

Local context

Keep Hampshire Safe

The County Council has launched a new information and communications campaign ‘Keep Hampshire Safe’ to support the delivery of Hampshire’s Local Outbreak Control Plan (LOCP) objectives, and the important work of the Local Outbreak Engagement Board. The communications strategy comprises two key strands: ensuring an effective and swift communications approach in response to a local incident or outbreak; and proactive prevention and amplification of NHS Test and Trace messages.

The general public and stakeholders are being signposted to a new web page www.hants.gov.uk/coronavirus which includes a number of resources and assets and contains links to a new Covid-19 dashboard, providing ‘at-a-glance’ data on infection rates across the county. The campaign will include promotion of a small number of universal messages that align to the Government’s key lines, supported by a changing set of weekly campaign messaging. The latter will be a mixture of organic and targeted paid-for activity including print and digital assets, where ‘harder to reach’ groups are the target audience. These include the BAME community, especially those in our communities identified as most at risk of harm from Covid-19, young people aged 18-24, the over 65s, single mothers with young children and the working age population aged 25-64.

In line with best practice, communications and messaging going forward will reflect the traffic light colours of red, amber, green to help local residents recognise the risk level at any given time, with signposting to the latest information and advice.



Visit Hampshire

[Visit Hampshire](#), the County Council’s tourism promotion service, has been successful in their bid for funding from the Cabinet Office. It have been awarded £300,000 to spend on media. Visit Hampshire were one of only 11 successful bids across England and one of a small number that received the maximum available amount.

The funding will enable Visit Hampshire to amplify the [Unlock Summer](#) campaign throughout August. The campaign, which is being promoted on the [Visit Hampshire website](#), on social media and via email aims to increase the number of visitors taking day trips and short breaks to Hampshire, as well encouraging residents to “holiday at home”. The campaign should aid recovery for tourism businesses throughout the county. To inspire confidence, and to remind people to follow the Government’s Covid-safety guidelines, the campaign supports the national [Know Before You Go](#) and [We’re Good to Go](#) consumer confidence and industry standard campaigns.



Solent University and business recovery

In recognition of its role in promoting and supporting economic revival, Solent University has [launched](#) its Business Recovery Commitment. The University aims to support a wide range of businesses in their recovery from the impacts of Covid-19 by providing practical help, as well as offering a research and knowledge exchange that will have a meaningful impact. Solent University will offer cost effective solutions for businesses and in some cases will be able to provide pro-bono support. Solent University will work alongside partners including Hampshire County Council, Business South, Hampshire Chamber of Commerce, Solent LEP and Southampton City Council to ensure their plans support the region’s economic revival. For more information and to sign up to receive updates, visit [Solent University's business recovery webpages](#).

Solent University has also [announced](#) that their Solent Business School is working with the Small Business Charter to deliver a specialised government funded programme for leaders of small businesses to recover from the impacts of Covid-19 and develop potential for future growth and productivity. The short programme will be delivered online through a structured course of eight 90-minute webinars over the course of 10 weeks and will provide the knowledge needed for businesses to tackle crisis situations. It aims to give businesses the opportunity to strengthen their business network. To read more about the programme and register [visit the Small Business Charter website](#)

National context

Communities

Changes to roadmap – 31 July announcement

Last week (31 July) the Government [announced](#) a series of adjustments to the roadmap to recovery as set out on 17 July. The Government referenced ONS data showing that the prevalence of the virus in the community is likely to be rising for the first time since May. Key announcements included:

- Extension of areas where face coverings are mandatory from 8 August to include a greater number of public indoor settings, such as museums, galleries, cinemas and public libraries.
- Pausing the pilot schemes testing the return of crowds to sporting and performing arts events.
- Delaying the reopening of remaining leisure settings from 1 August until at least 15 August.
- Prohibiting wedding receptions of up to 30 people until at least 15 August, but ceremonies can continue to take place, in line with COVID-Secure guidelines.

The Cabinet Office has [published](#) a document setting out these adjustments.

Social distancing cards or badges

The Cabinet Office has [published](#) optional badges that can be used to show the carrier may have difficulties or concerns in maintaining social distancing. The badges are available for mobile phones as well as print.

Small marriages and civil partnerships

The guidance designed to assist people planning to get married or form a civil partnership has been [updated](#) to reflect additional requirements on face coverings and implications for wedding receptions as announced on 31 July.

Local authority meeting regulations

New [regulations](#) came into force on 1 August that enable Mayoral Development Corporations, Transport for London, Urban Development Corporations and parish meetings to:

- conduct all meetings of these bodies remotely;
- allow the public and press to access meetings and associated documents for meetings remotely; and
- hold and alter the frequency and occurrence of meetings without requirement for further notice.

Children and education

Support for working families

The Government has [announced](#) support for families that benefit from government-funded childcare. Working parents or carers who are eligible for Tax-Free Childcare or 30 hours free childcare but have temporarily fallen below the minimum income requirement because of the pandemic will continue to receive financial support until 31 October 2020. In addition, critical workers who may exceed the income threshold for the 2020 to 2021 tax year as a result of working more to play a role in tackling the pandemic will continue to receive support this tax year.

School improvement projects

The Department for Education has [announced](#) the £560 million investment will be fast-tracked to improve school buildings. The funding comes from the pot announced by the Prime Minister last month to help the nation bounce back from the pandemic, investing in schools to help teachers deliver a world-class education and create jobs.

