

ERF weekly briefing note

WC 22 June 2020

The Essex Resilience Forum Strategic Coordinating Group (SCG) was put into action to provide coordination and alignment for member services in Essex.

The SCG is chaired by Chief Constable BJ Harrington and Deputy Chief Fire Officer, Rick Hylton. The two Chairs rotate responsibility to provide resilience.

Current SCG Chair – BJ Harrington

The purpose of the SCG is to:

- Minimise the risk to the public by assisting Public Health to contain the spread of the virus and to support the contact tracing.
- Maximise, where practicable, the safety of our staff and partners by providing advice and appropriate PPE where necessary.
- Ensure business continuity plans are in place to enable the provision of key services and continued delivery of essential services to the public.
- To reassure the public by supporting Public Health guidance and Public Health messages.
- To ensure that community tension and intelligence/information is being effectively managed through the strategic co-ordinating group and existing structures.
- To support Local Resilience Forum partner agencies and local communities to mitigate the impacts of the virus.
- To ensure a coordinated approach to any arrivals to UK (By Air or Sea) of persons who pose a Public Health risk arising from Covid-19.
- To promote a return to business as usual and restoration of disrupted services at the earliest opportunity.

To support the work of the SCG and provide consistency of messaging a Multi Agency Information Cell has been formed which provides daily updates from all of the services on who COVID-19 is impacting in Essex. The report covers a UK update, health, East of England Ambulance Service, Essex Police – including community tensions, Essex County Fire and Rescue Service, ports, Southend Borough Council, Essex County Council (Covering all 12 districts) and Thurrock Council.

We have an established joined up multi-agency approach in place, that is delivering against the expectations of the government. Our SCG is meeting twice-weekly, and coordinating the plans and response for Essex. This means we are working together, keeping everyone across Essex as safe as we can, and providing the most up-to-date information as possible.

Key updates from the Chair

Return to School

Essex has seen a return to primary schools and early years settings begin to take place on a phased, gradual basis.

Data made available to Essex County Council (ECC) by the Department for Education (DfE) suggests that, on Tuesday 9 June in Essex:

- 78 per cent of primary and special schools were open to at least one of the year groups now able to return (Reception, Year 1, Year 6)
- 42 per cent of primary and special schools were open to all three year groups (Reception, Year 1 and Year 6) in some form.
- 5 per cent of schools were open only to vulnerable pupils and the children of critical workers.
- Schools were open to approximately two thirds of all Reception, Year 1 and Year 6 year groups in some form.
- Approximately one quarter of all pupils in Reception, Year 1 and Year 6 attended schools.
- Approximately 20,000 pupils attended primary and special schools, up from approximately 4,400 across primary and secondary settings before half term.
- Early years settings – such as day nurseries, pre-schools and childminders – were permitted to open more widely for non-keyworker children from 1 June. Our latest information, for 11 June, shows that 30 per cent of all registered early years settings in Essex were open, with 4,081 children in attendance. A further 12 per cent of settings, believed to be open, did not respond to the DfE's survey. In the week prior to half term and wider opening (18 to 22 May), approximately 20 per cent of settings were open, with 1,000 children in attendance.

Recovery - The LRF is planning for return to normal, with specific TCGs being set up across the agencies to approach this in a joined-up way. Recovery will recognise the sovereignty of our local authorities and will be led and shaped by our political leadership. We are working to establish this independence from the SCG whilst retaining the important mechanisms to best enable this to occur. More details will follow shortly. The SCG will continue to run in its current format at least until after the weekend of 4/5 July to support the re-opening of licensed premises.

Testing - There are a number of ways people can be tested across Essex. These testing sites are to enable key workers to return to work and keep vulnerable and older people safe. Anyone wanting to be tested must meet the eligibility criteria, pre-book an appointment and travel to the centre by car – i.e. not on foot or by public transport.

Mobile testing units are at various locations across Essex. They are run by the Ministry of Defence and tests are by appointment only.

