

DECISION-MAKER:	Local Outbreak Engagement Board		
SUBJECT:	Engage, Explain, Encourage, Enforce		
DATE OF DECISION:	8 th February 2021		
REPORT OF:	Interim Director of Public Health		
<u>CONTACT DETAILS</u>			
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STATEMENT OF CONFIDENTIALITY			
N/A			
BRIEF SUMMARY			
<p>Over the course of the Covid-19 pandemic, police chiefs nationally have followed a system called 'The Four E's'; 'Engage', 'Explain', 'Encourage', and 'Enforce' to carry out their role to ensure national restrictions are followed. The fourth 'E', 'enforce', is the issuing of penalty notices, which are now increasingly likely to be issued to anyone non-compliant with government guidance in line with a stronger enforcement strategy across the country. Southampton City Council have introduced a Covid-19 Engagement Innovation Fund, aimed at engaging the public with Covid-19 information and messaging and explaining guidance and legislation. Covid-19 Marshals were introduced by the Council to help encourage residents to follow the guidance and legislation. This report aims to provide a summary of actions taken by Southampton City Council and the police to follow 'The Four E's' strategy.</p>			
RECOMMENDATIONS:			
	(i)	To note the actions taken and future direction of the communications and engagement projects aimed at explaining and encouraging adherence to the Covid-19 national guidance	
	(ii)	To note the role of the Covid-19 Marshals in encouraging adherence to the guidelines, and the role of the police in enforcing compliance	
REASONS FOR REPORT RECOMMENDATIONS			
1.	N/A report is for information and discussion.		
ALTERNATIVE OPTIONS CONSIDERED AND REJECTED			
2.	None		
DETAIL (Including consultation carried out)			
Engage and Explain			
3.	National evidence from the first phase of the Covid-19 pandemic have shown that strong community engagement is crucial to preventing the spread of infection and to manage local outbreaks. Southampton City Council has developed a COVID-19 Engagement Innovation Fund to support projects that		

	<p>increase community awareness, engagement and compliance with key COVID-19 public health measures to prevent the spread of COVID-19 transmission, and/or improve outcomes following infection with COVID-19. The projects funded by this Innovation Fund will be embedded in communities and will be responsive to local needs.</p> <p>This Innovation Fund is part of a wider engagement programme developed at Southampton City Council on COVID-19, which also includes the COVID-19 Community Champions Scheme.</p>
4.	<p>The latest insight and data provided by the Intelligence, Information and Communication Team is used to inform targeted community engagement work and the work of the Covid-19 Champions and Marshals. Covid-19 Community Champions are provided with the latest information, advice and guidance about how to prevent infection, reduce onward transmission, and contain outbreaks. This is achieved through weekly live briefings, drop-in sessions, email bulletins and social media posts. Champions are encouraged to use the information to help keep themselves and their families safe and optionally to share the information in any way they choose</p>
5.	<p>Covid-19 Community Champions are able to raise issues and ideas at live briefings, finding solutions often exist within the network of champions. Champions ask for clarification on specific topics which the team include in subsequent briefings or as a top topic in weekly email bulletins. Champions provide insight that helps us shape the communications we provide to themselves and the wider population. Champions help shape the way we deliver briefings and the content that they find most useful</p>
6.	<p>A Community Response group has also been established to promote engagement. This a daily meeting with providers across the city who are assisting in responding to Covid-19.</p>
7.	<p>Southampton City Council has also developed a COVID-19 Engagement Innovation Fund to support community projects that increase community awareness, engagement and compliance with key COVID-19 public health measures to prevent the spread of COVID-19 transmission, and/or improve outcomes following infection with COVID-19. The Fund seeks to support projects that target groups in which prevalence of COVID-19 is highest (i.e. currently young people aged 18-30, though prevalence could increase in other groups as well), groups that are more clinically vulnerable to the severe symptoms of COVID-19, and harder to reach groups such as those whose first language is not English.</p>
8.	<p>Drop the Mask Productions has been awarded £2,000 from the COVID-19 Engagement Innovation Fund, with the potential for additional funding for further video productions. This is intended to:</p> <ul style="list-style-type: none"> • promote compliance with key COVID-19 national guidance. • promote and encourage people to become a COVID-19 Community Champion. <p>The videos are intended to be recorded by people speaking in a second language rather than subtitles so that they are more accessible.</p>
9.	<p>No Limits has been awarded £1,373 from the COVID-19 Engagement Innovation Fund. This is to specifically fund social media communications</p>