Adults' social care and public health

Food and essential supplies allocations

The guidance for councils on how to use their allocation of the Local Authority Emergency Assistance Grant for Food and Essential Supplies has been [updated](#) to include the list of grant allocations to councils. Hampshire County Council has been allocated £1,074,225.

Rapid Covid-19 tests

The Government has [announced](#) that from next week, rapid Covid-19 tests will be rolled out to hospitals, care homes and labs across the UK to increase testing capacity ahead of winter. Two new tests, both able to detect the virus within 90 minutes, will be made available.

PPE portal

The guidance for health providers on how to order emergency personal protective equipment has been [updated](#) to reflect that pharmacies and larger social care providers can order from the portal. The number of visors that can be ordered via the portal has also changed.

Northern England

On 30 July, the Health Secretary [announced](#) changes to rules on gatherings in Greater Manchester, West Yorkshire and East Lancashire after an increase in Covid-19 cases. These changes will also apply in Leicester city.

Pausing of shielding

From Saturday 1 August, the shielding programme was paused. The guidance has been [updated](#) to outline the changes and what this means for those who were shielding, as well as what people who were shielding will need to do if transmission of Covid-19 increases or if there is a local lockdown.

Test and Trace

The Department of Health and Social Care has [published](#) its 'Developing NHS Test and Trace' business plan to stop the spread of the virus over the summer and into winter. The plan includes doubling testing capacity, making testing easily accessible to everyone, launching an app, expanding local public health teams and launching backwards contact tracing.

A [letter](#) from Baroness Dido Harding on developing the NHS Test and Trace service was also sent out yesterday alongside a more general [stakeholder update](#).

Changes to self-isolation rules

The Department of Health and Social Care has [confirmed](#) (30 July) that the self-isolation period has been extended to 10 days for those in the community who have Covid-19 symptoms or a positive test result.

It was also [confirmed](#) that registered health and care professionals travelling to England from high-risk countries will now be required to self-isolate for 14 days.

The guidance on the stepdown of infection control precautions within hospitals and discharging Covid-19 patients from hospital to home settings has also been [updated](#) to reflect changes to the self-isolation policy for all patients admitted to hospital to 14 days.

Economy and business

Eat Out to Help Out

The Eat Out to Help Out scheme began on 3 August, offering diners who eat-in a 50% discount, up to a maximum of £10 per person, on food and non-alcoholic drinks, any Monday to Wednesday throughout August 2020. Over 53,000 outlets have so far signed up - and a [new official government online finder](#) is available.

HMRC has [released](#) a YouTube video that provides an overview of the Eat Out to Help Out Scheme.

Job Retention Bonus

HMRC has [published](#) a policy statement on the Job Retention Bonus, giving employers further details on eligibility requirements and how they can claim the bonus.

Recovery of small businesses

The Ministry of Housing, Communities and Local Government has [announced](#) £20 million new funding to support the recovery of small and medium sized businesses in England. Grants between £1,000 - £5,000 for new equipment and technology and specialist advice will be available.

Zoo Animals Fund

The Department for Environment, Food and Rural Affairs has [announced](#) that the £100m Zoo Animals Fund, announced on 27 June, is now open for applications from zoos and aquariums.

Environment, place and transport

Green recovery

The Ministry of Housing, Communities and Local Government has [confirmed](#) nearly £1.3 billion of investment as part of the Government's plan to deliver upgrades to local infrastructure and boost skills to help fuel a green economic recovery. This includes:

- Over 300 shovel-ready projects to share £900 million investment to build homes and infrastructure
- £360 million investment to deliver 26,000 new homes on brownfield land
- Strict accreditation rules for tradespeople involved in the £2 billion Green Homes Grant scheme

[Allocations](#) to Local Enterprise Partnerships from the £900m Getting Building Fund have been announced.

Enterprise M3 = £13.3m

Solent = £15.9m

Travel corridors

The travel corridors guidance has been [updated](#), with Luxembourg and Spain removed from the exempt list for arrivals.

Help to Buy scheme

The Government has [confirmed](#) that the deadline for homes to have been finished in order to comply with the equity loan scheme has been extended in recognition of delays caused by the Covid-19 outbreak. The deadline for new homes to be built is now 28 February 2021. While the deadline for the legal completion of the sale will remain the same – 31 March 2021.

National Covid-19 data

Cases

As of 10pm on 4 August, the total number of lab-confirmed cases was **338,413**. The daily number of lab-confirmed cases was **670**. The total number of Covid-19 associated deaths was **46,299**, with **89** new deaths reported on the day. The data is available to [view online](#).

Additional links

- Hampshire County Council webpages on coronavirus (including links to press releases): <https://www.hants.gov.uk/socialcareandhealth/coronavirus>
- Latest information on coronavirus: <https://www.gov.uk/coronavirus>
- NHS information on coronavirus: <https://www.nhs.uk/conditions/coronavirus-covid-19/>
- FAQ from the Cabinet Office:
<https://www.gov.uk/government/publications/coronavirus-outbreak-faqs-what-you-can-and-cant-do/coronavirus-outbreak-faqs-what-you-can-and-cant-do>
- PPE guidance hub: <https://www.gov.uk/government/collections/coronavirus-covid-19-personal-protective-equipment-ppe>
- Guidance for local government:
<https://www.gov.uk/guidance/coronavirus-covid-19-guidance-for-local-government>
- County Councils Network (CCN) coronavirus information pages:
<https://www.countycouncilsnetwork.org.uk/coronavirus-information-for-local-authorities/>
- Local Government Association (LGA) councillor guidance:
<https://www.local.gov.uk/covid-19-outbreak-councillor-guidance>

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