

Notice of Meeting

Local Outbreak Engagement Board

Councillors:

Dr Barnard, D Birch and Brunel-Walker

Bracknell Forest Council:

Andrew Hunter, Director: Place, Planning and Regeneration

Abby Thomas, Head of Transformation and Engagement

Kellie Williams, Head of Operations

Cynthia Folarin, Consultant in Public Health

Alana Razzell, Head of Communications and Marketing



Thames Valley Police:

Superintendent Felicity Parker

East Berkshire Clinical Commissioning Group

Fiona Slevin-Brown, Executive Managing Director - Bracknell Forest

Involve:

Philip Cook, General Manager

Thursday 30 July 2020, 9.30 - 10.30 am

Online only

Agenda

Item	Description	Page
1.	Apologies for Absence Reporting: Kirstine Berry	
2.	Election of Chairman Reporting: Kirstine Berry	
3.	Declarations of Interest	
	<p>Members are asked to declare any Disclosable Pecuniary or Affected Interests and the nature of that interest in respect of any matter to be considered at this meeting.</p> <p>Any Member with a Disclosable Pecuniary Interest in a matter should withdraw from the meeting when the matter is under consideration and should notify the Democratic Services Officer in attendance that they are withdrawing as they have such an interest. If the Disclosable Pecuniary Interest is not entered on the register of Members interests the Monitoring Officer must be notified of the interest within 28 days.</p> <p>Any Member with an Affected Interest in a matter must disclose the interest to the meeting. There is no requirement to withdraw from the meeting when the interest is only an affected interest, but the Monitoring Officer should be notified of the interest, if not previously notified of it, within 28 days of the meeting.</p> <p>Reporting: Members</p>	

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4.	Urgent Items of Business	
	Any other items which, pursuant to Section 100B(4)(b) of the Local Government Act 1972, the Chairman decides are urgent. Reporting: Kirstine Berry	
5.	Summary of Key Points of the Implementation Plan	
	To discuss the key points of the Outbreak Control Plan and Outbreak Management plans. The published Bracknell Forest Outbreak Control Plan can be found here: https://www.bracknell-forest.gov.uk/sites/default/files/documents/bracknell-forest-council-outbreak-control-plan-summary.pdf Reporting: Kellie Williams	
6.	Terms of Reference	1 - 10
	To review the draft Terms of Reference for the Local Outbreak Engagement Board (LOEB) and discuss future arrangements for public participation. To agree a default agenda for future public meetings and an Action Log template. Reporting: Kellie Williams	
7.	National and Local Covid-19 Status	
	To provide an update on the status of the Covid-19 pandemic at a national and local level and to guidance on understanding and how to use the available data at a local level. Reporting: Cynthia Folarin	
8.	Communications Update at a National and Local Level	11 - 16
	To outline the key points of the national and local communication strategies. Reporting: Alana Razzell	

Date of Next Meeting

27 August 2020

Sound recording, photographing, filming and use of social media is permitted. Please contact Kirstine Berry, 01344 354068, kirstine.berry@bracknell-forest.gov.uk so that any special arrangements can be made.

Published: 28 July 2020

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Appendix X – Bracknell Forest Outbreak Engagement Board Terms of Reference

Purpose of the board

To have oversight in relation to outbreak response and provide direction and leadership for community engagement and public facing communications.

Role of the board

1. The role of the Board is to
 - Lead engagement with the public regarding Covid risks and prevention
 - Support the Local Outbreak Plan and the accompanying communications plan.
 - Provide ongoing oversight of the Plan's implementation.
 - Proactively lead the communications and engagement in the event of a local incident¹.
 - Coordinate, where appropriate, with neighbouring authorities in the event of cross/near border local outbreaks.
 - Provide political ownership of the local response.
2. The Board will report through BFC Gold within the emergency command structure. They will have a working relationship through Gold with the East Berkshire Health Protection Board, responsible for delivery of the Outbreak Control Plan and the local Outbreak Management Cell.

Membership

The core membership consists of:

Cllr Marc Brunel-Walker (Chairman)	Executive Member for Economic Development and Regeneration. Communications lead.
Cllr Gareth Barnard	Executive Member for Children and Young People
Cllr Dale Birch	Deputy Leader, BFC. Executive Member for Adult Services, Health and Housing
Cynthia Folarin	Consultant in Public Health, Bracknell Forest Council
Andrew Hunter	Director of Place, Planning and Regeneration/BFC Gold recovery lead
Kellie Williams	Head of Operations, People Directorate/outbreak management cell lead
Abby Thomas	Head of Transformation and Engagement/community support hub lead
Alana Razzell	Head of Communications and Marketing
Fiona Slevin Brown TBC	Executive Managing Director, East Berkshire CCG
Phillip Cooke TBC	General Manager, Involve
Felicity Parker TBC	Bracknell and Wokingham, Borough Commander, Thames Valley Police

3. In the event of a localised ward incident, membership of the Board can be extended to include:

¹ An outbreak is one or more cases of Covid-19, an incident has a broader meaning, encompassing events or situations which warrant investigation to determine if action is needed to manage the risk.

