# Bristol Covid-19 Local Engagement Board

## Agenda

*Local Engagement Board agenda*

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<th>Meeting:</th>
<th>Date:</th>
<th>Time:</th>
<th>Location:</th>
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<td>Bristol Covid-19 Local Engagement Board</td>
<td>02/10/2020</td>
<td>11:00 – 12:00</td>
<td>Zoom</td>
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**Co-Chair**

- Marvin Rees
- Asher Craig

**Attendees:**

- Cllr Asher Craig (AC) – **Deputy Mayor**
- Cllr Claire Hiscott (CH) – Deputy Leader of Conservative Group
- Cllr Paula O’Rourke (PO) – Clifton Ward Councillor
- Cllr Tim Kent (TK) – Hengrove & Whitchurch Ward Councillor
- Tim Borrett (TB) – BCC Director: Policy, Strategy and Partnerships
- Sophie Shirt (SS) – BCC Deputy Head of External Communications and Consultation
- Beth Wash (BW) – BCC Senior External Communications Officers
- Jon Toy (JT) – BCC Consultation and Engagement Manager
- James Durie (JD) – Business West
- Lindsay Gee (LG) - NHS
- Sue Mountstevens (SM) – Police and Crime Commissioner
- Sado Jirde (SJ) – Black South West Network
- Prof. Olivette Otele (OO) – Commission on Race Equality
- Sandra Meadows (SM) - Voscur

**Apologies:**

- Marvin Rees (MC) - **Mayor**
- Mike Jackson (MJ) – BCC Chief Executive
- Christina Gray (CG) – BCC Director: Public Health
- Huzaifa Adamali (HA) – Respiratory Consultant – Southmead Hospital
- David Jarrett (DJ) – BNSSG

**CC:**

- Nigel Costley (NG) - TUC
- Andrea Dell (AD) – Head of the City Office
- Penny Germon (PG) – BCC Service Manager: Neighbourhoods and Communities
- Ines Lage (IL) - TUC

## Agenda Item:

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<th>Item</th>
<th>Time:</th>
<th>Discussion Points / Outcomes &amp; Actions:</th>
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<td>1.</td>
<td>11:00</td>
<td>Welcome and apologies</td>
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<td>2.</td>
<td>11:05</td>
<td>Review of minutes and actions</td>
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<td>- No outstanding actions from last meeting.</td>
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<td>- Minutes approved with one minor change due to a clerical error (‘dealer’ to ‘leader’).</td>
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<td>3.</td>
<td>11:10</td>
<td>Public Health / Local Outbreak Management Planning Update</td>
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• CG is on annual leave.
• Bristol’s bi-weekly stats will be published later today.
• LG questioned if BCC has done any targeted comms to people moving into / out of Wales for work or other reasons.
• **TB to raise with CG the issue of cross-border transmission and whether there is evidence that this is a factor. Depending on outcome, SS may need to consider communications targeted specifically at groups regularly crossing border (e.g. commuters; people taking part in night-time economy etc.)**

### 4. 11:20 Current and forthcoming communications campaigns and activity

**SS**

- Second of new weekly LOMP stakeholder updates due out today.
- **SS to update LEB/stakeholder comms to be clear what is for recipient only and what should be shared more widely.**
- Latest operational update with school cases/outbreaks also due out today. This informs that two primary schools and one infant school have confirmed cases of COVID-19.
- A new FAQS page has been created to support parents/carers/guardians on the BCC website following cases in schools. LOMP comms team will track stats on the page.
- BCC is working with the University of Bristol following a small number of infections this week.
- BCC is working with both Bristol universities to provide comms support including video messages to students from MR and Andy Bennett.
- The COVID-19 Bristol Survey launched this week and comms are underway to promote over the next four weeks. A stakeholder toolkit will be distributed to LEB members next week. Members are encouraged to share the survey.
- A Mobile Testing Site opened at UWE Frenchay on 1st October.
- Comms planned to promote the upcoming Test and Trace Support Payment (target date for Local Authorities is 12th October.)
- Emails from Stephen Peacock have been distributed to 4,500 businesses with the latest guidance and rules.
- Key comms themes also include Hands, Face, Space, the ‘Rule of Six’, NHS COVID-19 App and car-sharing.
- Upcoming campaigns will focus on vulnerable and young people and winter planning. The public flu campaign launches on October 5th.
- Comms will attend a meeting with the University of Bristol next week to debrief Manchester Metropolitan University’s outbreak situation, share and collate learnings.
- **SS to invite Jon Toy to next meeting to update on surveys, results and drawing intelligence from Your City Our Future in to current survey on fatigue etc.**
- MR is writing a letter to the government to share concerns regarding the impact of the 10pm curfew.
- SM - work is being done with ASP to manage hotspots. ‘COVID-19 Marshalls’ will not be there for enforcement but to speak to people and encourage behaviour. A reminder that a crime only takes place if groups of 6+ refuse to disperse by police.
- **SS to liaise with WoE authorities on join-up of enforcement/engagement messaging relating to venues such as cafes, pubs and restaurants to try and create more consistency in approach.**

