for professionals had been organised; this included 50 organisations. The CVS had been working with the NHS responders to encourage them to refer people to their service.

After carrying out the impact survey it was found that two out of three charities cease to exist over the next 12 months. This was worrying as it had come at a time where demand was up and income is down. Even though we were entering a critical stage, practical support was still being offered.

The Board agreed with the themes highlighted in the report. The Chair and the Director of Public Health thanked the voluntary sector, on behalf of the Board and the council, for the great work they had been doing throughout the pandemic.

73. 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

The Board agreed that economic analysis should be discussed at the next meeting.

74. Dates of Future Meetings

The agreed dates of future meetings were as follows:

- 9th December 2020
- 13th January 2021
- 10th February 2021
- 17th March 2021
- 7th April 2021
- 19th May 2021

75. 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 7.37 pm].

Business Intelligence Hub

Covid-19 in York: Public Health Data - One Page Summary (as at 7.12.20)

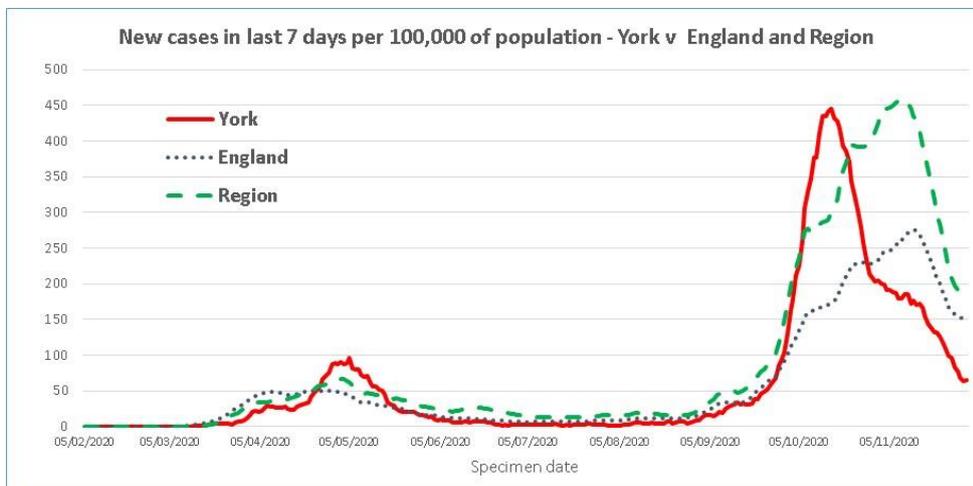
Key Impacts

- As at 6.12.20 York has had **5,753** cases since the start of the pandemic, a rate of **2,731.5** per 100,000 of population. The rate in York is above the national average (2,627.8) but below the regional average (4,013.9).
- The latest official “validated” rate of new Covid cases per 100,000 of population for the period 25.11.20 to 1.12.20 was **65**. The national and regional averages at this date were 149.5 and 173.9 respectively (using data published on Gov.uk on 6.12.20).
- As at 4.12.20, the latest 7 day positivity rate in York (Pillar 2 only) was **2.07%**. The national and regional averages are 6.2 % and 6.7% respectively.
- There have been **191** deaths of CYC residents, 83 of which were in care homes. There have been **19** deaths of CYC residents reported by ONS in the last 7 weeks. The overall 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

- **52%** of those testing positive in York have been aged under 30. **55%** of those testing positive in York are female. **49.7%** of those who died were male, a lower proportion than the national average (55.4%). The average age of the people who died was **82.5**, with an age range of 53-104.

Trends



- The 7 day rate of cases per 100,000 in York has been falling since the peak of 445 on 16.10.20. National and regional rates are also falling.

NHS Test and Trace

- Since 28.5.20 a total of 4,600 laboratory confirmed CYC Covid cases have been uploaded into the NHS Test and Trace system and 4,059 of the cases have been completed (**88.2%**). 13,032 ‘contacts’ have been identified and 7,847 of these have been completed (**60.2%**). Between 22.10.20 and 27.11.20, **321** ‘actionable’ positive COVID-19 CYC cases have been referred to the local contact tracing service. 321 of the referrals (100%) have been actioned. Of the referrals actioned, 240 (**74.8%**) were successful and 81 (**25.2%**) were unable to be reached via phone or home visit, but guidance leaflets were posted where possible.

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

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YORK OUTBREAK CONTROL Communications update

9 December 2020



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

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>	Current work in progress
Phase 2	Alert following spike in cases	<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>	
Phase 3	Manage outbreak (more details in subsequent slides)	<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 	

Communications roadmap



	2020										2021			
	M	A	M	J	J	A	S	O	N	D	J	F	M	
Restriction communications	Lockdown			Tier 1			T2	T4	?					
Regular updates / e-newsletters	daily			1-2 a week										
Direct publications, <i>Our City</i>		monthly			quarterly									
Facebook live – ask the leaders						monthly			weekly					
Let's be York (safe reopen)				Business packs, 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					
Testing strategy														
Vaccinations														

Phase I

Regular update of current situation to try and prevent outbreaks



Share accurate and timely messaging

NEWS
15 hrs ago

Tier 2: What York residents can do from today

By Daniel Willers
Reporter

York Press
'Disappointment' as York put in Tier 2 - despite low infection rate
Reacting to news this morning that York has been placed in Tier 2 High restrictions from December 2, City of York Council leader Keith Aspden ...
6 days ago

York Press
Reader poll: Which tier should York be in post-lockdown?
Under the three new tiers, essential and non-essential retail can remain open, but in Tier 2, pubs and bars must close, unless operating as ...
6 days ago

York Press
Tier 2: What York residents can do
York goes green in latest Covid infection rate map | York Press
The continuing fall in York's rate may bolster hopes that the city could be moved from Tier 2 to Tier 1 during a review later this month.
22 hours ago

York Press
York's weekly Covid rate falls to just 100.2 cases per 100,000 ...
YORK'S coronavirus infection rate has fallen to a key milestone - and ... from Tier 2 to a more relaxed Tier 1 during a review in mid-December.
1 day ago

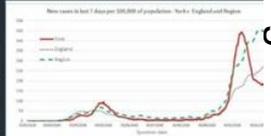
City of York Council
5 h • 🌐

DAILY UPDATE: The latest "validated" data for the last 7 days of new COVID-19 cases per 100,000 as at 26 November:

York 7 day rate: 96.9... See more

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

Data as of 26 November (validated) per 100,000:	
York 7 day rate:	96.9
Regional average:	207.8
National average:	162.3



Tier 2

Remember hands, face, space.

26 13 comments 2 shares

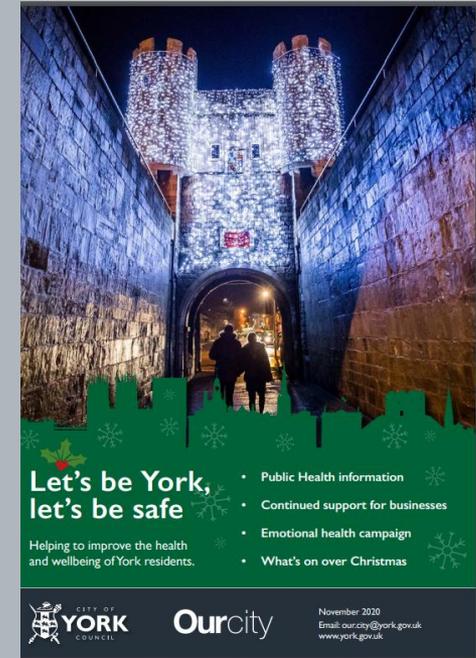
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Build confidence in the steps taken and what people need to do

The council is working closely with partners and using a variety of channels to reach as many people as possible.

Continued our regular communications and updates:

- 2x weekly email updates to members and partners
- 2x weekly resident e-newsletter
- Weekly business e-newsletter
- Weekly families e-newsletter
- Regular press releases and media interviews
- Social media campaigns / weekly public health video
- Our City – resident newsletter



Our City - November 2020



Face coverings

Please remind secondary school children they should wear facecoverings:

- 🧐 on school buses
- 🧐 on public transport
- 🧐 in corridors and other communal areas of schools and still keep a distance!

Let's be York
Explore Inspire Learn



and make a difference

Build engagement through conversation

#AskThe Leaders Live Q&A

Friday 27 November, 5:00 - 6:00pm
Join us for the latest public health update and questions about the support available for businesses.

Monday 30 November, 5:00 - 6:00pm
Join us as we discuss your questions about tier 2 changes and looking after your own, and others emotional health.

Comment during the livestreams or email us at: YourQuestions@york.gov.uk

CITY OF YORK COUNCIL

- Continued Facebook live Q&A
- Radio call-ins
- Launched Our Big Conversation “temperature check”

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Jorvik Radio
@JorvikRadio

From 10 - midday we've all the reaction to York being put into Tier 2 on today's Love in the Morning. Nick is joined live by Sharon Stoltz Director of Public Health at City of York Council @CityofYork & Greg Mulholland from the national @CampaignforPubs

10:06 AM · Nov 27, 2020 · Twitter for Android

Our Big Conversation

CITY OF YORK COUNCIL

Join the conversation that is shaping our city's recovery.

Phase 2

Alert following increase in cases



Tier 2 communications

1. Share accurate and timely information
2. Further engage residents by using the tier process as a catalyst for increased communications:

- Resident, partner and members update
- Internal communications
- Social statement and social comms to clarify rules
- Update website
- Briefing via live facebook Q&A on 27 and 30 November
- Shared Covid help contact details

NHS Vale of York CCG @ValeofYorkCCG

#York will be in Tier 2 from Wednesday 2 December. Your #GP practice will remain OPEN and continue to run safe services should you need them.

More information about how GP services are operating here: bit.ly/GPPracticesOpen

City of York Council @CityofYork · Nov 26
From the beginning of Wednesday 2 December, York will be in Tier 2: High Alert: york.gov.uk/coronavirus

0:55 1.1K views

CITY OF YORK COUNCIL

My Account Search COUNCIL

Coronavirus and council services
To control the spread of coronavirus, from Wednesday 2 December York will be in Tier 2: High Alert; get the latest COVID-19 information, relevant to our area...

Information on coronavirus
Home > Information on COVID-19 > 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

York is currently following local restrictions in Tier 2: High Alert.

Get [information from GOV.UK](#) about the 3 tiers of local restrictions, including what you can and cannot do in each tier:

- Tier 1: Medium alert
- Tier 2: High alert
- Tier 3: Very High alert

See more [information about restrictions in York during Tier 2: High Alert local restrictions](#).

Find out about [making a Christmas bubble with friends and family](#) between 23 and 27 December.

To stay alert, control the virus, and save lives, you must follow advice from the government. Public Health England, 19th Nov 2020

1. Tier 2 guidance

We know that over recent months residents, businesses and communities have worked very hard to help bring down case numbers and we want to thank you for all your efforts.

