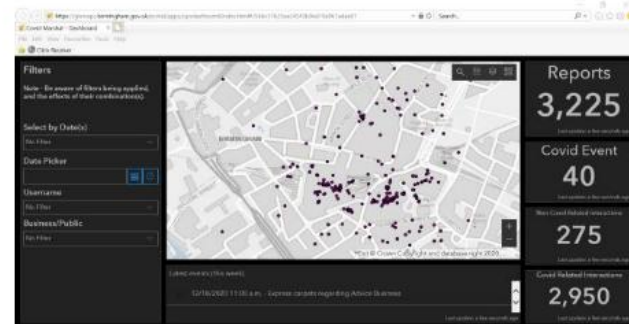


COVID Marshals

- 25 COVID Marshals and 8 Park Marshals employed since November.
- Visiting all Wards but are particularly focusing on those with the highest infection rates.
- Hi Vis presence on the street, providing advice to businesses on good practice and to citizens on the use of face coverings.
- Eyes and ears for Enforcement Team providing valuable feedback on businesses who are not complying with the legislation so that enforcement work can be prioritised.
- Utilising mobile technology and bespoke web applications to aid recording of interactions.



- Large number of “free” face coverings are being distributed by the COVID Marshals on a daily basis. To date over 16,000 face coverings have been distributed (29k supplied so far).
- Majority of face coverings (81%) have been distributed in the City Centre.
- Enclosed shopping centre found to have the highest level of non-compliance with regards to the wearing of face coverings.
- COVID Marshals worked across the Christmas and New Year period to assist businesses during the sales.
- Working with schools with regards to parents congregating at school gates at the request of Head Teachers.
- Public interactions have fallen considerably since the latest lockdown was introduced.



Positive feedback

Aldi – grateful for the marshals assistance when they are in the area.

Sainsbury's – mask compliance is generally better when the COVID Marshals are around.

Summerfield School - immediate impact as soon as parents saw the orange hi vis with BCC the distancing improved and lots of parents willingly took masks from the marshals. It has overall made everybody feel safer and parents have engaged and got to know the marshals. Teachers feel reassured with them being there in that they can focus on the organisation of the children more.

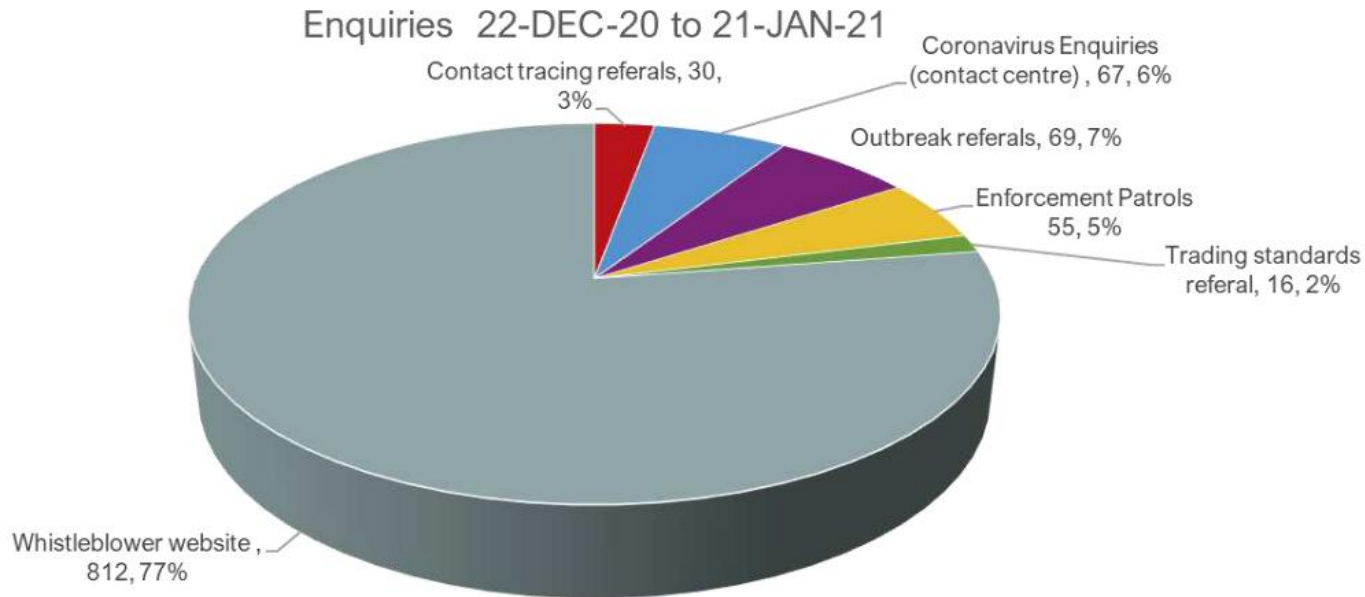
Northfield BID – increased compliance since the CMs have been patrolling.