- The relevant ward councillors who will be the public face of engagement and communication with their local communities.
 - The relevant head of service depending on the nature of the outbreak, specifically:
 - Care homes – Assistant Director, Commissioning
 - Schools – Assistant Director, Education and Learning.
 - Other Members can be co-opted as determined by the board.
4. The Leader and Chief Executive of Bracknell Forest Council and Berkshire’s Director of Public Health will have a standing invitation to attend the Board.

Quorum

5. Minimum of one member and three officers.

Ways of Working

All meetings will take place virtually via Teams.

Normal operation of the board

1. The board will meet monthly in public.
2. A sample agenda is included at Appendix 1.
3. Papers will be published 2 days in advance of any public meeting on Bracknell Forest Council’s website. Questions can be submitted from the public 2 days in advance of the meeting and a written answer will be provided.

In the event of an outbreak:

4. The chairman, BFC officers and the Executive Member for Children and Young People or Executive Member for Adult Services, Health and Housing (depending on the outbreak setting) will meet as a strategic response group daily, 7 days a week if required, to ensure full and effective liaison with the local Gold command. The full board will meet weekly in public.

APPENDIX 1

Sample Agenda for Outbreak Engagement Board

1. Public Questions
2. Local Covid Status report
3. Incident reports
4. Key Messages
 - a. National
 - b. Local
5. AOB

Local Outbreak Engagement Board 30 July 2020

Public Participation

- Schedule of dates to be agreed
- Terms of reference: agenda papers published 2 days in advance and questions can be submitted by the public two days in advance and a written answer will be provided
- Evolving engagement – first meeting agreeing principles, next meeting proposed to be streamed Teams meeting that public can attend by notifying interest in advance and submitting questions 2 days in advance
- Future meetings will include public participation section where submitted questions will be responded to
- Public participation process will be evaluated through post meeting feedback to regularly review and inform future approach as this is a fast changing situation

Local Outbreak Engagement Board Proposed Public Meeting Dates

Last updated 22 July 2020

Day: Thursday

Time: 9.30am

Issue Agenda	Meeting date
28 July 2020	30 July 2020 (First Public Meeting)
25 August 2020	27 August 2020
22 September 2020	24 September 2020
20 October 2020	22 October 2020
17 November 2020	19 November 2020
15 December 2020	17 December 2020
19 January 2021	21 January 2021
23 February 2021	25 February 2021 (week later due to half term)
16 March 2021	18 March 2021
20 April 2021	22 April 2021

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Thames Valley Police:

Superintendent Felicity Parker

East Berkshire Clinical Commissioning Group

Fiona Slevin-Brown, Executive Managing Director - Bracknell Forest

Involve:

Philip Cook, General Manager

Tuesday 1 January 1901, Times Not Specified

Online Only

Agenda

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2.	Declarations of Interest	
	<p>Members are asked to declare any Disclosable Pecuniary or Affected Interests and the nature of that interest in respect of any matter to be considered at this meeting.</p> <p>Any Member with a Disclosable Pecuniary Interest in a matter should withdraw from the meeting when the matter is under consideration and should notify the Democratic Services Officer in attendance that they are withdrawing as they have such an interest. If the Disclosable Pecuniary Interest is not entered on the register of Members interests the Monitoring Officer must be notified of the interest within 28 days.</p> <p>Any Member with an Affected Interest in a matter must disclose the interest to the meeting. There is no requirement to withdraw from the meeting when the interest is only an affected interest, but the Monitoring Officer should be notified of the interest, if not previously notified of it, within 28 days of the meeting.</p>	
3.	Urgent Items of Business	
	Any other items which, pursuant to Section 100B(4)(b) of the Local	

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	Government Act 1972, the Chairman decides are urgent.	
4.	Public Participation	
	Details to be decided. To receive questions and provide answers to members of the public.	
5.	National and Local Covid-19 Status	
	To provide an update on the status of the Covid-19 pandemic at a national and local level and to guidance on understanding and how to use data available at a local level.	
6.	Communications and Engagement Update at a National and Local Level	
	To provide an update on national and local communication and engagement strategies.	