From [tomorrow](#) (2 December) the national restrictions will be lifted and York will enter the new tier 2 regulations. We know the change in regulations may be confusing, but as a reminder from [tomorrow](#) you can:

- Meet people you do not live with outdoors, in groups of up to six and socially distanced.
- Visit our city's great shops and Covid-safe hospitality businesses, with your household or support bubble.
- Continue to use early years and childcare settings, including childminders, after-school clubs and nannies.
- Visit the hairdressers, leisure centres and gyms and other entertainment and personal care services.
- Get married – with up to 15 guests.
- Attend your place of worship.

We will continue to lobby the Government to be moved into Tier 1 restrictions, and also request that the Government provide further financial support,

Thread

✓ Weddings, civil partnerships, wedding receptions and wakes can take place with 15 guests, and 18 guests for funerals at York crematorium

TIER 2 HIGH ALERT

15 guests for weddings, civil partnerships, wakes; 18 for funerals at York crematorium. Number of journeys you make and walk or cycle if

york.gov.uk/coronavirus

City of York - Nov 26

reduce the number of journeys you make and walk or

eholds indoors (apart from support bubbles) six for meeting others outdoors

RT

useholds indoors apart from support bubbles outdoors ngs, schools, colleges and universities open

in visit york.gov.uk/coronavirus

City of York - Nov 26

s, schools, colleges and universities remain open

NHS

CORONAVIRUS TIER 2 HIGH ALERT

YOU MUST:

- Not mix with other households indoors
- Only meet people outdoors in groups of up to six
- Work from home if possible
- Reduce the number of journeys you make

For further details, go to gov.uk/coronavirus

STAY ALERT. CONTROL THE VIRUS. SAVE LIVES.

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: remember and understand that whilst in lockdown there are still things we can safely enjoy

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

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

Continued :You can Still

HM Government NHS

TIER 2 HIGH ALERT

FROM 2 DEC

MEETING FRIENDS AND FAMILY	BARS, PUBS AND RESTAURANTS	RETAIL	WORK AND BUSINESS
No mixing of households indoors, apart from support bubbles. Maximum of six outdoors.	Pubs and bars must close, unless operating as restaurants. Hospitality venues can only serve alcohol with substantial meals. Venues must stop taking orders at 10pm and must close by 11pm.	Open.	Everyone who can work from home should do so.
EDUCATION	INDOOR LEISURE	ACCOMMODATION	PERSONAL CARE
Early years settings, schools, colleges and universities open. Childcare, other supervised activities for children, and childcare bubbles permitted.	Open.	Open.	Open.
OVERNIGHT STAYS	WEDDINGS AND FUNERALS	ENTERTAINMENT	PLACES OF WORSHIP
		Open.	Open, but cannot interact with anyone outside household or support bubble.
		RESIDENTIAL CARE	LARGE EVENTS
		COVID-secure arrangements such as substantial screens, visiting pods, and window visits. Outdoor/airtight visits only (rollout of rapid testing)	Sport, live performances and business meetings limited to 50% capacity or 2000 people outdoors (whichever is lower) and 50%

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What does Tier 2 mean for business?

- All businesses/venues to follow COVID-secure guidelines.
- Non-essential shops can open.
- Official/registered tradespeople (including hair dressers and beauticians) can still work in other people's home - following strict national guidance.
- COVID secure gyms and
- Pubs and bars must close
- Hospitality venues can o
- Venues must stop taking
- No mix of households at
- Food delivery and drive-t

Stay up to date at

Tier 2: High Alert - from 2 December

You CAN still

- Meet people you do not live with outdoors, in groups of up to six and socially distanced
- Visit our city's great shops and Covid-safe hospitality businesses, with your household or support bubble
- Continue to use early years and childcare s after-school clubs and nannies
- Visit the hairdressers, leisure centres and g and personal care
- Get married - with up to 15 guests
- Attend your place of worship

Find out more at www.york.gov.uk/LocalRestrictions

Tier 2: High Alert - from 2 December

You CAN still

- Meet people you do not live with outdoors, in groups of up to six and socially distanced.
- Visit our city's great shops and Covid-safe hospitality businesses, with your household or support bubble.
- Continue to use early years and childcare settings, including childminders, after-school clubs and nannies.
- Visit the hairdressers, leisure centres and gyms and other entertainment and personal care services.
- Get married - with up to 15 guests.
- Attend your place of worship.

Find out more at www.york.gov.uk/LocalRestrictions

HANDS FACE SPACE

CORONAVIRUS PROTECT YOURSELF & OTHERS

What does this mean for families?

- You can meet friends outside, provided you follow Space and the rule of 6
- Don't meet friends and family inside your home unless formed a support bubble with them
- Don't mix households indoors in any setting, including restaurants
- Schools will remain open
- You can continue to use early years and childcare, including registered childminders, after-school clubs and nannies

Tier 2: High Alert - from 2 December

Keep up to date with local restrictions. Visit www.york.gov.uk/coronavirus

CORONAVIRUS PROTECT YOURSELF & OTHERS

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

Emotional health



Feel Real York

NHS Vale of York NHS Tees, Esk and Wear Valleys

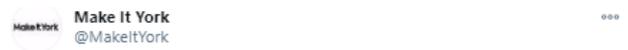
Supporting your emotional wellbeing



The impact of COVID-19 has not only affected people physically but it's also taking its toll on people mentally. Feelings of worry, depression or social isolation may be influencing how you feel, or if you have a pre-existing emotional health condition, your symptoms may be heightened at this time. It's important that you take time to look after your emotional wellbeing, whether that's taking time for yourself, speaking to friends and family or seeking wider support. If you're feeling low or anxious you're not alone and can be reassured that help is at hand, with a range of services locally to support you. Talking Therapies, often known as IAPT, is a service run by Tees, Esk and Wear Valleys NHS Foundation Trust. The service is open to anyone aged 16 or over, who is registered with a GP practice in York and Selby and is experiencing mild to moderate symptoms of anxiety or depression. Therapies range from virtual face-to-face sessions, to online courses and you can self-refer by visiting yorkandseabyapt.co.uk or by calling 01904 556840. Alternatively you can discuss your concerns with your GP and if appropriate, they can refer you.

Recovery College Online

recoverycollegeonline.co.uk provides a range of resources and self-help information for people who are experiencing mental health difficulties. You'll also find lots of information about how to manage any worries about COVID-19 on the site too. Young people aged 11-18 can also access [Kooth](http://kooth.com) (kooth.com), a website offering free online counselling and emotional wellbeing support whenever they need it. The site incorporates self-help articles and online tools such as a mood tracker, as well as professional online therapy and moderated peer-to-peer forums. Young people can register without having to provide personal details and it provides a safe and non-judgemental place for them to talk, connect and chat with others. So if you are struggling during this time, know that you're not alone, take a look at some of the many options available which can help improve your mood and give you the skills to cope.



@CityofYork is asking us all to talk more about how we are really feeling during the pandemic, and share and use resources to support our wellbeing.

#FeelRealYork aims to signpost available support for all to help benefit mental wellbeing.

loom.ly/7Qnw9DQ

Emotional health

Where to find help Dealing with difficult emotions isn't easy. To help you or someone you know, here's a list of organisations which can help.

Organisation	Support	Website	Telephone
Age UK York	Mental health support for older people	ageuk.org.uk	01904 627955
Bart	Signs and resources on depression	barttrust.org	
Drinkaware	Alcohol advice and information	drinkaware.co.uk	020 7764 9900
City of York Council	Mental health recovery service	york.gov.uk/MentalHealthRecovery	01904 555111
Every Mind Matters	Mental health support	nhs.uk/everymindmatters	
GamCare	Gambling advice and support	gamcare.org.uk	0800 8020 133
Harmonies	Preventing self-harm	harmonies.org.uk	info@harmonies.org.uk
Healthwatch	Guide to mental health in York	healthwatchyork.co.uk	01904 621123
Improving Access to Psychological Therapies (IAPT) Talking therapies service	Support for mild mental health problems such as depression, anxiety and stress	yorkandseabyapt.co.uk	01904 556840
IDAS York	Domestic abuse and sexual violence	idas.org.uk	01904 646036
Kooth	Online mental health support for young people	kooth.com	
Kyra	Support for women in York	kyra.org.uk	01904 632332 or email contact@kyra.org.uk
NHS UK	Self-assessment help	nhs.uk/conditions/stress-anxiety-depression	
NHS Apps	Library of mental health resources accessed by the NHS	www.nhs.uk/apps-library/category/mental-health	
Oxford Mindfulness Centre	Free mindfulness sessions	oxfordmindfulness.org	
Payrun	Suicide prevention for under 35s	payrun-uk.org	0800 068 4141
Recovery College Online	Providing a range of self help resources and courses for emotional wellbeing	recoverycollegeonline.co.uk	
Samaritans	Listening support	samaritans.org	116 123
Shout 85258	Mental health text support	www.shoutonline.org	Text: 85258
Stay alive	Suicide prevention app - for those with and those supporting someone with suicidal thoughts	www.stayaliveapp.com	
Stress Management Society	Help with stress	stress.org.uk	0203 142 8650
Talk Suicide Campaign	Suicide prevention training	talksuicide.co.uk	01482 389235
Tees, Esk and Wear Valleys NHS Foundation Trust	Provider of mental health and learning disability services in York	www.nhs.uk/services/crisisaware	0800 0516 171
TEWV crisis services	Mental health crisis support	nhs.uk/alertbaen-30dayscrisis	07463 141310
The Haven	Mental health support in York	www.thehavenyork.co.uk	
Time to Change	Mental health support	time-to-change.org.uk	
York Mind	Local mental health support	yorkmind.org.uk	01904 643360
York OK	Young people's mental health resources during Covid-19	yorkok.org.uk/young-people/wellbeing-hub	01904 556840 07624 802244
YoungMinds	Support for young people and their parents	youngminds.org.uk	0800 802 5544
Zero Suicide Alliance	Awareness training to help prevent suicide	zerosuicidealliance.com	

Email to employer or employer network

Feel Real York

Recent data from York's resident consultation, Our Big Conversation, identified that nearly 50% healthy as a result of covid-19 with 57% less optimistic about the future. Employees and employee pressure like never before. Whether financial insecurity or adapting to new ways of working, circumstances like no other.

To address this, partners across the city are encouraging more openness to help make talking mental health or difficult emotions more usual. The campaign, called #FeelRealYork, aims to set ourselves or others to help benefit or maintain our mental fitness.

The campaign shares hints for emotional fitness and we will be encouraging residents to share wellbeing as together the city responds to the impact of the pandemic. We will share more info how you can let us know your own top tips.

A single pool of resources from a range of experts is available on the Live Well York [website](http://www.livewellyork.org.uk) and national campaigns such as time to change, as well as tailored resources for York including [Foundation Trusts](http://www.foundationtrusts.org.uk), [York and Selby IAPT](http://www.yorkandseabyapt.co.uk) and [Recovery College Online](http://recoverycollegeonline.co.uk).

