

Date Published: 14 July 2021



LOCAL OUTBREAK ENGAGEMENT BOARD

13 JULY 2021

SUPPLEMENTARY PAPERS

TO: ALL MEMBERS OF THE LOCAL OUTBREAK ENGAGEMENT BOARD

The following papers have been added to the agenda for the above meeting.

These were not available for publication with the rest of the agenda.

Kevin Gibbs
Executive Director: Delivery

| | Page No |
|--|----------------|
| 4. NATIONAL AND LOCAL COVID-19 STATUS AND ROADMAP UPDATE | 1 - 20 |
| To provide an update on the status of the Covid-19 pandemic at a national and local level and to give guidance on understanding and using available data at a local level. | |
| 5. COMMUNICATIONS AND ENGAGEMENT UPDATE AT A NATIONAL AND LOCAL LEVEL | 21 - 30 |
| To provide an update on national and local communication and engagement strategies. | |

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National and Local Covid-19 Status and Roadmap Update 13th July 2021

Local Outbreak Engagement Board

Situational Awareness

Bracknell Forest has had 8,127 confirmed cases of COVID-19 so far. Over the last 7 days (1st - 7th July) there has been 303 new cases of COVID-19.

The current weekly rate is 247.2 per 100,000 population, which is a 92% increase from last week and comparing to the week previously, there is a 163% increase.

Bracknell Forest's rate for people aged 60 and over has increased to 32.5 per 100,000 population over the last week, but absolute numbers still remain low at 8 cases in the last week.

Situational Awareness indicators from 1st to 7th July * in comparison to previous 7-day period

| UTLA | Area name | Daily individuals tested per 100,000 population 7-day moving average | Weekly percentage individuals test positive | Weekly no. of newly confirmed cases | Weekly case rate per 100,000 All ages | 7-day change in case rate All ages | Weekly no. of newly confirmed cases 60+ yrs | Weekly case rate per 100,000 60+ yrs | 7-day change in case rate 60+ yrs |
|------|------------------------|--|---|-------------------------------------|---------------------------------------|------------------------------------|---|--------------------------------------|-----------------------------------|
| | PHE Centre | 596.4 ▲ | 5.2 ▲ | 19,803 | 222.2 | 46% | 834 | 36.9 | 68% |
| | Bracknell Forest | 573.8 ▼ | 6.0 ▲ | 303 | 247.2 | 92% | 8 | 32.5 | 166% |
| | Reading | 689.7 ▼ | 5.0 ▼ | 379 | 234.3 | -13% | 12 | 44.2 | 0% |
| | Slough | 712.2 ▼ | 2.4 ▲ | 190 | 127.1 | 5% | 12 | 55.9 | -20% |
| | West Berkshire | 516.9 ▲ | 3.9 ▲ | 220 | 138.8 | 37% | 10 | 24.9 | 101% |
| | Windsor and Maidenhead | 580.2 ▲ | 4.8 ▲ | 297 | 196.1 | 41% | 10 | 27.4 | -17% |
| | Wokingham | 536.4 ▲ | 4.3 ▲ | 264 | 154.3 | 22% | 11 | 27.9 | -8% |

Source: PHE Regional South East Situational Awareness Report (11th July 2021)

* Dates and figures refer to specimen date

Situational awareness

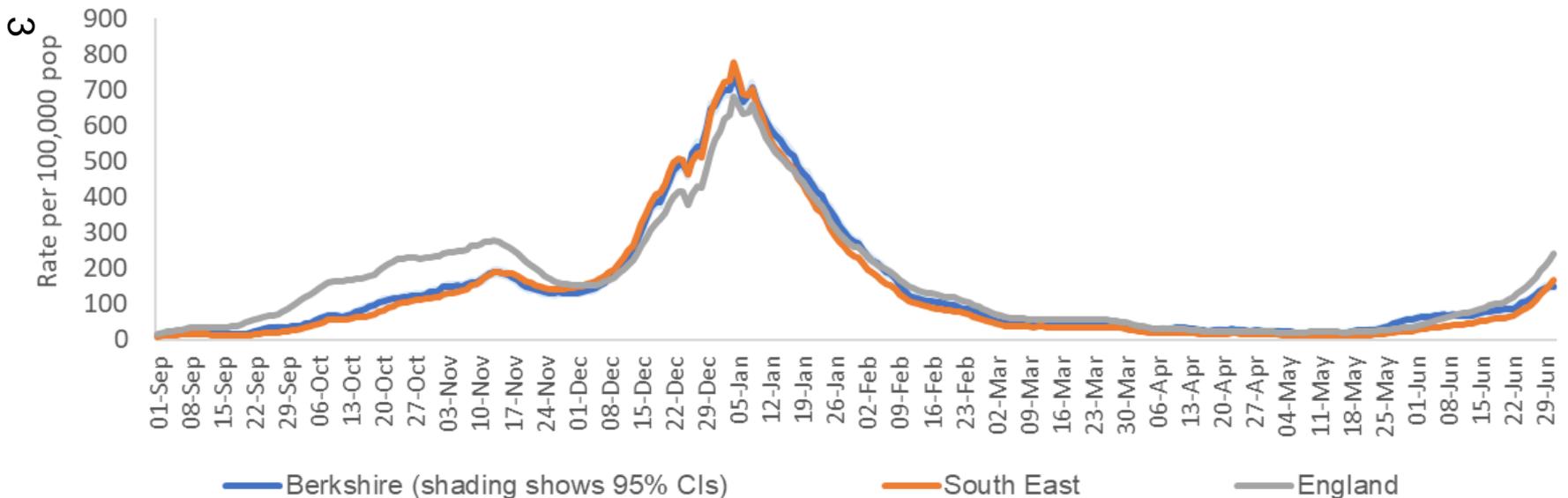
Berkshire's current weekly rate is 170.0 per 100,000 population (30th June to 6th July 2021).

There has been a total of 63,761 confirmed cases of COVID-19 in Berkshire.

