



Latest Information, Advice, Useful Links and Service Updates (Updated 28 October 2020)

This is a very fast-moving situation and our focus right now is on delaying the spread of coronavirus and ensuring our services are responding well. This is clearly hugely important and requires all of our attention.

The information below is intended as a resource to keep you up to date with the latest information and advice.

COVID-19 Trusted sources of information

- The most recent **verified data on cases in the UK and Norfolk** is available from Public Health England [here](#) and the Norfolk Insights website [here](#).
- Everyone has a key role in promoting www.nhs.uk/coronavirus and www.gov.uk/coronavirus as trusted sources of information to the public. It is really important to ensure people go to the right sources of information and keep up to date with how to look after themselves.
- **Keep up to date:** We have [a dedicated webpage for coronavirus updates](#) in Norfolk and impact on Norfolk County Council services. This is updated regularly so please do re-visit this page.

Latest national announcements

- **Local Government Secretary Robert Jenrick has confirmed allocations of £1 billion funding for councils this winter** - Allocations confirmed for individual councils from the £1 billion of additional support announced by the Prime Minister earlier this month. Allocations can be found [here](#) (Norfolk CC has been allocated just over £5.6m, and details of allocations to district councils is also included in the link). The full press release is available [here](#).
- **Winter Economy Plan** - On 24 September, Rishi Sunak announced his Winter Economy Plan to replace the furlough scheme, which ends this week. This was followed on 9 October by his Job Support Scheme. In an [Oral Statement](#) to the Commons last week the Chancellor announced an extension to these measures, which are now as follows:
 - **Job Support Scheme (JSS)** - When originally announced, the JSS – which will come into effect on November 1 - saw employers paying a third of their employees' wages for hours not worked and required employees to be working 33% of their normal hours. The latest announcement reduces the employer contribution to those unworked hours to just 5%, and reduces the minimum hours requirements to 20%, so those working just one day a week will be eligible. That means that if someone was being paid £587 for their unworked hours, the government would be contributing £543 and their employer only £44. Employers will continue to receive the £1,000 Job Retention Bonus. The 'JSS Closed' for businesses legally required to close as a direct result of coronavirus restrictions remains unchanged. The full detail of the 'JSS Open' and 'JSS Closed' is available [here](#). The government has also produced a [JSS Factsheet](#) outlining the changes.
 - **Self-employed grant** – The latest announcement increases the amount of profits covered by the two forthcoming self-employed grants from 20 per cent to 40 per cent, meaning the maximum grant will increase from £1,875 to £3,750 through November to January, with a further grant to follow covering February to April. Further detail is available [here](#).
 - **Business Grants** - The Chancellor has also announced additional funding to support cash grants of up to £2,100 per month, primarily for businesses in the hospitality, accommodation and leisure sector who may be adversely impacted by the restrictions in high-alert level areas. These grants will come on top of higher levels of additional business support for local Authorities moving into Tier 3. These grants could benefit businesses in England who aren't legally required to close but have been adversely affected by local restrictions in Tier 2 areas. Local authorities will manage the distribution of these grants with eligibility determined locally. The funding LAs will receive will be based on the number of hospitality, hotel, B&B, and leisure businesses in their area. For more information see the [Business Grants Factsheet](#).

The full press release is available [here](#).

- **Minister for Equalities sets out government action to tackle COVID disparities** – Last week, in an [Oral Statement](#) to the Commons the Minister set out government findings on impact of COVID-19 on ethnic minority people, alongside a number of new measures which the government is taking to protect those at risk, gather more data on the impact of the virus and to ensure that everyone can access the latest public health messaging. Amongst the new measures set out is a new ‘Community Champions’ scheme, worth up to £25m, funded by MHCLG, that will provide funding to enhance existing communication strategies in the most at risk places. The full press release is available [here](#).
- **Black and Asian family helpline** - Barnado’s has established a [Black and Asian family COVID-19 helpline and webchat facility](#), encouraging children, young people and families from these communities who have been impacted by COVID-19 to speak about their worries and stresses. It provides therapeutic support, as well as signposting to other organisations who can provide further help.

Key messages for the public

- **National COVID three-level alert system for England** – Norfolk remains in Tier 1 – ‘Medium’.
- **Half-term travel and tourism advice** - As more people travel and socialise over the school holidays, Norfolk CC is urging people to continue to follow the public health advice – keep to the rule of six and keep washing hands, socially distancing and covering faces where needed.
- **Celebrating Halloween differently this year: Keeping COVID-safe** - As we prepare for the spookiest night of the year, Norfolk CC and partner agencies are asking children and families to celebrate Halloween safely. Traditional trick or treating isn’t advised this year, due to the increased risk of virus transmission that comes from common touch points (think doorbells / knockers / sweet containers) and increased close contact with crowds of people. There are many alternatives that mean you can still enjoy a memorable evening. To ensure everyone enjoys a COVID-safe Halloween, a social media campaign will give tips and advice on how to play safe. Read the full story [here](#).
- **Reminder on when and how to isolate** - With rates of coronavirus in the county continuing to increase, it remains crucial that people follow the guidance around when and how to isolate to prevent spreading the virus. People should self-isolate immediately if:
 - You have any of the main symptoms of coronavirus (a high temperature, a new, continuous cough or a loss or change to your sense of smell or taste)
 - You've tested positive for coronavirus
 - You live with someone who has symptoms or tested positive
 - Someone in your support bubble has symptoms or has tested positive for the virus
 - You're told to self-isolate by NHS Test and Trace, the app, or local test and trace teams
 - You arrive in the UK from a country on the government’s quarantine list

People who are isolating must stay at home and not have any visitors to their home or garden for the duration of the isolation period (unless for essential care).

