

MANCHESTER'S PUBLIC HEALTH ANNUAL REPORT

January 2020 — August 2021

It hit us harder.

We helped
each other.

We fought
back stronger.

THE MANCHESTER DIFFERENCE

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This annual report is one that truly belongs to our city, as it charts the response to an unprecedented pandemic - and how Mancunians rose to the challenge of keeping one another as safe as possible.

When I look back and think of those initial stages in January 2020, it's hard to describe all the different phases, and where we are 18 months later. It's a passage of time that no-one will forget and it has left its mark on many.

Suffice to say that I can only pay tribute to the resilience and generosity of the people of this city, even in the face of unspeakable loss.

That willingness to make sacrifices and think of others as we went into uncharted waters is humbling. All efforts and sacrifices helped: from personal actions, to citywide support such as the start of the community hub with food and essentials and other vital help; to the way we've seen our volunteers come

forward to help the vaccination programme, and the way all our health and care teams worked together for a united response.

It's also worth remembering that Manchester has had more lockdowns than other parts of the country. In fact, we only had 25 days from March 2020 where we weren't under some sort of restrictions - yet we have now progressed beyond the final stage of the national roadmap and are preparing to live alongside COVID-19 for the future.

Yes, we've still got our challenges. And yes, we've still got the Delta variant; there are also more people to vaccinate. So, we cannot be complacent.

But, I think people can now also see that all their efforts and sacrifices are having an impact and we will get through this. Using the words of Sir Michael Marmot, we will build back fairer in our city, in the things that we have control over. This means bridging gaps and reducing, wherever possible,

the health inequalities that mean some people don't have the same life chances as others.

That care and reflection must also include all those who have lost loved ones or faced life-changing times during the pandemic.

Nothing can ease that loss. Yet, I hope there will be an element of comfort in seeing how the city builds on the sense of community and pulling together that we have seen so clearly during the past year and a half.

So, my final words have to be thank you.

Thank you for showing the very best that the Manchester spirit can offer. That, combined with resilience and determination, means we will all face the next steps together - and there is definitely light at the end of the tunnel.

AUGUST 2021

David Regan
**DIRECTOR OF PUBLIC HEALTH
FOR MANCHESTER**



I am delighted that the Manchester Public Health Annual Report covering the period January 2020 to June 2021 provides a detailed record of the city's fantastic response to the COVID-19 global pandemic. The pandemic has thrown into the spotlight the vital role that Public Health services play in keeping our residents safe and well. I want to take this opportunity to thank our residents and staff working across all organisations in what has been an extremely challenging period. However, our successful roll out of our local vaccination programme and our wider local service response give me real hope that we are learning to live with COVID-19 in Manchester and that we can start to return to do so many of the things that improve our mental health and wellbeing and help bring our wonderful city back to life.

AUGUST 2021

Councillor Joanna Midgley
**EXECUTIVE MEMBER FOR HEALTH AND
CARE MANCHESTER CITY COUNCIL**

“2020 began much as any other year.”



Sixteen months on from our first reported Manchester COVID-19 case on 7 March 2020, 73,964 people had tested positive for the virus and 1,055 Manchester residents had sadly lost their lives through COVID-19.

Our region saw the highest COVID-19 death rate in the UK as the disease exposed and inflamed decades-old inequalities. We saw the biggest drop in life expectancy since World War II.

50–60% of admissions to some GM hospitals in the first wave were people on the lowest incomes, compared to 26% nationally. Black people made up 25% of admissions to Manchester Royal Infirmary and North Manchester General Hospital, compared to 9% nationally.

There's a long history in Public Health of pointing to why enduring transmission rates of disease are found where structural inequalities are embedded. Our people's ability to control their exposure to health risk was lower – for domestic, social and work reasons. Conditions made it difficult for them to maintain good infection prevention and control. The virus spread more quickly and hit us harder.

Many of our residents continue to experience long-term effects from COVID-19.

Our thoughts are with those who have lost their lives and their loved ones, and with people struggling as a result of the pandemic, for health, economic or social reasons.

We are proud of the way our residents and people working in Manchester have joined together and supported one another through this. The number of volunteers coming forward to support essential work has been staggering.

We've built on their achievements and in line with the national roadmap, worked for a safe exit out of lockdown for the people of our city.

Our commitment to preventing and reducing COVID-19 transmission and saving lives was unfaltering, as is our focus on reducing inequalities that COVID-19 feeds on.

JUNE 2021

RESPONDING EVERY DAY WITH COMMITMENT, PASSION AND DETERMINATION

Sarah Doran



My work on COVID-19 started in January 2020.

Our Population Health Team, with colleagues from Public Health England and others in emergency planning and resilience, were hoping for the best, but preparing for the worst.

At first, each individual case of COVID-19 in the UK was classed as a national incident and measures were put in place to try to contain the virus.

When I gave a briefing about COVID-19 to the Council's Health Scrutiny Committee meeting on 4 February 2020, none of us knew the scale of what was to come, and the impact this would have on all our lives.

As we moved into the pandemic phase it was recognised just how serious this was: the worst public health crisis for a generation and probably the single largest thing we would ever do in our careers.

It has been relentless, but we have responded every day with commitment, passion and a determination to do the best we can for Manchester residents.

I am so proud of everyone involved and of what we have achieved so far.

Sarah Doran
**CONSULTANT IN PUBLIC HEALTH,
SENIOR RESPONSIBLE OFFICER FOR
MANCHESTER TEST AND TRACE,
PUBLIC HEALTH TEAM**

JANUARY 2020 PHASE 1 PRE-PANDEMIC

Manchester prepares to respond to COVID-19 following assessment of the emerging situation in Wuhan (Manchester's sister city) and Hubei Province.

31 DECEMBER 2019

WHO is told of a cluster of pneumonia cases of unknown cause in Wuhan City, Hubei Province, China.

12 JANUARY 2020

Novel coronavirus announced. Virus referred to as SARS-CoV-2, and the disease COVID-19.

29 JANUARY 2020

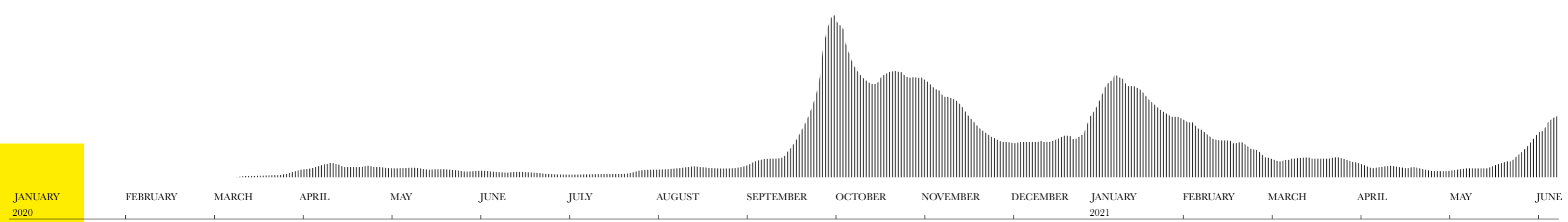
Tests on people returning to Manchester from Wuhan/Hubei (all negative).

30 JANUARY 2020

WHO declare a public health emergency of international concern — highest level of alarm.

31 JANUARY 2020

There are 98 reported cases – no deaths – in 18 countries outside China.



JANUARY 2020 FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER JANUARY 2021 FEBRUARY MARCH APRIL MAY JUNE

MANCHESTER RESIDENTS WITH AT LEAST ONE POSITIVE COVID RESULT

PHASES OF THE PANDEMIC 1 2 3 4 5 6 7

FEBRUARY 2020 PHASE 1 PRE-PANDEMIC

Situation evolving. 99% of cases are in China, the rest of the world has only 176 cases.

14,000 tested nationally with 40 positive results, one in GM.

4 FEBRUARY 2020

We're regularly updating advice and information on our Public Health website. We have good plans in place. Greater Manchester partners work together on system-wide health plans, such as the GM Multi-Agency Outbreak Plan which detail multi-agency response to a 'high consequence infectious disease' like this new coronavirus.

We also have our own Manchester outbreak plan for operational arrangements, and we're fortunate to have a Regional Infectious Disease Unit in north Manchester.

GM organisations work together on health protection systems to respond to the virus. Our health staff work with Public Health England and the local NW PHE team plus:

- Manchester Health and Care Commissioning
- North Manchester General Hospital Infectious Diseases Unit
- Northern Care Alliance
- Manchester University NHS Foundation Trust
- Manchester Local Care Organisation
- North West Ambulance Service; and
- Greater Manchester Health and Social Care Partnership.

Greater Manchester Resilience Forum coordinate local multi-agency preparation for incidents and emergencies, alongside GM Local Health Resilience Partnership's focus on preparedness for public health-related incidents.



Manchester before COVID

JANUARY 2020 FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST

MANCHESTER RESIDENTS WITH AT LEAST ONE POSITIVE COVID RESULT

PHASES OF THE PANDEMIC



PERSONAL STORY

Listening ear, shoulder to cry on: supporting care homes from the start

Helen Fabrizio

2020 began much as any other year. We were busy planning flu season, distributing flu kits and dealing with diarrhoea and vomiting outbreaks. Then came mention of another infection: Coronavirus, in a faraway Chinese province.

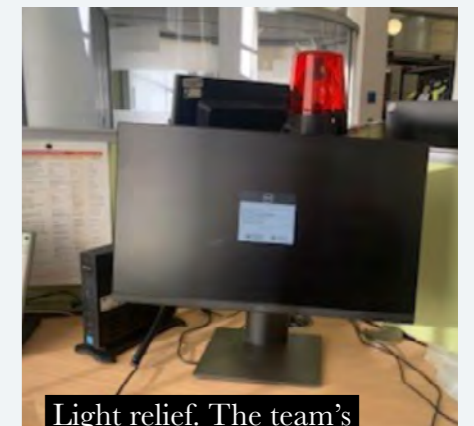
As cases and outbreaks in care homes increased, our small team was becoming swamped, advising on:

- Infection prevention and control with limited and ever-changing official guidance.
- Managing suspected or confirmed cases and identifying and managing contacts.

- Testing in the absence of an established pathway and promptly communicating results.

- Daily monitoring of homes with outbreaks and arranging further testing.

At the same time, we were trying to develop a better system and new processes to cope with the volume of work. It was becoming increasingly difficult emotionally to support care managers who were themselves drained through the devastation of losing residents and staff too, and increasingly frustrated, working flat out to keep their home running safely.



Light relief. The team's emergency desk light was ready to warn as infections became more problematic.

Fourteen months on, we'd improved the local system to monitor care home outbreaks. We now have dedicated teams to lead on testing and contact tracing. Our team has grown from four to eleven-strong and national systems now make sure there's adequate PPE and testing for staff and residents.

Helen Fabrizio,
**DEPUTY LEAD NURSE HEALTH
PROTECTION, PUBLIC HEALTH TEAM**

DEVOTED SISTERS

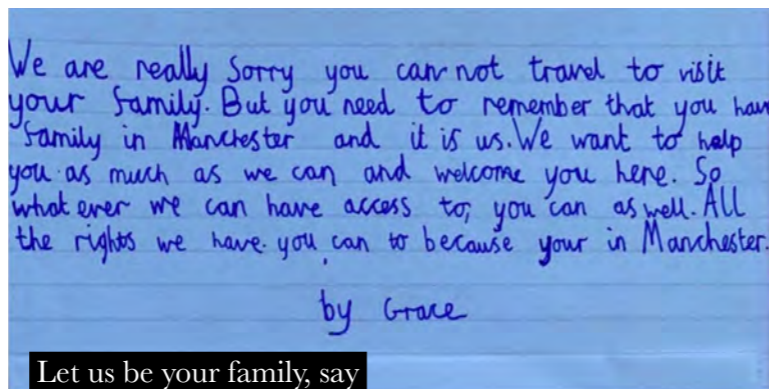
As we prepare, there are reports of discrimination and stigma against our Chinese community because of the outbreak in China. As an open, international, welcoming city, Manchester commits to solidarity with our Chinese community and to tackling business impacts on the Chinese community.

We reach out to our sister city, sharing translations of these (pictured) messages with the Wuhan consulate, who in turn translate the replies back to us.

We work with the Manchester China Forum to tackle stigma and to support businesses.



“Thank you from Wuhan”: How kind-hearted Moss Side kids touched those living with coronavirus in China



Let us be your family, say Manchester kids to city's Chinese community

10 FEBRUARY 2020

Public Health team invited to the Chinese Health Information Centre to talk to community and business leaders about COVID-19, strengthening relationships and showing support for our Chinese community.

The local Chinese community would soon respond with generous donations when our city needed PPE.



David Regan, Director of Public Health (white shirt), Sarah Doran, Consultant in Public Health (second from left) Helen Fabrizio, Deputy Lead Nurse Community Health Protection (fourth left, light hair) Dr Kristina Poole, Public Health England (far left) Council Communications Director Alun Ireland (back, second left), Shirley He, Nurse Operations Manager at the Chinese Health Information Centre (front). Picture taken by Val Bayliss-Brideaux Head of Engagement for Manchester Health and Care Commissioning, who helped organise the visit.



MANCHESTER RESIDENTS WITH AT LEAST ONE POSITIVE COVID RESULT



PHASES OF THE PANDEMIC

MARCH 2020 PHASE 2 PANDEMIC

Situation evolving.

By end of March the UK will have

- 3,279 daily cases
- 414 daily deaths
- 2,050 UK deaths to date.

11 FEBRUARY 2020

WHO name the syndrome caused by this novel coronavirus COVID-19 (Coronavirus Disease 2019) chosen to avoid inaccuracy and stigma.

First meeting of the Manchester Coronavirus Oversight Group, chaired by David Regan, Director of Public Health attended by:

Our Population Health Team, PHE, Northern Care Alliance, North Manchester Infectious Diseases Unit, MFT, The Christie, GM Health and Social Care Partnership, MLCO Adult Social Care Community Health Services, Primary Care, Medicines Optimisation, Manchester City Council Education, Environmental Health, Council resilience, universities and AGMA CCRU.

As the pandemic develops, members of the Oversight Group create strategic planning groups to deliver Manchester's response to COVID-19, these groups include the city's voluntary sector community organisations (VSCO).

The Manchester Coronavirus Oversight Group will become the COVID-19 Locality Planning Group on 11 March 2020 and then turn into our current Manchester COVID-19 Response Group, our COVID-19 Health Protection Board.

The Chief Executive of Manchester City Council, Joanne Roney, formally established the Gold Control arrangements and chaired the Gold meetings. This meeting would make several key decisions throughout the pandemic.

3 MAR 2020

On 3 March 2020 Government publish Coronavirus Action Plan's four phases: Contain, Delay, Research, Mitigate. Plan is to provide best care possible for people who become ill, support hospitals to maintain essential services and ensure ongoing support for people ill in the community, to minimise overall impact on society, public services and the economy.

People advised to regularly wash hands and 'catch it, bin it, kill it'. National public health campaign is launched.

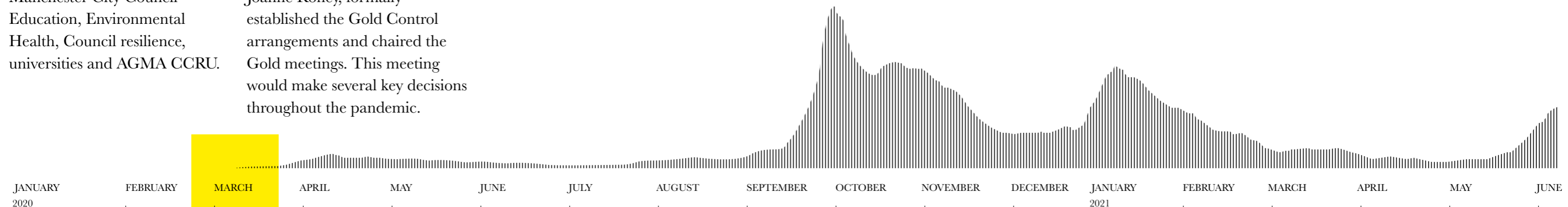
'Delay' stage would mean self-isolation, social distancing and working from home to protect vulnerable groups. Legislation would allow additional measures such as closing schools and cancelling large-scale events, to cut risk of infection.

4 MAR 2020

Workshop for emergency services, reps from the 10 GM authorities and health services look at range of scenarios moving through the containment, delay and mitigation phases of the virus's spread.

7 MAR 2020

First reported Manchester COVID-19 case. 100,000 COVID-19 cases globally.



MANCHESTER RESIDENTS WITH AT LEAST ONE POSITIVE COVID RESULT



PHASES OF THE PANDEMIC



Amanda: My unborn son's kicks and wiggles kept me going.

Amanda Dixon

When it comes to data, all models are wrong – but some are useful! So early in the pandemic, I sought out any information to help understand how Manchester's residents may be impacted. We needed to estimate the potential scale of the infection, hospitalisations and potential deaths to plan an effective response.

After reading research from experts across the country, I applied a set of assumptions to Manchester's data, including terms we're all now familiar with, such as 'R number'.

This gave us a range of figures to determine a Reasonable Worst-Case Scenario – a terrifying figure. Thankfully, local and national efforts to control the spread made it an overestimate.

My work to understand academic modelling, apply it to Manchester and inform seniors and the various workstreams was vital. It meant we could plan for the worst, understand that there would likely be multiple waves, and devise an early warning system for managing them.