Weekly rate of confirmed COVID-19 cases per 100,000 population (7-day rolling average)

Data from the most recent 4 days have been excluded from the charts as these will be incomplete

Weekly rate of confirmed cases of COVID-19 per 100,000 population

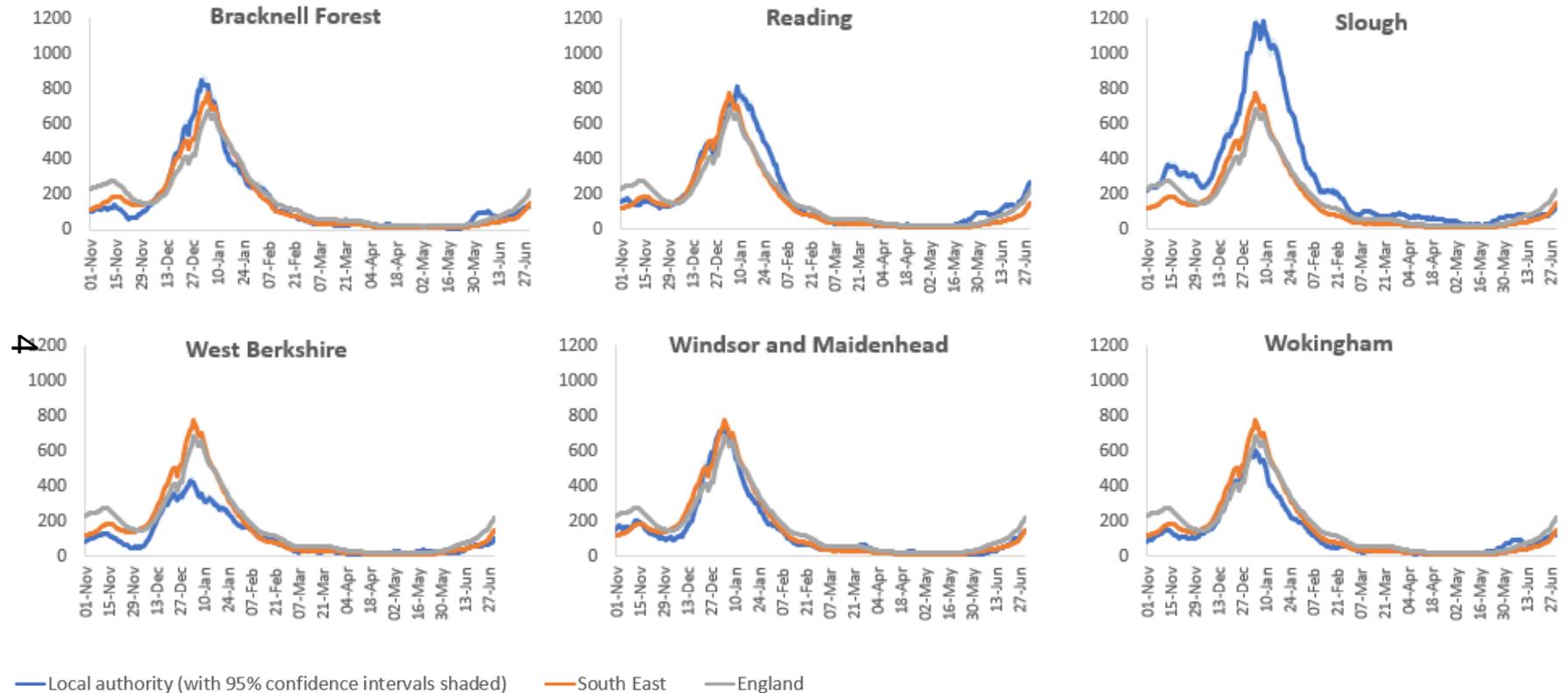


Source: PHE Second Generation Surveillance System (SGSS)

Epidemiology of cases in Berkshire local authorities

Weekly rate of confirmed COVID-19 cases per 100,000 population (7-day rolling average)

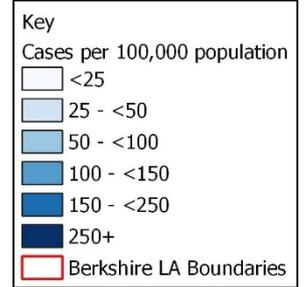
Data from the most recent 4 days have been excluded from the charts as these will be incomplete



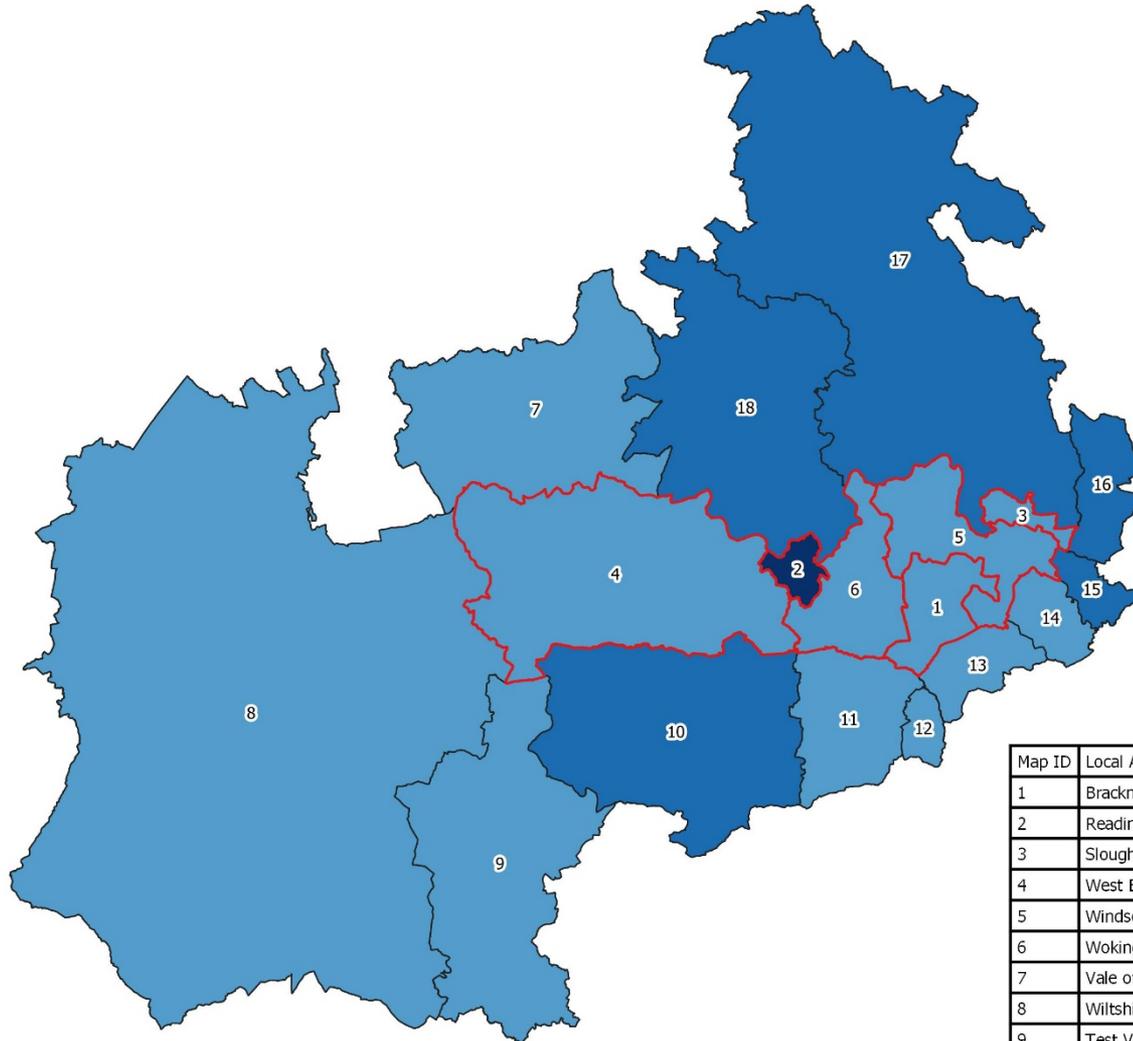
Source: PHE Second Generation Surveillance System (SGSS)