Bull Ring – welcome the assistance of the COVID Marshals.

Areas of work

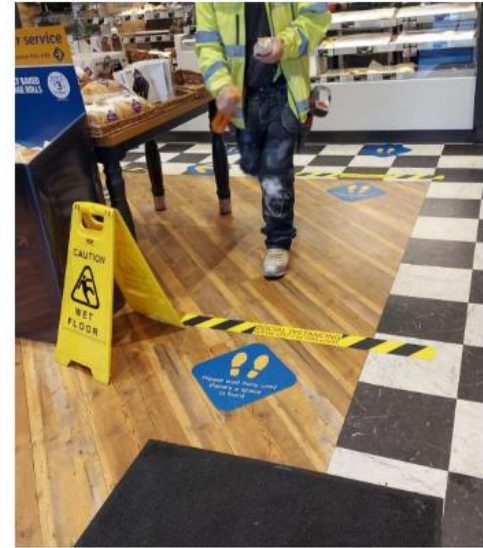
- Coronavirus enquiries
- Whistle blowing hotline
- Enforcement patrols (including joint patrols)
- Contract tracing referrals
- Outbreak referrals
- Interdepartmental referrals

Breakdown of work undertaken



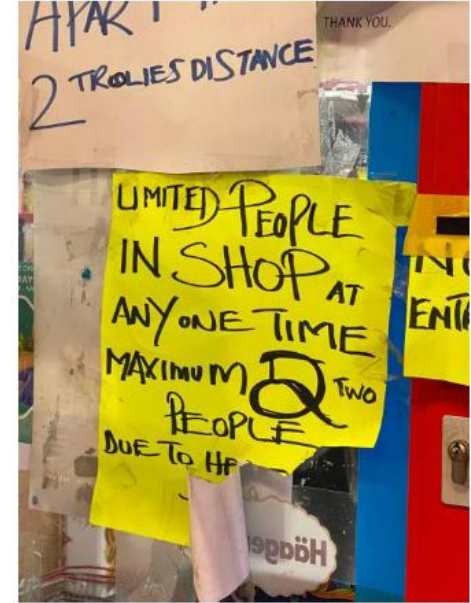
COVID Enforcement Patrols

- Regular enforcement patrols are undertaken to ensure businesses are complying with Coronavirus legislation.
- Patrols are prioritised around areas of high infection and where possible follow on from an educational visits undertaken by the COVID Marshals.
- A number of the enforcement patrols are supported by Officers from West Midlands Police.
- Patrols have been increased since the National Lockdown was introduced with a total of total of 6,937 business checks being undertaken since 8th January 2021.



COVID Enforcement Patrols

- Average compliance by businesses is 96.11% (6,667 compliant/270 non compliant).
- This has resulted in 62 enforcement interventions being undertaken (e.g. service of a Prohibition Notice).
- Areas of concern have been identified as being Alum Rock, Ward End, Handsworth, Soho, Sparkhill
- Common issues identified during visits include lack of social distancing within businesses, staff/customers not wearing mask and businesses trading which should be closed.