### 5. 11.35 Communications fatigue – Board sharing

**SS**

- LOMP attended a behavioural insights meeting with the University of Bristol to understand how to best communicate with people in response to ‘COVID-19 fatigue’.
- This highlighted that after months of repetitive comms and messaging many people have become habituated against government and Public Health. Request for LEB members to offer insight/advice/ideas.
- SM requested BCC encourage businesses to download the QR posters for NHS COVID-19 App more. Idea to explore providing positive enforcement / a reward to businesses that have downloaded the QR posters (e.g. ‘smiley face signage’).
- **SS/BW** to ensure BCC is seen to push NHS Covid app and explore any incentivisation opportunities with local venues.
- AC commented that fatigue is largely due to rules/comms changing frequently and people can get confused. Many aren’t clear what the law is. Simple messaging that warns young people of enforcement is needed – careful not to demonise them.
- The guidance is for people to work from home if they can. For those who can’t, offices should be COVID-secure. There is a balance between this though as people need fact to face contact and it can hugely affect mental health working remotely.
- BCC has created toolkits to support staff working from home, including mental health and wellbeing.
- **SS** to set up meeting with CG, Lynn Stanley, Steph Griffin about Thrive@Work and sharing this resource within the city; linked to clear messages around attending office spaces.
- Youth organisations/services are providing support to young people with complex needs in the city but there is a limited service. Any doing this are carrying out work in safe, socially distanced ways. Youth services can help reach hard to reach young people.
- **BW/SS** to liaise via AD with youth organisations to ensure reach and appropriateness of messaging for young people.
- One City have been engaging with the group ‘The 15’ to understand how to work with young people. AD is liaising with LOMP comms team to support with upcoming young people campaign.

### 6. 11:45 Behavioural insights – Board sharing

- LAs are invited to apply for £20,000 from the LGA to contribute to delivery of a behavioural insights project. This includes small, subtle shifts in communications via a scientific approach.
- BCC to apply for this funding. **SS to bring draft LGA BI bid to next LEB meeting**.
- AC noted a city campaign that debunks conspiracy theories which targets areas of non-compliance. This has been shared with SS.

### 7. 11:55 Summary, actions and next steps

- **SS** to invite Jon Toy to next meeting to update on surveys, results and drawing intelligence from Your City Our Future in to current survey on fatigue etc.
- **SS** to liaise with WoE authorities on join-up of enforcement/engagement messaging relating to venues such as cafes, pubs and restaurants to try and create more consistency in approach.
- **SS** to update LEB/stakeholder comms to be clear what is for recipient only and what should be shared more widely.
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- **TB** to raise with CG the issue of cross-border transmission and whether there is evidence that this is a factor. Depending on outcome, **SS** may need to consider communications targeted specifically at groups regularly crossing border (e.g. commuters; people taking part in night-time economy etc.)
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| 8. | 11:58 | **Closing remarks**  
- A representative from Public Health is required at LEB meetings and will be arranged for future meetings.  
- AOB from AC – there has been an expansion of testing capacity and an improvement of a 48 hour turnaround of getting results. Care homes are being encouraged to get tested at weekends. |
|   |   | TB |