

Notice of Meeting

Local Outbreak Engagement Board

Councillors:

Dr Barnard, D Birch and Brunel-Walker

Bracknell Forest Council:

Andrew Hunter, Bracknell Forest Council

Abby Thomas, Bracknell Forest Council

Kellie Williams, Bracknell Forest Council

Cynthia Folarin, Bracknell Forest Council

Alana Razzell, Bracknell Forest Council

Andrew Cranidge, Thames Valley Police

Fiona Slevin-Brown, East Berkshire Clinical Commissioning Group

Philip Cook, General Manager, Involve



Thursday 27 August 2020, 9.30 - 10.30 am

Online only

Agenda

Item	Description	Page
1.	Apologies for Absence Reporting: Kirstine Berry	
2.	Declarations of Interest 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. 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. 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. Reporting: Members	
3.	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	
4.	National and Local Covid-19 Status	

EMERGENCY EVACUATION INSTRUCTIONS

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	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. Reporting: Cynthia Folarin	
5.	Communications and Engagement Update at a National and Local Level	1 - 4
	To provide an update on national and local communication and engagement strategies. Reporting: Alayna Razzell	
6.	Review Action Log	5 - 8
	To review, by exception, the Local Outbreak Engagement Board (LOEB) Action Log. Reporting: Board members	

Date of Next Meeting

24 September 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: 25 August 2020

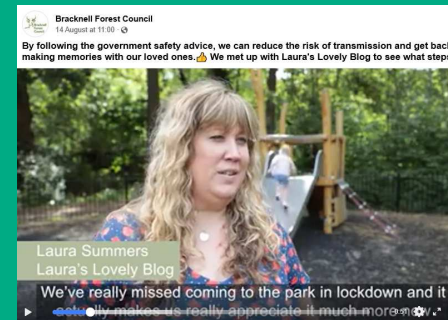
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Communications update

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 August 2020 – harder to reach audiences:

- Weekly leader's column in the Bracknell News – (harder to reach audience - older residents prefer to get information from the media.) Topics covered include: return to school; commuting safely; travelling abroad; how to stay safe while shopping/ eating out.
- Support after shielding: new webpage content drafted and promoted with a series of social media posts focusing on different topics under #SupportAfterShielding. Also included in Town and Country, Community Response and Public Health newsletter. 16 page hard copy guide created and being posted to all people who requested a hard copy and a link is being emailed to those who requested an online guide e-newsletter.
- Influencers social content from young mum (harder to reach audience) engagement fair; video with FC Bracknell on digital channels (younger/ harder to reach audience).
- Eid (BAME harder to reach audience) shared messaging on celebrating Eid safely from organisations such as the Muslim Council of Britain on council website, social media channels and in e-newsletters, as well as via council's intranet and an e-newsletter direct to staff. Worked with engagement team to advise on messaging around Friday and Eid prayers being held in public park.



Proactive – Protect our Borough

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Awareness activities August 2020 – broadcast communications:

- Daily social media messaging around different topics: travelling abroad, hand washing, face coverings, social distancing.
- Changes to shielding guidance communicated widely via social media, council website, e-newsletters and press release to local media (directing to support after shielding website). Social media focusing on what the changes are and what it means for people who are shielding and where they can get help at each different stage of the changes.
- Promotion of Slough hybrid testing centre urging residents to get tested if they have symptoms – local news release, social media, e-newsletters.
- Promotion of the re-opening of the leisure facilities and the safety measures in place.
- Weekly Town & Country Extra - travelling abroad, hand washing, face coverings, social distancing.
- New webpage on return to school - keeping your children and family safe
- Used Slough 'area of concern' as a reminder that we need to protect our borough. High engagement online, timely reminder.
- Open for business campaign - social videos/ e-newsletter, promoting safety and test and trace.
- Leaflet in development for all households on preventative action, including test & trace, to capture those who aren't online. To go out in September and use visuals where possible (to help harder to reach audience of non-English speakers).
- Using playgrounds safely – focus on The Look Out re-opening



Reactive

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

- Interim holding statements drafted
- Signed up and exploring social media site – Nextdoor, ability to reach certain areas/ streets but will need to push
- Building Town & Country Extra database – advertising on social media, Town & Country hard copy website and e-newsletters/ cross platform marketing. To be advertised via Bracknell News in September and residents' all household publication.
- Creation of alternative language repository on the intranet – lots of free resources available via WHO/ central government.
- Webinars attended with learning from Leicester and Warwickshire – confirmed BFC has considered most comms barriers (language, timing, staffing, harder to reach audiences) but some preventative actions to consider e.g. pizza box advertising
- Thames Valley Local Resilience Forum Media Advisory Cell on pause but weekly Berkshire comms meetings ongoing with public health and health representatives.