You can [apply for a coronavirus test](#) if you meet the [criteria for testing](#). Find out more about how the [NHS test and trace scheme](#) works.

Current dates and locations for mobile testing units

Mobile testing

Chelmsford has been added to the list of locations for mobile testing units this week (w/c 22 June). The full list is as follows:

Monday 22 June 2020

- Basildon Sporting Village, Basildon, SS14 3GR
- The Civic Hall, Grays, RM16 2JU

Tuesday 23 June 2020

- Rayleigh Leisure Centre, Rayleigh, SS6 9NF
- Clacton Leisure Centre, Clacton on Sea, CO15 6DB
- Long Stay Car Park 3, Southend Airport, Southend on Sea, SS2 6YE

Wednesday 24 June 2020

- Harlow Football Club, Harlow, CM19 5BE
- The Jobserve Community Stadium, Colchester, CO4 5UP

Thursday 25 June 2020

- Basildon Sporting Village, Basildon, SS14 3GR □ Sandon Park and Ride, Chelmsford, CM2 7RU

Friday 26 June 2020

- The Civic Hall, Grays, RM16 2JU
- Clacton Leisure Centre, Clacton on Sea, CO15 6DB

Saturday 27 June 2020

- Long Stay Car Park 3, Southend Airport, Southend on Sea, SS2 6Y
- Rayleigh Leisure Centre, Rayleigh, SS6 9NF

Sunday 28 June 2020

- The Jobserve Community Stadium, Colchester, CO4 5UP

- Harlow Football Club, Harlow, CM19 5BE
- Sandon Park and Ride, Chelmsford, CM2 7RU

Care homes and testing

Care homes can now request courier service for tests to be delivered directly.

Test and Trace

The government has announced £300 million additional funding for councils in England to support the new Test and Trace Service and to develop tailored outbreak control plans. Work on the plans will start immediately. Plans will focus on identifying and containing potential outbreaks in places such as workplaces, housing complexes, care homes and schools.

Essex plans are being developed between Local Authorities, NHS England and Public Health England with the support of the ERF.

Wider partner updates

<https://www.essex.gov.uk/news/coronavirus>

www.southend.gov.uk/coronavirus

https://www.essex-fire.gov.uk/About_Us/Coronavirus/

<https://www.thurrock.gov.uk/coronavirus-covid-19/government-and-health-information>

<https://www.essex.police.uk/news/essex/news/news/2020/march/keeping-you-safe-in-challenging-times/>

Key Focus Areas for communication

The proactive communication of the ERF will focus on four main strands:

- **Protecting the vulnerable;**
 - Community Shield;
 - Engaging volunteers;
- **Staying safe in the home;**
 - Tackling domestic abuse and supporting victims;
 - Prevention and tackling fraud;
 - Preventing exploitation;

- Fire safety in the home;
- **Social cohesion and communities together;**
 - Paying tribute to frontline workers keeping people safe;
 - Activities which bring people together – volunteering, acts of kindness, community spirit, cultural activity, support to others;
 - Recognising those staying at home and following restrictions;
 - Visible policing in our communities;
 - Accessible and available fire and rescue services;
 - Emergency services working together;
- **Health and social care;**
 - Building capacity within our health service;
 - Keeping frontline worker safe;
 - Maintaining frontline services.

This briefing will focus on providing detail and messaging to help support and amplify these strands of work as the fight against the pandemic continues.

Protecting the vulnerable

Shielding

Future of Shielding

On 22nd June, the Health Secretary and Deputy Chief Medical Officer set out a roadmap for the future of shielding. A link to the press release is available [here](#).