I was also pregnant in 2020; my son Robert was born in early November and his kicks and wiggles kept me going on the more difficult days.

Amanda Dixon
PROGRAMME MANAGER (KNOWLEDGE AND INTELLIGENCE), PUBLIC HEALTH TEAM

Buzz wellbeing service - engagement with residents during Covid-19

Ruth Helen

Buzz is about bringing residents the physical and mental health benefits of community activities including learning, gardening, physical activity, social connectedness, and public empowerment.

So lockdown was a massive obstacle – but it also gave us an even bigger reason to keep doing what we do – but differently!

We kept up our contact with Manchester's residents through the COVID-19 pandemic by moving online with our community activities and the resources to support people with their physical and mental health and wellbeing.

We joined with community groups to produce resources that people could make or use without leaving the house. Successes include strength and balance exercise DVDs, mask making workshops, music classes and multilingual digital access guides.

We produced packs to distribute information and essential items, online exercise sessions, and gardening kits for growing vegetables.

A resident shared this touching reflection:

“I found the pack on my doorstep and it was a lovely surprise! I've been really lonely since I lost my husband so it's given me a lot of pleasure to do something he would have enjoyed if he was still with me ... My husband was an avid gardener so I know if he was here, he would have enjoyed the pack, so I did it in his memory.”

Ruth Helen
COMMISSIONING MANAGER (WELLBEING SERVICES), PUBLIC HEALTH TEAM



Elements from the packs

11 MARCH 2020

WHO declares COVID-19 outbreak a pandemic because of its alarming spread, severity, and ‘alarming inaction’: “... countries can still change the course of this pandemic if they detect, test, treat, isolate, trace, and mobilise their people”.

Manchester’s COVID-19 Locality Planning Group established to meet regularly to monitor emerging situation and review key actions.

Local response to include mobilising staff for community testing. Current approach: Self-isolation. Plans for more locality testing.

Locality Planning Group establishes workstreams, including communications, schools and early years settings, homelessness and street-based services, business continuity and Primary Care work.

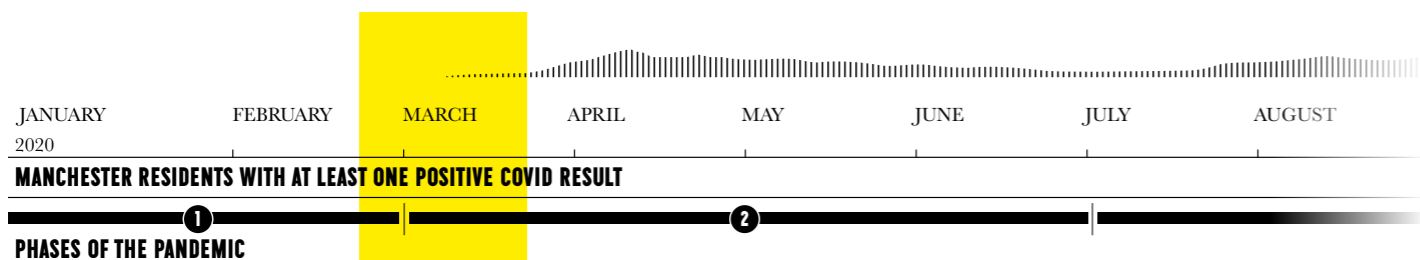
Nationally: 382 cases reported, rising less sharply than other European countries.

Restricting spread of the virus among Adult Social Care and Care Homes remains a priority.

Reported cases in Manchester: 3. Further two people treated in Manchester hospitals not residents.

Manchester and Trafford tested hospital patients being discharged to care homes before the rest of the country. Thanks to this close collaboration with hospital trusts, the rise in care home outbreaks was not as significant in Manchester as in other parts of the country.

THE MANCHESTER DIFFERENCE



First COVID outbreak at a dementia nursing home: March 2020

Bev Lamb

Marion Lauder is a large 79-bed nursing home providing nursing and residential care for people with dementia. On 10 March 2020 a respiratory outbreak was reported. We monitored the situation daily from then until September 2020, recording multiple cases in those months.

There was no pathway for testing in care homes at that time except for hospital admissions. Nor did we have national guidance.

Staff were routinely unable to wear masks, or had only inappropriate versions. The care home had no supplies of its own with limited access to the pandemic stock prioritised for secondary care.

Residents were discharged from hospital without testing. GP assessments proved difficult to arrange.

The home faced challenge after challenge throughout 2020 not helped by the ever-changing national guidance and complex testing and reporting arrangements. The added complexity of residents with other respiratory and health problems as well as their dementia increased the levels of anxiety and stress amongst staff.

However, the dedication of the management and staff supported by colleagues from Adult Social Care and our Health Protection Team really shone through these very tough times. Thankfully since Spring 2021 the picture has been much more settled.

Bev Lamb
SPECIALIST HEALTH PROTECTION DENTAL NURSE, PUBLIC HEALTH TEAM



Government moves from 'Containment' to 'Delay' phase.

12 MARCH 2020

Manchester messaging moves rapidly from 'contain the virus' to leading a community response:

- Plans to deal with impacts at regional as well as local level, across Council and health sectors.
- Scenario-planning for potential escalation of the impacts tested so partners can mitigate issues.
- Council website redesigned for changed circumstances:
 - how to help vulnerable groups in your area
 - support for those who may lose their job because of cancelled events
 - new health guidance
 - support for schools and businesses.

- Individual organisations handle their internal communications, but all communication leads meet frequently for consistency and support.

Health partners continue to manage health issues, Council focuses on sharing information on:

- support for businesses
- people in financial difficulty through self-isolation or business failure
- how communities can support foodbanks and other local resilience groups
- advice for schools
- acting as a hub for voluntary and community sector information.

Information on rapidly changing situation updated and shared from Manchester.gov.uk website, shared across social networks, and amended in line with most recent guidance.

Government to stop community testing and focus on testing in hospitals and protecting health workers as it moves from 'contain' to 'delay'.

13 MARCH 2020

Europe declared epicentre of pandemic with more reported cases and deaths than the rest of the world combined, apart from China.

15 MARCH 2020

152k+ cases diagnosed in 147 countries and areas (including mainland China), with a total of over 5.7k deaths. Of these, 72k+ cases and more than 2.5k deaths outside mainland China.

16 MARCH 2020

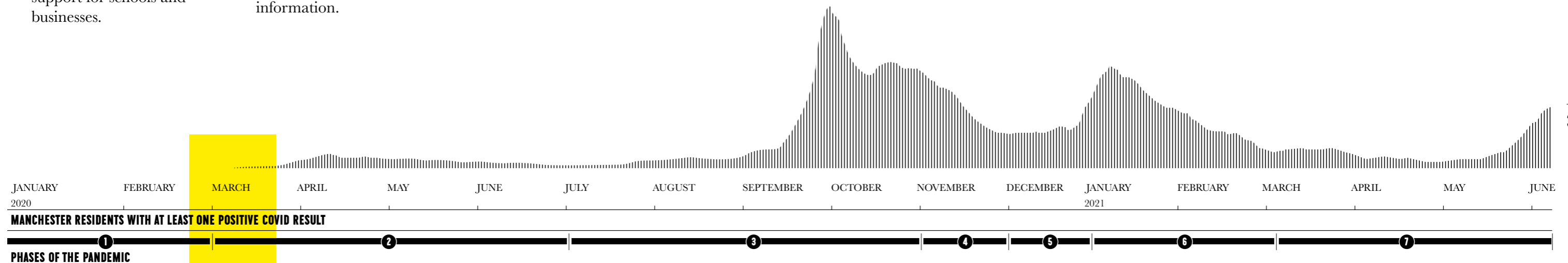
44,105 people have been tested in the UK.

42,562 negative, 1,543 positive and 35 deaths.

Prime Minister says "now is the time... to stop non-essential contact and travel".

First use of word 'lockdown' in SAGE minutes.

80 cases in Greater Manchester, including 9 in Manchester.



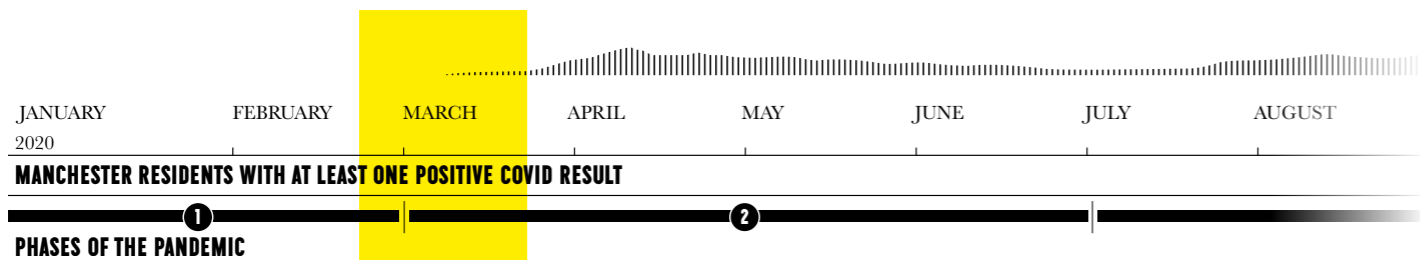
● **18 MARCH 2020**

WHO and partners launch international clinical trial to find most effective treatments for COVID-19. Randomised clinical trials normally take years to design and conduct: this will accelerate the process.

● **20 MARCH 2020**

Manchester and GM declare a major incident activating the multi-agency response arrangements in line with the GM generic response plan and the pandemic flu plan.

Schools close 'for the foreseeable future'.



School's out: But the School Health Service continues

Peter J Cooper

Schools may have been closed, but the School Health Service were busy as ever making sure pupils got essential school aged immunisations and referral to young people's health services.

With thousands schooled from home and nurses diverted to the Nightingale Hospital, delivering the school vaccination programme was a challenge – as was responding to children and young people whose mental and physical health were affected by lockdown.

The school nurse service responded magnificently to clear a backlog of school immunisations, running a huge clinic in the summer holidays at the Etihad Campus as well as Christmas and evening catch-up clinics for over 10,000 pupils.

We also had a rare face-to-face meeting at the Etihad Stadium open concourse for partners of the Childhood Obesity Safeguarding Pathway steering group as we responded to the caseload of children whose unhealthy weight puts them at significant risk, making sure that COVID-19 restrictions didn't stop support for these children.

Peter J Cooper
**COMMISSIONING MANAGER
(CHILDREN'S PUBLIC HEALTH SERVICES),
PUBLIC HEALTH TEAM**

MARCH 2020 PHASE 2 LOCKDOWN 1

National Lockdown 1.
Supporting those who
must self-isolate.

23 MARCH 2020

8.30pm. Prime Minister's unprecedented announcement:

First national lockdown: leave home only for food shopping, exercise once a day. Non-essential goods and shops close. Events including weddings cancelled. Nearly 1,000 dead.

Manchester begins 15 months under restrictions, apart from 25 days in July 2020.

Challenges

COVID-19's threat is not real to everyone. Many don't identify with the Government health campaign. Lockdown is a new way of life with:

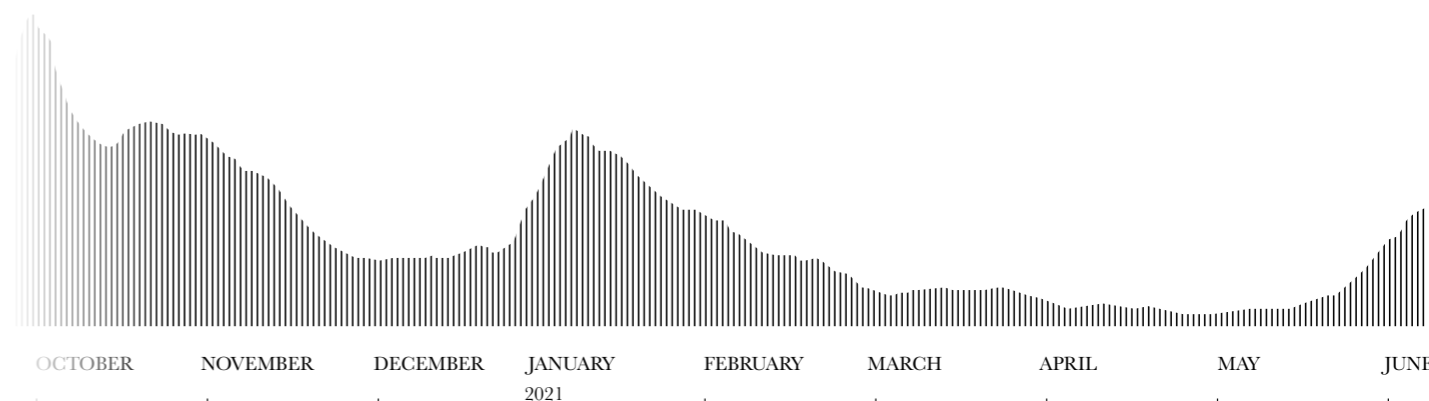
- school closures
- furlough
- supporting vulnerable people and those shielding, and frontline workers.

Supporting residents:

- Communications with local key messages ready to share with our communities
- COVID-19e-bulletin for people to subscribe to
- COVID-19 pages on manchester.gov.uk with latest advice in one place
- News and articles highlighting food, financial and other help.

Supporting our city:

- Clear stay-safe advice in public settings like GP surgeries
- Front-line staff PPE training and handwashing videos.



Infection Control Team spread the knowledge

Nicola Jepson

Lockdown forced us to cancel the training arranged for primary school teachers on important health topics. But we felt this training and advice was so relevant in a pandemic that we contacted PHE colleagues who modified the course into a free, COVID-safe, ‘train the trainer’ session.

The e-Bug project – a free educational resource for classroom and home – makes learning about hygiene, infection spread and responsible antibiotic use fun and accessible. Fourteen schools joined the virtual session. We covered an introduction to microbes, hand and respiratory hygiene, and antibiotic awareness – all backed up with free resource packs that teachers could use to bring the lessons to life in their classrooms.



Cavendish Primary School pupils watch Teaching Assistant, Miss Ridgard-Cloake demonstrate the ‘super sneeze experiment’



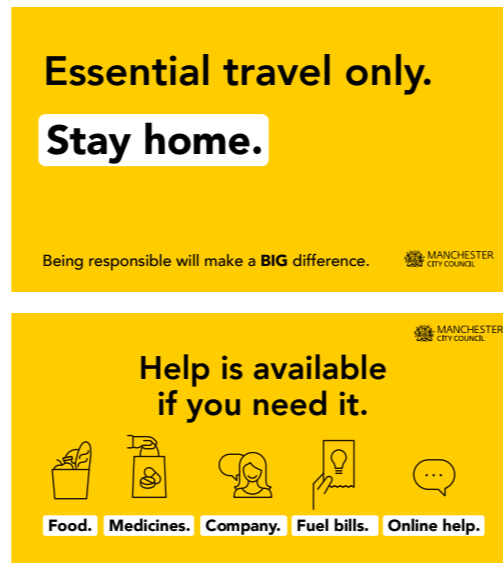
Teachers created their own microbes.