Partners include mental health service providers Tees, Esk and Wear Valleys NHS Foundation Trust, Time To Change York, city partnership [LiveWellYork](http://www.livewellyork.org.uk), higher education providers, North Yorkshire LEP and City of York Council.

Attached is a special toolkit to help you, as an employer, share resources with your employees to help improve and maintain emotional fitness. Thank you for sharing this support. Working together we hope to help improve our city's emotional health and maintain better emotional fitness.

With best wishes [your name/title/organisation](mailto:yourname@organisation)

How do you manage feeling lonely while working from home?

I pick up the phone to a colleague for a chat - not always necessarily about work! That instantly makes me feel less isolated," says Vicky.

HOW ARE YOU REALLY FEELING?

#FEELREALYORK

Working together to improve and make a difference

Planning outbreak communications

- Preparing for 16 December
- Christmas
- Testing
- Vaccination

Covid: Complacency/Christmas communications

Let's keep the places we love open and people we love safe

DRAFT PLAN

Objectives

Think – audiences understand the importance of the new guidance when lockdown lifts on 2 December. they know the risks from spreading the virus and the potential repercussions of not following the guidance.

Feel – all audiences feel they can visit York and see others but can do this safely.

Do – everyone follows the new guidance after lockdown/tiers lift. We keep the places we love open and people we love safe.

Strategy

Understanding the implications through case studies

Working with partners across the city, use images and quotes from real people and case studies so residents, businesses and visitors to understand what they can do to help keep people safe and places open, as well as understand the risks if they don't follow the guidance. Create feeling of collective responsibility (a city-wide effort) to tackling the pandemic in York.

Regular drumbeat of information/ sense of York pride

Reinforce narrative around the importance of the measures (recognising 'lockdown fatigue') to protect the population from greater harm. Give people something to feel positive about. Recognise and champion the efforts of York residents and businesses to date (cases coming down, etc). Share what people 'can do' and demonstrate good practice. Tackle 'lockdown fatigue' through regular recognition and reinforcement of progress to date.

Signpost to information, support and advice

Provide consistent and clear messaging of the rationale behind the restrictions at every stage. Provide clear and accessible guidance around what is and is not permitted. Help residents and businesses get the support they need.

Create specific messaging around the arrangements for Christmas (23-27 December)

KEY MILESTONES

Complacency campaign – to launch December 2020

1st review of tier restrictions – 16 December

Christmas arrangements come into force – 23-27 December inclusive

Complacency/Christmas communications campaign -

OBJECTIVES

Think – audiences understand the importance of the new guidance when lockdown lifts on 2 December. they know the risks from spreading the virus and the potential repercussions of not following the guidance.
Feel – all audiences feel they can visit York and see others but can do this safely.
Do – everyone follows the new guidance after lockdown lifts. We keep the places we love open and people we love safe.

AUDIENCE

- Residents
- Local businesses/employers
- Stakeholders e.g. York BID
- Local MPs
- Partners, e.g York Hospital, GPs
- York Schools, academies and MATs
- CYC staff
- Councillors
- Visitors to York

IMPLEMENTATION

Encourage sense of shared responsibility with emotionally engaging case studies

- Further develop the hyper-local approach used in the ‘We’ve got it covered’/York Kind campaigns.
- Develop a social media campaign with the help of partners, creating case studies of people who have a strong interest in keeping the city open and people safe - families, NHS staff, school teachers, care home staff, university staff etc etc Use this to stress the importance of not being complacent, taking individual responsibility and working together for York
- Based on the theme ‘ help keep my.... open’ the campaign will feature images of real York residents, appealing to others to keep their shop, hospital, school, bar, etc open
- Share with partner organisations across the city, creating a sense community expectation to follow the rules.

Signpost to information, support and advice

- Provide a consistent flow of information re support and advice to make it easier for individuals and businesses to comply
- Send direct information out to anyone who has been informed they need to self isolate (via the local tracing team).
- Share the information on the website and signpost to it through social media and partner comms, so it can accessed by all.
- Update existing coronavirus web pages to create an information hub

Regular drumbeat of information/sense of York pride

- Create a short animation showing that York’s cases continue to decline, and how, if we follow the guidance and are not complacent, we can continue to keep each other safe, building on the ‘let’s be York’ campaign promoting collective responsibility.
- Update the signage in and around key areas of York (street light banners and racecourse) with new campaign messages to encourage revived interest and appeal to visitors
- Update www.york.gov.uk/coronavirus with the latest information
- Link to the self isolation campaign animation to show how quickly the virus spreads from one person (1:2.5)
- Share with partner organisations across the city, creating a sense community expectation and support.
- Thank people for their continued support to community support and recognise impact of ‘lockdown fatigue’ in messaging, creating sense of empathy and building on feeling of shared community experience
- Create copy, messages and visuals that can be shared in a partner pack with partners across the city, including schools and GPs, to reinforce the messaging and ensure audience coverage.

Christmas messaging

- Use the look and feel of the overarching campaign to remind people about the specific arrangements for Christmas. Promote a sense of enjoyment with responsibility

EVALUATION

- Volume and sentiment of local and regional media responses to the consultation
- Engagement - views/shares & sentiment of comments
- Number of partner organisations sharing the messaging

Audiences	Channels
Residents (students)	<p>To reach the targeted age bracket:</p> <ul style="list-style-type: none"> - Social media (organic and paid) – - High education - York College, Universities, apprenticeship programmes - Local businesses as employers - Local media - Direct e newsletters – families and residents - Forum groups, such as parent groups - Webpages - York FIS - Libraries - Direct mail (through local tracing team) - Messages from GPs surgeries - Posters in York Hospital - Schools (if parents) - Employers
CYC staff	<ul style="list-style-type: none"> - Direct weekly emails - CYC website - Social media (organic and paid) - Local media - Hazel Court posters, screens and frontline newsletter
Businesses/employers	<ul style="list-style-type: none"> - MIY/CYC business newsletter - York BID/Chamber of Commerce - Webpage - Social media - Local media - Local authority leads

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Universities and Colleges Sub Group - Update on Mass Asymptomatic Testing

Summary

This paper provides an overview for the Outbreak Management Advisory Board on the end of term mass testing of students ahead of their departure from York and an update on testing plans for the return of students in January.

Detail

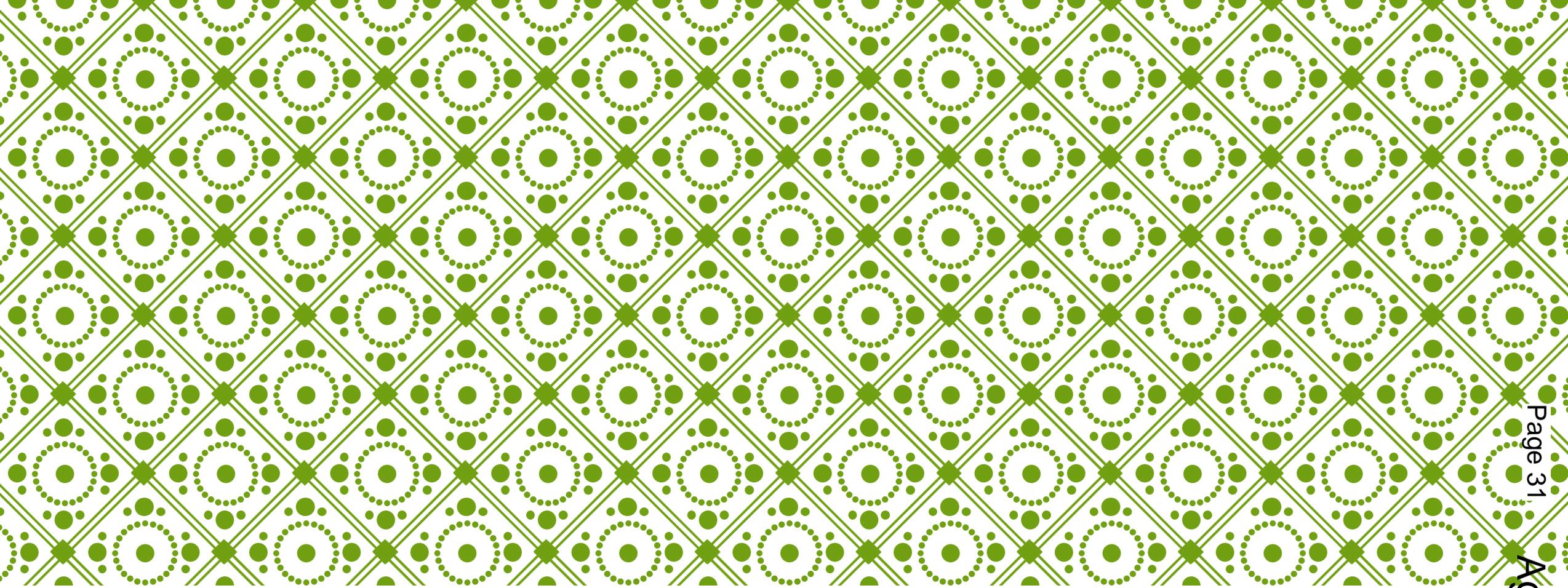
Over the past week at two testing sites (one at the University of York and one at York St John University) some 7,100 Covid tests have been carried out for staff and Higher Education students from both Universities and Askham Bryan College. These sites have been set up at incredibly short notice by teams from across both Universities. Feedback from both staff and students has been positive with good numbers of students leaving York for the holiday period volunteering to be tested.

To date our positivity rate across both sites is around 0.01% (or approximately 14 cases per 100,000) demonstrating - we believe - the positive way students have acted during the past term, taking their responsibilities toward covid measures seriously. Students or staff who test positive are asked to take a confirmatory PCR test by the NHS to reduce the risk of false positives from the lateral flow devices.

The Government has also recently announced plans for mass testing to resume in January to support a staggered return of students to Universities, planning is already underway for the expected four-five week testing period from the start of January to early February next year. Both Universities are also working closely with the City Council's public health team on plans to roll out lateral flow rapid testing sharing good practice.