Situational Awareness

Weekly Rate of Confirmed COVID-19 Cases per 100,000 by Lower Tier Local Authority.
Data covers 7-day period from 25th June to 1st July 2021 (Published 6th July 2021)



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| Map ID | Local Authority | Map ID | Local Authority |
|--------|------------------------|--------|-------------------|
| 1 | Bracknell Forest | 11 | Hart |
| 2 | Reading | 12 | Rushmoor |
| 3 | Slough | 13 | Surrey Heath |
| 4 | West Berkshire | 14 | Runnymede |
| 5 | Windsor and Maidenhead | 15 | Spelthorne |
| 6 | Wokingham | 16 | Hillingdon |
| 7 | Vale of White Horse | 17 | Buckinghamshire |
| 8 | Wiltshire | 18 | South Oxfordshire |
| 9 | Test Valley | | |
| 10 | Basingstoke & Deane | | |

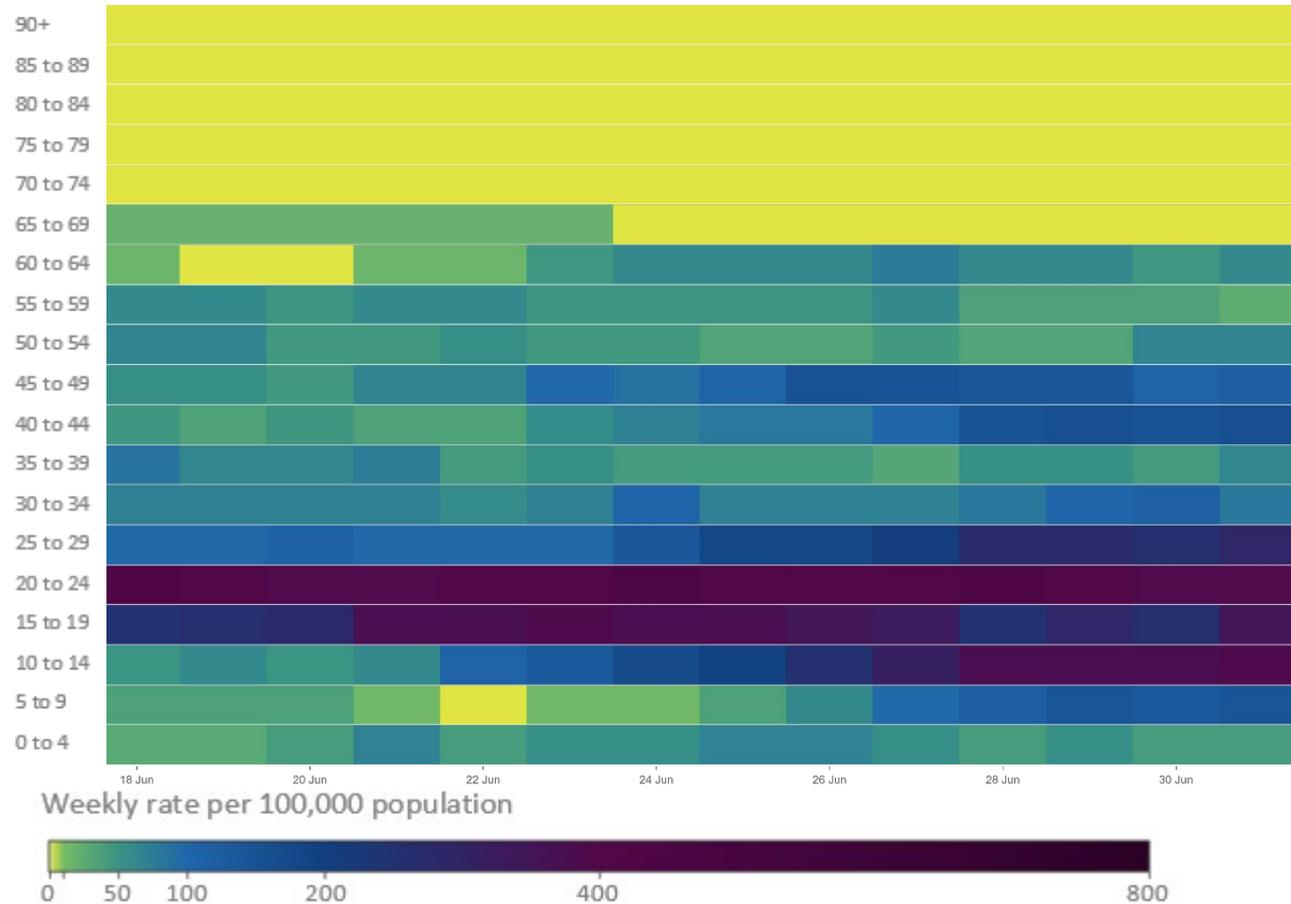
© This map has been produced using the and Ordnance Survey OpenData 2021 and PHE Regional SAR for 6th July 2021.