The key points are:

1. Shielding guidance will be relaxed in stages, subject to clinical evidence:
 - a. From **6 July**: the guidance for the clinically extremely vulnerable will be relaxed to allow shielded individuals to meet up to 5 people from other households outdoors, socially distanced, and to form support bubbles if they live alone or are a lone adult with a dependent under 18.
 - b. From **1 August**: the clinically extremely vulnerable can stop shielding. The guidance will be updated to allow this cohort to go to the shops and places of worship, while following current social distancing rules.
2. The food and medicine boxes facilitated by the National Shielding Service will stop as of **1 August** as individuals are advised they can visit shops and pharmacies. However, other forms of support – such as priority supermarket delivery slots and the NHS Volunteers Scheme, amongst a range of local volunteer schemes – will continue. If an individual is concerned about support after 1 August, they should contact their local authority.
3. The categorisation of ‘clinically extremely vulnerable’ will remain in place indefinitely and people in this cohort should continue to follow the guidance specific to them, available [here](#). This is because community transmission and

the R number will continue to be closely monitored and the government will tighten advice to this cohort as needed.

4. Shielding guidance has been and continues to be **advisory**.
5. Everybody in the 'clinically extremely vulnerable' categorisation will be written to outlining these steps.

Business Support

Thurrock Council has distributed over £25 million worth of government grants to local businesses. Any business owner who thinks they are eligible for one of these grants and has not yet received it should go to Thurrock Council's [business rates web pages](#) to find out more about the help on offer and update their contact and payment details via an [online form](#).

Businesses can access 12 hours of direct support and advice via an Essex County Council business support service aimed at helping Essex get 'Back to Business'. Working with business advice agency Let's Do Business Group, Essex businesses can access fully funded support to help them survive or recover from the impact of COVID-19, improve, change or expand, or to help them consider their options for the future and develop a longer-term business strategy.

The enhanced business support service builds on the existing support the COVID-19 Essex County Council Business Support Team has been providing Essex businesses since March 2020. Now Let's Do Business Group, funded by Essex County Council, is offering up to 12 hours of consultancy services to individual businesses for the rest of the financial year.

Whether businesses have been adversely impacted directly by COVID-19 or the challenges of the pandemic has resulted in businesses needing to reassess how they operate or will do in the future, or reconsider their target market and how or where they may choose to expand, Let's Do Business Group's fully funded advice could help.

Essex County Council underlines importance of social distancing and regular hand washing as £5.78m funding for track and trace support is announced

Health experts at Essex County Council are underlining the need for social distancing and regular hand washing as new funding to support the track and trace service is announced.

Local authorities are central to supporting the new track and trace service across England, with the government providing a new funding package of £300 million to authorities across the UK.

Essex County Council has been allocated £5,780,000 (£5.78m) from this funding package.

The authority is now using this funding to develop tailored outbreak control plans, working with local trusts and other partners.

Safer, greener and healthier town centre streets

Braintree

Essex County Council and Braintree District Council have worked together to plan the installation of several social distancing signs while High St and nearby improvement works are carried out by Braintree Council. Barriers such as have been used in other town centres in Essex are not appropriate in Braintree due to the continuing pedestrianisation improvement works. The measures are paid for by Government as part of national work to re-open town centres safely.

Called 'Safer, Greener, Healthier', these schemes aim to provide bigger, safer spaces for city centre shoppers, residents, workers and visitors to maintain social distance. Measures will be installed in Braintree from Wednesday 24th June and will be constantly reviewed and altered if required.

The measures in Braintree, like others planned across Essex, are driven by immediate public health requirements such as social distancing, and in encouraging walking and cycling will enable healthier and greener ways of getting around. Data on streets in UK and elsewhere where the pedestrian experience has been improved shows footfall increasing 20-35 per cent, with sales increases following.

Wickford and Billericay

Some new interim, signed 20mph speed limits on roads in busy shopping areas of Wickford and Billericay are being put in place starting from Monday 22 June.

In Billericay a 20mph zone will extend along the B1007 High St, from its junction with Sun Street/A129 London Road, northwards to its junction with Norsey Road/Western Road.

In Wickford, a 20mph zone will extend along High St, from its junction with A129 London Road, northwards to its junction with Wickford Station access road.