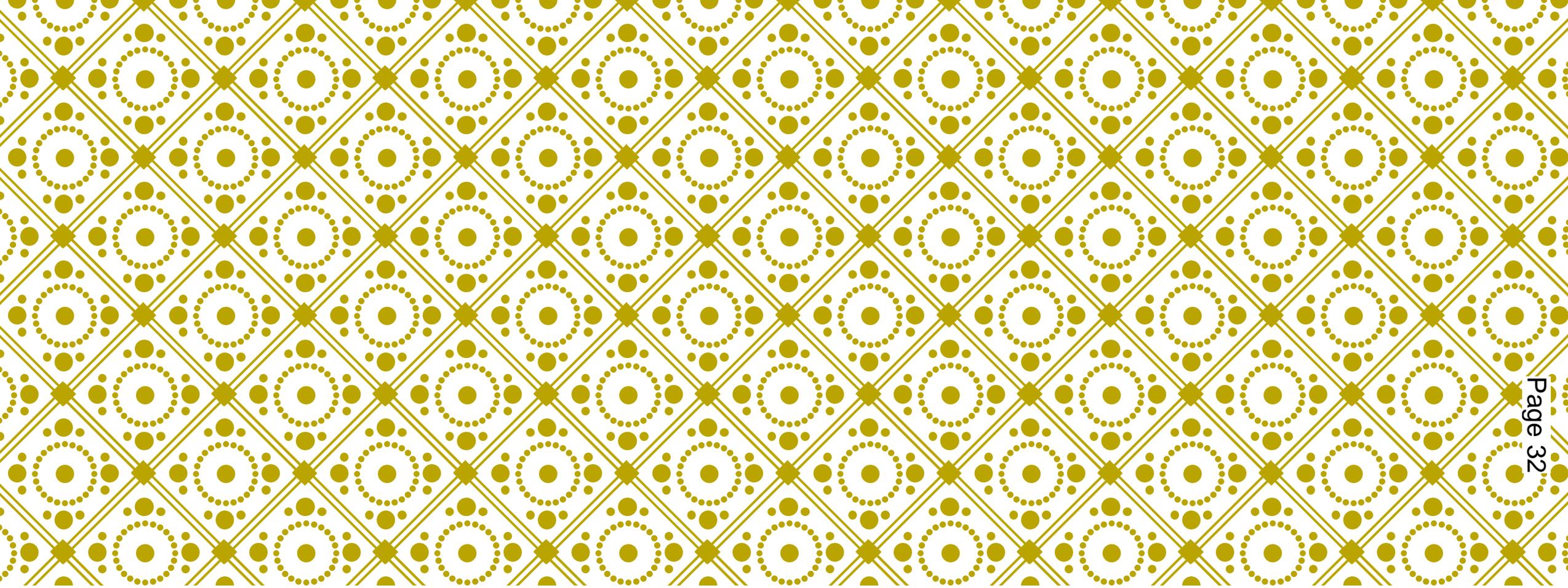
The Universities and Colleges Outbreak Management Sub Group is also working closely with City Council colleagues to ensure rapid mass testing at Universities is closely aligned to wider Covid testing across the city, including existing NHS capabilities and testing capabilities that can be deployed by the City Council.

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COVID-19 AND THE YORK ECONOMY

An initial appraisal



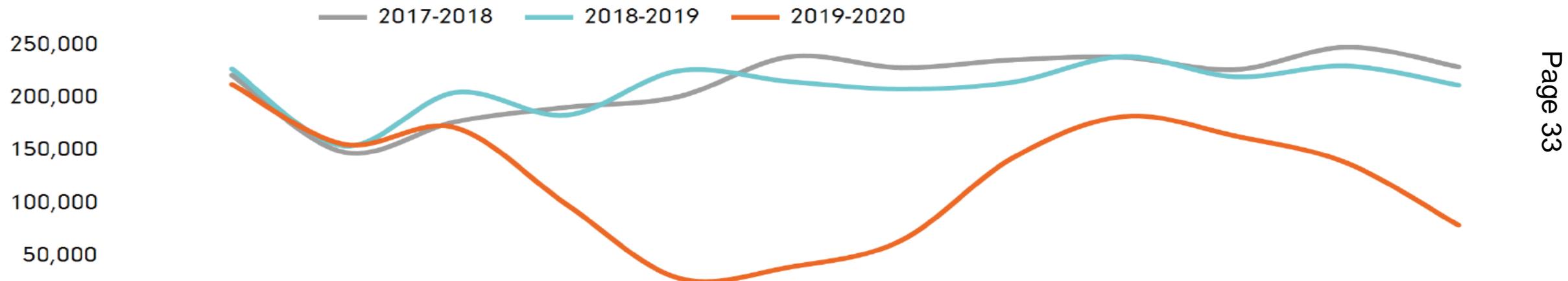
CITY CENTRE & TOURISM

Key impacts to date

CUSTOMERS HAVE AVOIDED THE CITY CENTRE

Footfall - rolling 12 months

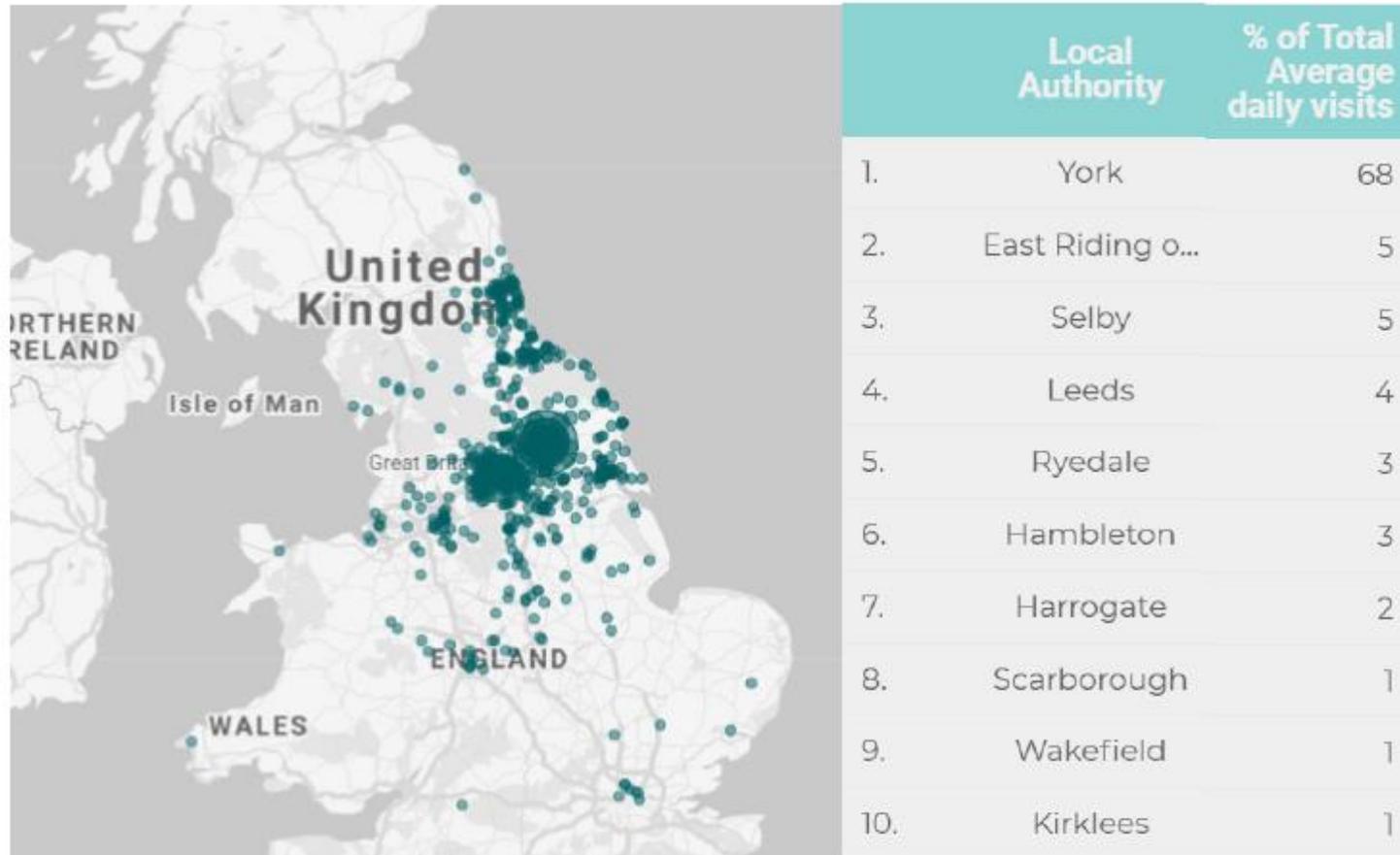
The figures shown below are calculated using weekly averages.



	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
2019-2020	212,815	156,105	171,751	99,003	29,274	39,459	64,651	142,896	182,341	163,794	138,169	79,171
2018-2019	227,341	154,571	204,976	183,683	225,532	215,503	208,308	214,885	239,034	219,982	230,190	212,040
2017-2018	221,593	148,547	177,246	191,073	200,981	238,849	228,600	235,905	238,230	226,767	248,254	229,284
Year on Year %	-6.4%	1.0%	-16.2%	-46.1%	-87.0%	-81.7%	-69.0%	-33.5%	-23.7%	-25.5%	-40.0%	-62.7%

AND ARE NOW MOSTLY LOCALS

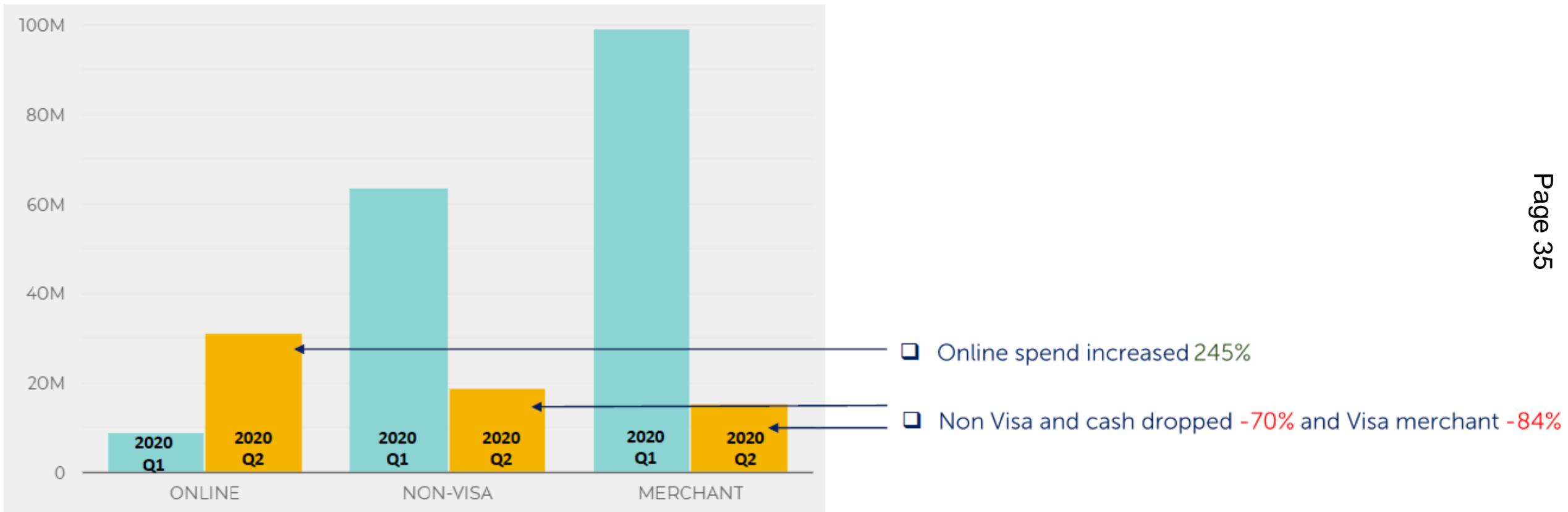
Map: Visitors to York week ending 1st November (half term)