Bracknell Forest

Weekly rate information is now available by 5-year age band. This heatmap enables us to see the levels of Covid-19 diagnoses by age group in Bracknell Forest and this has changed over time. Darker colours show higher weekly care rates by 100,000 population.

Weekly case rates at 1st July show the highest rates in people aged 20 to 24 (390 per 100k) and 10 to 14 (388 per 100k). There were no cases for adults aged 65 and over.

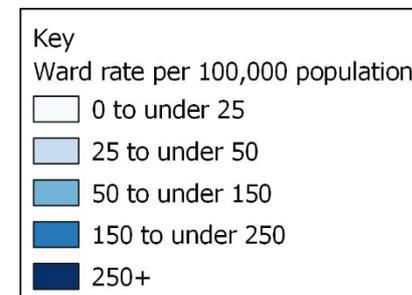
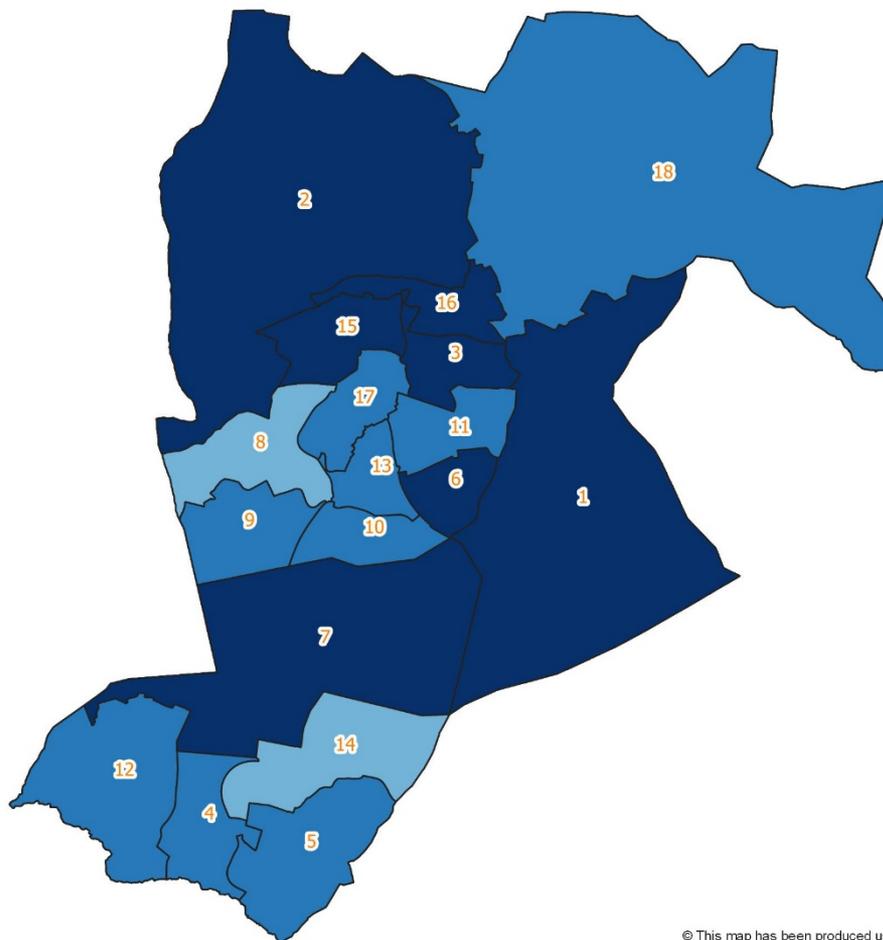
Weekly rates by age group in Bracknell Forest from 19th June to 1st July 2021



Information on case rates since the start of the pandemic can be found at: [Cases | Coronavirus in the UK \(data.gov.uk\)](https://data.gov.uk/cases/coronavirus-in-the-uk)

Bracknell Forest

2- Weekly rate of confirmed COVID-19 cases by Ward in Bracknell Forest for the period 18th June to 1st July 2021



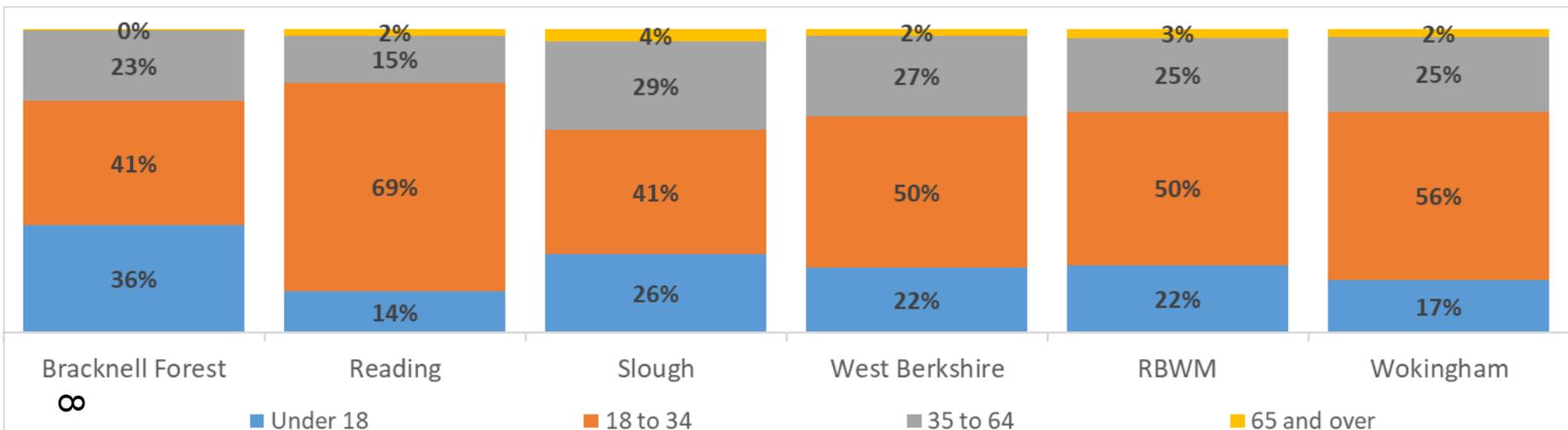
| Map ID | Ward Name |
|--------|--------------------------------------|
| 1 | Ascot Ward |
| 2 | Binfield with Warfield Ward |
| 3 | Bullbrook Ward |
| 4 | Central Sandhurst Ward |
| 5 | College Town Ward |
| 6 | Crown Wood Ward |
| 7 | Crowthorne Ward |
| 8 | Great Hollands North Ward |
| 9 | Great Hollands South Ward |
| 10 | Hanworth Ward |
| 11 | Harmans Water Ward |
| 12 | Little Sandhurst and Wellington Ward |
| 13 | Old Bracknell Ward |
| 14 | Owlsmoor Ward |
| 15 | Priestwood and Garth Ward |
| 16 | Warfield Harvest Ride Ward |
| 17 | Wildridings and Central Ward |
| 18 | Winkfield and Cranbourne Ward |