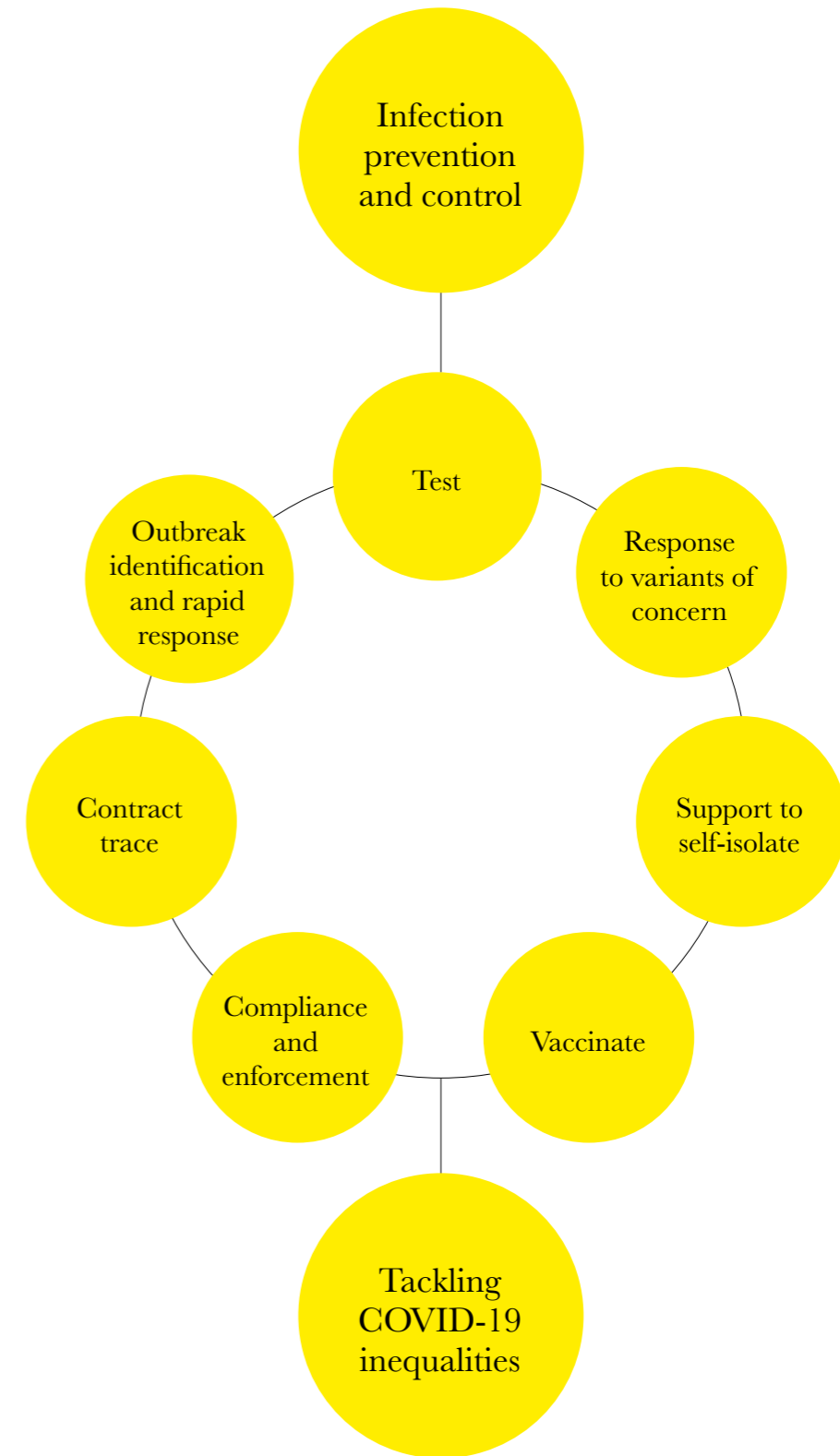


Supporting businesses:

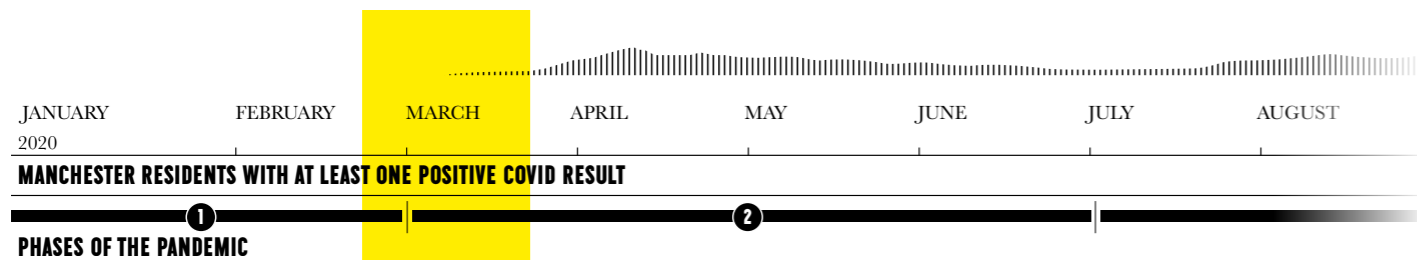
- Government grants and local business support is set up, administered and communicated.
- News bulletin to business signposting important advice, help and support.
- Key messages: Stay safe. Wash hands. Social distancing. Stay home. Work from home. Limit travel.



OUR APPROACH



Underpinned by the best available evidence, data and intelligence.



Manchester Community Response Service launched:

- Food donations and delivery
- PPE donations for care homes
- Support for the lonely
- Stay connected – help to get online
- Visit www.manchester.gov.uk/coronavirus
- Will take 17,000 calls up to mid-June
- Volunteer staff who can't do their day job due to lockdown.

WHAT WE LEARNT FROM PHASE 2.

- Make communications accessible, especially for black, Asian and minority ethnic communities:
- Community leaders easily share MP4 format with audio files, easy-read graphics and subtitles on social media like WhatsApp.
- Films in 12 languages with audio and subtitle translations and easy-read graphics in MP4 files explain COVID-19 symptoms, how to get a test and where to get help.
- 300 downloadable items in 23 languages get 2,700 visits between July and October 2020.

PERSONAL STORY



Long days, evenings and weekends... getting PPE to where it was needed

Tim Keeley

As the pandemic began to take hold, my manager asked for my help with “a PPE issue”. That issue turned out to be a complete breakdown of the PPE supply chain on an international scale!

Locally, that meant a potential crisis: individuals in non-hospital settings – like care homes, home care providers, GPs, council services and the voluntary and community sector – could not be guaranteed safe care. This brought a real threat of those in care being moved into hospitals already facing an overwhelming capacity crisis.

Alongside colleagues in Population Health, plus Risk, Internal Audit and Procurement, we worked up an emergency strategy – rapidly setting up logistics to get PPE to care providers and GPs.

It took long days, evenings and weekends establishing a service which, up to May 2021, delivered 14 million items of vital PPE that would otherwise have been impossible to get hold of, ensuring the safe care of residents in Manchester and Trafford.

It was tough but extremely rewarding and I believe I've witnessed the very best in truly collaborative and supportive working, with everyone involved determined to achieve the best possible outcome.

Tim Keeley
**PROGRAMME LEAD (TESTING),
MANCHESTER TEST AND TRACE,
PUBLIC HEALTH TEAM**

‘Be Smoke Free’ goes live as first national lockdown starts!

Julie Jerram

Manchester’s new Tobacco Addiction Service was designed to be based in the community and work face to face with clients. We would treat smoking as an addiction, with appropriate medication. We also wanted our service to work in a holistic way to help smokers understand and address triggers and behaviour making it hard for them to stop.

‘Be Smoke Free’ (provided by Change, Grow, Live), went live on 1 April 2020. Unfortunately, the first national lockdown started and in line with many other services, we were instructed not to carry out face-to-face appointments! Early evidence coming from places like China, indicated, unsurprisingly, that smoking and smoking-related disease could be linked to worse outcomes for COVID-19. We felt that this was not the time to scale back support for smokers in Manchester.

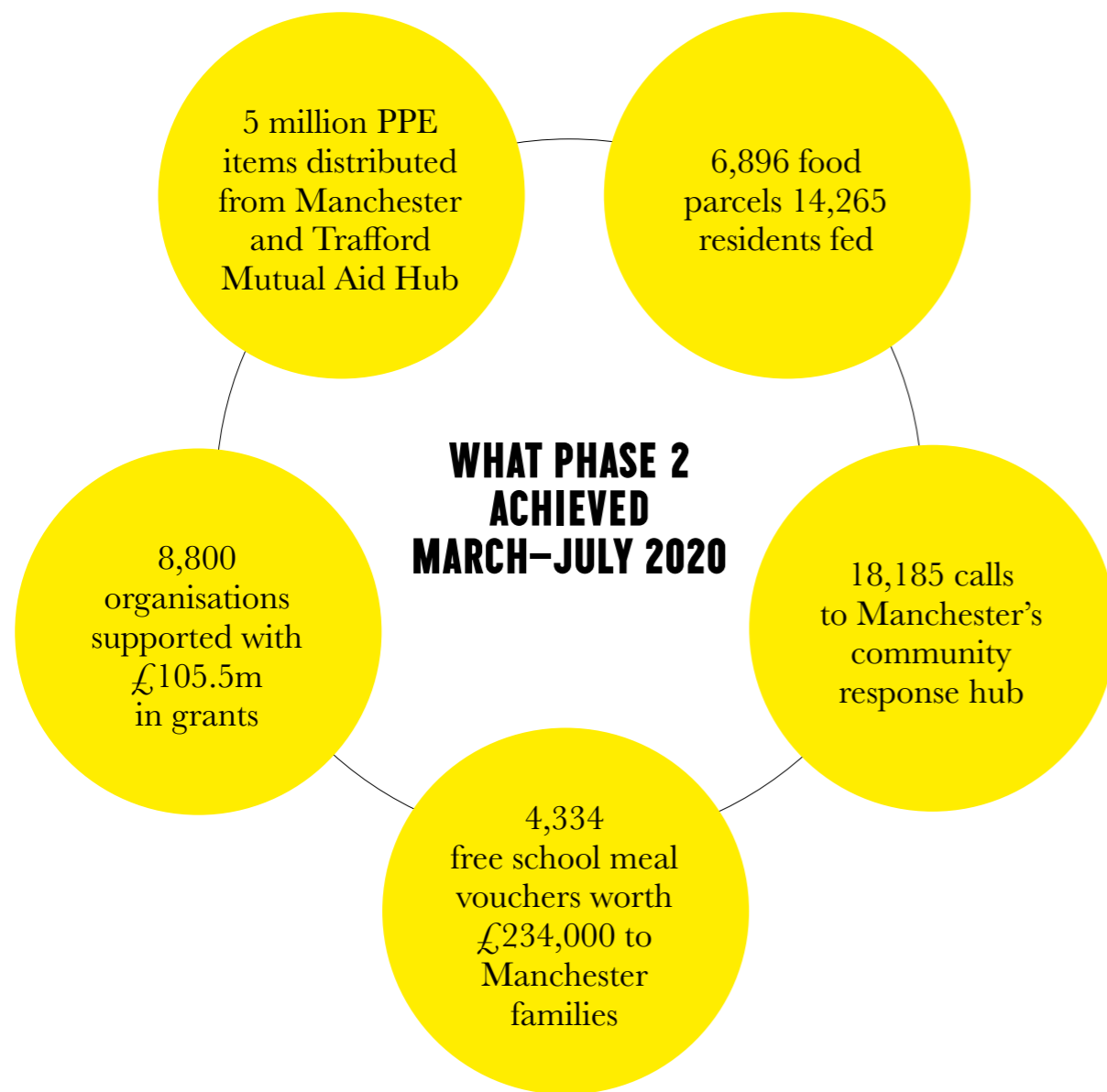
Thanks to the expertise and flexibility of CGL we quickly designed an alternative model.

Throughout the pandemic, the Be Smoke Free team assessed and supported all patients by phone or video call,

offering the same twelve-week offer of support. Dedicated nurses managed to ensure that all clients still received a personalised package of Nicotine Replacement Therapy, by physically delivering medications to all clients’ homes, weekly.

Despite all of the challenges, the service achieved great results and “quit rates” well in excess of what we had hoped for.

Julie Jerram.
**PROGRAMME LEAD (TOBACCO CONTROL),
PUBLIC HEALTH TEAM**



24 MARCH 2020

GM has 161 positive cases, 25 Manchester residents. A number of deaths reported by the three Manchester hospitals over the past fortnight, most GM residents.

25 MARCH 2020

Prince of Wales tests positive. Prime Minister jokes he “shook hands with everybody” at a hospital.

27 MARCH 2020

PM & Health Secretary test positive.

29 MARCH 2020

First NHS worker death.

31 MARCH 2020

First child death.

Supporting the PPE Mutual Aid Hub

Gareth Nixon



Towards the end of March 2020, I was asked by Tim Keeley if I could lend a hand setting up a hub to support out-of-hospital care providers with emergency PPE. “It should only be for a few weeks,” he said!

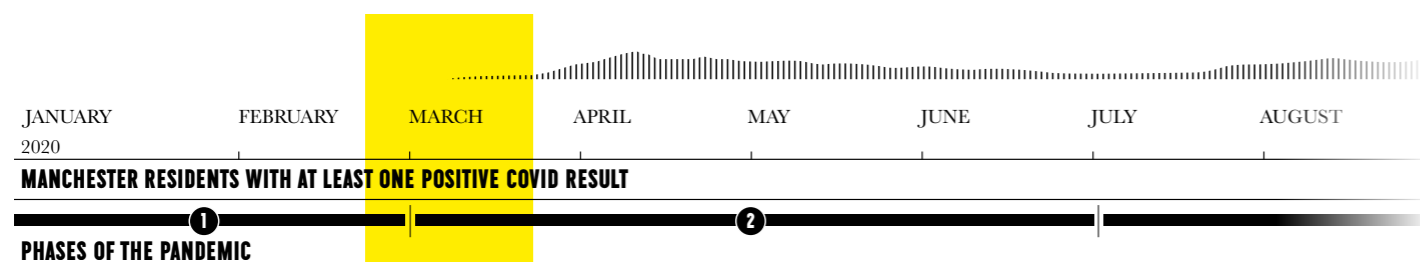
Four months later, as I was moving back to my day job, I reflected on what a dynamic and interesting “few weeks” it had been.

My role had been to lead on Comms and be part of the Hub team prioritising and processing orders. I had some intense conversations with social care colleagues, voluntary sector providers, housing, and even funeral directors.

My abiding memory of the summer of 2020 is one of relationships and connecting with colleagues, a feeling that we were all in it together. I got to know some ‘stars’ from other MCC teams including Warren ‘Sid’ Siddall, and Yvonne George who was invaluable in helping me get across some key messages.

Everybody pulled together to support our communities during the pandemic and I’m extremely proud to have played a small part and working with such a great group of people.

Gareth Nixon
PROGRAMME LEAD (ACEs AND TRAUMA-INFORMED PRACTICE), PUBLIC HEALTH TEAM



2 APRIL 2020

Government publishes advice to care homes: “Negative tests are not required prior to transfers/admissions into the care home.”

6 APRIL 2020

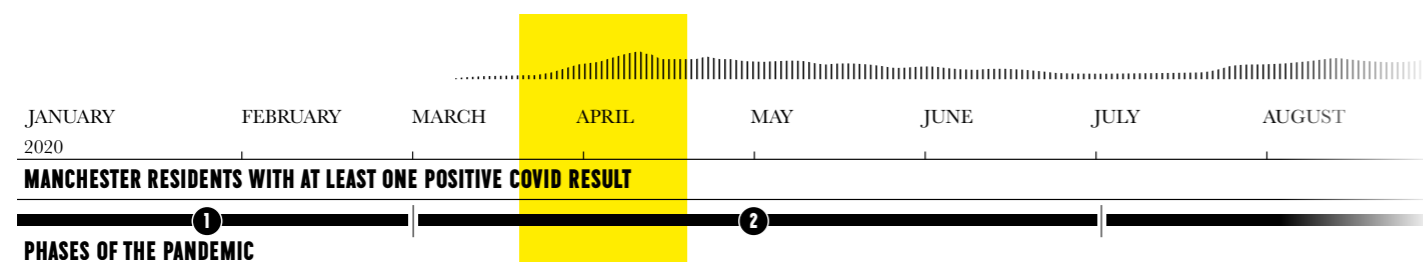
PM moved to intensive care. Government admits its 17.5m coronavirus antibody tests do not work.

9 APRIL 2020

900 UK daily deaths – highest so far.

Manchester was one of the first places in the country to have a locally developed and delivered testing site – at the Tennis Centre, Etihad Stadium. Pulled together by a Manchester team over the Easter bank holiday, it laid foundations for what became a regional testing site, making testing more accessible for local key workers before the national programme was established.

THE MANCHESTER DIFFERENCE

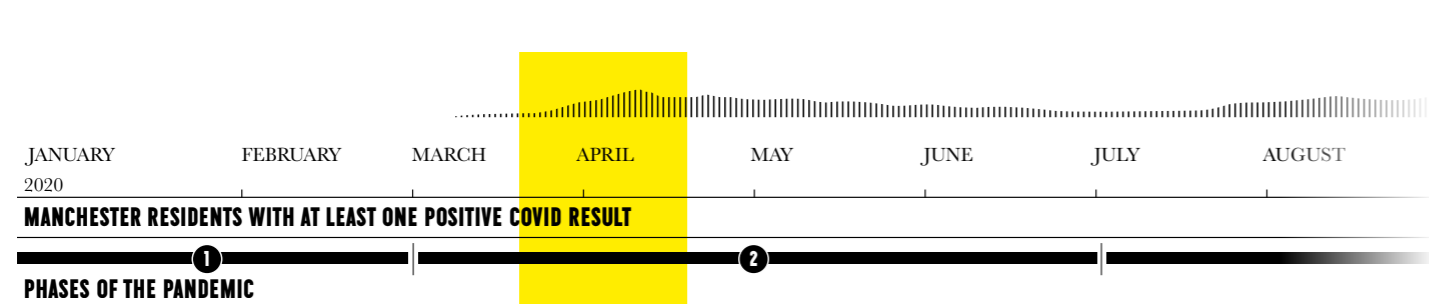


12 APRIL 2020

737 deaths. UK total passes 10,000. PM discharged from hospital.

17 APRIL 2020

2,000 care home deaths recorded. (Community deaths added to count).



PERSONAL STORY

Manchester Test and Trace – a local response to protect residents and save lives

Sarah Doran

I knew early on that our existing local Infection Prevention Control team and our colleagues in health protection at Public Health England would need more capacity to respond to the challenges we were facing. Dr Cordelle Ofori led the work to set up our local testing offer and we strengthened our team by bringing in more expertise from our Population Health team, Environmental Health and NHS staff from the Manchester Local Care Organisation.

The teams worked together and formed Manchester Test and Trace to lead COVID-19 testing, contact tracing, outbreak management, infection prevention control and self-isolation support at a local level.

Diane Cordwell led our Central Coordination Centre to offer direct support to residents and settings and coordinate the distribution of work to

our different specialist teams in Health Protection and Environmental Health. Leasa Benson led the expansion of the Health Protection Team and ensured that nurses and practitioners were available to support and manage outbreaks in care homes and other complex settings. Sue Brown led the Environmental Health Team's COVID response work and gave advice and support to workplaces and other complex settings. Sue even supported some of our Team GB Olympic athletes with COVID-19 outbreak management. The leadership, drive and passion demonstrated by Diane, Leasa and Sue, and dedication from their teams have made a real difference to people living and working in Manchester. This includes Project Manager Katherine Bird for all her help in co-ordinating all the different strands of work.

