

Health Protection Board

Minutes

Tuesday 30 March 2021

1.	<p>Attendance/apologies</p> <p>Members Stewart Young – Leader, Cumbria County Council (Chair) Peter Thornton – Deputy Leader, Cumbria County Council Katherine Fairclough – Chief Executive, Cumbria County Council Colin Cox – Director of Public Health, Cumbria County Council Peter McCall – Police and Crime Commissioner Vivian Stafford – Chief Executive, Office of the Police and Crime Commissioner Michelle Skeer – Chief Constable, Cumbria Constabulary Andrew Slattery – Assistant Chief Constable, Cumbria Constabulary; Chair, Local Resilience Forum Deborah Earl – Cabinet Member for Public Health and Communities, Cumbria County Council Hilary Carrick – Leader of the Opposition, Cumbria County Council</p> <p>In attendance Kieran Barr – Communications Business Partner, Cumbria County Council Jo Richardson – Business Manager, Cumbria County Council</p>
2.	<p>Review of Outstanding Actions</p> <ul style="list-style-type: none">• Action 9 – In progress, on today’s agenda• Action 14 – Covered under main COMF item• Action 21 – Covered under main COMF item• Action 22 – in progress, Colin to follow up• Action 23 – Covered under main COMF item• Action 24 – Covered under main COMF item• Action 25 – Covered under main COMF item <p>Colin informed the group that the previous Health Protection Board used to publish their minutes and suggested the minutes for these meetings could be published.</p> <p>The Board agreed that these minutes should be published.</p>
Epidemiology and Overall Situation Reporting	
3.	<p>Epidemiology</p> <p>Colin provided an overview of the national and local picture:</p> <ul style="list-style-type: none">• Rates remain flat, not much to report• Copeland recently experienced an increase but they are heading back down again• The county is averaging 25 cases per 100,000 for now
4.	<p>Local sitrep</p> <p>Andy provided an update from the SCG:</p> <ul style="list-style-type: none">• He referred to the wild camping that had taken place at Thirlmere, which has had media traction and has been shared on social media. There has also been interest from the Home Office and MHCLG

	<ul style="list-style-type: none"> • Stewart asked about the amended regulations to camping restrictions • Andy said that they have been sent through but may not be public yet • Guidance is coming out on a weekly basis • Legally you can go to a campsite but this information may not have been fed into the relevant networks yet
Strategy Implementation	
5.	<p>COMF Funding</p> <p>Colin provided an initial summary of the paper attached in the agenda:</p> <ul style="list-style-type: none"> • The paper starts by indicating what we have already received from the COMF (£11.335 mil), where it has gone so far, and what we will be allocated in the future (estimated at £2.679 mil) • The rest of the paper then sets out 5 key themes that indicate where the money would be best placed to support Cumbria as we come out of lockdown <p>Stewart thanked Colin and Jo for the paper and said that it is useful to get a comprehensive picture of where the money will be best directed</p> <p>Colin informed the group that there is still some flexibility in terms of funding even after the suggestions in the paper, it is designed as broad headings, with decisions being made in line with governance based on specific, detailed proposals.</p> <p>Katherine agreed that it is good to see the broad picture and the themes that have been set out feel appropriate, and although some of the figures attached to the themes may look like a lot of money, when it is spread across the whole county it is not actually that much. Of course, any decisions must be based on detailed proposals, but overall, the themes feel right.</p> <p>Deborah asked specifically about the amount of money going to community groups, with the paper allocating £0.5 million to Community Partnerships, Engagement and Development.</p> <p>Jo informed Deborah that this money would potentially go towards working with young people to help them understand the regulations, as well as community development officers to engage with vaccination hesitancy. The money could be used to fund a community development officer in each area or a HAWC in each area to focus on the hard to reach residents.</p> <p>Deborah said that she would like some funding towards debt management as she is aware of how much people are struggling financially. She also wants to see the money going towards groups that already exist and are performing the work on the ground, we do not necessarily have to create new posts, we can ask already existing groups to do that work.</p> <p>Vivian agreed with this point and commented that existing community groups are struggling financially and need money in order to help the residents they currently support. She wants to see grass roots organisations receive the COMF funding to help support the people who are out there doing the work. She also added that we need to be agile and get the money out sooner rather than later.</p> <p>Stewart added that the third sector is also struggling financially, and the council relies on these groups to deliver their services. A balance therefore needs to be struck between employing staff in house and commissioning to the third sector.</p>

Deborah talked about the way that community groups have changed due to COVID 19, there are now groups of friends, neighbours etc that originally set up to deliver food during lockdown etc and still exist. She wants to make sure that these new community groups have the money to continue and make sure they are sustainable.