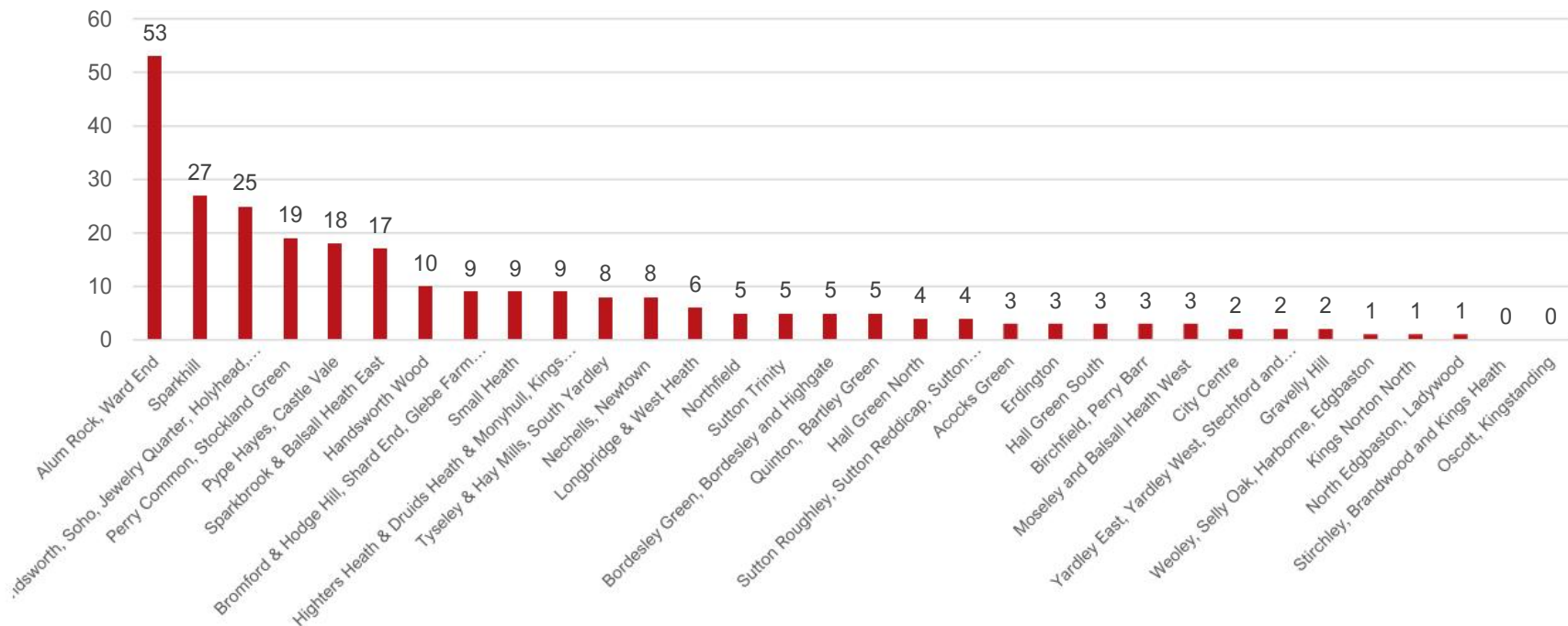


Compliance

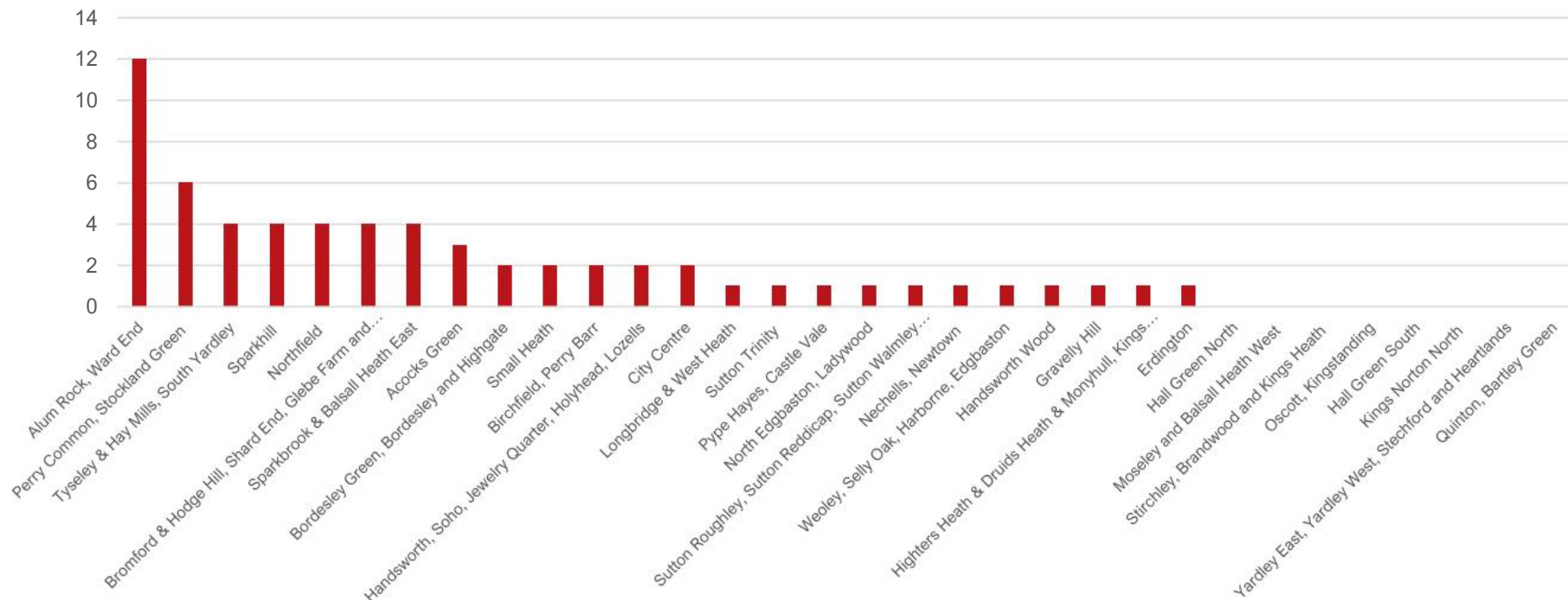
Compliance/Non Compliance - Wards.



Non compliance by Wards



Enforcement interventions by Wards



Whistle Blowing Hotline

- Launched in August 2020.
- Members of the public can make referrals over the phone by calling 0121 303 1116 or online at <https://www.birmingham.gov.uk/business-concern-COVID-19>
- A total of 2,558 requests for assistance have been received via the whistle blowing line since it was introduced.
- Most common complaints are around the wearing of face mask, social distancing and PPE.

Businesses flouting Covid-19 rules could be closed to protect Birmingham from a local lockdown