	<p>campaign, with input from No Limit's Youth Ambassadors and CYP. This is intended to:</p> <ul style="list-style-type: none"> • promote compliance with key COVID-19 national guidance • promote and encourage people to become a COVID-19 Community Champion in the content <p>Mental health and wellbeing are important factors to consider, especially with the ongoing challenges posed by COVID-19</p>
10.	<p>Yellow Door has been awarded £1,000 from the COVID-19 Engagement Innovation Fund. This is to contribute to staff time to coordinate, communicate and engage those Yellow Door works with in complying with national COVID-19 guidelines through digital and face to face channels.</p>
11.	<p>Shirley Warren Action Church has been awarded £1,190.59 from the COVID-19 Engagement Innovation Fund. This is to contribute to:</p> <ul style="list-style-type: none"> • written and visual materials for distribution • new signage, including polish language, suitable for the different community groups • room hire for four special Covid-19 awareness training days • health educator services for the training aspect of the Covid-19 awareness days • trained focus group facilitator services
12.	<p>PEEER Youth Service has been awarded £1,730 from the COVID-19 Engagement Innovation Fund. This is intended to:</p> <ul style="list-style-type: none"> • promote compliance with key COVID-19 national guidance. • promote and encourage people to become a COVID-19 Community Champion.
13.	<p>Home Group Southampton has been awarded £650 from the COVID-19 Engagement Innovation Fund. This is to specifically fund:</p> <ul style="list-style-type: none"> • communication • 'Coping during COVID' mental health materials • phones, expenses for volunteers to run COVID wellbeing line and speak to people isolated and alone • activity packs • Covid-19 mental health first aid training for staff and then cascade to the community
14.	<p>Rays of Hope has been awarded £2,000 from the COVID-19 Engagement Innovation Fund. This is intended to:</p> <ul style="list-style-type: none"> • promote compliance with key COVID-19 national guidance. • promote and encourage people to become a COVID-19 Community Champion.
Encourage	
15.	<p>On 22 September 2020 the Prime Minister announced that £60 million will be made available across the police and local authorities for Covid-19 compliance and enforcement activities. This funding is ringfenced for covid-secure compliance and enforcement. Southampton City Council was awarded funding of £153,929 for 4 months of covid-secure compliance activity.</p>

16.	This funding has supported the deployment of Covid-19 marshals alongside a communications campaign to encourage covid-secure compliance.
17.	The Communications Plan aligns with and works closely alongside the Community Engagement Plan. It recognises work to date, what we need to do, when we will do it and the lead for each action.
18.	<p>Examples of actions outlined within the action plan include:</p> <ul style="list-style-type: none"> • The development of a city-wide marketing campaign to encourage residents, businesses to take the right action at the right time to prevent the spread of infection of Covid-19. • Publish an accessible weekly update of the data the Health Protection Board uses to track the virus in Southampton • Engage both proactively and reactively with the local media on key issues relating to controlling the virus and following guidance <p>Support and amplify national messages relating to guidance and to the NHS Test & Trace programme.</p>
19.	The plan recognises the importance of partnership working to deliver important outbreak prevention control messages. The communications team will continue to collaborate with partners in neighbouring local authorities, the police, the NHS and colleagues in national government departments.
20.	The Southampton Covid-19 marshals were deployed citywide from the beginning of December 2020 and have since patrolled the city centre and district centres and visited businesses across the city to monitor and support Covid-19 safety measures.
21.	<p>The role of the marshals includes:</p> <ul style="list-style-type: none"> • Engaging, explain and encourage members of the public to follow COVID-19 guidelines • Directing pedestrians and support businesses to manage queues and one-way systems • Helping prevent mixing between groups in public spaces • Reminding members of the public to wear a face covering where required (unless exempt) and provide advice on how to wear face coverings • Visiting businesses to review COVID-19 safety compliance • Providing advice aligned to Government guidance and signposting businesses to this guidance • Reviewing and promote visibility of COVID-19 Secure messaging in business premises
22.	Covid-19 compliance concerns can be reported by members of the public via a webform at http://www.southampton.gov.uk/coronavirus-covid19/response/covid-marshals.aspx . Intelligence is also gathered from council services. This information is used to inform the deployment of the Marshals.
23.	In December 2020 Southampton was in tier 2 and non-essential retail and hospitality venues were open. The marshals supported a number of city centre businesses with queue management ensuring the safety of queuing customers and passers-by. They monitored the Night Time Economy ensuring social distancing was adhered to, and engaged with members of the