Working together, and adding to public safety measures introduced elsewhere, Essex County Council and Basildon Council are introducing these speed limits as part of the continuing response to the COVID-19 pandemic and provide a 'Safer, Greener, Healthier' environment for shoppers and other pedestrians and cyclists.

The new lower speed limits aim to encourage people to support their local businesses by increasing pedestrian and cyclist confidence when having to avoid other people, particularly where traffic is passing.

The measures will be monitored to assess their effectiveness and may be tweaked or amended as part of the 'test and learn' approach Essex County Council are using across all the Safer, Greener, Healthier measures being introduced to many towns across the county.

Maldon

Some new interim, signed 20mph speed limits on roads in the busy central shopping area of Maldon are being put in place starting from Tuesday 23 June.

Roads affected include Fullbridge, from its junction with Market Hill to a point close to Mill Lane, plus the entire lengths of Baker Mews; Bull Lane; Cromwell Lane; Edward Bright Close; Market Hill; High Street; Mill Lane; Old Mill Close; Saxon Court; and Tait Mews.

Working together, and adding to public safety measures introduced elsewhere, Essex County Council and Maldon District Council are introducing these speed limits as part of the continuing response to the COVID-19 pandemic and to provide a 'Safer, Greener, Healthier' environment for shoppers and other pedestrians and cyclists.

Along with measures already introduced locally, the new lower speed limits aim to encourage people to support their local businesses by increasing pedestrian and cyclist confidence when having to avoid other people, particularly where traffic is passing.

The new limits will be monitored to assess their effectiveness and may be tweaked or amended as part of the 'test and learn' approach Essex County Council are using across all the Safer, Greener, Healthier measures being introduced to many towns across the county. Further measures that could be introduced in Maldon are still being discussed.

The project is funded by part of the initial £1.9m Emergency Active Travel Fund for Essex announced by the government for such schemes.

The Maldon scheme, like others being introduced across the county, is driven by immediate public health requirements such as social distancing, but in encouraging walking and cycling it will enable healthier, more sustainable ways of getting around locally.

Registration Services

Essex residents can now book a face-to-face appointment to register a birth for babies born before 30 April 2020.

The Government has confirmed that authorities can recommence registration services, provided appropriate safety procedures are in place and social distancing measures can be maintained.

In response, the registration service team has worked hard to implement new processes to help manage demand and carried out risk assessments at each registration office to ensure people stay safe.

The registration team are initially prioritising registrations for babies born before 30 April this year. Provision will be regularly reviewed and the service will open for appointments for families with babies born after 30 April 2020 as soon as it is able to.

Notice of marriage appointments can also resume, although the Government's guidance on weddings and civil partnerships has not changed and ceremonies are still unable to take place.

This week, registration staff will start to contact couples who have ceremony dates booked before 31 August 2020 and who still need to give notice for their ceremony.

Libraries

Essex County Council's (ECC) Place Services and Economic Growth Policy and Scrutiny Committee will review plans to re-open Essex Libraries on Thursday 25 June.

Earlier this month, ECC announced plans to re-open 16 libraries from 6 July, following temporary closure of the service in line with Government guidance around COVID-19. These initial sites were selected as they also provide Registration Services and therefore allow this important service to be more easily delivered too.

Plans for the second phase of re-opening would see an additional 44 libraries also open from 20 July 2020.

Plans for the remaining 14 libraries will be regularly reviewed to assess how it might be possible to re-open them in line with current Government guidance around social distancing.

It has been vital to plan to re-open Essex Libraries in stages to ensure that all sites could be risk assessed and appropriate safety measures could be put in place to support customers and staff to socially distance.

Staying safe in the home

New support services launched for children and families

A new range of services has launched this week to give young people and their families a little extra help during the coronavirus pandemic.

Family Innovation Fund-Xtra services are provided by the voluntary sector and community partners and provide early support across key areas including understanding coronavirus; managing and coping with change; separation and loss; managing and coping with anxiety; healthy family relationships and staying active and curious.