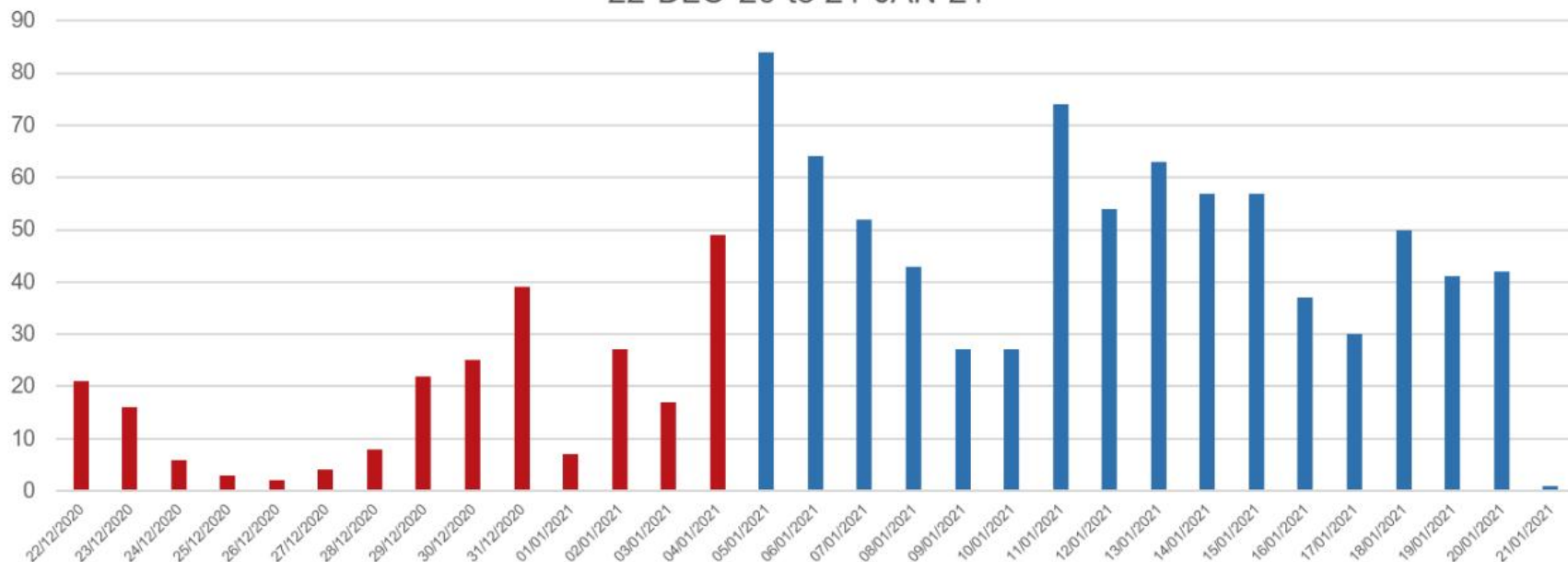


Published: Thursday, 27th August 2020

Efforts to prevent a local lockdown in Birmingham are ramping up, with the introduction of new powers to close businesses