Spend

Drop in city centre spend in Q2 (lockdown) pronounced

Graph: 2020 Q1 vs Q2 spend for Visa online, Visa merchant and non Visa/cash



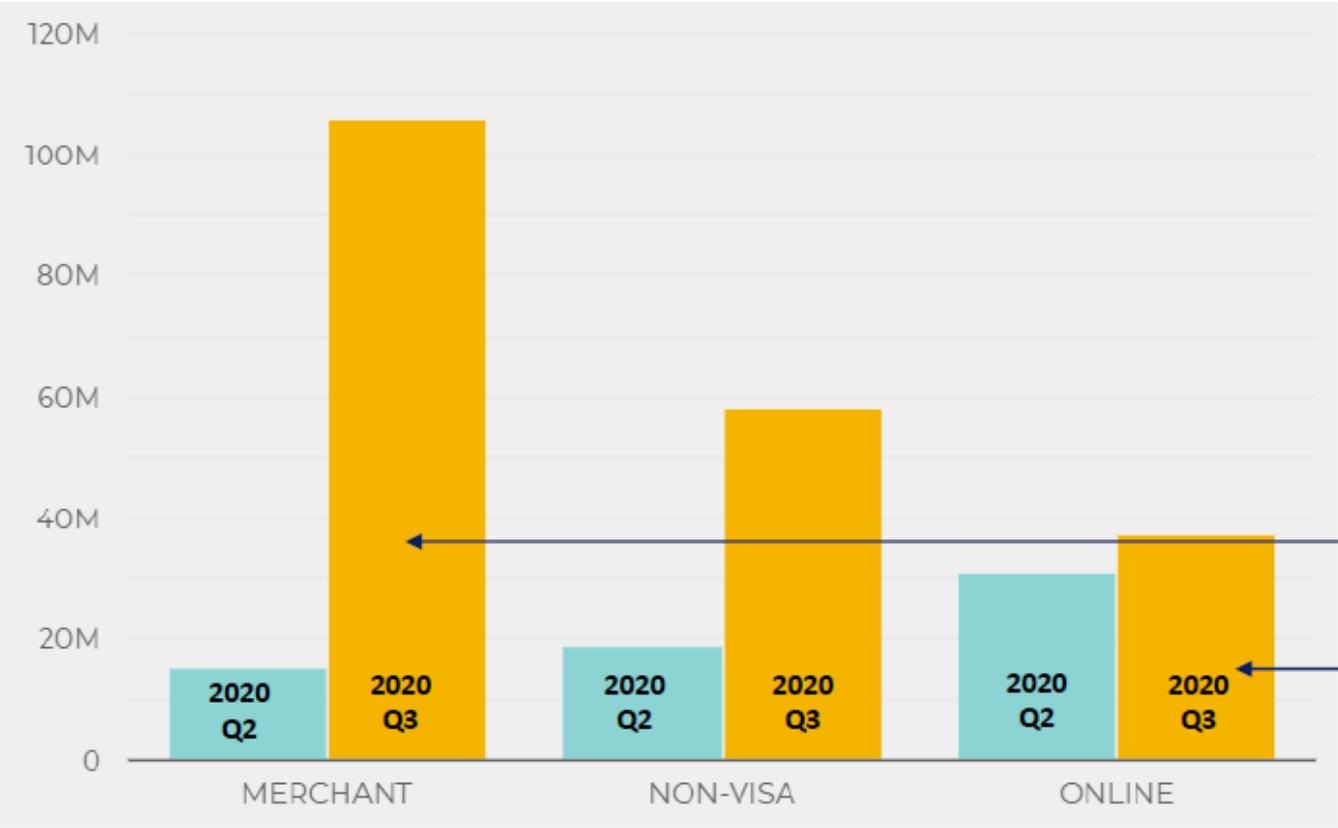
Notes:

- ❑ BID has access to VISA data for 2020 quarters (calendar year) 1-3, with some historical data for 2019.
- ❑ York city centre, defined as YO1 postcode (circa 1km radius from the centre).
- ❑ Note that UK entered full lock down restrictions 23rd March 20, with non essential retail opening 15th June.
- ❑ Merchant data = Visa spend in store / Non Visa = other card providers / online = internet spend for people living in YO1 postcode

Spend

The city centre recovered in Q3, but shift to online remained and increased

Graph: 2020 Q2 vs Q3 Spend for Visa online, Visa merchant and non Visa & cash



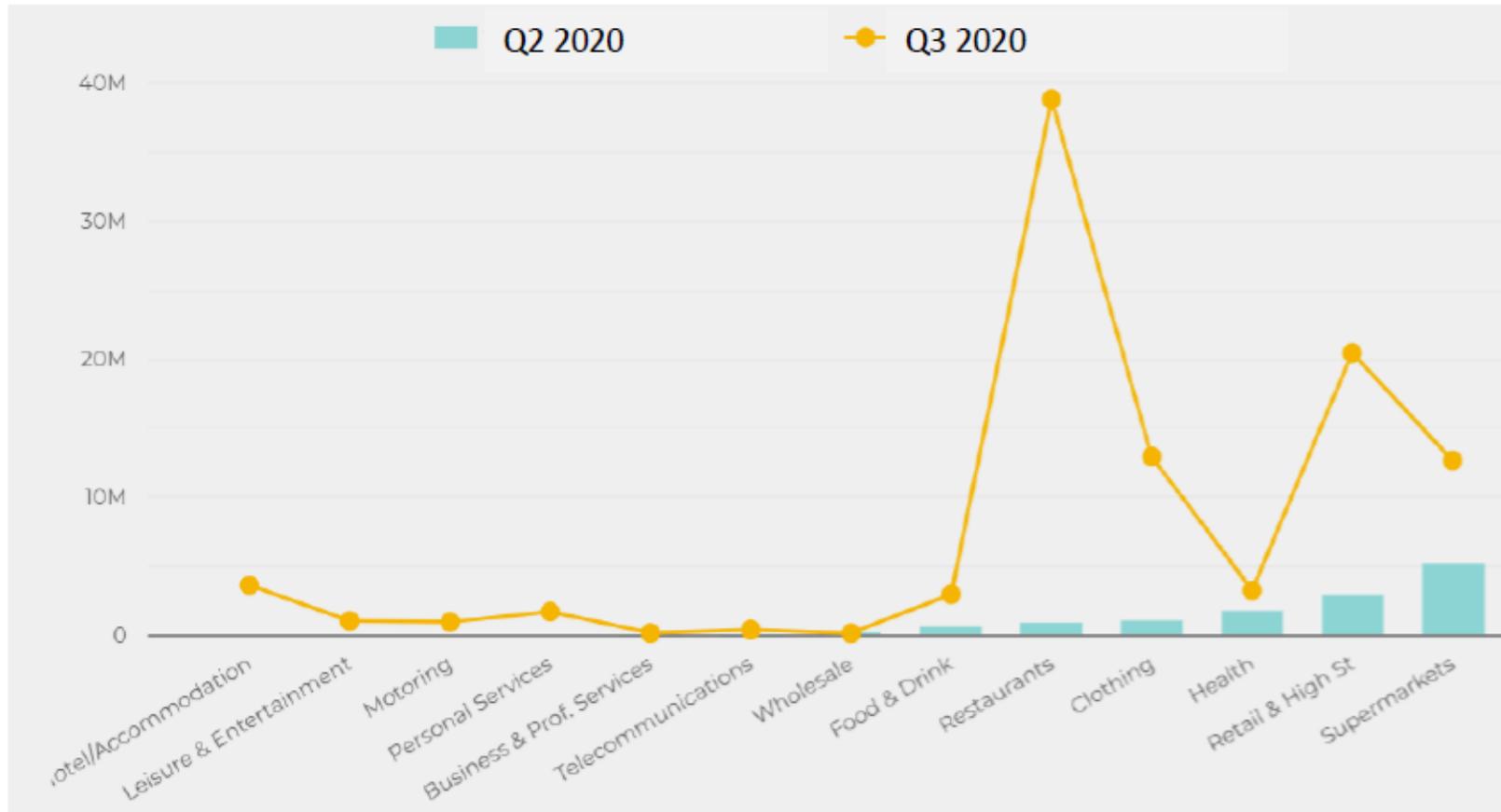
- Q3 Visa merchant up 582% on Q2 at £106m spend. For comparison, Q4 2019 (run up to Xmas) saw £146m spent.
- Online remains strong 37m, 20% higher than Q2 (lockdown) and 315% higher than Q1 (pre-covid trading).

□ Data gives an indication of how the city centre recovered
□ Merchant data = Visa spend in store / Non Visa = other card providers / online = internet

Spend

The spending bounce back was significant for certain sectors

Graph: 2020 Q2 vs Q3 for Visa merchant only



Big benefactors of the city re-opening clearly restaurants, retail and city centre supermarkets

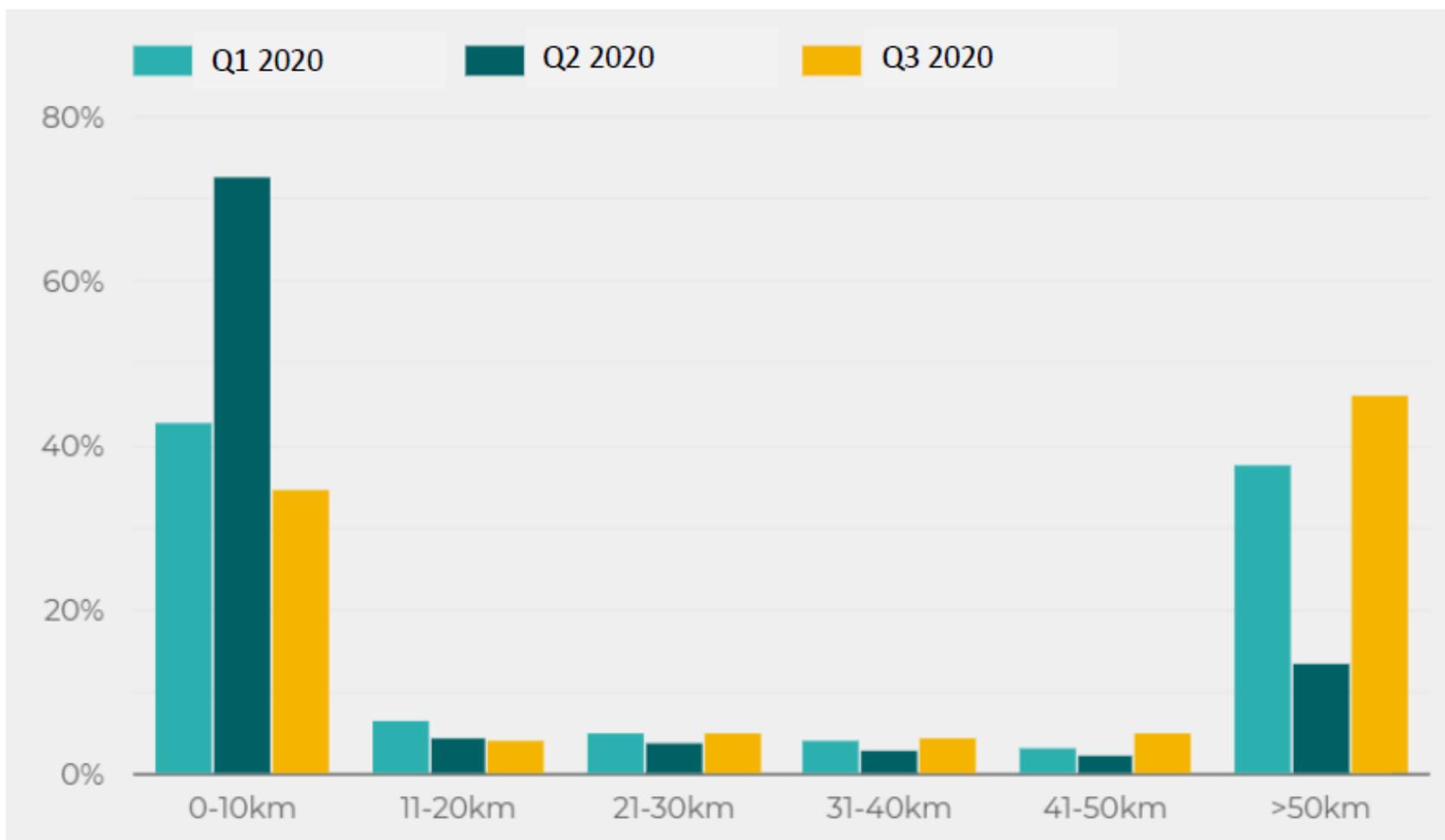
The table shows the VISA merchant data, Q2 vs Q3 broken down by category.