The services are available to children and young people aged between 0 and 19-years (up to 25-years for young people with Special Educational Needs and/or Disabilities) and are aimed at helping young people and families who are not already receiving specialist or statutory support.

They can be accessed directly by families, through referral from a professional such as a teacher, via the [Essex Welfare Service](#), the [Getting Help in Essex Directory](#), or by calling one of the organisations themselves.

Mental Health Awareness

In the current climate it is so important to take the time to look after ourselves and our loved ones. Many people are missing their friends and family, their hobbies and interests, their routine and their work.

Changes and loss can have a profound impact on our wellbeing – be this loss of a loved one, the change in our relationships – including at home – loss of work and therefore routine or financial stability. Prolonged isolation and limited contact with others can negatively affect our moods and outlook.

These changes to our “normal” will almost certainly influence our mental health, maybe making us anxious, apprehensive and unsure about the future. This is perfectly understandable but there is no reason to suffer alone.

The [Staying well](#) page includes information and advice on:

- looking after your mental health when you are social distancing
- online counselling and mental health services
- national and local organisations providing support
- things you can do to stay active at home
- how to work safely and comfortably from home

Every Family Matters campaign

Covering children's mental health and wellbeing, social distancing and young people and online safety, the campaign supports parents/carers and sign-post to relevant resources that can help them help their children.

Domestic Abuse

Domestic abuse can take many forms, including emotional, physical and sexual. If being at home doesn't feel safe right now, or you're concerned about someone you know, please contact [Essex Compass](#) who will be able to help you.

Fire safety:

There is still currently no change to the way EFRS respond to incidents.

Help to support the Fire Fighters Charity

We're appealing for help for a charity close to our hearts, The Fire Fighters Charity. This year during the Covid-19 pandemic, lots of our fundraising efforts have been put on hold and across the country, fundraising efforts for The Fire Fighters Charity have been limited. This has seen the charity face a shortfall of around £200,000 a month. The charity is a vital support network for firefighters and support staff who need advice and support with their mental health, physical health and social wellbeing. Full press release: https://www.essex-fire.gov.uk/news/Charity_Tuesday_-_Could_you_support_the_Fire_Fighters_Charity/

Fire Service issues safety advice around disposable barbecues

Essex County Fire and Rescue has issued safety advice for disposable barbecues after a fire was caused when one was put into a bin while still hot.

James Palmer, Assistant Director, Head of Prevention and Protection, said:

"The embers in disposable barbecues can stay hot for a long time and can set alight to rubbish when placed in a bin.

"Please do not use these barbecues in grassy fields or in woodland. Lots of fires nationally are caused by barbecues and bonfires in forests and fields, please do not put disposable barbecues on flammable surfaces."

Full press release: https://www.essex-fire.gov.uk/news/Fire_Service_issues_safety_advice_around_disposable_barbecues/

Fire Service continues to support vulnerable people during pandemic

Essex County Fire and Rescue Service has partnered with Colchester charity, Community 360, to deliver fire safety leaflets to vulnerable people in the area. The Service has produced home fire safety leaflets for people isolating at home to reduce their risk of a fire in the home. The leaflets were distributed by Community 360 in food parcels sent to vulnerable people across the Colchester district.

The Service will be distributing the leaflets across the rest of the county in the coming days and weeks alongside other charities and partners.

Full press release: <https://www.essex->

[fire.gov.uk/news/Fire_Service_continues_to_support_vulnerable_people_during_pandemic/](https://www.essex-fire.gov.uk/news/Fire_Service_continues_to_support_vulnerable_people_during_pandemic/)

Health and social care

North East

North East Essex Clinical Commissioning Group has agreed to fund and commission additional emotional wellbeing and counselling support services specifically in response to COVID-19 follows feedback from a number of local organisations. Extra counselling and support are now available and a wide range of needs are being addressed including anxiety and excessive worrying, low self-esteem, feelings of isolation, dealing with financial concerns and welfare rights for those living with autism. The investment of £100,000 is aimed at increasing support in particular for young people and families in north east Essex affected by coronavirus.