It was a privilege to lead this exceptional Manchester Test and Trace team who have given their all to protect residents from COVID-19 and save lives, responding quickly and professionally, setting up new and ever-changing services.

This team has special qualities that got them through tough, exhausting and sad times. They respect each other, care for each other and look out for each other, exemplifying the 'Our Manchester approach'.

It was a real honour for Manchester Test and Trace to win our Council division's Awards for Excellence nomination during the pandemic.



Diane Cordwell
Lead Nurse,
Central Coordination Centre
Manchester Test and Trace

Sarah Doran,
**CONSULTANT IN PUBLIC HEALTH,
SENIOR RESPONSIBLE OFFICER FOR
MANCHESTER TEST AND TRACE,
PUBLIC HEALTH TEAM**

W/E 24 APRIL 2020

Public Health Team, with Council’s Registration and Coroner Service, build picture of deaths outside hospitals in care homes and other community settings: Estimate approx. 9% of all deaths registered in Manchester involving COVID-19 occurred outside hospital, with majority of these in care homes.

23 APRIL 2020

First human trials of vaccine at Oxford.

27 APRIL 2020

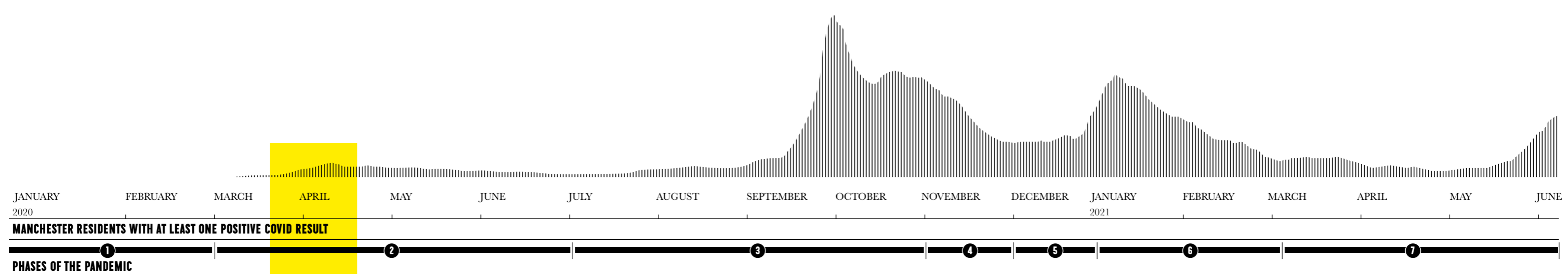
989 Manchester residents positive in hospital.
353 cumulative total of deaths reported by Manchester hospitals – includes non-Manchester residents.

30 APRIL 2020

PM declares “country past the peak of this disease.”

END APRIL

Council establishes workstream bringing together work to meet the needs of Manchester residents at risk and further disadvantaged by COVID-19 to make sure what we’re offering is appropriate, joined up and sustainable.



5 MAY 2020

UK deaths 32,000. Europe's highest.

10 MAY 2020

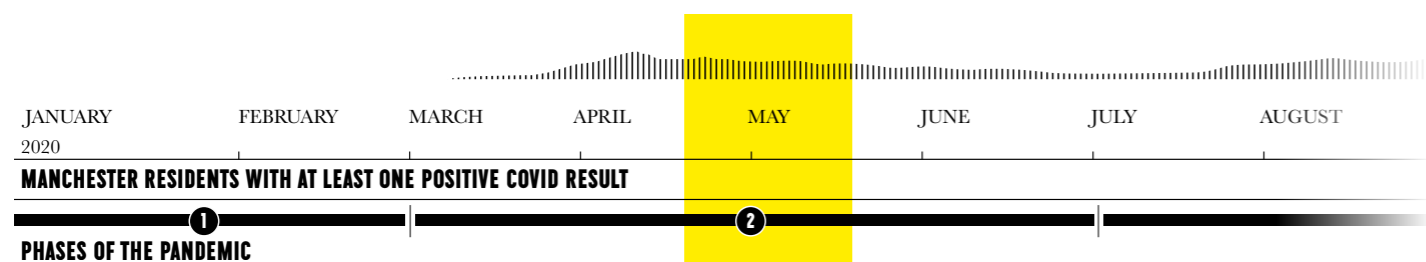
First easing of England lockdown 1. Government message 'stay home' becomes 'stay alert'.

Back to work for those who can't work from home.

Sunbathing in parks and more than one exercise outing a day.

UP TO 15 MAY 2020

325 registered deaths involving COVID-19 among Manchester residents: 70, or 21.1%, in care homes.



PERSONAL STORY

Setting up local 'complex' contact tracing for COVID

Christine Raiswell



In early May 2020, I was asked to help to set up a contact tracing service for Manchester. National Test and Trace (T&T) was still in development and Greater Manchester was starting to build a regional version.

We needed a local service for complex contact tracing – cases that couldn't be managed by national T&T, such as those at a high risk setting or people with difficult circumstances needing extra support.

We needed to bring together staff from different teams and organisations into one coherent service with a shared vision and understanding, as well as engaging all other support services that could help.

Having worked in public health on many different issues really helped me identify and build relationships with the right partners. For example, my previous work on domestic violence helped identify who to involve in supporting contact tracing for people in these circumstances and what some of the issues and barriers were. The trusting relationships were there – we weren't starting from scratch.

We set up a service in quick time thanks to passionate and committed staff across organisations: MLCO sexual health contact tracers, environmental health officers supporting businesses, our own community health protection team as well as the support

of Communications and Neighbourhoods colleagues from the Council. From its inception, the service developed into a fully-fledged Test and Trace service that was recently recognised in the Council's Awards for Excellence.

It's one of the most challenging but rewarding things I've worked on – I never imagined I would be at the heart of such an historic and life changing event and am grateful to have been able to play a part.

Christine Raiswell
**STRATEGIC LEAD,
MANCHESTER TEST AND TRACE,
PUBLIC HEALTH TEAM**

18 MAY 2020

Everyone 5yrs+ eligible for test if symptomatic.

Reports that PM's senior aide Cummings broke lockdown rules.

25 MAY 2020

Cummings defends his 260 mile trip to Durham as 'reasonable'.

28 MAY 2020

Infection rate and deaths involving COVID-19 in Manchester continue falling.

1,558 confirmed cases of COVID-19 in Manchester, 284.5 per 100,000 population.

1,944 residents in care homes: 77 (3.99%) residents have tested positive and 65 (3.4%) have COVID-19 symptoms.

Manchester City Council continues support to care homes with daily contact and access to dedicated email addresses for guidance and support: Vast majority self-reporting 'green' status. None reporting red and only 3 amber – same as previous week.

Main issues – availability of PPE, but being resolved through escalation. Other main challenge is staff shortages.

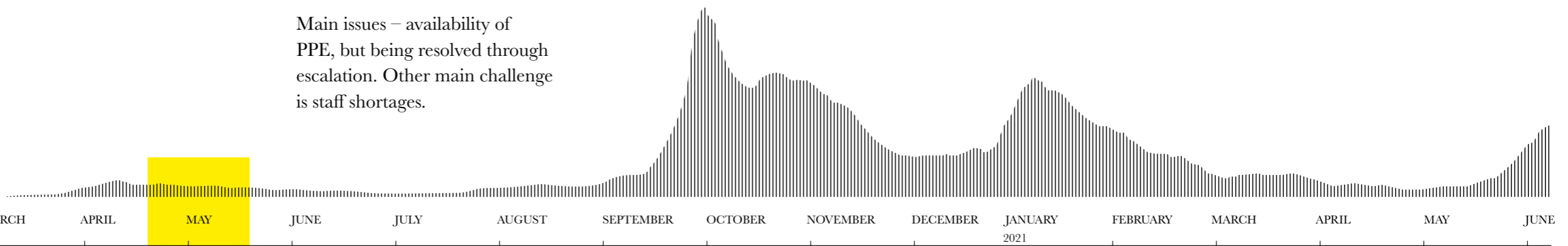
UP TO 29 MAY 2020

National contact tracing service (NHS Test and Trace) launches.

People who test positive for COVID-19 now automatically referred to the service.

Councils start getting daily data on the number of residents who've been contacted.

362 registered Manchester resident deaths involving COVID-19 up to 29 May 2020. Of these 73, or 20.2% in care homes.



MANCHESTER RESIDENTS WITH AT LEAST ONE POSITIVE COVID RESULT



Support to self-isolate essential to stop the spread

Sophie Black

The instruction to self-isolate often comes out of the blue. It can be lonely and overwhelming. And as restrictions eased, and the chances of infected people mixing with others rose, the urgency of supporting those self-isolating grew.

We've made an immediate difference with our calls offering support to isolate – for example by ending the genuine risk of onward transmission from households who said they'd otherwise have to use taxis to shop. Our pre-COVID-19 roles were invaluable. For example, following my time at Age Friendly Manchester, I could consider support from an age perspective. So, our contact tracers encouraged older residents to do the 'Super Six Strength and Balance exercises' while isolating!

Our knowledge of key local services was also vital. Through summer 2020 we built a network of support we could call on for tailored support where necessary: from Women's Aid to Health Visitors, from Manchester Mind to the Council's domestic abuse advice.

This meant that from April 2021, when we took on responsibility locally to proactively call anyone who said they had a support need during their contact tracing conversation, we could tailor support for each household – 30% of which include young children, for example, and 10% of which needed interpreters.

Sophie Black
**PROGRAMME LEAD (CONTACT TRACING),
 MANCHESTER TEST AND TRACE,
 PUBLIC HEALTH TEAM**

JUNE 2020 PHASE 2 LOCKDOWN 1

1 JUNE 2020

Lockdown 1 ends. Schools back for Reception, Y1 and Y6. Meeting six others from separate households outdoors allowed.

2 JUNE 2020

Public Health England report confirms impact of COVID-19 has replicated existing health inequalities and, in some cases, increased them, particularly in black and minority ethnic communities. Recommendations will be considered by Manchester 'Addressing Inequalities' workstream of the Manchester COVID-19 Response Group which will collate local data and intelligence and ensure that local action is taken across all partner agencies.

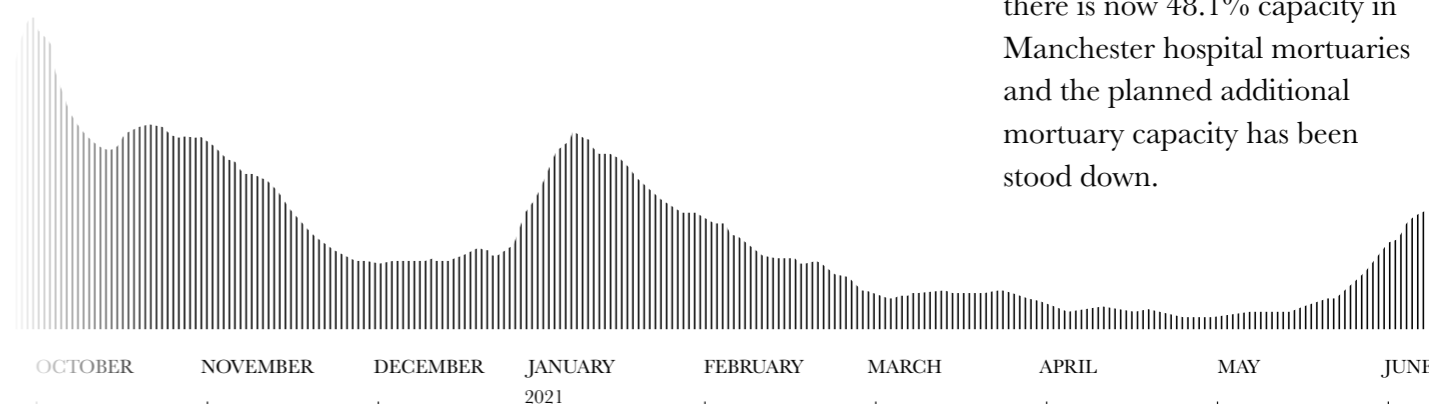
2 JUNE 2020

Supply of personal protective equipment (PPE) across GM improving. COVID-19 caused a huge surge in demand. Manchester and Trafford PPE hub still delivering to every service who contacts it thanks to local procurement rather than national supply chain.

As of 2 June, 2020 all out-of-hospital and primary care settings have at least a 4-day supply of PPE.

WEEK ENDING 12 JUN 2020.

Infection rate and the number of deaths involving COVID-19 in Manchester continue falling from peak of 80 deaths in week ending 17 April to 9 deaths in the week ending 12 June. This reflected in the fact that there is now 48.1% capacity in Manchester hospital mortuaries and the planned additional mortuary capacity has been stood down.



13 JUNE 2020

Support bubbles created for single households.

14 JUNE 2020

1,671 confirmed cases of COVID-19 in Manchester – 305.1 per 100,000 population.

15 JUNE 2020

Non-essential shops reopen.
Global cases hit 8m.

16 JUNE 2020

Cheap steroid Dexamethasone hailed as breakthrough to reduce deaths.

19 JUNE 2020

COVID-19 alert level downgrades alert from 4 to 3 (substantial risk).

20 JUNE 2020

GMP announce crackdown on illegal raves.

25 JUNE 2020

Local Prevention and response plan June 2020 says:

Impact of COVID-19 in Manchester significant. Up to 25 June 2020, there have been:

- 1,720 positive cases of COVID-19 identified based on tests carried out in NHS and PHE laboratories (314.1 per 100,000 population)
- 383 deaths involving COVID-19 in Manchester residents – just over a fifth (20.9%) of all deaths registered since the beginning of 2020.

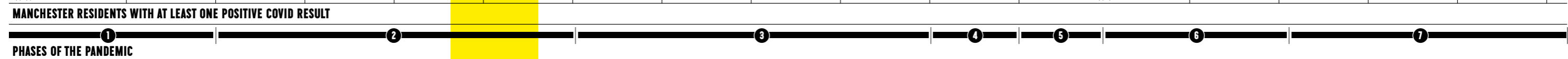
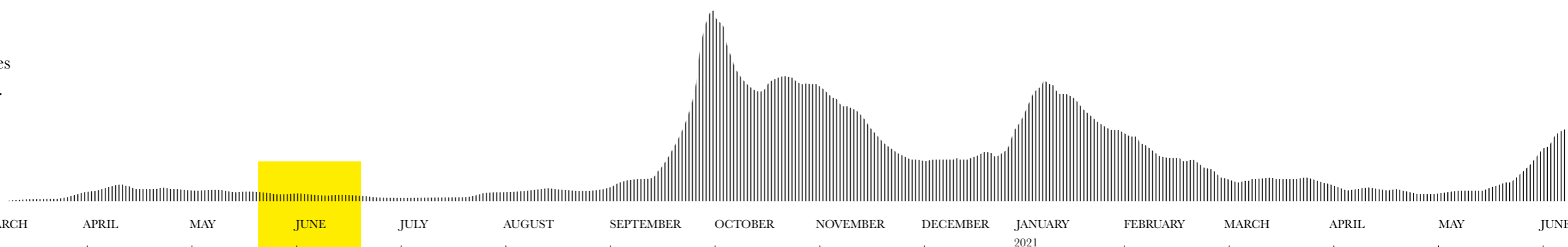
29 JUNE 2020

1,740 confirmed cases of COVID-19 in Manchester – 317.7 per 100,000 population.

383 registered deaths of Manchester residents involving COVID-19 (deaths occurring up to 12 June and registered up to 20 June). Of these, 76 (19.8%) were in a care home.

30 JUNE 2020

Manchester City Council outbreak plan published:
Covers management of outbreaks in care homes, schools and the workplace. Focus on groups at particular risk, such as the homeless population.





Teams join forces to halt vast potential spread.

Brighton Karimakwenda

An outbreak in a detox facility with transient clients really put a spotlight on the collaborative working that various teams in Community Health Protection have adopted in the pandemic.

There was no testing regime at this facility, for clients or staff, because they didn't qualify for the national testing programme. So by the time an outbreak was discovered, some clients had moved on to the next part of their rehabilitation, some had been discharged. The likelihood of increased transmissions over a vast geographical spread was real, and alarming.

Working with the Test and Trace team and the commissioning manager we helped manage the situation. An outbreak control meeting organised testing while the facility agreed to close to new clients until things were back under control. We helped establish a testing regime alongside new measures for clients being admitted, which meant this important service could soon re-open safely.

Brighton Karimakwenda
**HEALTH PROTECTION PRACTITIONER,
PUBLIC HEALTH TEAM**

JULY 2020 PHASE 3 NORTHERN RESTRICTIONS

Restrictions eased.

City moves into recovery. Staff returning to main roles. Longer-term future of the hub explored.

As lockdown is eased, need to shift focus of local COVID-19 monitoring systems towards the early identification of an emerging 'second wave' of coronavirus in Manchester.

4 JULY 2020

Restrictions eased for hospitality and weddings in England. Cinemas and hairdressers open.

Eight libraries reopen 3 days a week, 4 hours a day. By mid-month:

4,097 visits. 6,000+ books issued and 831 PC bookings, 1,874 calls to the library – 1,541 face-to-face enquiries.