in breach of Government guidance and the launch of a whistle-blowing hotline.

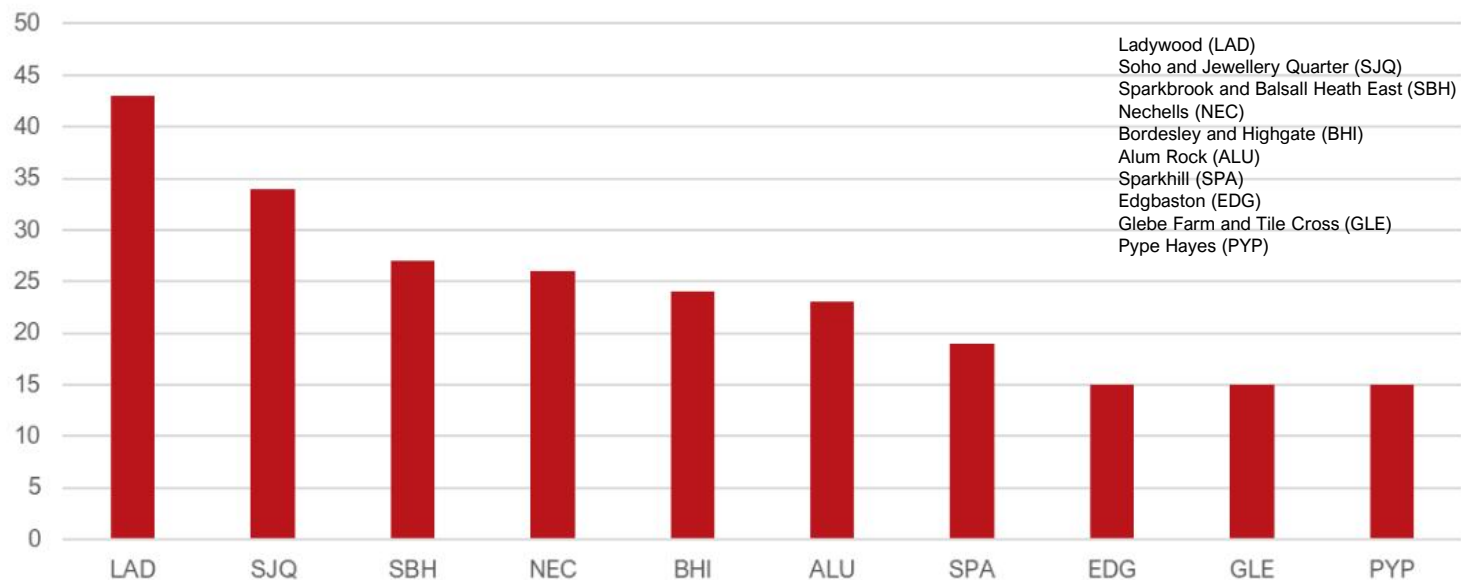
Impact of current lock down on number of enquiries/whistle blowing referrals received