NOTE: Categories such as professional services and hotel/ accommodation must be treated with caution, as payments often made online in advance, as opposed to with the merchant in the city centre.

Spend

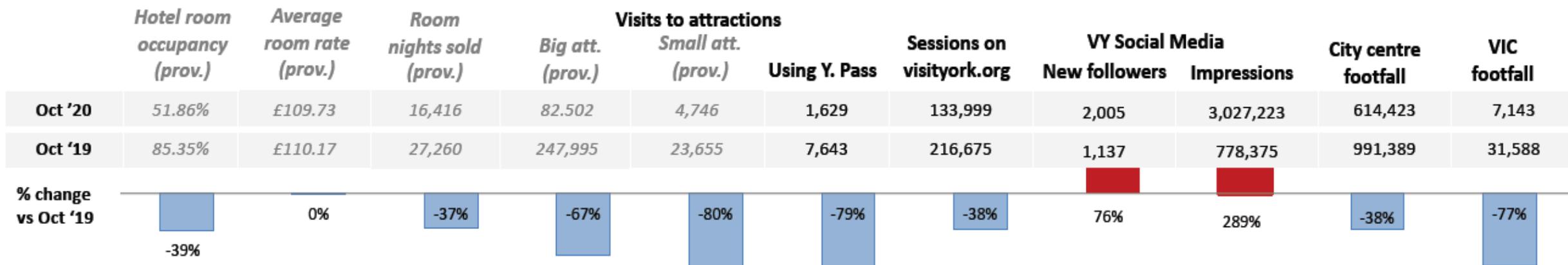
There are two distinct 'spenders' in the city; locals and visitors from further afield

Graph: % Merchant spend by distance (Q1 – Q3 2020)

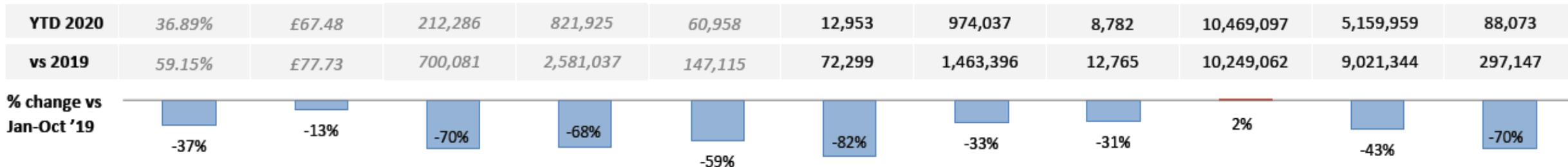


- Q1 (Jan – Mar) largest spenders in city centre were local people within 10km.
- During Q2 lockdown, 73% of spend came from locals.
- In Q3 (the recovery), 46% of spend came from visitors 50km + away.

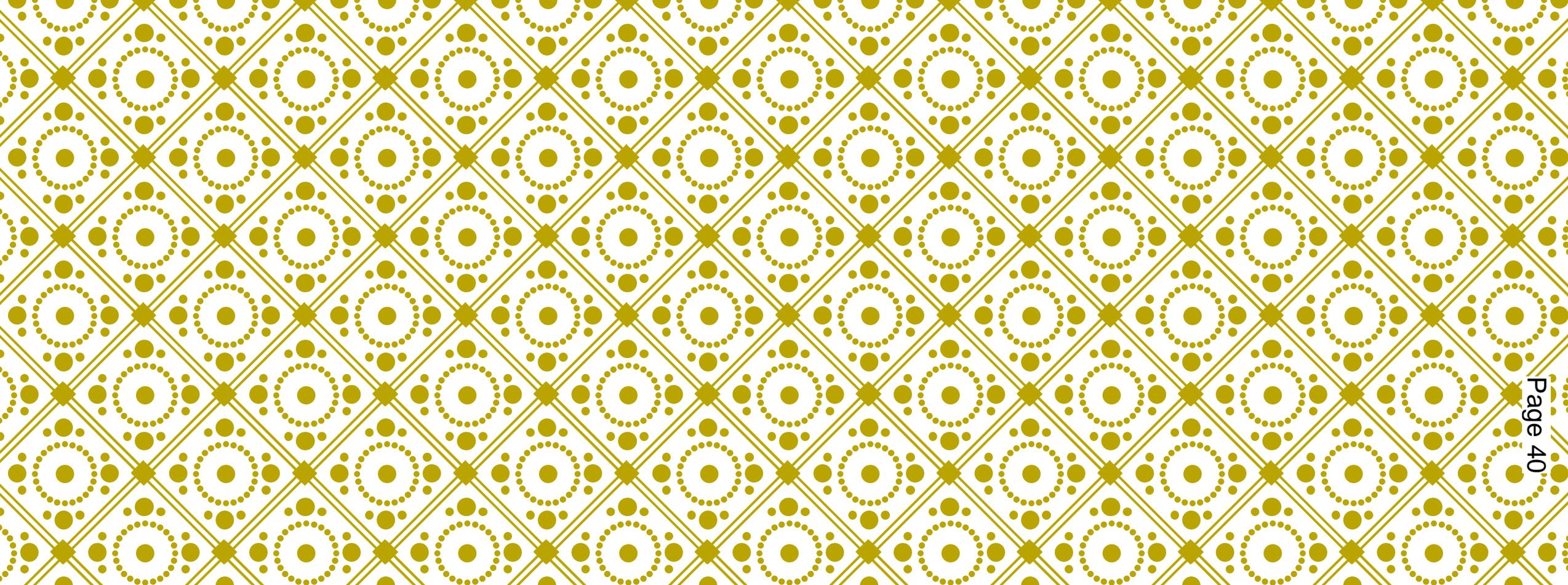
Data is for VISA merchant spend



- The provisional data for hotels shows a -39% decrease in hotel occupancy vs October 2019, however the average room rate is on par with the same month last year - thanks to the government's support scheme allowing hospitality businesses to reduce their VAT from 20% to 5%. October 2020 has also continued the downward trend in terms of room nights sold, with a -37% decrease vs October 2019. Year to date all of the metrics continue to show a decline.
- Big attractions have had significantly less visitors in October vs the same month last year (-67%), while small attractions have seen a decrease of -80% in visitors. This is due to big attractions operating at a reduced capacity with pre-booked visits only and many small attractions deciding not to re-open in 2020 after the lockdown was lifted. October 2019 also includes numbers from school visits during half-term – group visits were not possible this year due to Covid-19. Year on year data continues to show a decrease with big attractions reporting a -68% drop in visitors and small attractions showing a -59% decrease when compared to 2019.
- The number of visits using York Pass is significantly down (-79%) compared to October 2019, which is due to a reduced number of visitors travelling to York.
- Sessions on visityork.org have decreased (-38%) vs October 2019. However, social media channels have seen a major rise in both number of followers (76% up) and impressions (289% up) vs October 2019. This is due to the paid social media campaign promotion of 'Light and Dark' and the October half-term/Halloween offer.
- City centre footfall is down by -38%, when compared to October 2019, while year to date the numbers are down -43%. Footfall into the Visitor Information centre has decreased significantly (-77%) vs October 2019.