I am delighted to report our system in north east Essex has managed to close down 20 confirmed outbreaks of COVID-19 in care homes over the past two weeks. A care home reporting one or more cases or deaths in residents or staff, with respiratory symptoms, anosmia or fever is defined as an 'outbreak'. This now includes asymptomatic residents or staff who test positive. Care homes are required to notify Public Health England if they have symptomatic or confirmed COVID-19 residents and once 28 days has passed, provided there are no new cases, the outbreak is regarded as closed. Much support and training has been delivered to care home colleagues which has complemented the huge amount of hard work by care home staff. This has been a fantastic system-wide effort.

Our Strategic Partnership Forum, whose membership includes our union colleagues, was updated earlier on how our system has been supporting frontline services with emergency supplies of Personal Protective Equipment (PPE). They were given an update from the two leads – Jane Garnett and Jane Taylor – who described the processes of how they receive emergency PPE and how the equipment is distributed. This has been a key element of our system's response to COVID-19.

I am delighted to learn earlier that Colchester Borough Council is introducing a new planning process for temporary buildings, structures and changes of use, to help businesses recover from the effects of the coronavirus crisis. The changes are intended to make it easier for firms to accommodate more physical space to adhere to social distancing rules – including placing more tables and chairs outside bars and cafes. I'm sure this will go a long way to help businesses within our system recover from the crisis.

It's Armed Forces Week starting this week when we will all remember and recognise the enormous contribution of our serving and retired personnel. Our Armed Services carry out so many roles such as defending the UK, delivering aid, tackling drug smugglers and more recently helping us to respond to the Coronavirus pandemic. Across Suffolk and north east Essex, we are very fortunate that so many of our military personnel base themselves here. We pay tribute and thank all of them and their families.

Mid and South Essex

Following the recent launch of the antibody testing service run by Mid and South Essex NHS Foundation Trust for all NHS staff, two additional sites went live on Monday 15 June. These are Braintree Community Hospital and Thundersley Clinic in Benfleet. Clinics at Broomfield, Basildon and Southend Hospitals also remain in operation. The clinics run seven days a week apart from Thundersley which runs four days a week. There is currently capacity for 1,000 tests a day across the services. To book an appointment log in to the Shift Partner web app at <https://covid.shiftpartner.com/sign-up> Results will be emailed to the address provided when you create an account in Shift Partner and can take up to 14 days to be sent. The testing is part of a national research project and will give Public Health England a better understanding of how many people across the country have already had the virus. Please note antibody tests are currently only for NHS staff and not available for family or household members. Brentwood Community Hospital is currently only available for North East London NHS Foundation Trust (NELFT) staff to access antibody testing.

As part of its reset work Mid and South Essex NHS Foundation Trust is bringing together care for patients suffering from COVID-19 who require mechanical ventilation at a new Specialist Essex Critical Care Hub which is being established at Basildon Hospital. By making this change the team will be able to better care for both patients and staff through allowing for more manageable rotas and the development of greater specialism and understanding of COVID-19 care. This will also release other critical care capacity at all three sites to care for surgical, cancer and cardiovascular patients which have been impacted due to the outbreak.

A reminder that information on service changes across the Partnership can be found at the Coronavirus Healthcare Professional website. The website, developed to support communication to local healthcare professionals during COVID-19, is continually updated and is vital as services reset. We would ask all providers across the system to help ensure that details on the restoration of health services are accurate and up to date by sending the latest information to meccg.essex.incident.comms@nhs.net

This week we are using our social media channels to raise awareness of Men's Health Week from 15-21 June. The national theme is Take Action on COVID-19. As well as its direct impact, there is evidence that COVID-19 has had a domino effect on

other health conditions as people are not seeking help from their GP when they might have concerns about serious conditions such as cancer. Videos recorded by Mid and South Essex Macmillan GP Deepak Kumar and Alfred Bandakpara-Taylor, Head of Mental Health and Learning Disability Commissioning at Basildon and Brentwood CCG, have been widely shared across our social media channels.