No. enquiries per day. showing pre and post lockdown
22-DEC-20 to 21-JAN-21

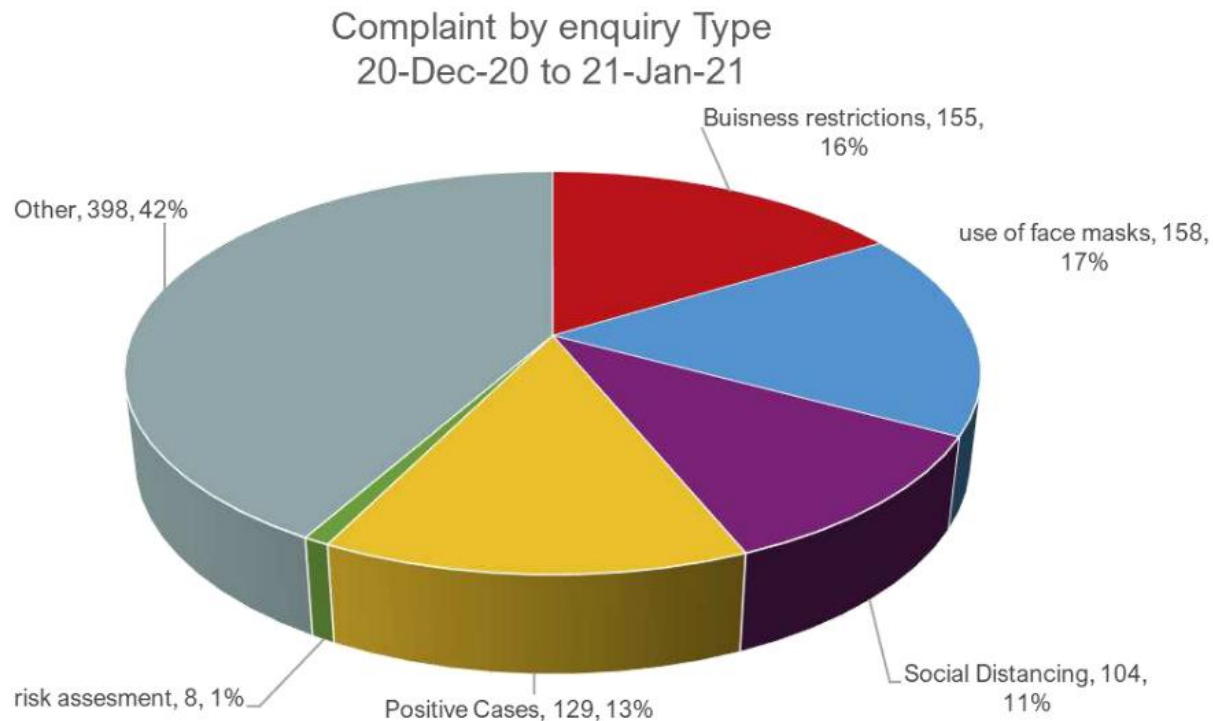


Coronavirus enquiries

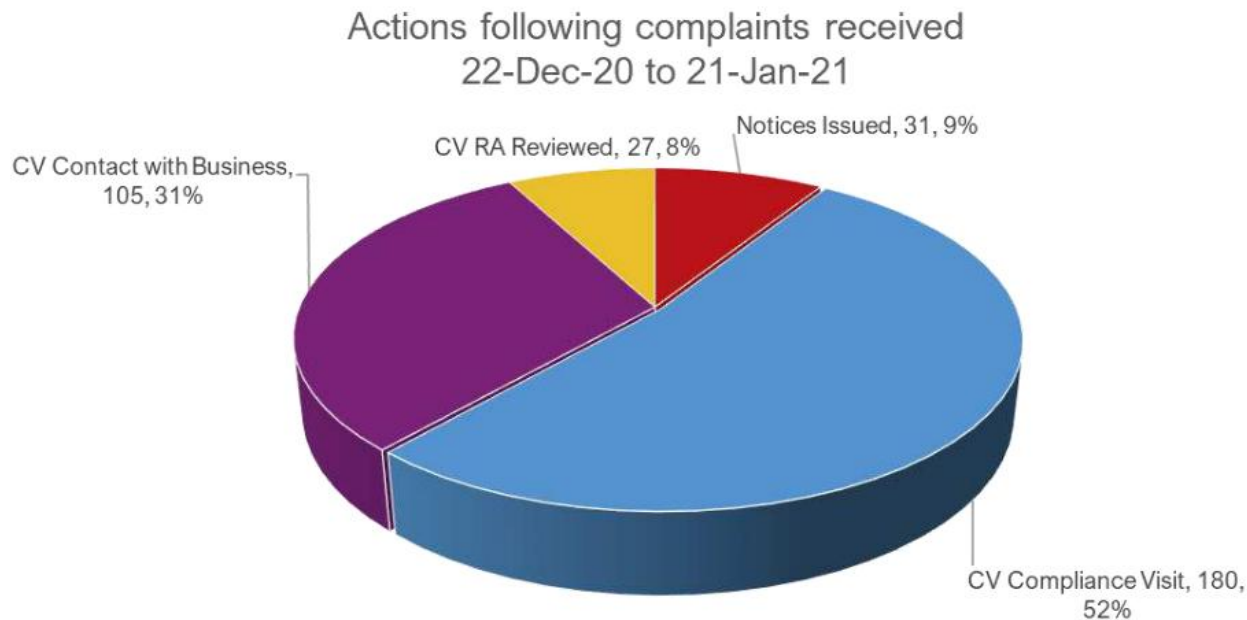
Top 10 Areas for enquiries received
22-DEC-20 to 21-JAN-21