Katherine informed the group that she believes that there is the capacity to meet all of the needs mentioned above. However, ensuring that these are all sustainable will be important. Katherine believes that the general themes outlined in the paper will support this and we can get moving quite quickly on this. Katherine recognised the importance of area managers as networks and forums for achieving this.

Michelle also wants to be sure that we understand the outcomes and the impact the money is making. Might need to look at this and consider the impact we are having in the community.

Stewart asked about the communications/messaging aspect of the paper.

Kieran informed the group that comms activity is currently being split into two different strands:

- Visit differently
- Visit safely and responsibly

He has spoken to Cumbria Tourism and they are looking into how their usual brand can accommodate the new campaign. There will be a whole strand of work looking to target younger people and their behaviour, looking to get someone in to market this demographic specifically. He also said that we will be targeting our own population to encourage them to visit hidden gems and spread the pressure. Kieran informed the group that it is not necessarily cheap to reach all of these different groups, but with the money proposed in the paper it will be an opportunity to do things that have not been done before.

Stewart agreed that this is a good start but that more detail will be needed to back this up, we will need to know who the money is going to and what is being done with it. Will there be a standard application to fill in capturing the key points? Stewart also asked if there are any areas that need support urgently?

Colin said that it depends how long it takes to work up the detail, but:

- The comms messaging needs to be done quickly as people will soon be starting to visit the county once restrictions ease
- Detail has already been drawn up for the visitor management proposal
- More detail is needed around contact tracing, but they are already fully funded for the next 2 months
- Community partnerships needs some detail

Colin said that he will work with the operational group to see what needs to be prioritised, but if the Health Protection Board can provide a broad approval that the themes and money is indicative of what we agree, then more detailed proposals can be brought to the group over the next few weeks to reflect this overarching proposal.

Stewart agreed that a lot more detail will be needed for some of the proposals, for example we do not want to bring in new groups if there is already an existing one that can be funded.

	<p>Hilary agreed that a lot more detail will be needed, and we will need to assess if the money is going to deliver what we want. Some reflection after the money has been allocated will be good as a lesson learning/what could be done differently exercise.</p> <p>Kieran said that we can look into the comms campaign over the next week as it just involves allocating the money to the different places.</p> <p>Hilary asked if there are also free things we can look into for comms, social media etc.</p> <p>Karen also asked whether, when we are encouraging people to visit the less popular areas, does the Council need to do anything to make those areas more attractive? Also need to look after the residents and ensure they are happy. Could encourage the ‘explore from your own door’, improve the cycle paths and roadways to make it easier to access the more popular areas and to keep people outside and healthy etc.</p> <p>Colin said that some of these ideas could be supplemented by the COMF fund.</p> <p>Stewart said that ultimately this proposal is a good framework but needs further work to fill in the gaps, then more detailed proposals can go through the governance.</p> <p>The comms strategy can go ahead as this needs to happen relatively quickly but will need to go through the formal governance.</p> <p>Action – Kieran to work on implementing the comms proposal over the next few weeks.</p> <p>Stewart asked if there were any other areas of priority? For example, if food clubs are running out of money could we help fund this? Also, should the visitor economy be prioritised as this will take time to get in place?</p> <p>Colin informed the group that there is a more detailed proposal from the visitor economy group, this can be brought in quite quickly if people are comfortable, the detailed proposal can be circulated to the group.</p> <p>Overall, there is broad support for the proposal as a framework, Colin and Jo were asked to keep control of it, with members of the group feeding in separately if they can think of anything that might be helpful.</p> <p>Action – Colin to add more detail around the funding allocations to the paper, with individual proposals being brought to the meetings separately.</p>
	<p>Other Key Business</p>
6.	<p>“Roadmap” out of lockdown</p> <ul style="list-style-type: none"> • Nothing to add
7.	<p>Feedback to national co-ordination meetings</p> <ul style="list-style-type: none"> • Nothing to add
8.	<p>Any other business</p> <ul style="list-style-type: none"> • The meeting will be cancelled next week and picked up again on the 13th April.