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Local Outbreak Engagement Board (LOEB) ACTION LOG

Date	Subject/Action	Actioned by	Status
30 July '20	Item 5: Local Outbreak Plan Kellie Williams: To update the Plan for the August 2020 publication to include the responsibilities for businesses and residents.	Kellie Williams	In progress 24 Aug 2020 Yasmin Bhandal liaising with Maureen Mandirahwe to include the changes required for sign off by Cynthia Folarin
30 July '20	Item 6: Terms of Reference Kirstine Berry: Update Terms of Reference <ul style="list-style-type: none"> • Update Board Core Membership table <ul style="list-style-type: none"> ○ Remove Superintendent Felicity Parker and add Chief Inspector Andrew Cranidge as the Thames Valley Police representative. ○ Confirm Fiona Slevin-Brown as the East Berkshire CCG representative ○ Confirm Philip Cook as the Involve representative Under Membership, <ul style="list-style-type: none"> • Update the text to read: <i>“3. In the event of a localised ward incident, attendance at the Board can be extended to include:</i> <ul style="list-style-type: none"> • <i>The relevant ward councillors who will be the public face of engagement and communication with their local communities.</i> • <i>Any identified local experts or community based persons with local knowledge.</i> Under Ways of Working, Normal Operation of the Board <ul style="list-style-type: none"> • Update point 3 to read: <i>“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 an answer will be provided, in writing if appropriate.”</i> Under Ways of Working, In the event of an outbreak	Kirstine Berry 03 August 2020	Complete

Local Outbreak Engagement Board (LOEB) ACTION LOG

Date	Subject/Action	Actioned by	Status
9	<p>Point 4</p> <ul style="list-style-type: none"> • Include the CCG representative. <p>Under Ways of Working, In the event of an outbreak Update the text to read: <i>“4. The chairman, BFC officers, the Clinical Commissioning Group (CCG) representative, 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.</i></p> <p><i>5. Papers will be published 2 days in advance of any public meeting on Bracknell Forest Council’s website, with updates published when available. Questions can be submitted from the public up to 1 hour in advance of the meeting and an answer will be provided, in writing if appropriate.”</i></p> <p>Appendix 1, Sample Agenda for Outbreak Engagement Board</p> <ul style="list-style-type: none"> • Update with the approved draft agenda adding to include a review of the Action Log by exception at each meeting. 		
30 July ‘20	<p>Item 6: Terms of Reference Alayna Razzell: To consider how to publicise the Board and communicate how members of the public can engage.</p>		Awaiting an update
30 July ‘20	<p>Item 7: National and Local Covid-19 Status Kirstine Berry: To update the table Headline figures for this week (27 July 2020) to reflect a data change to read:</p> <p>Total Number of Deaths (1 March to 17 July) 70</p> <p>To publish the change as a supplementary agenda item to the website.</p>	Kirstine Berry 31 July 2020	Complete

Local Outbreak Engagement Board (LOEB) ACTION LOG

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30 July '20	Item 7: National and Local Covid-19 Status Cynthia Folarin: To describe, closely associated with the tables in future reports that 'blank' entries represent suppressed data where numbers are small.		Awaiting an update
30 July '20	Item 8: Communications Update at a National and Local Level Alayna Razzell and Tessa Lindfield to develop a number of statements that can be utilised quickly without the need for lengthy approvals in the event of an outbreak.		25 Aug 2020 Top line holding statements drafted and will be shared with other Berkshire Local Authorities once approved.
30 July '20 7	Item 8: Communications Update at a National and Local Level Alayna Razzell to develop a communications plan to reach non English speaking residents.		25 Aug 2020 Communications officer allocated to this project, working with the council's engagement team. Work carried out since last LOEB – social media posts advising on alternative formats; digital news pieces on alternative formats/ translated guidance; working on getting faith leaders and community organisations being filmed to reach specific groups with safeguarding advice; using illustrations in comms rather than words.
30 July '20	Item 8: Communications Update at a National and Local Level All board members to notify the Board of any 'false or fake news' so that it can be addressed and countered with accurate information.		Awaiting an update

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