

Report of the Director of Public Health to the meeting of Bradford West Area Committee to be held on 29th July 2021

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Subject:

UPDATE ON COVID-19 RELATED COMMUNICATIONS AND ENGAGEMENT WORK IN BRADFORD WEST AREA

Summary statement:

This report provides an update on COVID-19 communications and community engagement work delivered or planned in the Bradford West Area by Urban Reach Partnership CIC.

EQUALITY & DIVERSITY:

COVID-19 has had a disproportionate impact on our most disadvantaged people, including large and persistently deprived communities, Black, Asian or Minority Ethnic (BAME) communities, migrants and people in poverty and on low incomes. The Council, with system partners, provided an immediate response to COVID-19, communicating with residents to ensure they had the information to allow them to access the services they needed and following this, the information to support preventing the spread of COVID-19. This inclusive approach provides targeted communication and engagement with diverse communities, including BAME, Central and Eastern Communities and also those accessing Mosques, with the aim reducing any potential disproportionate impact.

The work delivered, and included in the report, contributes to delivery of the Councils' equality objectives through strong and active ongoing engagement with communities and delivery of services which are inclusive and designed to consider and remove barriers to

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access at the outset.

**Overview & Scrutiny Area:
Health and Social Care**

1. SUMMARY

- 1.1 This report provides additional information to that given at Bradford West Area Committee on 25.2.21, which detailed how the Council-led system-wide communications response to COVID-19 across the Bradford District was, and is being managed, explaining the leadership and co-ordination role of the System Communications Group.
- 1.2 The report provides specific update on COVID-19 communications and community engagement work delivered and/or planned by Urban Reach Partnership CIC. This follows updates given at Bradford West Area Committee on 24.6.21 by 2 local organisations delivering work in this area; Community Action Bradford & District (CABAD) and Racial Equality Network (REN).

2. BACKGROUND

- 2.1 Bradford Council, alongside system partners, have led communications since the onset of COVID-19 in February/March 2020. Immediate response was initiated to inform residents and ensure that people were able to access the services they needed and thereafter, to support behaviour change, prevent the spread of COVID-19 and protect through reaching and impacting on residents.
- 2.2 It was evident early in the pandemic that clear communications needed to reach deep into communities and that the usual channels used by the Council on their own would not be sufficient to meet this need. Major central government initiatives such as the Test and Trace Service Support Grant also required swift and effective communications response to increase residents understanding of COVID-19 and to maximise compliance.
- 2.3 The Council-led system-wide communications response to COVID-19 across the Bradford District has been and remains significant and a paper detailing the leadership and co-ordination role of the System Communications Group and communications activities delivered throughout the pandemic so far was presented to Bradford West Area Committee on 25th February 2021. From this it was resolved that 3 organisations delivering against the work would attend the Bradford West Area Committee to give a detailed presentation on their respective organisation's focus based community engagement work on COVID-19 in the Bradford West area. These organisations are Community Action Bradford & District (CABAD), Racial Equality Network (REN) and Urban Reach Partnership CIC.
- 2.4 Community Action Bradford & District (CABAD) and Racial Equality Network (REN) attended Bradford West Area Committee on 24.6.21 providing a report and presenting an update on their work so far and that planned.
- 2.5 Urban Reach Partnership CIC were not in attendance at Bradford West Area Committee on 24.6.21 due to a delay in contract commencement. They have subsequently worked with Public Health officers to agree a delivery plan which compliments the work of that delivered by the other organisations and meets the needs identified within the district.

2.6 Delivery will be based around the aims of the service are: to support the delivery of COVID-19 control in Bradford District by ensuring effective engagement and awareness raising with Muslim communities, primarily through the local network of Mosques, ensuring messages are responsive to the needs of the population and in line with local and national COVID-19 control policy; to reduce the impact of COVID-19 on Muslim communities living in the Bradford district through direct and appropriate engagement, advice, information and support to individuals and communities attending local Mosques; to deliver a community testing service, by distributing home testing kits, either close to people's homes and in or near to local Mosques, specifically in areas where a strong reason to believe that prevalence may be higher than it is in the general population, and as directed by Public Health; to contribute to the effective roll out of the national and local COVID-19 contact tracing scheme (Test and Trace) and other public health measures to effectively contain the COVID-19 virus within the Bradford District.

2.7 Key areas planned over the next 3 months are: Encouraging vaccine uptake; Encouraging regular Lateral Flow Testing in communities and providing support for those required to go into self-isolation after returning a positive test; Encouraging Muslim communities to re-engage with NHS services, particularly those with pre-existing / chronic conditions who have avoided appointments or attendance in hospitals due to worries of contracting COVID-19; Conducting risk assessments of local Mosques and Madrassas to ensure safe worship/study even as COVID restrictions are removed. This work will be underpinned by creative communications (social media, videos, posters, resources, pamphlets etc.), on-the-ground efforts (talks in Mosques, door-to-door welfare visits) and powerful community partnerships (COVID-Hub, Council Public Health/Intelligence teams, local VCS organisations etc).