	public in high streets, district centres and areas where people might congregate such as the Westquay foodhall.
24.	Since Southampton entered tier 4 and the UK subsequently entered a national lockdown the marshals have continued to patrol public spaces across the city including high streets and parks, worked with local supermarkets to encourage social distancing and use of face coverings and are working with transport providers such as bus companies to encourage compliance with guidance.
25.	The marshals have visited a number of businesses across the city to provide support, or to respond to reported concerns about Covid-19 compliance and provide advice. This has resulted in positive feedback and noted improvements in specific premises.
26.	The marshals do not have enforcement powers, but will engage and encourage businesses and members of the public to follow guidelines including social distancing and face coverings. Where escalation to formal enforcement action is required this will be through the Police or the council's environmental health officers.
Enforce	
27.	Southampton City Council has enforcement powers to ensure compliance with the restrictions on business activity. The environmental health service is leading on this enforcement activity, working in close partnership with the police. The council has authorised environmental health officers experienced in regulating business activity as 'relevant persons' for the purpose of enforcing the health protection legislation.
28.	The environmental health officers are complemented by the work of the covid marshals, who engage, educate and encourage businesses and members of the public to comply with the guidance and the law. If the actions of the covid marshals do not lead to compliance by a business, follow up action is taken by the environmental health officers.
29.	Although both covid marshals and environmental health officers seek to work with businesses informally in the first instance, Southampton City Council has used the full extent of the powers available to secure compliance where a business persistently fails to meet legal requirements. This includes the use of formal prohibition procedures and legal proceedings.
30.	Experience has shown that most businesses respond positively to initial engagement by environmental health officers or Covid-19 marshals, with non-compliance often being due to a misunderstanding of the legal position. Some businesses require a more formal enforcement approach and the council will continue to pursue appropriate action when required.
31.	Policing data shows that Southampton has been one of the busiest areas in Hampshire for Covid related incidents, with 3146 reports, 16% of all Hampshire's reports (20,156). Enforcement activity has been relatively constant over the last 6 months, with some spikes in enforcement activity linked to specific activity at individual events.
32.	There have been 246 reports of licencing engagement and enforcement since 09/10/2020 (when data recording was refined and improved). Of these, 22.3% (50) have been linked to breach of closing requirements, however, there have been two periods where different trends have been observed. Towards the

	end of October, an increase in face mask/covering enforcement was noted, and in December, an increase in group bookings and excess numbers was recorded.
33.	Across both police enforcement and environmental health officer enforcement there is a need to balance Covid-19 enforcement activity with the need to respond to non Covid-19 demands, including the response to 'high harm crimes' (such as domestic abuse, child neglect and cruelty, drug supply and associated violence) and activity to prevent crimes. Covid-19 enforcement is being prioritised as part of the coordinated city-wide effort to reduce the spread of infection by ensuring that resources are focussed on situations presenting the greatest risk, or where non-compliance is deliberate and persistent.
RESOURCE IMPLICATIONS	
<u>Capital/Revenue</u>	
34.	On 22 September the Prime Minister announced that £60 million will be made available across the police and local authorities for compliance and enforcement activities. Of this £30 million has been allocated to local authorities and the remainder has been allocated to police forces. This funding is ringfenced for covid-secure compliance and enforcement. Southampton's funding allocation is £153,929 and Hampshire Constabulary has been awarded £778,166. Funding has been provided for four months, with an assumption that the funding will be used before March 2021.
<u>Property/Other</u>	
35.	N/A. This report is for information only
LEGAL IMPLICATIONS	
<u>Statutory power to undertake proposals in the report:</u>	
36.	Coronavirus Act 2020 and subordinate legislation. This report is for information only
<u>Other Legal Implications:</u>	
37.	N/A. This report is for information only
RISK MANAGEMENT IMPLICATIONS	
38.	N/A. This report is for information only
POLICY FRAMEWORK IMPLICATIONS	
39.	N/A. This report is for information only
KEY DECISION?	No
WARDS/COMMUNITIES AFFECTED:	All
<u>SUPPORTING DOCUMENTATION</u>	
Appendices	
1.	None

Documents In Members' Rooms

1.	None	
Equality Impact Assessment		
Do the implications/subject of the report require an Equality and Safety Impact Assessment (ESIA) to be carried out.		No
Data Protection Impact Assessment		
Do the implications/subject of the report require a Data Protection Impact Assessment (DPIA) to be carried out.		No
Other Background Documents		
Other Background documents available for inspection at:		
Title of Background Paper(s)		Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
1.	None	