Public health

- **Leader's appeal for continued COVID vigilance** - Norfolk “cannot afford to be complacent” about coronavirus, despite its “remarkable response” so far, the county council’s leader has warned. Councillor Andrew Proctor spoke out in a report on Norfolk CC’s work with partners to tackle the next phase of the pandemic and support the economy. Read the Leader’s full statement [here](#).
- **Update re outbreak at Cranswick Foods, Watton** - Norfolk CC is working with Public Health England and Cranswick Foods to tackle a COVID-19 outbreak at the company’s Watton site. Norfolk’s director of public health, Dr Louise Smith, said:

“Testing of staff at Cranswick Foods has revealed a significant outbreak. At this stage we have identified about 140 positive cases out of around 300 tested so far. The analysis of swabs continues and the remaining staff on site are being tested today and tomorrow.

“Due to the high proportion of positive case results received so far, we are liaising with the Joint Biosecurity Centre and have stepped up contact tracing and leafletting in the Watton area, urging people with symptoms to access testing.

“We will continue to keep you updated as and when we receive more information.”

- **Appeal for young COVID Champions to help share and shape public health messages** - Norfolk CC and Mancroft Advice Project are urging young people to come forward to be COVID Champions to help share and shape public health messages during the pandemic. The council wants to create a network of champions that can help shape young people-facing campaigns and promote messages via their schools and social networks. The council is already working closely with schools to provide advice and support and has a range of COVID-19 materials aimed at children and young people. MAP will be working with the COVID Champions to provide advice and support. Young people who are interested can email marketing@norfolk.gov.uk.
- **New local testing site for Great Yarmouth** - A new local testing site is currently being built in Great Yarmouth to help create more testing capacity in the borough. The site at Nelson Road car park is now operational. Norfolk’s Health Protection Board applied to the Department for Health and Social Care to create the additional capacity in the county. People are encouraged to book a test for the new centre online at www.gov.uk/get-coronavirus-test or by calling 119. The tests are a walk-through service only and are in addition to permanent and mobile testing sites that are already in operation. Home testing kits remain the most convenient way to access a test and mean that people do not need to travel for a test. This can be booked via the same route as test centres.
- **Project ADDER** - Project ADDER is a cross-government pathfinder project, involving the Home Office, Department of Health & Social Care and Public Health England to tackle the harms associated with drug misuse and will build the evidence base for this type of coordinated integrated approach via the national evaluation that will be running alongside each area. is an intensive whole system approach to tackle drug misuse in the Greater Norwich area, with the clear aim to:
 - reduce drug-related deaths
 - Coordinated law enforcement to reduce offending
 - Disrupt and reduce drug supply and the prevalence of drug use
 - Increase access to an enhanced treatment and recovery provision

The project is co-ordinated by a partnership led by Norfolk CC Public Health and the Constabulary. It will run until March 2023, with the opportunity to bring up to £5m additional investment into the Greater Norwich area to fund interventions and improve ways of working including:

- Invest in a new Assertive Drug Criminal Justice Team, bringing Change, Grow Live, The Matthew Project and Norfolk Youth Offending Team together to deliver a dynamic assertive outreach model.
- To provide in-reach into Wymondham Police Investigation Centre (PIC) and HMP Norwich to improve engagement and continuity of care of offenders into treatment and to benefit from all reachable and teachable moments.
- To promote the increase use of Drug Testing on Arrest, Out of Court Disposals and alternatives to custody orders, the increase the number of Mental Health Treatment Requirements, Drug Rehabilitation Requirements and Alcohol Treatment Requirements.

Greater Norwich is one of four pilot areas in England, the others are Middlesbrough, Hastings and Blackpool.

For further information please contact Sally Hughes, Public Health Commissioning Manager:

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Social care

- **Children’s Social Care** - To date, and since schools have returned, referrals to Children’s Social Care have remained approximately in line with those experienced in the same period last year. As such, and to date, there is no evidence of the predicted surge requiring re-deployment of staff from other areas to support frontline teams. However, this is being reviewed on a daily and weekly basis. School attendance

overall for children with a social worker is high and in keeping with national averages. Even with the rise in COVID-19 cases and additional national restrictions, the service does not currently plan to reduce any safeguarding or support services to families, but with appropriate risk assessments and health protections in place for staff. Children's Social Care will continue to follow central government guidance and directives accordingly.