Across mid and south Essex we have been supporting Learning Disability Week 2020 which took place online from 15 to 21 June 2020. We have brought together a suite of accessible documents taken from national guidance and locally developed resources. We continue to work closely with our local authority and third-party colleagues to ensure the most up to date communications are made available to our learning disability communities. Local GP Dr Taz Syed was interviewed on BBC Essex this afternoon (June 19) alongside one of our community partners 'Project 49' to explain how they are working together to make sure those with additional needs get the information they need to stay safe and well, particularly during this time.

Insight CCG communications and engagement teams have successfully worked together to provide incident support and to ensure consistency in message about COVID-19 across the Mid and South Essex Health and Care Partnership. Insight is the monthly report on our communication and engagement activities. The report for May is now available here

<https://midandsouthessexstp.glasscubes.com/share/s/nat1abf56ehn21b0gufiv1am0r>

West

The CCG has developed content for a testing-specific web page on Essex County Council's Coronavirus Hub which is updated weekly with the venues for the following week. Thurrock and Southend Councils both display a link from their websites to this one for their residents to access further information on testing.

<https://www.essex.gov.uk/getting-tested-for-covid-19>

Test and trace

Information is available on the NHS website about what people can expect if they have been in contact with a person who has tested positive for COVID-19.

Antibody testing

The antibody testing programme has begun in west Essex with priority testing being first offered to staff at Princess Alexandra Hospital in Harlow. The offer will roll out to primary care staff including GPs and practice nurses, followed by all NHS staff. The plan is to eventually offer the antibody test to other key workers and members of the public.

Recovery programme

The CCG is working with partners including Princess Alexandra Hospital, EPUT and the Hertfordshire and West Essex ICS, to develop a recovery programme that will see the restart of some services. Work in this area is ongoing.

NHS Help Us Help You

The CCG continues to support the NHS England national campaigns that encourage people to seek medical advice and treatment if they need it, and signpost patients to information about how they can contact their GP, order repeat prescriptions, as manage their wellbeing and existing conditions from home.

NHS anniversary

The weekend of 4-5 July will mark the NHS's 72nd anniversary. The focus will be on thanking all key workers as well as NHS staff, for their dedication and hard work, particularly during the COVID-19 pandemic.

West Essex CCG will be supporting and promoting the anniversary with local and national

LOCAL MEDIA INTERVIEWS – ERF

Representatives of the ERF have been giving regular media interviews on BBC Essex local radio from Tuesday 7 April.

A regular schedule has been established to ensure local residents are updated on the work of the ERF and the county to help keep them safe in uncertain and challenging times.

Tuesday 23 June – Epping Forest District Council – keeping fit in lockdown

Friday 26 June – Bishop Roger Morris or PFCC Roger Hirst

HOW YOU CAN HELP US

Volunteering – Essex County Council [Coronavirus Action Group](#) – Facebook

Essex Community Shield – The message will set out the instructions for those people who do not have the support of friends, families and neighbours to register with the Essex Welfare Service (EWS), part of PROVIDE (a health and social care provider), should they need food deliveries. www.essexwelfareservice.org

Good news – Please flag any good news with your local communications colleague for potential highlighting in media opportunities.

Appendix 1

Below is the communications framework for the weekend of 4/5 July established by county communications partners and approved by the SCG.

Essex Communicators Group (ECG)

Focus on 4 July

This is the approach to what is likely to be the final phase of communications work in support of the ERF SCG in its current form, prior to the transition to recovery under new Co-Chairs.

Given the variety of applications of communications material, the ECG has agreed to issue high-level guidance in order to provide assurance to the ERF SCG Co-Chairs that Media & Communications teams are taking a collaborative and consistent approach.

The recommended approach is as follows.