© This map has been produced using the PHE Second Generation Surveillance System (SGSS) and Ordnance Survey OpenData 2021

To see case, rate and trend information at an MSOA-level, go to <https://coronavirus.data.gov.uk/details/interactive-map>

Epidemiology of cases in Berkshire local authorities

Age breakdown of confirmed COVID-19 cases over the last 14 days (23rd June to 6th July 2021)



Source: PHE Second Generation Surveillance System (SGSS)

77% of cases in Bracknell Forest are aged under 34 years with the majority of cases in people aged between 10 and 29.

In Bracknell Forest, between 27th June – 10th July 2021:

- 59% of cases were in people aged between 10 and 29
- More were male
- The highest rate in males was in the 10-19 year old age group (previous week the highest rate was in the 20-29 year olds)
- There are a large number of cases in schools
- Over a third of cases are linked to households

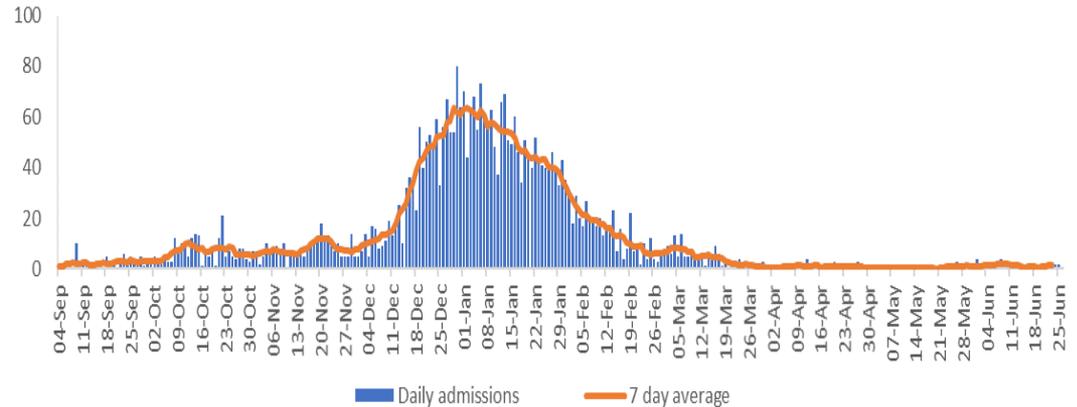
Hospital activity

Hospital activity information is available at a Trust level. The latest activity for Frimley Health NHS Foundation Trust (FHFT) and Royal Berkshire NHS Foundation Trust (RBFT) are shown on the following slides.

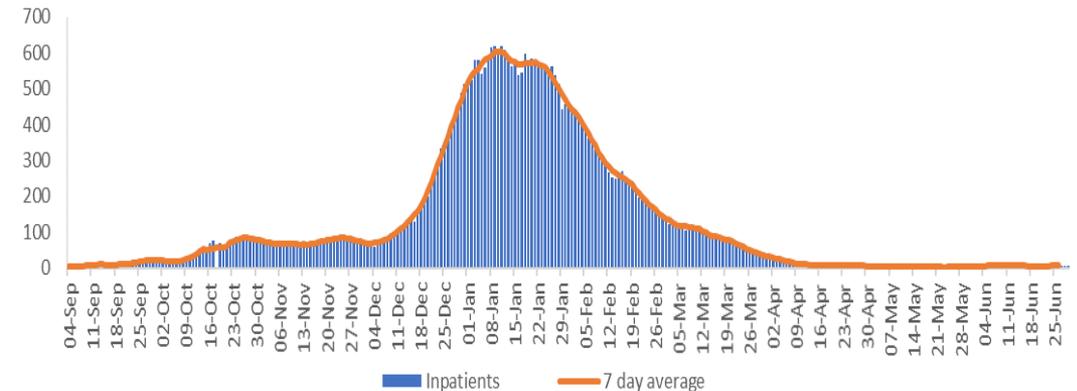
The number of daily admissions for Covid-19 patients has continued to stay at low levels in FHFT hospitals. On 27th June, there was one new COVID-19 admission to the hospital.

On 29th June, 8 patients were in FHFT hospitals with COVID-19 and none were on mechanical ventilation.