Date of Next Meeting

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Published: 24 July 2020

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Local Outbreak Engagement Board (LOEB) ACTION LOG - Public

Date	Subject/Action	Actioned by	Status
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Communications Strategy

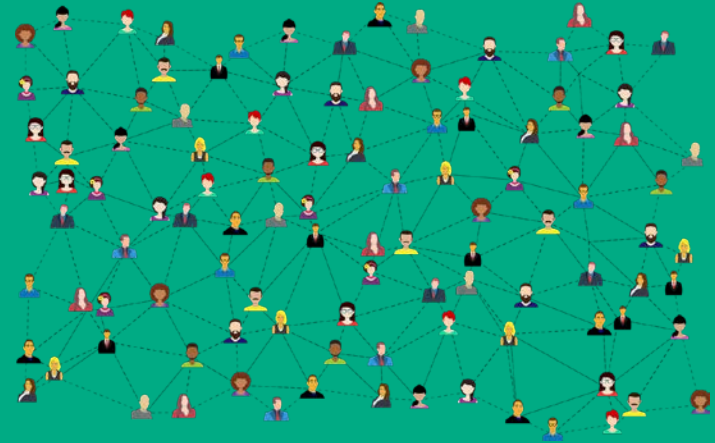
Outbreak Control

Objectives

- To communicate NHS Test & Trace and wider public health messages
- To build confidence around the council's Outbreak Plan and ability to lead in an outbreak
- To communicate accurately, effectively and in a timely manner with stakeholders during a local lockdown
- To reinforce that the public needs to 'play their part' to reduce the risk of transmission within communities (social responsibility)

Two pronged approach

1. Proactive – to amplify national prevention messages for local audiences across a variety of channels. To look at ways to engage harder to reach audiences – for example BAME, younger and older audiences.
2. Reactive – to provide accurate, timely and relevant information in the event of a local outbreak in conjunction with partners.



Proactive – Protect our Borough

Preventative

Test & Trace, hygiene, social distancing, face coverings, gatherings/ bubbles, travel, safe summer, return to school, open for business, using facilities responsibly

Awareness activities to 28 July, 2020:

- New webpage on keeping yourself, your family and borough safe and protected live
- Test & Trace – localised graphic/ chart used in digital media (e-newsletters/ social media) internal messages; bus stop marketing; Bracknell News advert; Leader's Bracknell News column; Mobile Testing Unit press release and digital news/ social media
- Open for business bus stop posters plus signage for Crowthorne and Sandhurst high streets on how to keep safe – including face coverings, social distancing, wash your hands. Social videos/ e-newsletter
- Leader's column for Bracknell News – protect our borough; symptoms; Test & Trace
- Using BLC/ Downshire Golf course safely press release and digital content
- School opening document for parents drafted for August
- Safe Summer social media campaign launched
- Influencers contacted – work being scoped (harder to reach audiences)
- Video with FC Bracknell in production for younger audiences
- Parks video launched – responsible use/ keep your distance
- Town & Country delivered – messages on face coverings, symptoms, outbreak control plan, test & trace, recovery
- Leaflet in development for all households on preventative action, including test & trace, to capture those who aren't online
- Using playgrounds safely – press, website, digital, social, on site signage



Reactive

Health Protection to lead – BFC to support
Messages to be clear, concise, timely, with relevant calls to action.

Tesco outbreak

- Worked with PHE on official statement for reassurance. Sent via BFC channels locally with PHE leading on national requests.
- Social media in 24 hours: reach (FB/ Twitter) - 42,821; engagement – 12, 270
- Statements on BFC website (homepage) and intranet x3 within 24 hours
- E-newsletters x6 to 24,000 recipients with 65 per cent open rate
- Media coverage: BBC online/ BBC Berkshire, Bracknell News, Berkshire Live/ Get Reading, Wokingham Paper, Daily Star
- Town and Parish Councils/ partners shared reassurance statement across digital channels

Barriers

- Information on social media very quickly
- Agreeing joint statement takes time we don't have
- Partners initially commenting independently rather than aligning to official statement

Overcoming barriers

- Social media partners asked to share intelligence via BFC
- BFC to develop holding lines in partnership with other Berks authorities
- Partners asked to share official comments and flag any intelligence to BFC
- BFC to be prepared to issue official statement quickly and follow up with PHE statements



Reactive preparation

- Table top exercise with Berkshire Heads of Comms/ public health – cross boundary scenario
- Creation of standard leaflets/ digital assets
- Creation of holding lines for various scenarios, including schools
- Lessons learned from Leicester and other best practice
- Comms link established with PHE comms team
- To review staffing/ capacity – extra support available?
- To encourage sign up to social media/ digital news for latest information in the event of an outbreak

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