1. Identification of Issues

- Mass return to economic and social activity, against backdrop of changing Govt guidance.
- Specific impact on licensed premises.
- Alteration of 2m to 1m+ social distancing.
- Ongoing changes to health and infection picture nationally.
- ASB and littering.
- Ability of businesses to adapt fast enough to keep up with guidance.
- Potential for compromised business models of many commercial, third sector and public sector organisations and resultant lack of funds to adapt premises/ staffing.
- Challenges specific to 4 July falling on a Saturday.
- Imminent return of tourism and requirement to communicate to audiences beyond the Essex County boundary, particularly N. London.

2. Confirmation of Approach

- Decision to stick with #EssexUnites hashtag and existing collateral as listed here:
 - Safety on public transport
 - Social distancing (2m)
 - Being considerate
 - Think about your journey (linked to country parks and beaches)
 - Be kind to frontline workers

- Think about traffic queues around recycling centres/garden centres
 - Fraud – inc sextortion, email phishing, blackmail
 - Sexting
 - Bogus callers
 - Child safety around CSE and grooming
 - Domestic Abuse
 - Fire safety
- Ongoing work led by Adam Keating (Southend) and Andy Allsopp (ECC) to understand/ analyse: a) Reach and b) Cut-through and c) Impact of work since March

3. Confirm evidence base(s)

- Use Govt advice and add ‘In Essex...’

(Share the national guidance and evidence, and attribute the source as per current Media & Communications approach.)

4. Development of over-arching theme which has

- a) Sufficient shelf life to cover the summer and early autumn and
- b) Sufficient cut-through to remain relevant

Overarching matrix of themes (allows for consistency without being prescriptive):

Be kind to each other / Stay safe / Follow Govt PH advice / Check before you travel / Be responsible / We have come this far together / Positive behavioural change: ‘Come back to a better Essex/ High Street/ Workplace/ Commute than the one we left in March’

-Eg: Southend ‘Visit Southend safely’ / ‘Southend Safe’

-Eg: ECC forthcoming commuter campaign to Stop-Swap-Go! In adopting different forms of transportation.

-Eg: Thurrock: focus is on encouraging good decision making and maintaining a safe distance

Use of third-party endorsement in areas where there is a key economic narrative and meaning

-Eg: Encourage local businesses (via Essex Chambers of Commerce, Fedn of Small Businesses and BIDs where relevant to advocate this point: ‘help us stay open!’

5. Specific tactical areas for focus:

This is a handy check list to ensure local Media & Communications Teams have considered a number of key audiences.

The Essex Communicators Group acknowledges that some ERF partners' Media & Communications teams will have limited flexibility and fewer resources. The ECG will offer advice and/or support to those less able to either a) generate relevant content or b) reach significant audiences with that content.

The following list is a guide, and will be updated as the Recovery phase develops:

- Littering and NOS cannisters
- Road safety (SERP, inc cycle training)
- Stop-Swap-Go!
- Engagement with High Street retailers (Fedn of Small Businesses/ BIDs)
- Engagement with larger firms (Essex Chambers of Commerce)
- Kindness to frontline workers (eg Bus drivers, taxi/Uber drivers, Shop workers, emergency staff, Council workers particularly at HWRC/HRWCs)
- Licensed premises/ hospitality venues and specifically onus on landlords/ business owners to gather contact details of customers
- Wedding venues, hotels, B&Bs, theatres, cinemas, outdoor attractions, salons
- Schools (Sept)

6. Note on Governance acknowledging the existence of three structures which have a resilience mandate:

These being identified as ERF SCG / ERF Recovery Group / ERF EU Exit Group

It is proposed that the agenda items as set out above are used as a starting point for a template which will be consistent for Media & Communications Teams across all the above named strands of work, with the addition of two sections:

- Urgent Updates
- Identified spokespeople

This will allow all Media & Communications teams within the Essex Communicators Group to understand a) what they should contribute and b) what their organisations can expect in return.