2.8 As requested, a report/delivery plan prepared by Urban Reach CIC is given at Appendix A. Nasim Quershi, Programme Lead, is in attendance to talk through the plan which includes some detail on activity to date and future plans.

3. OTHER CONSIDERATIONS

3.1 The work outlined will support and contribute to delivery of the Councils equality objectives, particularly through strong and active ongoing engagement with communities and delivery of services which are inclusive and designed to consider and remove barriers to access at the outset.

3.2 It is anticipated that the work delivered will provide significant learning for the district going forward on community engagement, participation and involvement and this will contribute to building trust and improving involvement of communities in decisions that affect them.

4. FINANCIAL & RESOURCE APPRAISAL

There are no financial issues arising from this report.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

- 5.1 No direct risk management and governance issues arise within the context of this report.
- 5.2 The System Communications Group provides coordination of communications and ensures a joined-up and consistent approach is taken by all partners. The Group reports weekly to Council CMT (Corporate Management Team), Outbreak Control Board and Strategic Co-ordination Group.
- 5.3 Formal contract management is undertaken by Public Health officers with the provider organisations.
- 5.4 There are no significant risks arising out of the implementation of the proposed recommendations.

6. LEGAL APPRAISAL

There are no legal issues arising.

7. OTHER IMPLICATIONS

7.1 SUSTAINABILITY IMPLICATIONS

This work responds to the immediate and urgent issues facing people, communities and businesses across the District. Ensuring effective communications and engagement is vital in shaping positive behaviours and collective responses to the crisis, as well as supporting the NHS and other partners. The work is a key investment in creating the conditions, guided by robust science and involvement, across the District for communities and the economy in longer term wellbeing, resilience and economic progress.

7.2 GREENHOUSE GAS EMISSIONS IMPACTS

There are no known greenhouse gas emission impacts evident within the context of this report.

7.3 COMMUNITY SAFETY IMPLICATIONS

There are no Community Safety issues arising from this report.

7.4 HUMAN RIGHTS ACT

There are no human rights implications apparent within the context of this report.

7.5 TRADE UNION

There are no trade union implications apparent within the context of the report.

7.6 WARD IMPLICATIONS

The work outlined in this report will impact all localities in the Bradford West Area, by supporting and increasing interventions related to the health and wellbeing of residents.

7.7 AREA COMMITTEE ACTION PLAN IMPLICATIONS (for reports to Area Committees only)

There are no specific Area Committee Action Plan implications to report.

7.8 IMPLICATIONS FOR CORPORATE PARENTING

The report does not have any implications for Corporate Parenting duty.

7.9 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT

There are no Privacy Impact Assessment issues arising from this report and recommendation.

8. NOT FOR PUBLICATION DOCUMENTS

None.

9. OPTIONS

Bradford West Area Committee is asked to consider the detail presented and raise any queries or provide feedback regarding the work outlined and/or make any recommendations for change/alternate activity.

10. RECOMMENDATIONS

That Bradford West Area Committee notes the contents of the report and plan detailing the key works to be delivered as part of the system response to the COVID-19 pandemic.

11. APPENDICES

Appendix A - Urban Reach CIC, Communications and Engagement Plan

12. BACKGROUND DOCUMENTS

Report of the Chief Executive to the meeting of Bradford West Area Committee to held on 25 February 2021 (Document "D"): available at:

<https://bradford.moderngov.co.uk/documents/g7437/Public%20reports%20pack%2025th-Feb->

[2021%2018.00%20Bradford%20West%20Area%20Committee.pdf?T=10.](https://bradford.moderngov.co.uk/documents/g7613/Public%20reports%20pack%2024th-Jun-2021%2018.00%20Bradford%20West%20Area%20Committee.pdf?T=10)

Report of the Director of Public Health to the meeting of Bradford West Area Committee to be held on 24th June 2021 (Document C); available at:

[https://bradford.moderngov.co.uk/documents/g7613/Public%20reports%20pack%2024th-Jun-](https://bradford.moderngov.co.uk/documents/g7613/Public%20reports%20pack%2024th-Jun-2021%2018.00%20Bradford%20West%20Area%20Committee.pdf?T=10)

[2021%2018.00%20Bradford%20West%20Area%20Committee.pdf?T=10](https://bradford.moderngov.co.uk/documents/g7613/Public%20reports%20pack%2024th-Jun-2021%2018.00%20Bradford%20West%20Area%20Committee.pdf?T=10)