Number of patients admitted to hospital with COVID-19 – Frimley Health NHS Foundation Trust



Number of patients in hospital for COVID-19 – Frimley Health NHS Foundation Trust



Source: <https://coronavirus.data.gov.uk/healthcare>

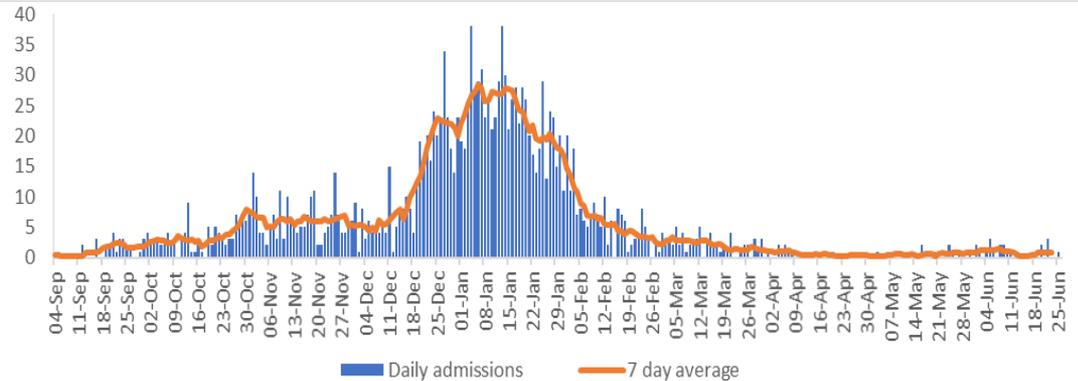
Hospital activity

The number of admissions for Covid-19 patients in Royal Berkshire Foundation Trust hospitals remains low. There were three new COVID-19 admissions on 27th June 2021.

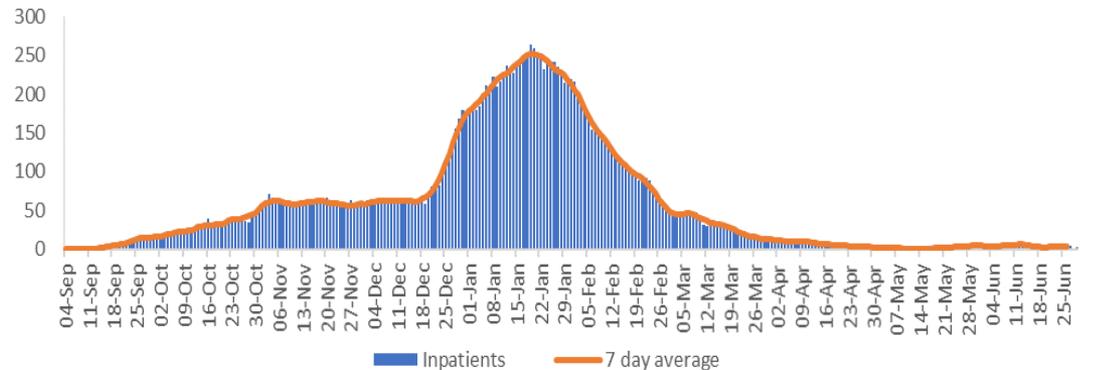
On 29th June, 3 patients were in RBFT hospitals for COVID-19 with one on mechanical ventilation.

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Number of patients admitted to hospital with COVID-19 – Royal Berkshire NHS Foundation Trust



Number of patients in hospital for COVID-19 – Royal Berkshire NHS Foundation Trust



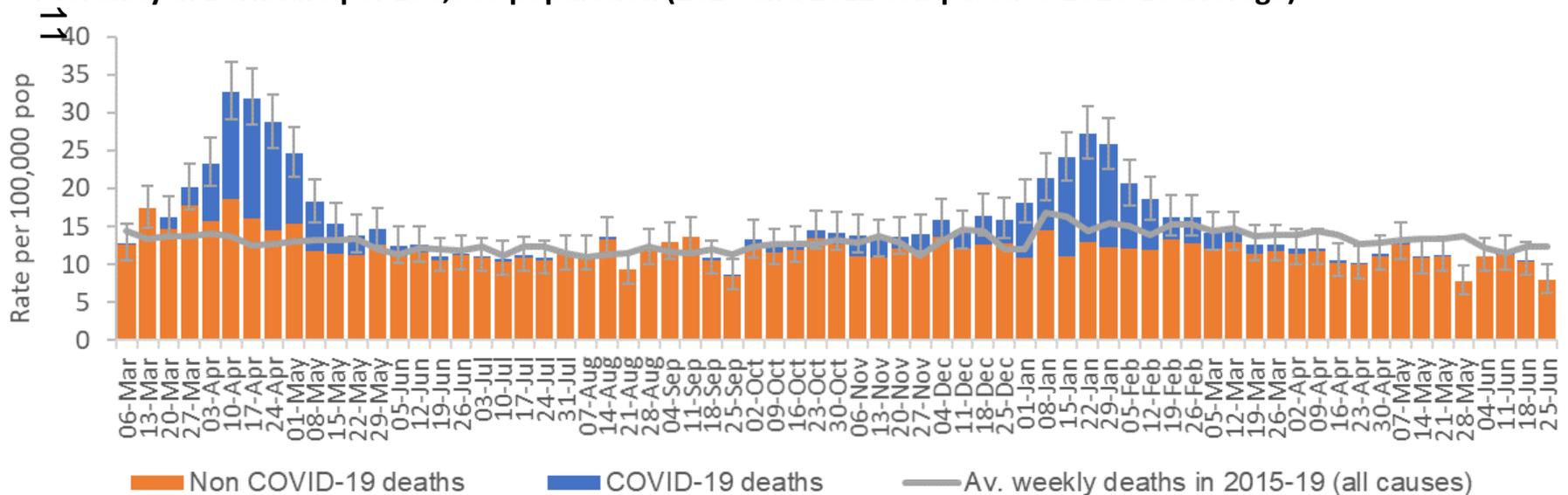
Source: <https://coronavirus.data.gov.uk/healthcare>

Deaths

There have been 1,789 deaths related to COVID-19 in Berkshire through the whole pandemic. In the last week reported (week ending 25th June), there were no COVID-19 related deaths in Berkshire.

Berkshire's current all-cause mortality rate is lower than what we would expect for this time of year. Since March 2020, Berkshire's all-cause mortality rate has been 13% higher than the previous 5 year average, which equates to 1,242 additional deaths. In Bracknell Forest's all-cause mortality rate has been 11% higher than the previous 5 year average, which equates to 127 additional deaths.

Mortality in Berkshire per 100,000 population (2020 and 2021 compared to 2015-19 average)



Source: [Office for National Statistics; Death registrations and occurrences by local authority](#)

Covid-19 Vaccinations in Berkshire

As at 29th June, 57% of people had received 2 doses of the COVID-19 vaccine and 79% of people had received 1 dose in Bracknell Forest.