Challenges

- Make sure people keep following the guidance – life is NOT back to normal!
- Support the city's reopening – our businesses and retailers.

Supporting our residents

- Over-70s and those shielding digitally contacted with support to get online.

Supporting our city

- Safety and PHE messages on high streets – strongly branded.
- 'Welcome Back' campaign supports city centre businesses, schools and other strands of daily life, *and* helps tackle loneliness.

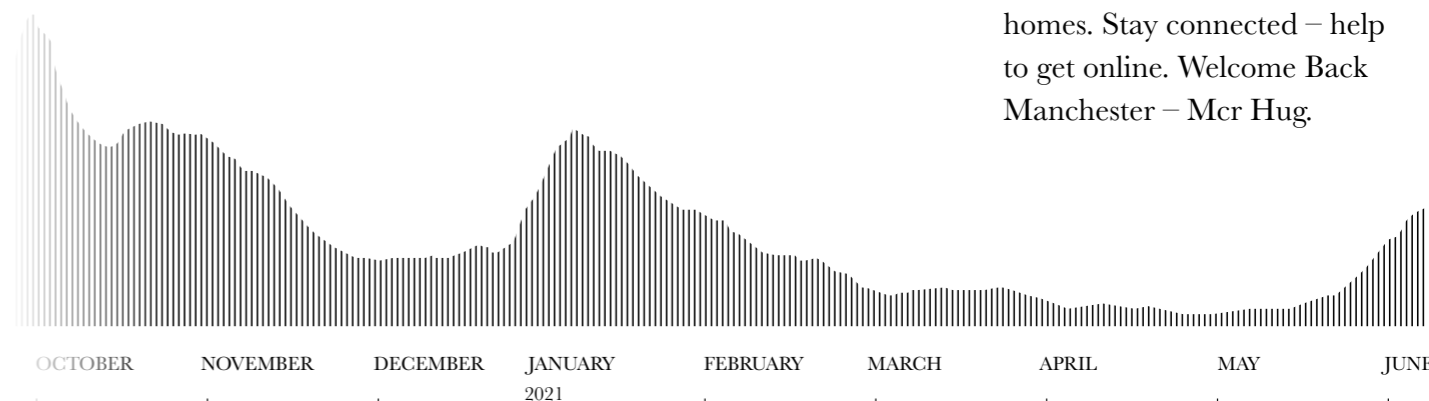
Working together

- Translated and accessible versions of our materials shared with partners.
- Community networks grown.

Supporting our businesses

- Government support grants for local businesses set up, administered and communicated.
- Welcome back materials for employers and staff support public health messages and local outbreaks.

Key messages: Stay safe. Wash your hands. Social distancing. Stay home. Work from home. Limit travel. Food donations and delivery. PPE donations for care homes. Stay connected – help to get online. Welcome Back Manchester – Mcr Hug.





Community Hub

Food help and other support publicised on social media and in print in 21 languages plus Braille and a British Sign Language video. These assets shared with community groups.

Intelligence from hub gives us better understanding of demand, driving conversations with food banks and other VCSE and support organisations on their future offer:

Neighbourhood-led approach key part in response: recognising strengths in local assets.

Response led by group of professionals who know the area and have built strong relationships enabling them to connect residents to local assets.

Working in this way means a joined-up approach, reduced duplication, and supported the development.

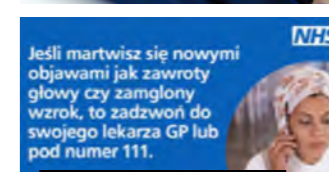
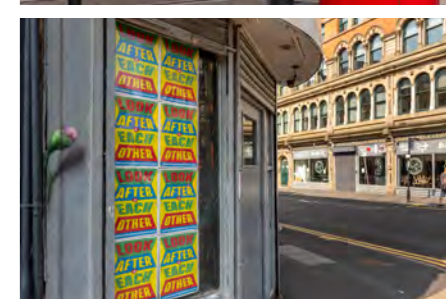
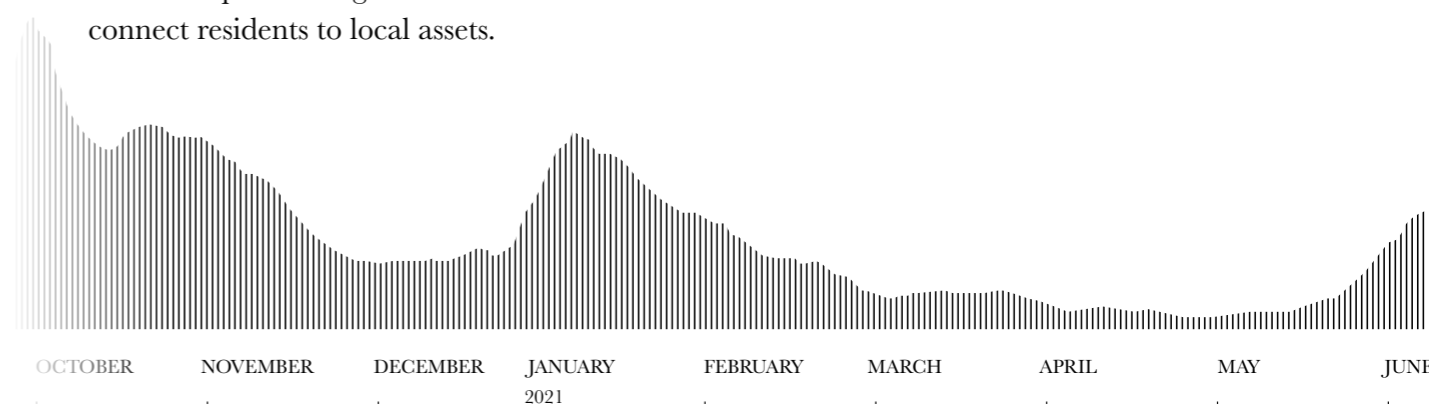
Welcome Back Manchester campaign.

Welcomebackmanchester.com campaign mini-site hosts campaign materials for download and sharing:

4,213 total views.

1,561 views on the download page.

Total cost: £150 a year plus 20 hours officer time.



Translated leaflets

11 JULY 2020

Government contact all shielded people to inform them of changes and asking them to contact their council if they need support after 31 July. Manchester City Council to follow up with letter to the 2,200 most affected to make sure they're signposted to the most appropriate support.

16 JULY 2020

Infection rate and deaths involving COVID-19 in Manchester continue falling, from peak of the week ending 17 April 2020: 2,983 confirmed cases in Manchester – 544.7 per 100,000 population.

401 registered deaths of Manchester residents involving COVID-19. Of these, 78 deaths (19.5 %) in a care home.

17 JULY 2020

Letter to be sent by 17 July to 3,200 unpaid carers. Uptake assistance for unpaid carers lower than expected. Digital exclusion one of the reasons why medically or financially vulnerable residents have been dependent on Manchester City Council for support during the crisis e.g. unable to shop online.

Community Response Hub and Neighbourhood teams made aware of the support and applications increase.

Domestic violence presentations nearly doubled over lockdown:

- March average: 10.2 presentations a week.
- Over June 19.9 on average a week.
- Last week 17 people presented to the service for this reason.



Wide web of support thanks to close-knit community

Charli Dickenson

Because they're grounded in local communities, our community-led initiatives at Winning Hearts and Minds really helped us support people when COVID-19 struck.

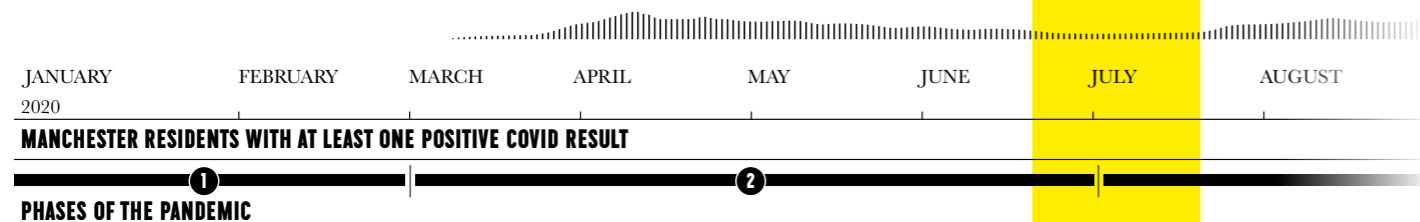
I saw the positive impact going way beyond the enjoyable activities that first attract people to join us – in this case knitting packs and online sessions designed to support people's mental wellbeing.

A woman who had experienced domestic abuse was referred to the project by her GP. Having joined, she felt able to open a wider conversation about her needs, and we were able to connect her to other local people and projects providing practical

help. Between us and the local church, the Lalley Centre, and the Council's Digital Inclusion team, we supported her with a whole range of things from a laptop, furniture, and activities to do with her children.

This left her GP in a better position to help with specific health needs, thanks to our support with those many other factors.

Charli Dickenson
**WINNING HEARTS AND MINDS
PROGRAMME MANAGER**



EQUALITY

WEEK COMMENCING 21 JULY 2020
JULY 10 2020.

Detailed planning in response to Publication of GM Big Disability Survey. First meeting of MHCC COVID-19 Health Equity Group to help Council and MHCC harmonise approaches. Publication of the Greater Manchester Big Disability Survey – disabled residents across GM report experiences of COVID-19 services and info. Conversation between Manchester City Council and GM Disability Panel to prioritise activity in response to survey.

New model for whole-care home testing and repeat testing from mid-July:

All care homes can access testing through the Manchester Testing Hub.

Weekday daily ring round to 218 services providing care and support continues to identify pressures and provides the response and support required to maintain continuity of care and, where possible, helps providers to self-manage any outbreaks. 91 care homes recorded by CQC in Manchester – contact made through daily ring round to 81 (remaining 10 combination of empty homes, MFT or MLCO/ Manchester City Council direct provision and a children’s service with CQC registration). Engagement and daily contact with care providers allows the

Manchester health and social care system to gather intelligence about available capacity and whether any service users or staff have symptoms of COVID-19 and are being isolated or have tested positive.

Across all providers, vast majority are self-reporting as green. Within the self-reported position, care homes are reporting 3 amber and no red. Care Homes continue to be supported by the Community Infection Control Team, including managing outbreaks, risk assessments, and ensuring basic infection control measures.

Over 421,000 items of PPE now delivered to care homes by the mutual aid hub.

24 JULY 2020 — **29 JULY 2020**

Face coverings mandatory in shops in England. £100 fine for failing to do so.

Case numbers in the north west and GM continue to rise, and infection control restrictions remain in Greater Manchester with more stringent measures introduced in Bolton.

Manchester household and community transmission seems main cause of new infections, with new cases spread across the city:

62.8 cases per 100,000 people – about 50 new cases each day.

No significant outbreaks or clusters.

Many problems with testing arrangements highlighted in national media.

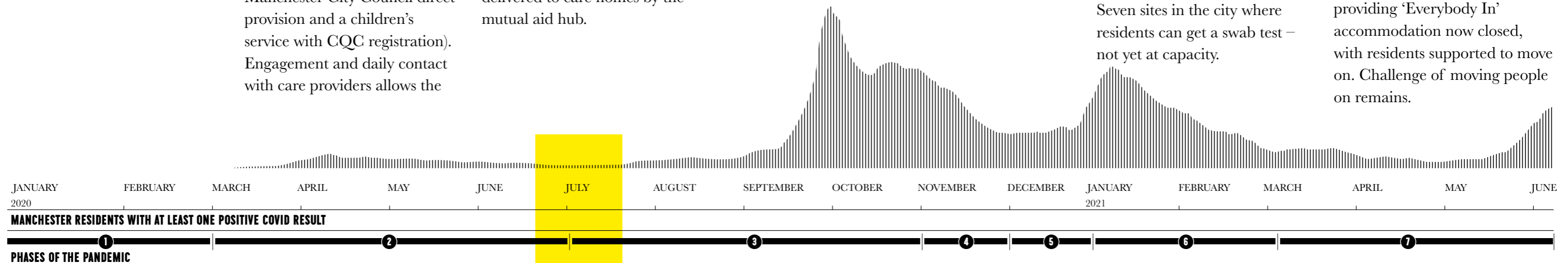
Seven sites in the city where residents can get a swab test – not yet at capacity.

Schools successfully open at start of the new term. Priority is to make sure schools are well supported if students or staff have the disease.

Concern at possible transmission among returning university students. Work underway with the Council, police and universities to see how on-campus and off-campus incidents could best be contained.

Community engagement helping residents understand how best to protect themselves, providing opportunity to get good public health messages to large number of people.

COVID-19 Hotels: Six hotels providing ‘Everybody In’ accommodation now closed, with residents supported to move on. Challenge of moving people on remains.



30 JULY 2020

Lockdown easing delayed for GM. New local restrictions ‘due to cases spike’.

Late-night tweet from Health Secretary Hancock announces local lockdown for parts of North, including Greater Manchester: ban from indoors mixing with other households.

PERSONAL STORY



Licensed to help

Barry Gillespie

The pandemic had a terrible impact on businesses licensed for hospitality and events, closing them down for long periods.

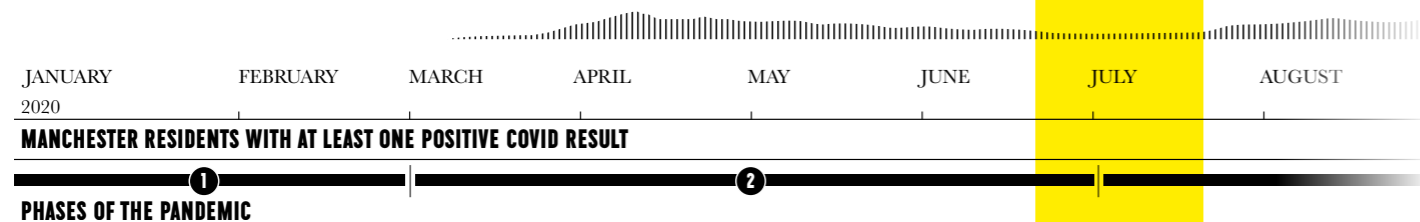
When retail, hospitality and the events sector began to re-open after the first national lockdown, from July 2020, it was the Council’s job to support economic recovery, but to make sure it all happened in a COVID-safe way, within the shifting regulations and guidance.

To support this, we became part of a Safety Advisory Group, under the COVID-19 Strategy Group. We had to develop good, new relationships, inviting other key Council colleagues to examine and support safe plans

for all events in the city and for the safe re-opening of the hospitality industry.

One great outcome has been joint site visits between our team – Population Health – and Environmental Health colleagues. The clear benefits of this way of working are just one example of new, stronger professional relationships that COVID-19 forced us to develop. And we’ll be doing more of it as a result.

Barry Gillespie
CONSULTANT IN PUBLIC HEALTH,
PUBLIC HEALTH TEAM



Extra restrictions for Greater Manchester

2 AUGUST 2020

‘Major incident’ declared for Greater Manchester – reflects need for enhanced action.

3 AUGUST 2020

Government’s Eat Out to Help Out scheme – half-price meals.

17 AUGUST 2020

Government U-turn on GCSE and A level results which *will* now be based on teacher assessment.

28 AUGUST 2020

Government shielding programme ended end of July. c2,000 residents getting national Government food parcels led to a small increase in demand.

Calling c2,000 residents getting food parcels at the end of July to ensure appropriate food offer: 565 contacted – no additional resources to support this. All have had Government and Manchester City Council letter to say how to get support needed. Work ongoing with food organisations to plan for transition back to a community model with the right level of resource and support.

Domestic violence and abuse calls into helplines still higher than pre-lockdown (88 last week w/e 28/8). Visits to the EndTheFear website drop slightly over recent weeks to over 400 per week: 73% relate to refuge accommodation. 28% featured people affected by immigration control.

Referrals to Multi-Agency Risk Assessment Conferences (MARAC) and Independent Domestic Violence Advisory Service remain high, as does waiting list for support. Refuge accommodation remains limited.

Uptake of local welfare assistance for unpaid carers lower than expected: £24,494 paid to 195 carers to w/e 28 August.

Local contact tracing catches thousands of “not followed up” contacts

Sophie Black

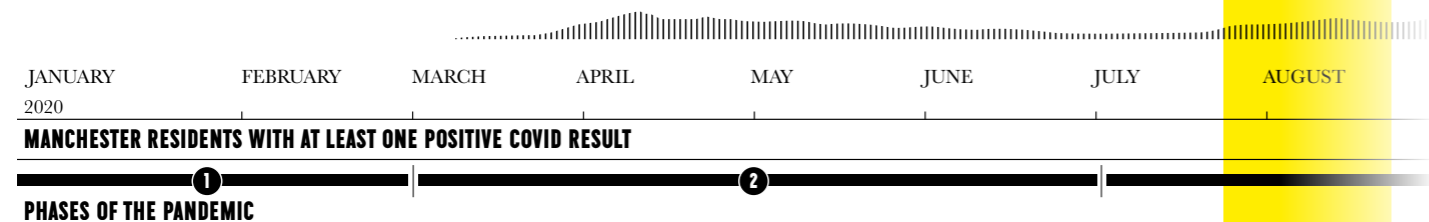
In August 2020, we got the call to launch a new arm of local contract tracing – with a two week turnaround! This is the service getting daily lists of residents who have not engaged with the national NHS Test and Trace service within 24 hours of testing positive.