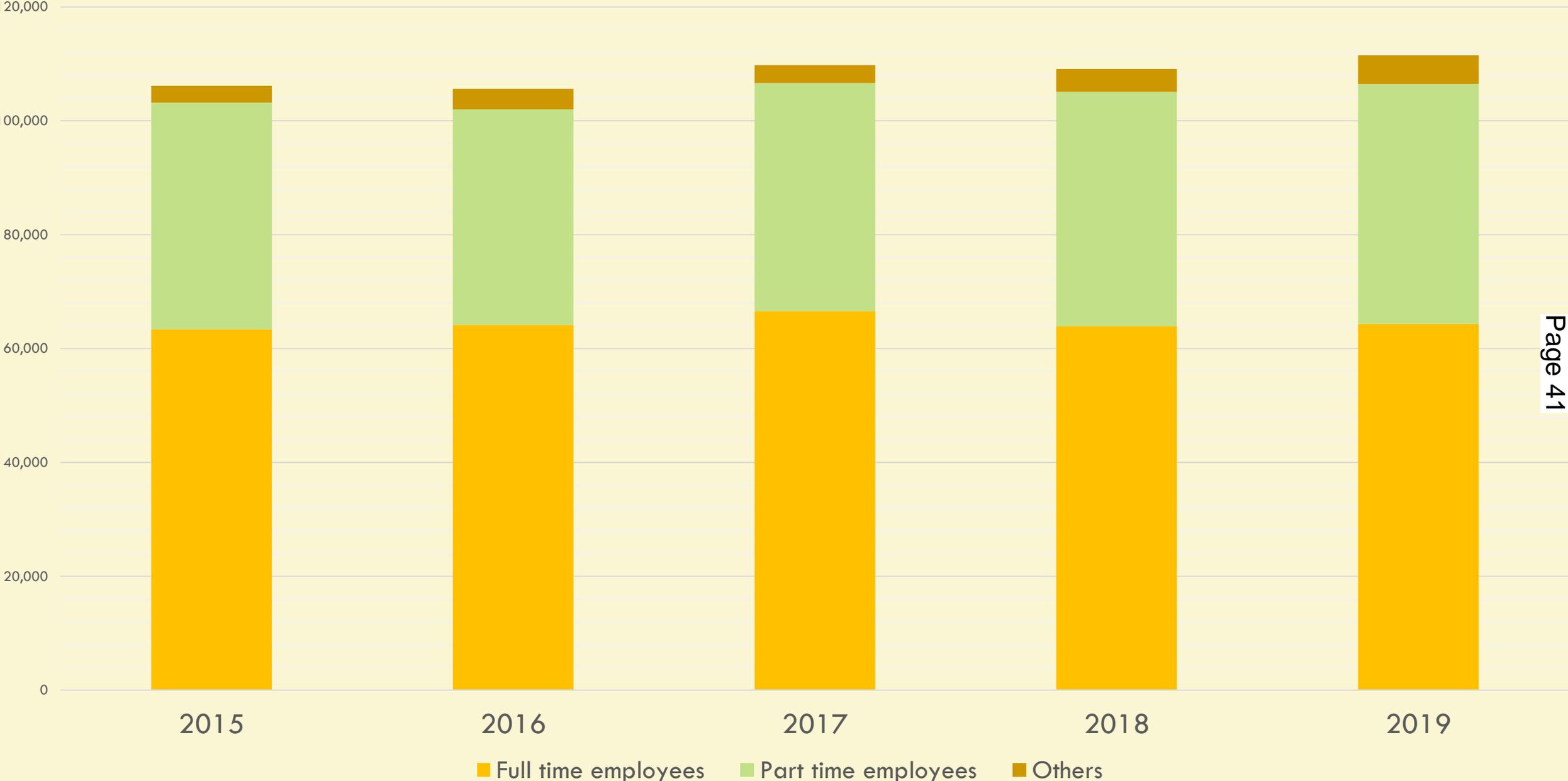
Climate: Ave temp 10°C. **Events:** York's Medieval & Magical Treasure Trail, York Mediale 2020, York Design Week



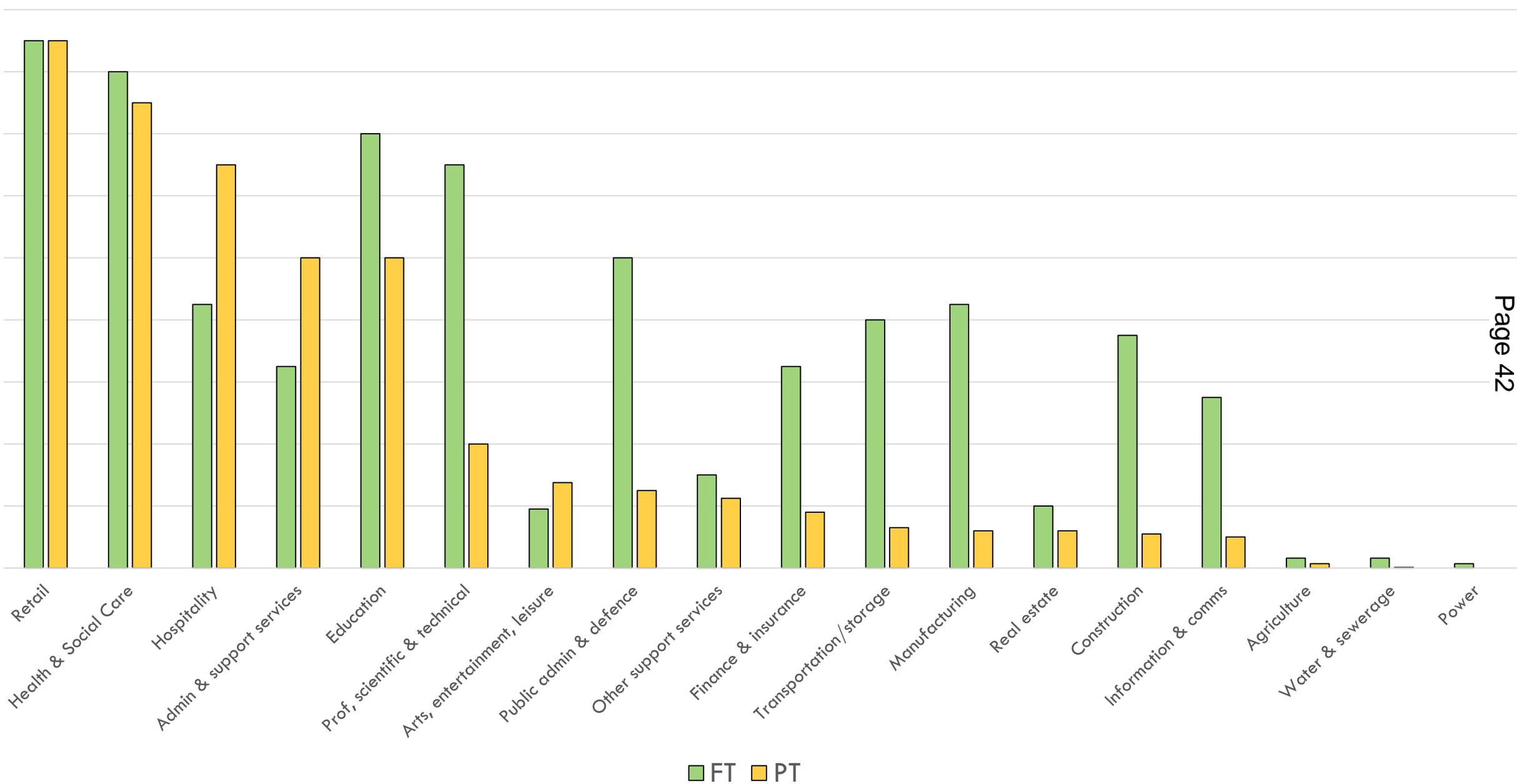
EMPLOYMENT

Key recent statistics

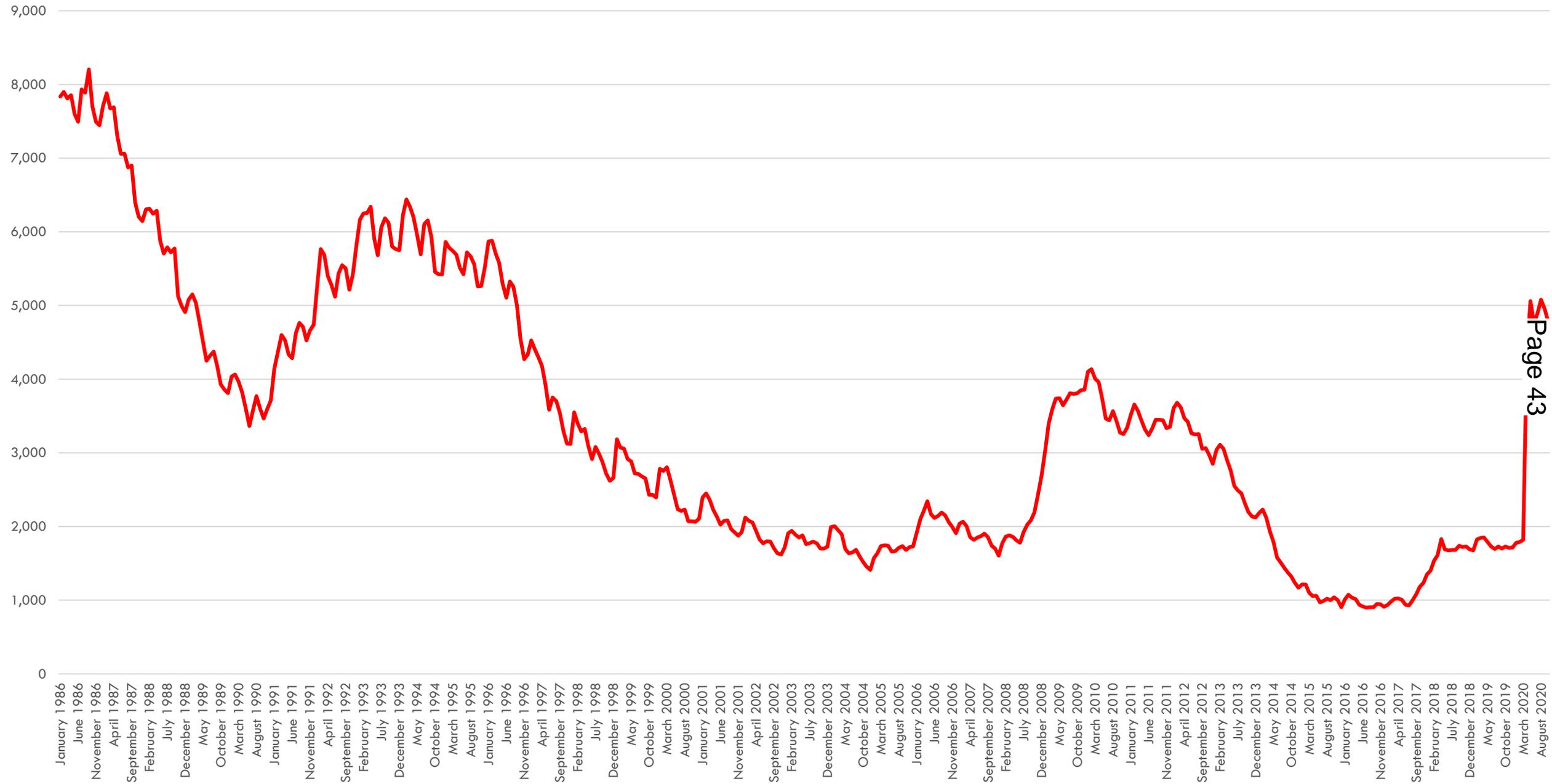
Employment in York continued to rise in 2019