- Of those in age groups 64 and under, there is a significant decrease in coverage in males to females
- The coverage of males receiving their first dose is 77% and 2nd dose is 53% whereas females sees coverages of 81% and 61% respectively.

Estimated population coverage for dose 1 by LA and age group* (8th December 2020 to 27th June 2021)

| LA | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45-49 | 50-54 | 55-59 | 60-64 | 65-69 | 70-74 | 75-79 | 80+ | 18+ | 50+ |
|------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|-----|-----|
| Bracknell Forest | 63% | 63% | 69% | 75% | 80% | 84% | 88% | 90% | 91% | 92% | 94% | 95% | 96% | 81% | 92% |
| Reading | 34% | 48% | 55% | 59% | 65% | 73% | 80% | 83% | 84% | 88% | 91% | 92% | 92% | 65% | 86% |
| Slough | 47% | 46% | 53% | 61% | 69% | 74% | 79% | 82% | 83% | 85% | 88% | 89% | 88% | 67% | 83% |
| West Berkshire | 44% | 61% | 71% | 76% | 84% | 88% | 91% | 92% | 93% | 95% | 96% | 97% | 97% | 83% | 94% |
| Windsor and Maidenhead | 59% | 61% | 65% | 71% | 78% | 82% | 86% | 88% | 89% | 92% | 94% | 95% | 95% | 80% | 90% |
| Wokingham | 57% | 63% | 71% | 78% | 84% | 86% | 90% | 91% | 92% | 94% | 95% | 97% | 96% | 83% | 93% |

Estimated population coverage for dose 1 and 2 by LA and age group* (8th December 2020 to 27th June 2021)

| LA | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45-49 | 50-54 | 55-59 | 60-64 | 65-69 | 70-74 | 75-79 | 80+ | 18+ | 50+ |
|------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|-----|-----|
| Bracknell Forest | 15% | 17% | 21% | 24% | 38% | 50% | 84% | 87% | 88% | 90% | 92% | 94% | 92% | 54% | 89% |
| Reading | 10% | 14% | 15% | 17% | 27% | 38% | 73% | 78% | 81% | 85% | 88% | 90% | 89% | 40% | 81% |
| Slough | 13% | 14% | 18% | 22% | 44% | 54% | 70% | 75% | 77% | 82% | 85% | 86% | 86% | 44% | 78% |
| West Berkshire | 17% | 18% | 20% | 24% | 37% | 43% | 87% | 90% | 91% | 94% | 96% | 96% | 96% | 60% | 92% |
| Windsor and Maidenhead | 15% | 17% | 18% | 23% | 59% | 68% | 82% | 84% | 86% | 90% | 92% | 94% | 89% | 60% | 87% |
| Wokingham | 15% | 18% | 21% | 25% | 34% | 44% | 85% | 89% | 90% | 92% | 94% | 96% | 94% | 56% | 91% |

*The total population figure used to calculate vaccination coverage will include a small number of people who have been advised not to receive the vaccination for medical reasons.

Source: [Statistics » COVID-19 Vaccinations \(england.nhs.uk\)](https://www.statistics.gov.uk/COVID-19/Vaccinations)

Step 4 of the roadmap

COVID-19 Response: Summer 2021

As England moves to step 4 of the roadmap, this will mark a new phase in the government's response to the pandemic, moving away from stringent restrictions on everyone's day to day lives, towards advising people on how to protect themselves and others, alongside targeted interventions to reduce risk.

To do this the government will:

1. **Reinforce the country's vaccine wall of defence** through booster jabs and driving take up.
2. **Enable the public to make informed decisions** through guidance, rather than laws.
3. **Retain proportionate test, trace and isolate plans** in line with international comparators.
4. **Manage risks at the border and support a global response** to reduce the risk of variants emerging globally and entering the UK.
5. **Retain contingency measures** to respond to unexpected events, while accepting that further cases, hospitalisations and deaths will occur as the country learns to live with COVID-19.

Reinforce the country's vaccine wall of defence

By 19 July, the government expects that every adult will have had the chance to receive a first dose of vaccine, and two thirds of adults will have received their second dose.

- Second doses brought forward to 8 weeks for those under 40. This means that all adults will have the opportunity to get a full course of vaccine by mid-September.
- JCVI's interim advice is to offer booster vaccines to the most vulnerable, starting from September 2021. A booster dose would be offered to groups in two stages and, if possible, delivered alongside the annual flu vaccine.
 - Stage 1 – a booster for adults aged 16 years and over who are immunosuppressed; those living in residential care homes for older adults; all adults aged 70 or over; adults aged 16 year and over who are considered CEV; and frontline health and social care workers.
 - Stage 2 – a booster for adults aged 50 years and over; adults aged 16-49 years who are in an influenza or COVID-19 at-risk group; and adult household contacts of immunosuppressed individuals.
- The government has asked the JCVI to provide advice on the vaccination of children.
- COVID-19 vaccination to be made condition of deployment for staff working in care homes. A consultation will be launched shortly on whether this condition should be extended to healthcare and further social care settings such as domiciliary care.

Enable the public to make informed decisions (1)

At step 4, the government will remove outstanding legal restrictions on social contact, life events, and open remaining closed settings. The government will provide guidance to the public and to businesses on how they can help reduce the spread of COVID-19 and mitigate the risk of a resurgence which puts the NHS under unsustainable pressure.

This means that at step 4:

- All remaining limits on social contact will be removed and there will be no more restrictions on how many people can meet in any setting, indoors or outdoors.
- ~~All~~ settings will be able to open, including nightclubs. Large events, such as music concerts and sporting events can resume without any limits on attendance or social distancing requirements.
- All restrictions on life events such as weddings, funerals, bar/bat mitzvahs and baptisms will be removed. There will be no requirement for table service or restrictions on singing or dancing.
- COVID-status certification will not be required in law as a condition of entry for visitors to any setting. Organisations are already able to ask visitors for proof of COVID-status (e.g. full vaccine course, recent negative test, or proof of natural immunity), as long as they meet existing legal obligations including under equality law.
- The legal requirements to wear a face covering will be lifted in all settings. Published guidance will advise that wearing a face covering will reduce your risk and the risk to others, where you come into contact with people you don't normally meet in enclosed, crowded spaces.