Setting up in such a short time meant creating brand new roles for council staff and reorganising our contact tracing team. We had to plug into and learn national IT systems; data protection sign-off, and modelling data and intelligence to anticipate demand.

We use a range of communications: phone calls, texts, letters and door knocking, clearly identifying ourselves as the local Test and Trace team to get people’s trust.

Nine months later, we’d reached and successfully traced over 4,500 residents who otherwise would have been left as “failed-to-follow-up” by the national service.

Sophie Black
**PROGRAMME LEAD (CONTACT TRACING),
MANCHESTER TEST AND TRACE,
PUBLIC HEALTH TEAM**



Avoid a local lockdown – DO YOUR BIT

AIMED AT THE PUBLIC

Challenges

- Avoiding a local lockdown.
- Safe reopening of schools and universities.
- Test, Trace and Isolate advice and app.

Supporting our residents

- Raising awareness of the NHS Test and Trace mobile app.

Supporting our city

- Targeted communications to specific high-risk groups based on public health data:
 - 16 to 25-year-olds and students.
 - Communities around religious holidays.

Working together

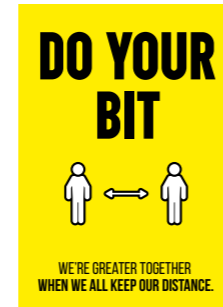
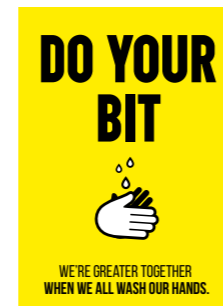
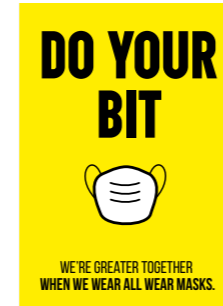
- Creating resources for community groups and partners to share.
- Joined-up approach with other councils to engage the Jewish community.

Supporting our businesses

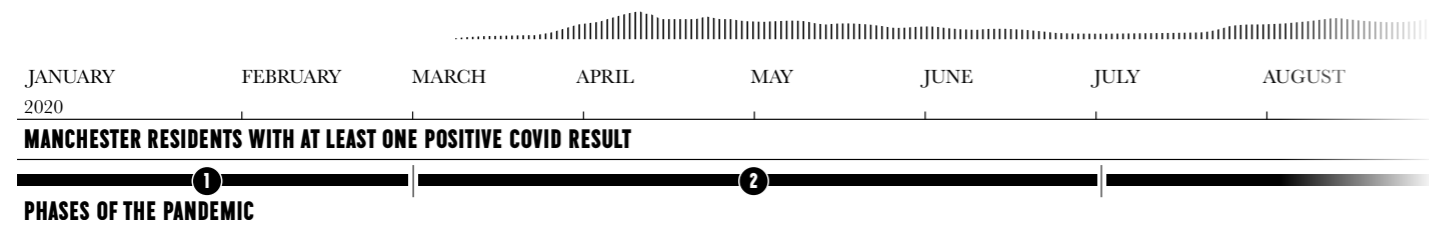
- Ensuring the business community (especially hospitality) understand their role around Test and Trace, isolation, enforcement of restrictions.

Key messages

Act now, do your bit to avoid a local lockdown. Hands Face Space. Test, Trace and Self-Isolate if you have symptoms. NHS services like GPs still available to support public with non-COVID-19 conditions. Get the NHS app. Celebrate safely, follow the guidance. Rule of 6.



JCDecaux



WORKING WITH CULTURE AND HOSPITALITY

Challenges

- Making sure pubs, bars and restaurants are run safely.
- Making sure venues stick to relevant government COVID-19 guidance.
- Supporting launch of the NHS COVID-19 app.
- Making sure people stick to COVID-19 guidance when they're out.

Supporting our residents

- Raising awareness of the NHS Test and Trace app and the venue check-in facility in use
- Information for the public about the safety measures they should expect from establishments they are visiting

Supporting our city

- Information to advise businesses on what measures to put in place in order to operate in a COVID-19 compliant way

Working together

- Developing sector specific messaging alongside partners and Manchester City Council teams (Cityco, Licensing, Enforcement)
- Working with partners and Council teams to understand pressure points
- Sharing messages across networks

Key Messages:

- COVID-19 is on the rise. Follow these guidelines to be COVID-secure.
- Stay safe in pubs, bars and restaurants – checking they have the right measures in place
- Report concerns about places not following safety rules.



PERSONAL STORY

Substance misuse support for people who sleep rough

Lindsay Laidlaw

COVID-19 restrictions did not stop drug and alcohol services accepting referrals or providing treatment to this highly vulnerable group at such a critical time.

Services for people with opiate dependency – like community pharmacies for prescriptions, needle and syringe programmes (NSP) and wider treatment support services – became harder to get and to give, posing additional risk for those needing daily medically assisted treatment (MAT) and clean injecting equipment to prevent blood-borne viruses.

We changed our support for people who sleep rough and who inject drugs. With our community treatment provider Change Grow Live, we came up with new ways to support those most affected: we moved casework online and worked

remotely, assessing each individuals' risks. We took our harm reduction advice into temporary accommodation and offered remote and postal needle and syringe programmes. We delivered safe storage 'lock boxes' and mobile phones and increased distribution of medication to block the effects of opioids, backed up with staff training.

All of this took a much more aligned approach from commissioners in public health, substance misuse and mental health services, and homelessness support services; a positive development that will continue to underpin future relationships and joint working.

Lindsay Laidlaw
**COMMISSIONING MANAGER
(DRUGS AND ALCOHOL),
PUBLIC HEALTH TEAM**

Avoid a local lockdown – DO YOUR BIT

ENGAGEMENT IN OUR NEIGHBOURHOODS

Proud of our city’s cultural diversity, we work with community partners on communications about celebrating religious festivals such as Eid safely, minimising risk to vulnerable members of the community.

Supporting our residents

Stay safe information in 13 languages and accessible formats on celebrating religious festivals safely.

Supporting our city

Work with community leaders sharing messaging through mosques, community radio and outdoor digital screens.

Working together

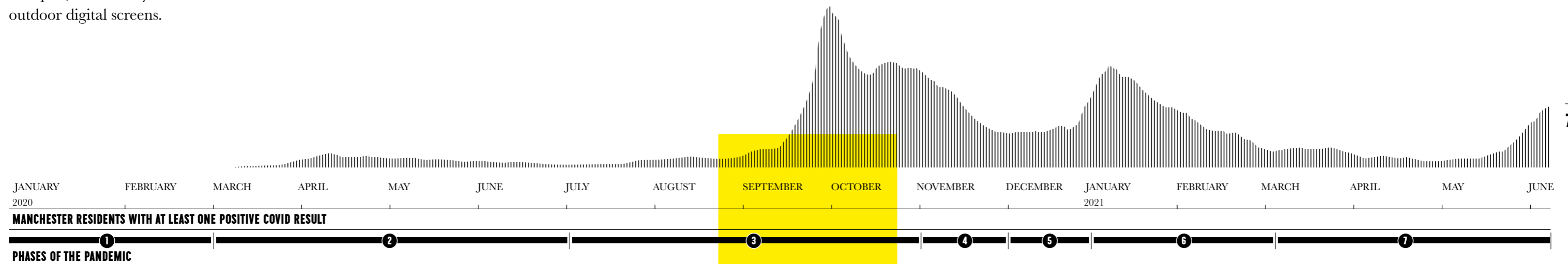
Council, NHS and voluntary sector organisations share messages across networks, using translations to reach vulnerable people through the NHS text messaging service – part of wider door-to-door and engagement exercises, called ‘Every Contact Counts’.

RESULTS

- 9,000 contacts a week from Health and Council teams talking to residents or door-knocking.
- Feedback shows residents very receptive.
- Visits to Friday prayers at mosques and information-sharing with other places of worship.
- Over 200 businesses spoken to by neighbourhood teams, councillors and local trade associations.
- Around 600 visitors communicated with over 300 leaflets distributed.
- Work with schools, parents and children, reaching 120 families.

WHAT WE LEARNT FROM PHASE 3

- With all GM in additional restrictions, working together is key.
- Toolkits for community contacts are well received and shared.
- New approach to communications is needed. People are tiring of instructional communications. COVID-19 rates are increasing across the North. Manchester Hearts and Minds campaign will tell real stories of Manchester people and how the disease has affected them and their hopes for the future.



Re-discovering the voice of older people – online

Dave Thorley



Every two months since 2004 The Age Friendly Manchester (AFM) Older People’s Board has met as the representative voice of older people, shaping policies and responses to an ageing population.

But those meetings came to an abrupt halt when COVID-19 struck – many members lacked the experience or the kit to switch from physical to video meetings. Phone conversations showed that members felt isolated and concerned about COVID’s impact on older people and their negative portrayal in the media.

At the same time the Board lost its ability to speak up on older people’s behalf.

The AFM team moved quickly, supporting members to get digital devices up and running with trial events to boost confidence with video conferencing. Bi-monthly business meetings soon resumed on Zoom, with informal meetings in between. The Board could now come together to set out recovery priorities for older people which were unanimously adopted by the Council.

The AFM team were so happy to see Board members for the first time in months, not just from a work perspective, but also because we’d missed them as people we’ve grown close to.

Members had clearly felt that loss of contact too and our first meeting was quite emotional.

Having the Board up and running made us feel we could really do something to help in the crisis. Sometimes it’s been a place for members to share and get support if they’re going through a difficult time. It’s also been a springboard for some who’ve gone on to speak at digital conferences and meetings on subjects such as climate change, Black Lives Matter, and cultural recovery.

Dave Thorley
PROGRAMME LEAD
(AGE-FRIENDLY MANCHESTER),
PUBLIC HEALTH TEAM

SEPTEMBER 2020 PHASE 3 NORTHERN RESTRICTIONS

Second peak – restrictions

8 SEPTEMBER 2020

Health Secretary warns of second peak: ‘concerning rise in cases’.

New restrictions for worst-affected areas in England expected.

Test and Trace Payment Scheme – new fund to support individuals on low income (UC or tax credit recipients) to self-isolate announced. Awaiting details from the Government before payments can be made.

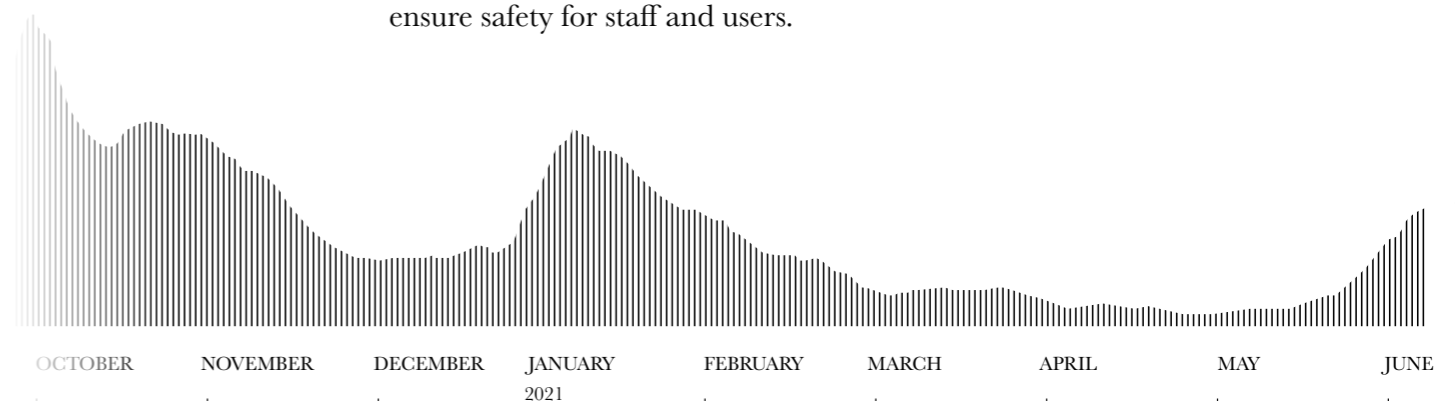
In light of rising infections, a scenario-planning workshop arranged with the Residents At Risk Group for 14 October to work through what the scenarios might be, changes in circumstances and the potential longer-term impacts.

DV&Abuse providers continue to meet demand and adapt to new restrictions as quickly as possible to ensure safety for staff and users.

Uptake of local welfare assistance for unpaid carers lower than expected: £34,264 to 259 carers to date out of an identified ‘carers’ budget of £100k – indicates progress.

14 SEPTEMBER 2020

Rule of 6 for social gatherings.



17 SEPTEMBER 2020

Dido Harding denies National Test and Trace is failing.

22 SEPTEMBER 2020

PM gives 2 days' notice of new restrictions on pubs and restaurants: 10pm curfew.

24 SEPTEMBER 2020

6,634 new cases reported – highest since start of outbreak.
1,700 students told to self-isolate after 127+ positive tests in halls.

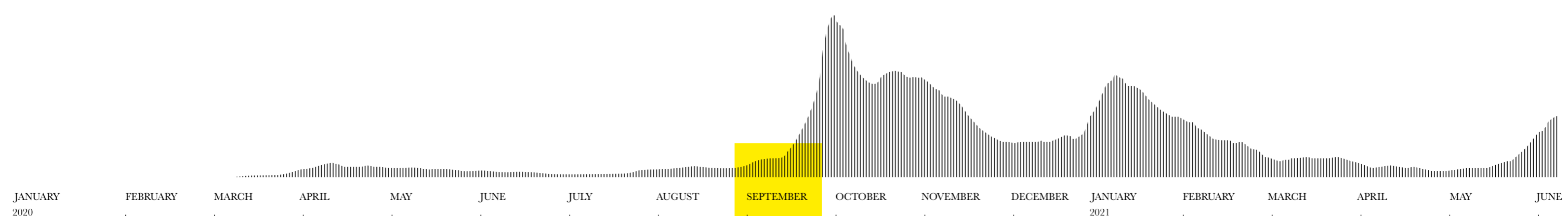
24 SEPTEMBER 2020

DV and Abuse recovery plans reviewed – providers in a position either to move forward further towards business as usual or back into emergency modes of delivery should the need arise.

2 OCTOBER 2020

Manchester has the highest rate of COVID-19 in the country in the 7 days up to and including 2 October 2020 (552 per 100,000 population). New cases more than double the previous 7-day period and this increase is driven by cases in the 17–21 (higher education) age group.

Online university learning took effect from 7 October and decision is made to continue until rates reduce.



MANCHESTER RESIDENTS WITH AT LEAST ONE POSITIVE COVID RESULT



UNIVERSITIES: AN OBJECT LESSON IN LOCAL OUTBREAK CONTROL

Dave Regan and Sarah Doran

Three large outbreaks in student accommodation were managed thanks to close working with The University of Manchester, Manchester Metropolitan University, Unite student accommodation and Public Health England.

Manchester's very large 80,000-plus student population is well integrated into the wider community, and Manchester Met students returned earlier than others in England (from late August onwards) so Manchester was at the forefront of this phase of the pandemic.



Preparation

We developed plans and safety measures with The University of Manchester and Manchester Metropolitan University, including:

- COVID-secure campuses
- Managing arrivals into student halls of residence in COVID-secure way
- Local testing sites near student areas
- Adapting the ‘freshers’ period to allow for a more staggered and socially distanced return with virtual events
- Extensive communications and engagements
- A blend of virtual and on-campus teaching with 25–30 students in study groups rather than 300+, with plans to switch quickly to online learning if students needed to isolate or cases increased
- Support for students needing to self-isolate
- Attendance and engagement monitoring using the Safezone app
- Daily multi-agency tactical meetings with the universities and partners, including the police
- Community night-time patrols.

Assessment

In the week up to and including 2 October 2020, Manchester had the highest incidence rate of COVID-19 in the country (552 per 100,000 population). New cases were more than double the previous seven-day period – driven by a growing number of cases in the 17–21 (student) age group.

The incidence rate in this age group (3,264 per 100,000) was nearly six times higher than the rate in the population as a whole. By 5 October, over 2,000 students had tested positive, with thousands self-isolating as contacts.

There were three significant outbreaks affecting students living in halls of residence and purpose-built student housing. We were concerned that there may be transmission from the student population into the communities students live in, which have high levels of deprivation and poor health.

Outbreak control

All three outbreaks had a formal Outbreak Control Team process led by the Director of Public Health, Consultant in Public Health, Public Health England and representatives from the universities and comms leads.

Communication

Communication with students gave information about the outbreak, support to isolate, including getting food and essentials, mental health support and testing arrangements. Communication with others was essential and included briefings with local councillors and information for university staff and local residents. There was also significant national and local media attention to be managed.

Response

At Birley Fields campus and Cambridge Halls:

With high and rapidly rising case numbers in these halls of residence we asked all students to self-isolate for 14 days to control the spread.

We quickly developed and ran a national pilot, delivering testing kits to all students in a COVID-secure way. Control measures also included more effective management of the halls themselves, with better social distancing amongst the students and tailored support for everyone’s mental health and wellbeing.

At Unite student accommodation

We extended the testing pilot from Birley and Cambridge here and opened a mobile testing unit next to the blocks with the highest case numbers.

Mass testing meant we identified asymptomatic cases so that they and their contacts could self-isolate to cut asymptomatic transmission.