Types of enquiries received



Outcome for enquiries



Contact Tracing

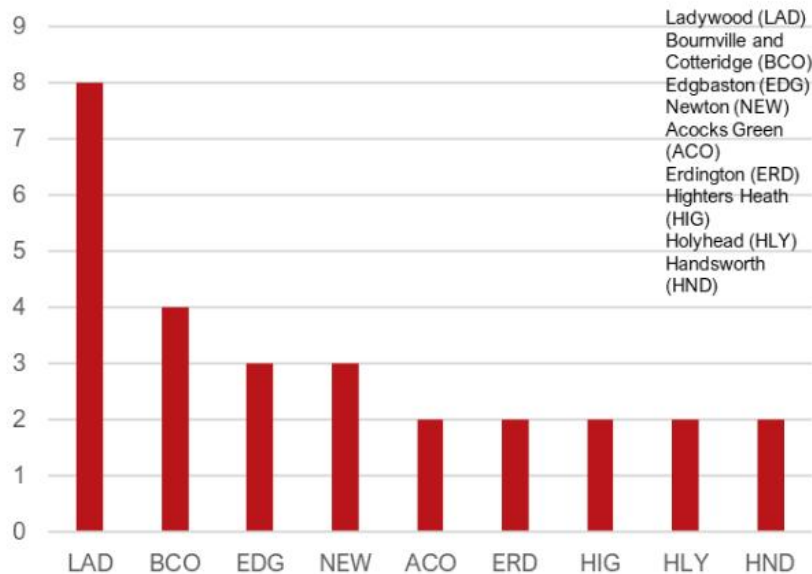
Supporting Contact Tracing Birmingham

- **Contact centre will refer to EH any cases who refuse to engage or indicate they may not be isolating**
- **Officers will contact and where necessary visit case to encourage engagement with Contact Tracing Team and to ensure case is isolating**
- **Where necessary regulation will be used for non-compliance**



Outbreak Referrals

top 10 wards for outbreak referrals
22-Dec-20 to 21-JAN-21



Faith Groups

- Engagement with all faith settings to help them become COVID secure.
- The Voluntary Agreement will be between BCC and faith settings (in the process of being launched)
- The objective of the agreement will be to ensure that faith settings are COVID secure and meet legal requirements to ensure safe places of worship
- Faith Settings which are compliant will receive a certificate – to show that they are covid- secure – check will be carried out to ensure compliance
- Visit will be carried out to check compliance to support the faith settings

- A COVID-Secure Tool Box will be shared with all faith settings – this will assist in RA and COVID-Secure Measures
- Faith Settings will be supported by Webinars Q&A sessions on operational queries/H&S compliance
- Faith Settings that struggle will be supported
- Non-compliance – Regulation will be used.

Covid Communications

The following posts have been published on social media to target the local community with enforcement and compliance advice on different Covid-19 aspects.

The posts included in this presentation are published on Facebook and contain Facebook statistical data, although further posts were made on Instagram, LinkedIn and Twitter.

The 'total reach' is the number of times people saw any activity from the BCC Facebook page during the time each post was displayed, to give an indication of how many people were likely to have seen each post.

COVID Communications

Student Travel

A social media post was published between 2nd-9th December 2020 to target students travelling home at the end of the semester.

On Facebook alone, there were 72 link clicks to read more on the government guidance.

The posts total reach was 678,248. It received 15 likes, 1 comment and 17 shares.

The post was boosted to reach a wider audience.



COVID Communications

Christmas Restrictions

This post was published shortly before the Christmas period, and focused on targeting the general public around the do's and don'ts over Christmas and was displayed over 4 days.

There were 227 link clicks for further information on this subject.

The total reach was 10,981 and the post engagement was 301.

The post has 10 reactions and 7 shares.



COVID Communications

Tier 4 Restrictions

When Tier 4 was in place in Birmingham, we released this post on Facebook to the general community, which was withdrawn at an early stage due to entering National Lockdown. The post was completed on 31st December 2020.

This post had 1270 link clicks for further information.

The total reach was 27,800.



COVID Communications

Face coverings

This post was published in December and completed on 22nd Dec. It targets the general community on the appropriate use and wear of the face covering.

The total reach on Facebook was 20,445.

The link was clicked for further information 2,937 times.



Birmingham City Council

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Face coverings are compulsory in many indoor spaces. Unless you have a legitimate reason not to, you must wear a face covering to protect others from the spread of infection. Guidance is here with exemption forms to download/print
<http://orlo.uk/dkLUi> #KeepBrumSafe

COVID Communications

National Lockdown

This post was completed on Facebook on 5th January 2021 and targets the general community advising to Stay at Home, remember 'Hands, Face, Space' and a link for further lockdown guidance.

The total reach was 57,804.

The total link clicks for further information was 5,285.