Enable the public to make informed decisions (2)

- Social distancing rules will be lifted. Social distancing will only be required in limited circumstances:
 - Ports of entry for passengers between disembarkation and border control to manage risk of VOCs
 - People who are self-isolating should continue to socially distance from others, particularly where they have had a positive test.
 - Health and care settings will continue to maintain appropriate infection prevention and control processes as necessary.
- For individual settings where the risks of rapid spread are particularly acute, DPHs in consultation with setting operators and relevant departments, will be able to advise that social distancing is put in place if necessary to control outbreaks.
- It is no longer necessary for government to instruct people to work from home.
- Regulations that place COVID-secure requirements on businesses, including table service and distancing between tables, will be lifted. 'Working safely' guidance will be updated to provide examples of sensible precautions that employers can take to reduce risk in their workplaces.
- Businesses must not require a self-isolating worker to come to work, and should make sure that workers and customers who feel unwell do not attend the setting.
- Businesses will be encouraged to ask staff and customers to clean their hands regularly and clean surfaces that people touch regularly. The government will provide guidance on how businesses can reduce unnecessary contact in the workplace, where it is practical.

Enable the public to make informed decisions (3)

- Businesses will be encouraged to display QR codes for customers to check in when using the NHS COVID-19 app, to support NHS Test and Trace, although it will no longer be a legal requirement.
- In care homes, the government will lift restrictions that limit each resident to five named visitors. Specific guidance will advise how visits should be conducted to keep care homes safe whilst also making visits as normal as possible.
- Individuals may choose to limit the close contact they have with those they do not usually live with in order to reduce the risk of catching or spreading COVID-19, particularly if they are clinically extremely vulnerable.

Retain proportionate test, trace and isolate

Test, Trace and Isolate has an important ongoing role in managing the virus and reduces the risk of potentially dangerous variants spreading. The government expects the Test, Trace and Isolate system will remain necessary through the autumn and winter. It will remain a legal requirement for people to self-isolate if they test positive or are told to do so by NHS Test and Trace.

What does this mean for testing provision?

- Symptomatic testing will continue to be available.
- Regular asymptomatic testing will continue to help find cases and break the chains of transmission.

What does this mean for contact tracing?

- Assurance given that there will still be a place for contact tracing - will always be the next variant to consider
- Outbreak management will become a priority

What does this mean for self-isolation?

- Changes to self-isolation requirements to be implemented from 16 August.
- Anyone who tests positive will still need to self-isolate for 10 days regardless of their vaccination status.
- People who have been fully vaccinated and under 18s will be exempt from the requirement to self-isolate if they are a contact of a positive case (they must be at least two weeks post second dose).
- 18 year olds will be treated in the same way as children until 4 months after their 18th birthday, to allow them the opportunity to get fully vaccinated.
- Until at least the end of September, self-isolation enforcement and support will continue as it is now (Test and Trace payments for those eligible who contact work from home and would experience financial hardship and practical support for isolation, e.g. medicine delivery service and support from LAs)

Retain contingency measures

Even at the end of the roadmap, significant risks will remain, particularly from VOCs which could escape vaccines. The virus will continue to circulate and this winter COVID-19, and with a resurgence of influenza and other respiratory diseases, may cause additional strain on top of normal winter pressures on the NHS.

- The government may need to take measures to help manage the virus during periods of higher risk, such as winter, but will as far as possible prioritise strengthened guidance and seek to avoid imposing restrictions that have significant economic, social and health costs.
- The government will maintain contingency plans for reimposing economic and social restrictions at a local, regional or national level if evidence suggests they are necessary to suppress or manage a dangerous variant.
- Such measures would only be re-introduced as a last resort to prevent unsustainable pressure on the NHS.
- The government will continue to monitor the data on a regular basis to ensure there is no danger of the NHS facing unsustainable pressure.
- The government will review the Coronavirus Act and remaining regulations in the early autumn to consider which requirements need to continue through the winter. Current regulations will remain in place until 28 September to enable local authorities to respond to serious and imminent public health threats.

Communications 21 Update

13.07.21

Testing



Testing

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- Surge testing approach was responsive: incorporated on the ground feedback in key messages; additional engagement activities (door knocking, online information sessions, RBFRS engagement).
- Used both online and offline channels (including editorial and advertising in Bracknell News, all household leaflets, digital newsletters, ad bikes, ad vans, signage, school newsletters, broadcast interviews, website/ intranet, radio advertising, social media, geo-located social advertising including snapchat, community champions – plus engagement activities).
- Incorporated translations – Nepali assets.
- Measured reach was good – some things we can't measure directly e.g. ad vans/ ad bikes/ onsite signage.
- Feedback on the ground was around 80 per cent of people knew what was happening and when; customer services had very few requests for further information.

Testing continued...

- When measuring success of communications, important to consider national messaging back-drop. Also need to consider how quickly this was set up and implemented – full comms plan usually takes months to plan and execute.
- Continuing to push LFT messages and self-isolation.

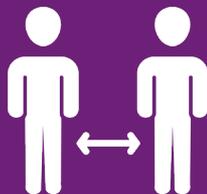
25 Vaccinations



Vaccinations

- Continuing to promote all over 18s should come forward for vaccination and bring forward second doses to eight weeks – keeping up with national messages/ policy changes.
- Pop-up vaccination has been priority (9-12 July). Comms planned within 24 hours between CCG and BFC.
- Using imagery and channels suited to younger people e.g., snapchat, Instagram but not excluding older cohorts.
- Used a variety of channels (media, paid for ads, on site signage, social media, ad bike) as well as influencers Max and Harvey.
- Focus on continued vaccination pop-up over coming days.

27 Roadmap



Roadmap

- Comms in line with national policy
- Staff return to the office communications due for release this week – gentle and gradual return to be emphasised.
- Supporting partners e.g. The Lexicon with messaging around social distancing and face coverings
- Promoting that this is stage 4 not the end of COVID



29 **Thank You**

13.07.21

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