- **COVID-19 Adult Safeguarding Insight Project** – The project was established to create a national picture regarding safeguarding adults' activity during the COVID-19 pandemic. The report has been developed from voluntary contributions from 92 single tiered or county councils who shared their quantitative data. Of these, 45 local authorities also provided qualitative information, which informed the narrative about safeguarding activity and more in-depth insights into either trends that were emerging or disparities that were developing. Norfolk CC submitted data to contribute to the report and the final version will be published on the LGA website soon.
- **The guidance for visiting care homes has been updated** – The updated guidance for regions in a Medium alert/Tier 1 can be found [here](#). Our Director of Public Health has written to care providers in Norfolk regarding the local arrangements and our Commissioning team are in regular dialogue with providers to support their understanding of this guidance.
- **Young carers in Norfolk have been significantly impacted by the Covid-19 pandemic; taking on increased responsibilities, and with traditional access to support being restricted** - Colleagues from Norfolk CC, Health and the Voluntary Sector have worked together to produce an Emergency Planning template which professionals, young people and families can use to help young carers plan ahead by identifying potential emergency scenarios, and thinking about what they would do in those circumstances and if necessary, who to ask for help. We have added these to our Adults' Social Workers and Occupational Therapists toolkit to that they can support young people in families they are supporting to use the new resources.
- **The Infection Control Fund Round 2 has begun** - We have contacted around 500 care providers in Norfolk to ask for their grant agreement forms, so that we can enable payments to be made to them from the funding. 80% of the funding - £10,443,603 – will be allocated and paid in two instalments (October and December):
 - £6381, 721 – Care homes (on a per bed basis)
 - £1,973,161 – Community care settings (on a per service user basis)For the remaining 20% of funding we are engaging with NORCA as the provider representative for their views on allocation.

Education, schools and settings

- **Back to School** - Again, this week, as of 21 October 2020, 100% of schools are open, however, attendance rates have decreased slightly, 90%, as schools have closed for the end of half term from Wednesday this week. There are 78 education settings where a positive case has been reported and this is made up of 61 situations, 7 outbreaks and 9 clusters. We are currently working together with headteachers to put together a comms campaign which will be aimed at young people at high school age, to highlight the implications of not adhering to social distancing rules.
- **Post 16's** - A meeting with Norfolk Post 16 Not in Education, Employment or Training (NEET) Re-engagement providers has confirmed that the provision is already at capacity giving rise to concerns that we will struggle to accommodate new and existing NEET young people. Current NEET is at 2.9% (492) and we expect this to rise as we continue to identify the education, employment and training status of the remaining 2,375 young people whose destination is still unknown. A meeting with the Education & Skills Funding Agency is scheduled for 23/10/20 to discuss gaps in Norfolk NEET provision.
- **Early Years** - The number of settings and children attending have all increased again this week. The number of settings now open is 652 and number of children attending has risen by nearly 500 taking this to 13,712. Of those 3,630 are children of critical workers, 503 are vulnerable. Of those 209 have a social worker and 95 have an Education, Health and Care Plan (EHCP). This week again there are no sufficiency issues.

Business and economy

- **Norwich benefits from Towns Deals** – The [government has announced](#) that Norwich is one of 7 cities and towns across the country to benefit from a £180m Town Deal. Norwich's £25 million will help the council to realise their '2040 Vision', which includes a new digital hub, a DigiTech factory and an advanced construction and engineering (ACE) centre. These developments will grow the city's digital sector, bringing new jobs and opportunities to the community. Other towns due to benefit from the fund in due course are Great Yarmouth and King's Lynn.

General updates

- **Have your say on the council's budget proposals** - Consultation on the council's proposed share of Council Tax and its savings proposals has started and will take place up until 14th December, at www.norfolk.gov.uk/budget. The council is consulting on the level of Council Tax and adult social care precept. People can also comment on the proposed budget approach and savings proposals.

Two specific proposals people can comment on in detail include reducing the amount of grass cutting and reducing opening hours at recycling centres. People can respond at www.norfolk.gov.uk/budget or write to Freepost Plus RTCL-XSTT-JZSK, Norfolk County Council, Ground floor – south wing, County Hall, Martineau Lane, NORWICH, NR1 2DH – they do not need to use a stamp.
- **Highway improvements praised by local residents** - Local residents have shared praise for Norfolk CC's latest highway improvement scheme following completion of works in Thorpe St Andrew last month. The *Transport for Norwich* project was designed to improve facilities for pedestrians, cyclists and motorists at the busy St Williams Way/Thunder Lane junction, whilst improving the local cycle route known as the Green Pedalway, which links Broadland Business Park with the city centre and wider pedalway network. This scheme is one of the latest to be completed through the Department for Transport's *Transforming Cities Fund*, designed to encourage more walking and cycling by making people feel safe and improve access to all forms of sustainable transport. The project included new pedestrian and cycle crossings, new traffic signals, improvements to the existing cycle lane and additional safety features.