University of Manchester Fallowfield campus

Peaking on September 29 and 30, we saw the university’s highest number of cases concentrated in self-catered shared flats at Oak House and Unsworth Park on the Fallowfield campus. The Outbreak Control Team agreed a ‘contain’ strategy for this campus, including mass testing.

Because of the very high risk of further transmission and potentially devastating impact on the university and wider community, the Director of Public Health, his senior team and the Chief Executive of the City Council in partnership with the two universities, supported by Public Health England, all kept the control measures under review.

From 7 October it was agreed to move to online learning only for most courses, in line with guidance from the DfE. Face-to-face teaching would only happen for accredited and professional programmes, for on-campus laboratory research and practical work, and for clinical and practice-based teaching.

Outcome

By early November student case numbers would be falling. Our response to the outbreaks and control measures worked well and reduced local rates, although we know this was not the experience most students had envisaged when applying to come to our city.

OCTOBER 2020 PHASE 3 NORTHERN RESTRICTIONS

COVID-19 alert tiers.
Manchester placed in HIGH alert – then
GM placed in VERY HIGH alert.

Key focus: self-isolation and grants, and
rules around household mixing.

Challenges

Tier system introduced across the country. Manchester in HIGH alert. GM then placed quickly in VERY HIGH alert as cases rise. Media attention on Greater Manchester as leaders lobby the Government.

Need to make sure people understand Tier 3 and can get support such as self-isolation grants.

Supporting our residents

- Debt, bills, and borrowing advice as households come off furlough and redundancies rise.

Supporting our city

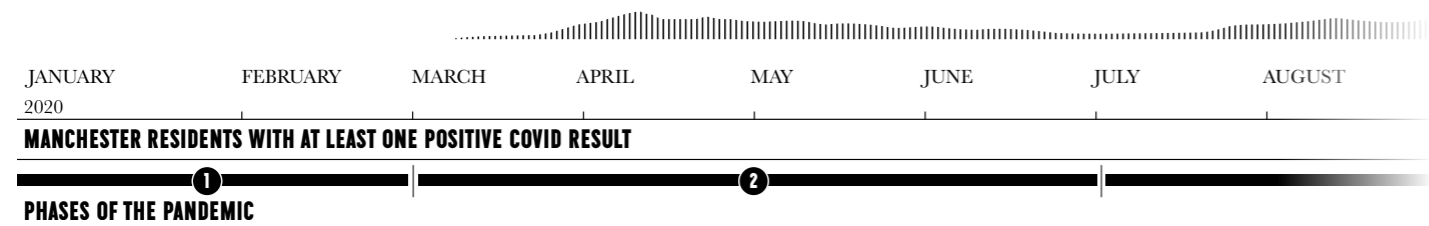
- Targeted digital campaign for young people on risks of gatherings and house parties.

Supporting our businesses

- Communicating changes to Government support for businesses.
- Advice for businesses on Local Restriction Support Grants.

Key messages

Wash your hands, social distancing, get tested. What you can and can't do in law – Tier 3. Pubs closed, restaurants and retail open. Look after each other. Get the app, get a test. Celebrate at home – don't mix households.



Risk-aversion won't stymie Crumpsall rebuild: Jo has the evidence

Jo Hobbs

North Manchester General Hospital is to be transformed into a state-of-the-art 'health campus' bringing world-class facilities alongside new homes, local jobs, and public spaces.

This is a once-in-a-generation multi-million-pound project to improve health and wellbeing through outstanding health and care services alongside economic regeneration. But this ambitious model of mixed services is unusual – and its success as yet unproven. So legally, we must submit evidence substantiating the model.

I was commissioned to undertake a literature review to evidence whether similar schemes – 'co-located health services, wellbeing services and other community-focused services' – have been undertaken elsewhere and to analyse and assess the quality and robustness of the available evidence.

But because this is such a groundbreaking concept I could find no actual evidence of the co-location of diverse services. Instead, I was able to demonstrate that a lack of evidence can lead to risk aversion which frequently stymies innovation in health service delivery.

I showed that other ambitious projects that use innovative approaches to health and wellbeing have reduced costs, improved patient access, increased efficiencies, contributed to climate-action and enhanced the local ecology and economies.

These research findings continue to be used by the consortia planning the £600m project to create this exciting, mixed-use, health-focused community and hospital site.

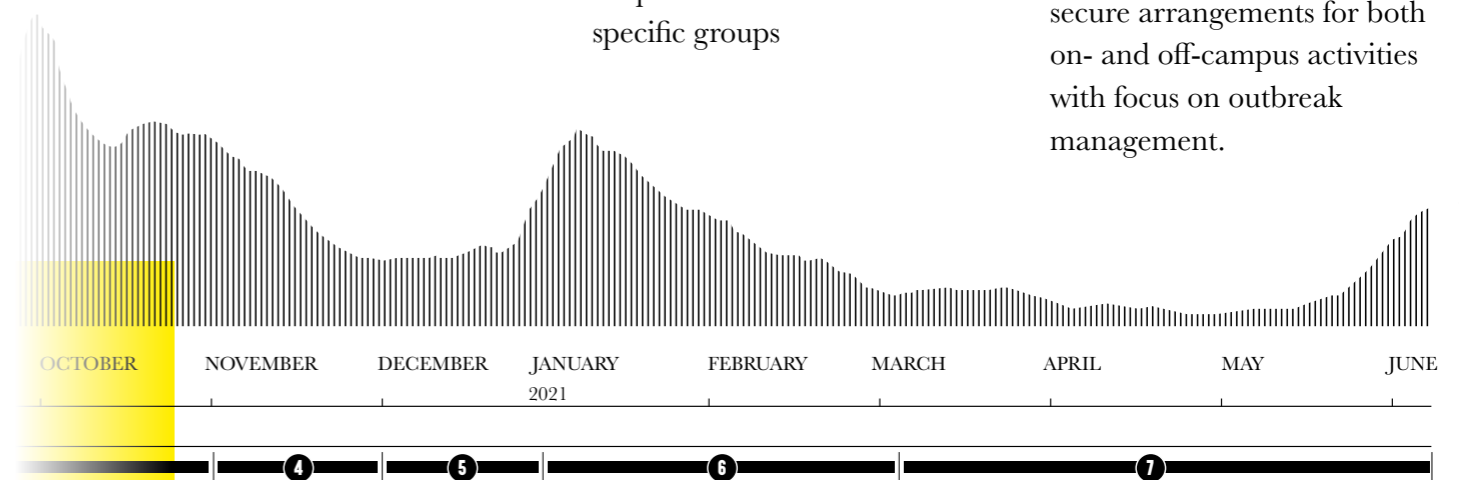
Jo Hobbs
EVIDENCE AND RESEARCH MANAGER,
PUBLIC HEALTH TEAM

Planning for autumn 2020

Manchester COVID-19 10-Point Plan setting out the key actions to be progressed over autumn/winter, – given very distinct work required for schools, universities and care homes will become a 12-Point Plan.

- 1 Ensure that strategic and operational decisions in respect of COVID-19 are informed consistently by high-quality data and intelligence
- 2 Increase access to and uptake of testing
- 3 Increase capacity to respond to local outbreaks, including infection control, contact tracing, environmental health and non-specialist support
- 4 Develop and implement community engagement plans for targeted work in specific areas and with specific groups

- 5 Reinforce basic public health messages and amplify key communication messages in relation to the restrictions
- 6 Work with and support the hospitality sector in responding to changing guidance and regulations when they are agreed
- 7 Continue to support residents and patients who are vulnerable and ensure health equity issues are addressed
- 8 Give advice to organisers of events planned for August and September
- 9 Work collaboratively with Early Years settings, schools and colleges to ensure these settings remain open up to the Christmas break
- 10 Work collaboratively with universities on COVID-secure arrangements for both on- and off-campus activities with focus on outbreak management.



12 OCTOBER 2020

PM launches 3-tier system of local alerts in England.

14 OCTOBER 2020

Government urge GM to accept Tier-3 restrictions in GM. GM resist and put forward proposals and actions as a more effective way to contain the outbreak and reduce other health and economic damage that Tier-3 restrictions would cause.

23 OCTOBER 2020

GM goes into Tier-3 restrictions after days of intense talks between local leaders and the Government.

25 OCTOBER 2020

In the seven days up to and including Sunday 25 October, 2,784 new cases of COVID-19 in Manchester residents = 503.2 per 100,000. Gradual decline in new cases 3 –16 October, but has begun to rise.

Asymptomatic testing service: all the signs of top-flight teamwork

Tim Keeley

Asymptomatic testing aims to reduce COVID-19 transmission by finding positive cases in those without symptoms. It's a half-hour process using a 'Lateral Flow Device'.

In late Autumn 2020, cases and deaths started increasing nationwide, putting hospitals and care providers under enormous pressure.

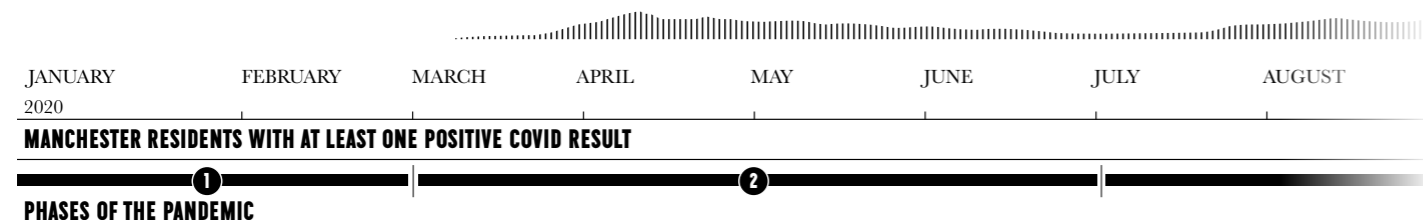
One of several approaches to reduce the rate of infection was to give Manchester residents asymptomatic tests, and my first task as Programme Lead for Testing was doing just that.

The initial scale of this task meant enlisting the support of our military who worked with the Population Health testing team for several weeks, setting up testing sites across the city.

This hasn't been without its challenges, operationally and in getting residents to test. But it's had its rewards too, clearly demonstrating the skills and teamwork needed to establish a brand new, high-quality service.

Our assisted testing sites laid the foundation for making home testing part of everyday life, ensuring residents of Manchester can live safely with COVID.

Tim Keeley
**PROGRAMME LEAD (TESTING),
MANCHESTER TEST AND TRACE,
PUBLIC HEALTH TEAM**



16–23 OCTOBER 2020

Outbreaks and contact tracing

Manchester Test and Trace deals with cases in 151 different settings (an increase from 134 different settings in the previous week). 42% early years and schools, 29% social care settings, 8% hospitality settings, 5% higher education and university settings, 5% business and office settings, the rest in retail.

26 OCTOBER 2020

Much higher volume of referrals than initial modelling projected. Additional resource GM will get in Tier 3 urgently required. Interim solution: Manchester piloting collaborative approach with GM Fire and Rescue Service, which has capacity to trace 10 cases a day, beginning w/c 26 October 2020.

Enhanced community engagement

This continues where rates have been high over the past three months: door knocking, conversations with residents and businesses about preventative measures. COVID-19 Health Equity Group has initiated work with various community groups based on the evidence from the first wave that highlighted inequalities in health outcomes.

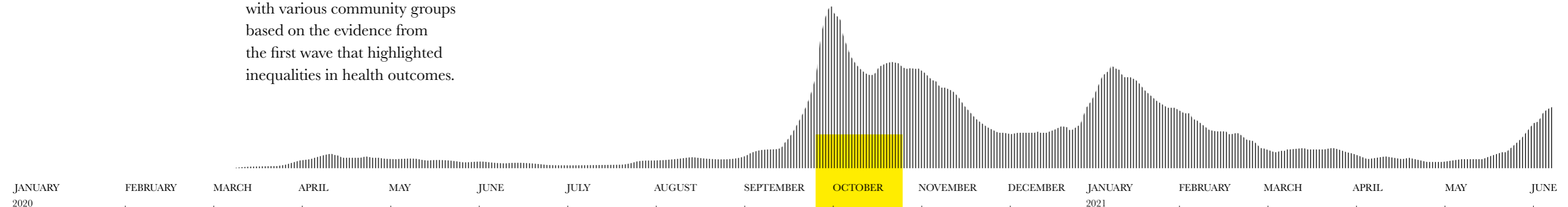
Compliance and enforcement

Licensing and out-of-hours staff visit licensed premises to advise on changes to regulations; they reinforce messages around closing times, collecting contact information and avoiding household mixing.

31 OCTOBER 2020

One million cases announced – 21.9k in past 24 hours.

Second national lockdown announced for 5 November – 2 December.



MANCHESTER RESIDENTS WITH AT LEAST ONE POSITIVE COVID RESULT



NOVEMBER 2020

Cases in Manchester declining and stabilising: just under 440 cases per 100,000 people.

However, situation in the health and care system very challenging: hospitals, primary care, GP and mental health services under considerable pressure – suspension of routine non-specialist care in some hospitals.

Press announce highly effective vaccine: Council has been planning vaccination programme for some months.

Announcement of mass testing. Manchester to receive 10,000 tests initially, potentially increasing to 10% of the population each week.

Ongoing support which the Council and community hub provide for those previously classed as shielding to remain in place during second lockdown.

Programme Office for mass vaccination established, with expertise from across health services and the Council. Similar programme about to be established for mass-testing programme.

Shielded residents and the food response

While shielding hasn't been re-introduced, local letter is sent via GPs on how to get support locally using COVID-19 Helpline. Move away nationally from direct food provision to supporting self-sufficiency. CEV people to register for preferential supermarket slot and to a local support offer. For those not able to use this, our helpline will support.

Numbers using food response slowly increasing. Food response continues to support clinical or financial vulnerability. Focus for food response remains providing access to holistic support, which looks at issues beyond food support needs to root causes.

Call handlers proactively contacting identified CEV residents to provide food support if needed (based on intelligence from PRI). 26 residents have been contacted so far, 4 requiring immediate food.

24 NOVEMBER 2020

Christmas bubbles announced for 5 days over Christmas.

25 NOVEMBER 2020

Emergency food and support hub on standby for demand increase – New Food Response Team largely in place. Our Manchester Food Partnership launched to increase skills and knowledge of food providers and help food providers make connections with other support services. Planning for Christmas – mapping provision and referrals to services.

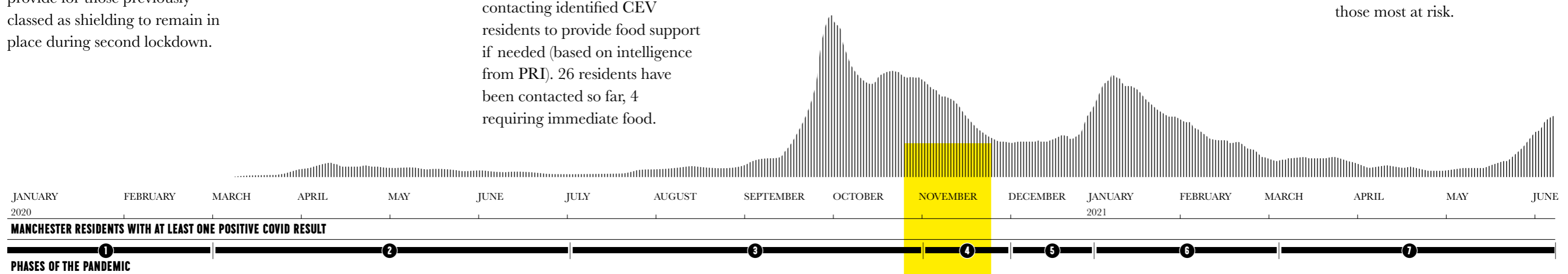
Domestic abuse community services at overcapacity. Previous lockdown saw a steady increase in referrals.

Staff resilience continues to be a risk given the length of previous and new restrictions.

Homelessness increase in presentations. Restart of S21 evictions. Concerns with finding sufficient suitable accommodation for people who are positive, and a testing process for people who sleep rough. Challenges with more staff testing positive or needing to self-isolate remain significant, particularly in light of the national lockdown.

Resilient communities:

No increase in calls to helpline overall since second lockdown began on 5 November. Partnership approach at a neighbourhood level continues to work well, with the 'Team around the Neighbourhood' working collectively to engage with residents in COVID-19 hotspots as well as supporting those most at risk.





COVID-19 can't stop Peter and colleagues' care for youngest residents

Peter J Cooper

We were determined that babies born in the pandemic wouldn't miss out on their vital health visitor assessments. Our Health Visitors didn't let us down and were quickly on the front line, PPE in place, screening and assessing babies in those crucial first 1,000 days of life, putting any support needed in place.

Our Health Visitors – from Manchester Foundation Trust Children's Community Health Service – were early innovators with digital technology. Manchester's service was praised by the Institute of Health Visiting for adapting the Ages and Stages Questionnaire to digital tablet assessment where shielding meant they couldn't visit homes.

I'm pleased to say that every vulnerable two-year-old in our city saw the benefit of a great bit of collaborative working during the pandemic, involving Start Well Commissioners, Early Years colleagues, Buzz outreach staff and the Oral Health Improvement Team. This took the form of children's tooth brushing packs to counter the risk to children's teeth as COVID-19 put paid to our usual oral health work.