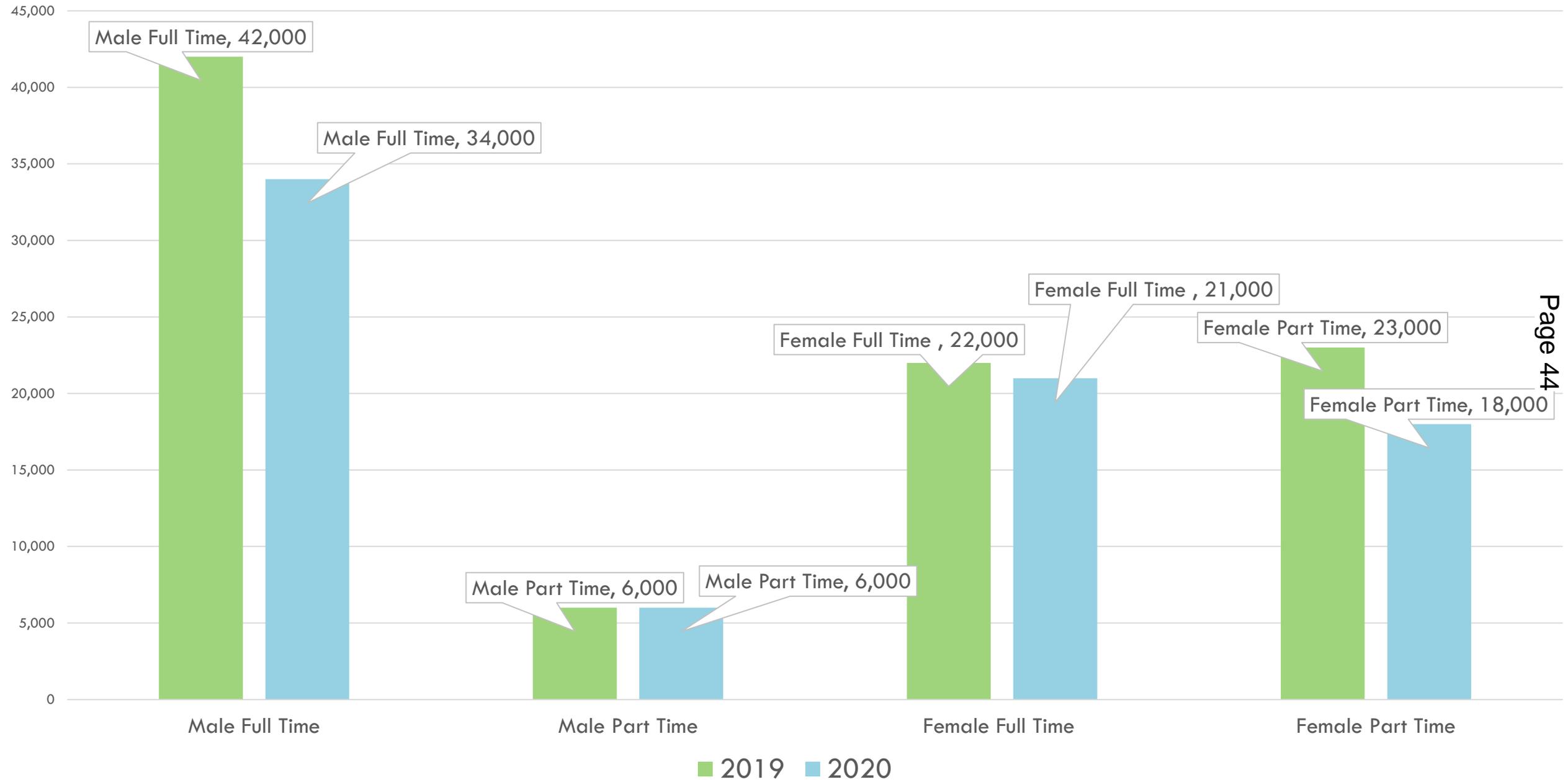
Part Time Work is concentrated in lower paid sectors



York Claimant Count – up by 3,200

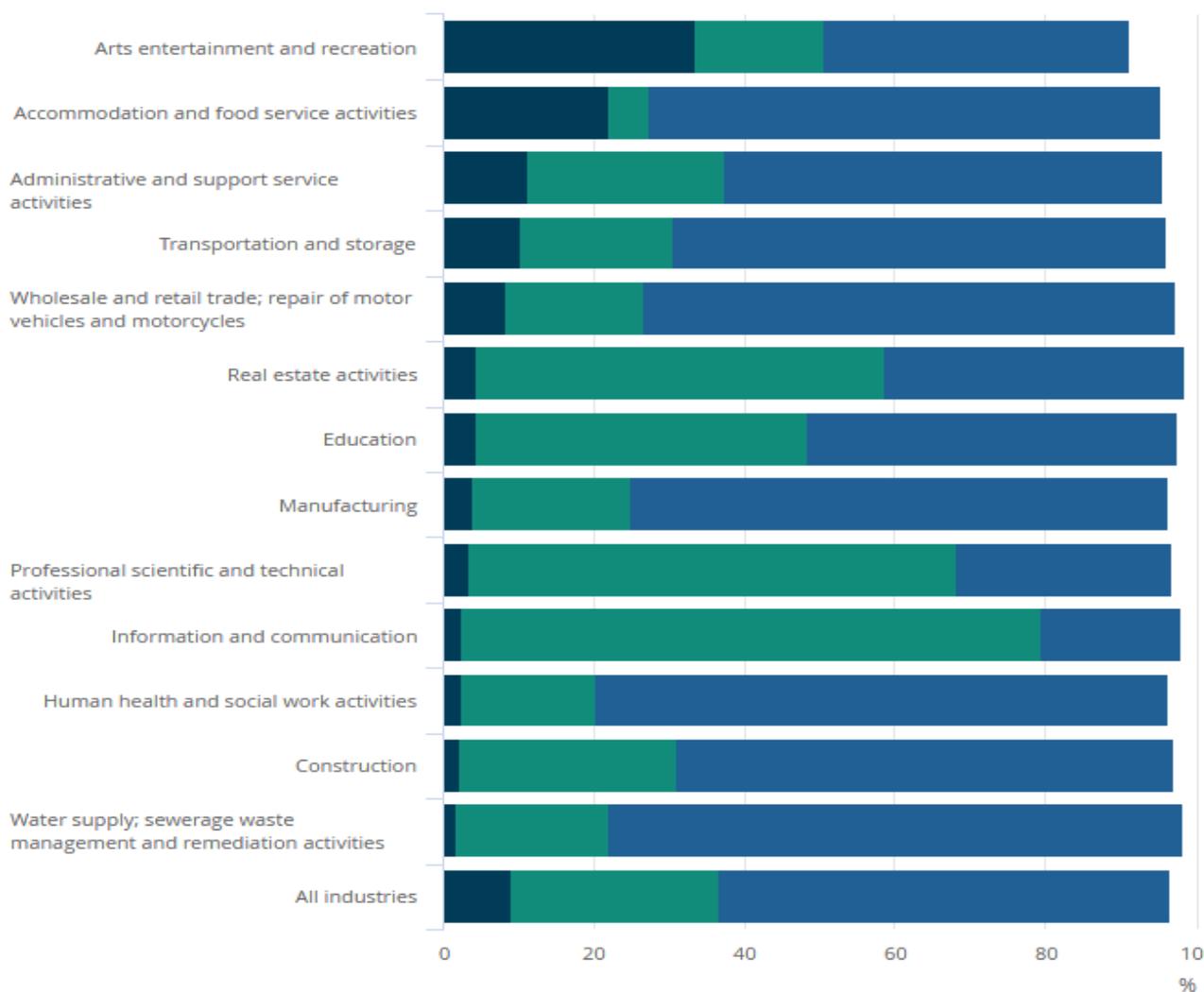


14,000 fewer jobs April 2020



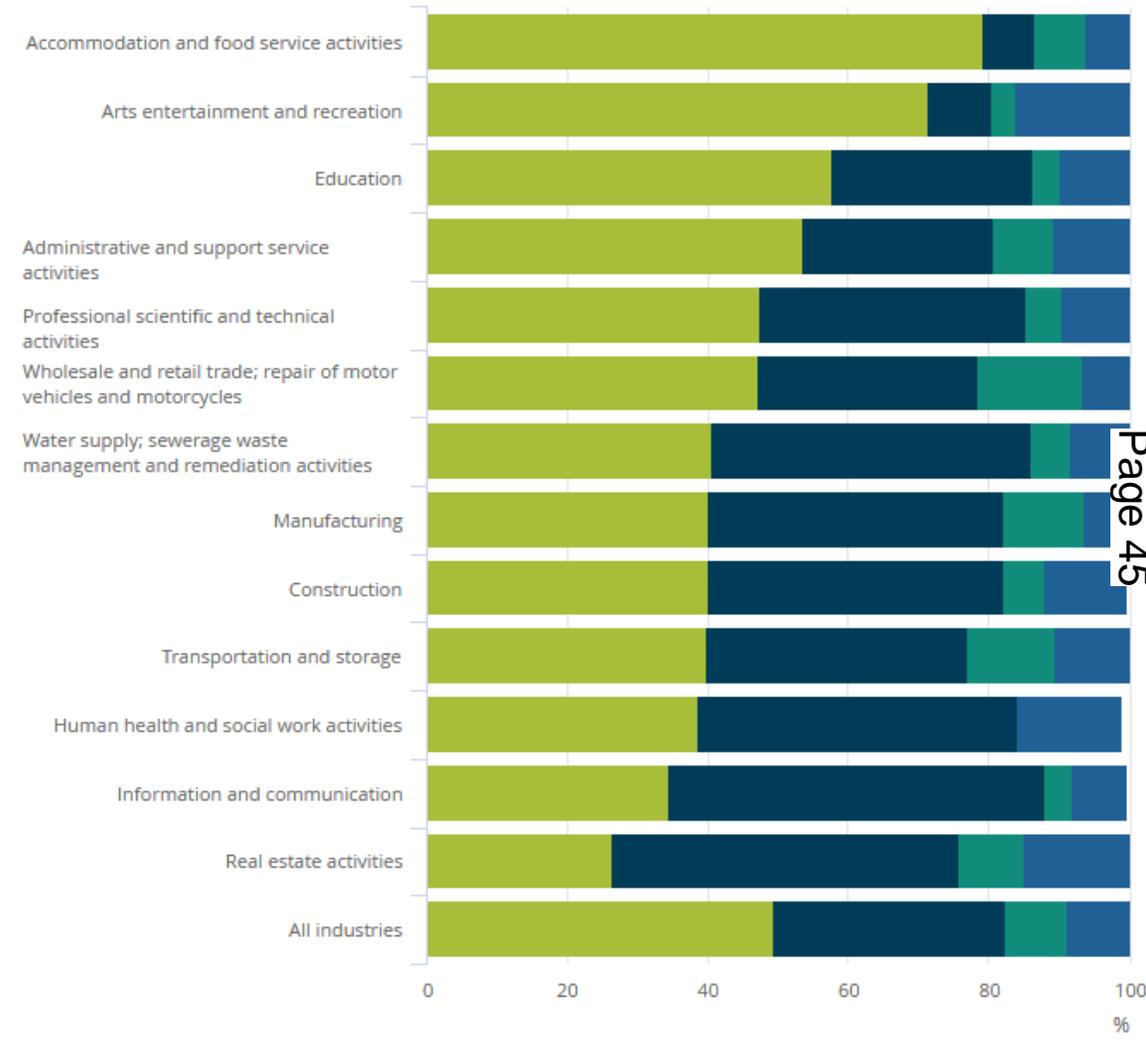
Working arrangements, businesses that have not permanently stopped trading, broken down by industry, weighted, UK, 19 October to 1 November 2020

● On partial or full furlough leave ● Working remotely ● Working at their normal place of work



Impact on turnover, businesses that are currently trading, broken down by industry, weighted, UK, 19 October to 1 November 2020

● Turnover has decreased ● Turnover has not been affected ● Turnover has increased ● Not sure



30th Sept 2020: York 6,800 Furloughed : 3,700 female, 3,100 male

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