Peter J Cooper
**COMMISSIONING MANAGER
 (CHILDREN'S PUBLIC HEALTH SERVICES),
 PUBLIC HEALTH TEAM**

DECEMBER 2020 PHASE 5 CHRISTMAS RESTRICTIONS

Preparing for Christmas

2 DECEMBER 2020

Start of local tier system.

16 DECEMBER 2020

First vaccination centre opens in Wythenshawe.

21 DECEMBER 2020

Manchester starts rapid testing of frontline staff and care home visitors.

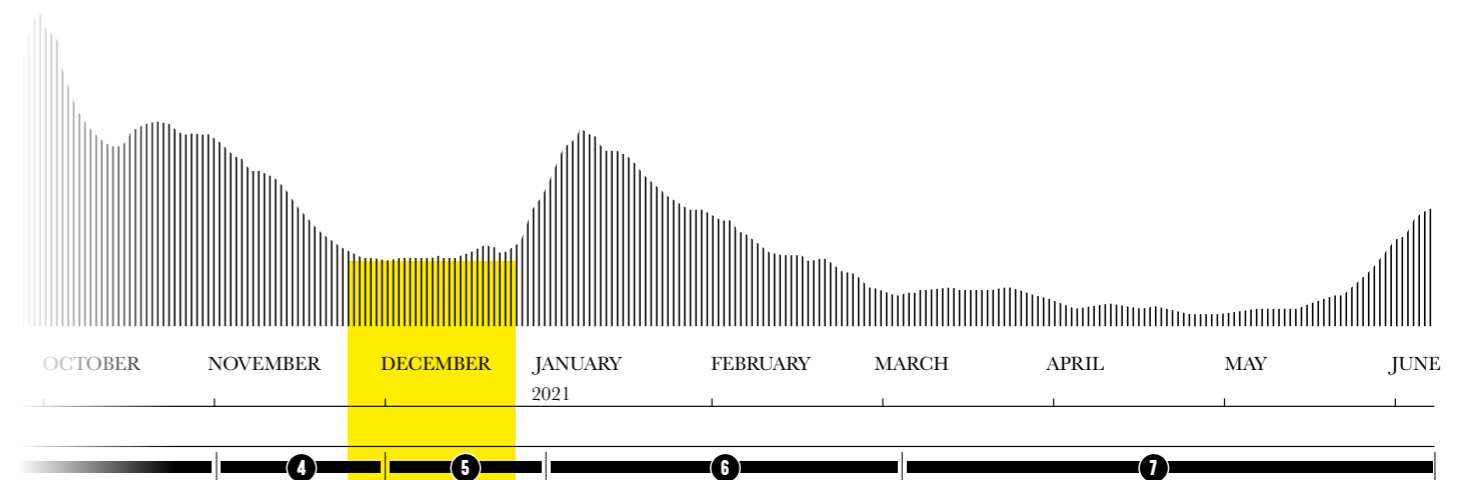
Challenges

Local tier system puts Greater Manchester in Tier 3, then Tier 4.

Relaxation over Christmas scaled back as cases rise.

Hands, Face, Space still applies.

Vaccination starts for most vulnerable. Hubs set up. Testing at scale so people in care homes could see loved ones.



Supporting our residents

Targeted HUMAN comms using residents to show the importance of staying safe and what that means for them – multimedia COVID-19 Stories campaign.

Rules for each tier explained.

Christmas bubble rules explained as the Government makes them stricter as cases rise.

Supporting the vaccination programme

- Vaccinations start in Wythenshawe for the over-70s and most vulnerable.
- City Centre/High Street Christmas Campaign supports businesses and promotes safety.
- Campaign aimed at residents coming off furlough/newly unemployed.

Community and business support



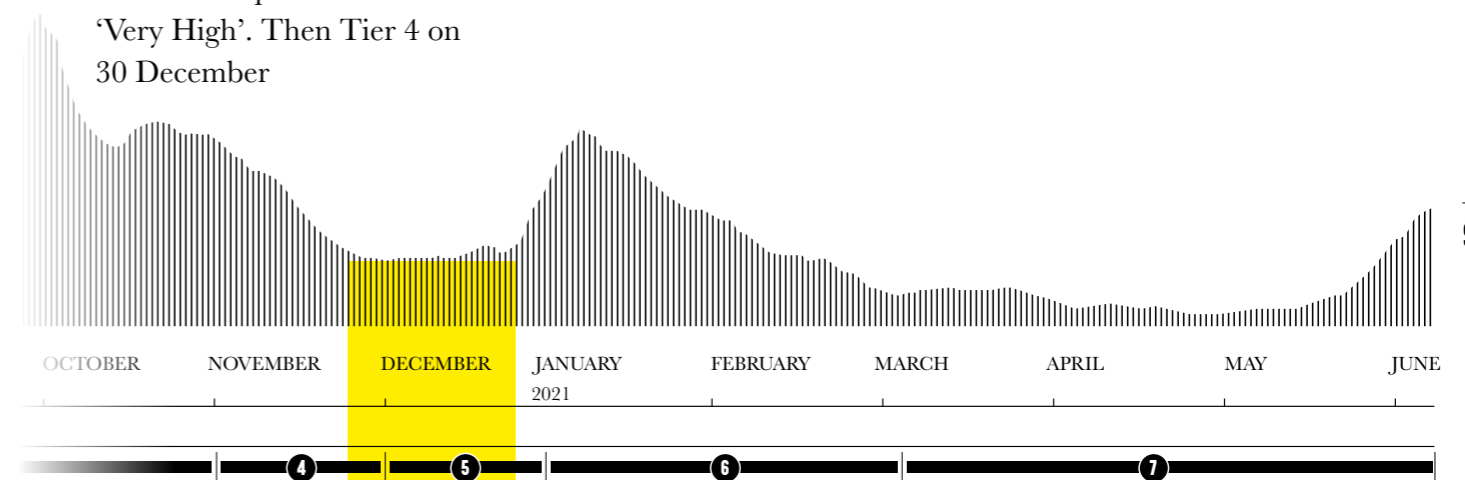
Testing at scale

- Asymptomatic testing starts with care home visitors and a two-stage testing.
- Plans to make sure front-line staff in essential roles get rapid testing easily and quickly.

From Monday 21 December higher-risk groups, care homes and front-line staff invited to test. Next, targeted communications for key workers, including health and care, transport and refuse teams.

Tier system explained:

Manchester put in Tier 3 – ‘Very High’. Then Tier 4 on 30 December



Socially-distanced MASH nurse connects Bobbie* to recovery

Annie Emery



35-year-old Bobbie has three children, two are in care and one lives with her grandmother. Bobbie's been sex working since she was 16 and has never had any other work. Pre-COVID-19, we'd met and supported Bobbie when she worked in a Manchester sauna. She appeared outgoing, chatty and settled in this working environment.

But when MASH's nurse contacted her during lockdown, Bobbie sounded quiet, withdrawn and depressed. She told us she's had three pregnancy terminations and has poor mental health, taking medication for paranoia.

During lockdown, her work, income and financial stability reduced. She had increased anxiety about sexual violence and feared being exposed as a sex worker. She caught herpes which triggered her to self-harm around the affected area. She ended up in A&E and though she was advised to stay, she discharged herself but agreed to weekly visits from a mental health support worker.

Whilst safely social distancing, MASH's nurse visited Bobbie and listened to her, discussed the risks of street sex working, and gave her an STI testing kit, condoms and a safety alarm.

We continued to follow up regularly to see how she was doing. We found her more settled and in contact with a trusted friend – they'd started working together in Manchester.

Bobbie's agreed to keep in touch with mental health support and plans to a return to indoor working where she feels safer: "I know I have somewhere to turn to thanks to MASH. I could share what was happening and my worries without fearing judgement. I feel more confident since speaking to MASH and I've got more regular income now."

* Name changed

Annie Emery
CHIEF EXECUTIVE,
MASH-MANCHESTER ACTION ON STREET HEALTH

JANUARY 2021 PHASE 6 LOCKDOWN 3

New Year

National lockdown 3 declared for at least six weeks from 5 January

Challenges

With national lockdown across the country, stringent laws to be communicated.

New variant identified in Kent spreading fast.

Vaccination programme picking up pace across the city. Takeup is low in some areas and across some of our black and Asian communities – need to reassure them and communicate in ways that are relevant to them.

9 JANUARY 2021

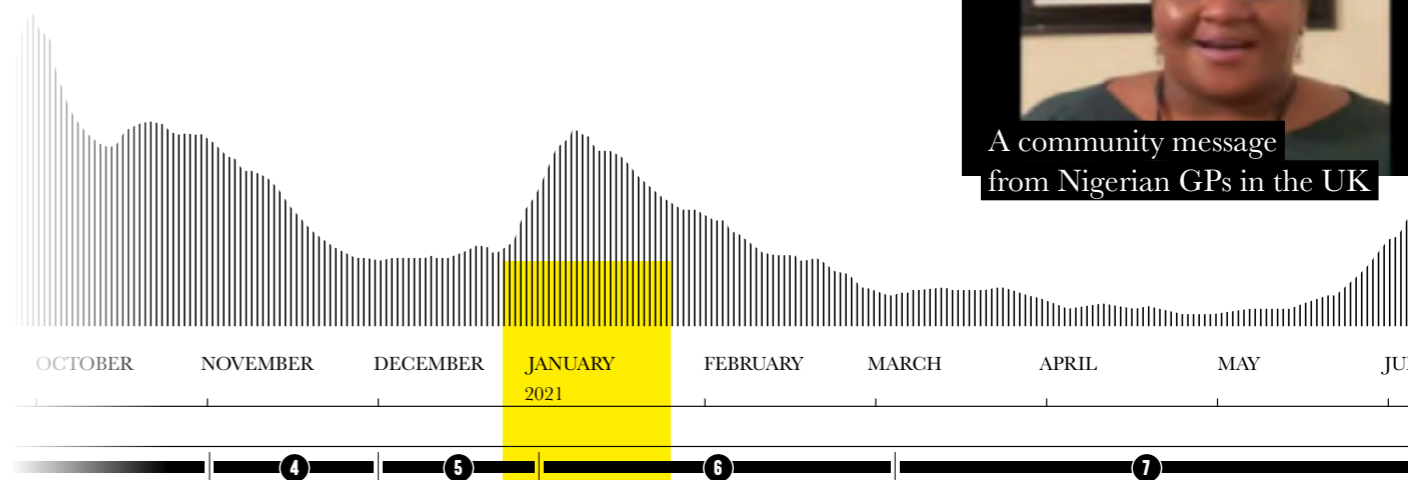
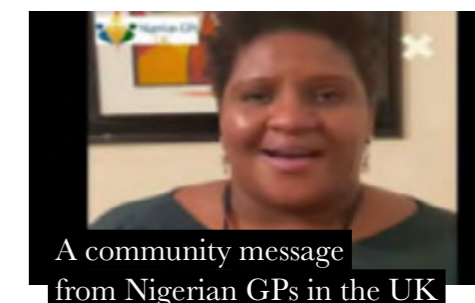
Eighth-highest daily death toll: 1,325. Queen and Prince Philip vaccinated.

W/C 11 JANUARY 2021

Letter sent to all clinically extremely vulnerable in Manchester with information on local support.

12 JANUARY 2021

Public advised to continue following all Public Health advice and guidance to bring infection rate down. Reducing rates would reduce pressures in hospitals. Next couple of weeks is critical and every attempt is made to safely discharge patients from acute settings to relieve pressure on hospitals.



HM Government **NHS**

CORONAVIRUS

**STAY HOME
SAVE LIVES**

**ACT LIKE YOU'VE GOT IT.
ANYONE CAN SPREAD IT.**

STAY HOME ▶ PROTECT THE NHS ▶ SAVE LIVES

Supporting our residents

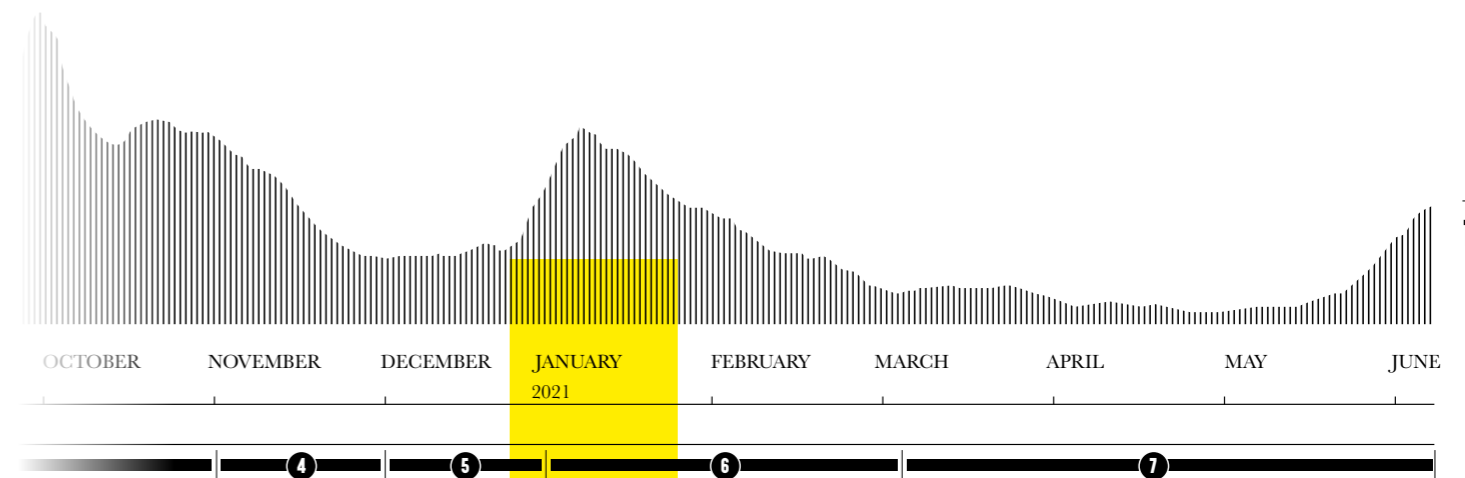
- Communications and PHE guidance ready to share to keep people following lockdown rules.
- Vaccination programme and testing messages continue.
- Communities targeted with communications, translations and films giving confidence and reassurance that vaccine is safe and to encouraging takeup.
- Encouraging frontline staff to get the vaccine.

Financial and community support

- Business grants
- Self-isolation grants
- Winter grants
- Voluntary sector development fund
- Free school meal vouchers.

Key focus

- National lockdown messages – what people can and can't do.
- Support for people in our communities.
- Numbers increasing. Stay safe and stop the spread.
- New variant is here.



STORM CHRISTOPHE + COVID: A PERFECT STORM RESPONSE

January's lockdown saw Manchester leading the evacuation of thousands of homes as flooding struck the Mersey basin.

Sarah Doran

We'd already updated the GM evacuation plan to take account of COVID-19. Safeguarding life remains the priority of all emergency response, and where there's an imminent threat to life from not evacuating, the priority is to evacuate safely and accept the COVID-transmission risk. In this case, we had time to plan a COVID-secure evacuation.

With high local COVID-19 rates and lockdown in place, we decided against giving residents the usual advice: shelter with family and friends. Instead we

would evacuate using COVID-secure transport to various hotels and rest centres, depending on people's needs.

Making this a COVID-secure evacuation was challenging given that Manchester Test and Trace were already overseeing 136 settings with cases in 65 clusters and 30 outbreaks. The Public Health Knowledge and Intelligence Team interrogated Public Health England COVID-19 datasets to identify residents at high risk of infecting others.

The area housed some vulnerable residents: a centre supporting people who are homeless, a supported living scheme and a hotel for people seeking asylum. There was added complexity: an ongoing COVID-19 outbreak at the hotel for asylum seekers also had to be managed throughout the evacuation.

We knew that clinically and extremely clinically vulnerable groups would need separate accommodation from residents at high risk of infecting others ie COVID-positive or self-isolating due to a recent positive test result, symptoms of COVID-19 or close contact with a confirmed case.

We secured three hotels:

- Hotel A for individuals and households at high risk of infecting others
- Hotel B for residents in clinically extremely vulnerable groups (high risk) and clinically vulnerable groups (moderate risk)
- Hotel C for residents seeking asylum living in the hotel housing (with an ongoing outbreak)

We also established a COVID-secure reception centre with checks for residents before they came in, social distancing, face coverings and contact details collected for any future contact tracing.

We encouraged residents who were COVID-symptomatic without a test result (ie not on COVID-19 databases) to contact the Council to arrange their hotel evacuation accommodation.

We worked with Neighbourhood and Communications teams to agree approaches for sharing information with clinically extremely vulnerable residents and those isolating because of the disease.

Manchester Test and Trace Central Coordination Team phoned and texted residents who were isolating to alert them to the evacuation risk, checking they were well enough to evacuate and providing clinical advice. We gave them details of Hotel A and offered COVID-secure transport.

We evacuated clinically vulnerable and extremely vulnerable groups to Hotel B. Residents seeking asylum living at the hotel with an ongoing outbreak were evacuated to Hotel C.

We found 24-hour placements for housebound residents with complex health and social care needs.

Other residents were evacuated to the COVID-secure reception centre.

A fantastic range of skills, knowledge, experience and expertise came together for this: Public Health England, Manchester Test and Trace, Public Health Knowledge and Intelligence, Communications, Neighbourhood and Adult Social Care Teams, working with GM Resilience Teams, Environment Agency and Emergency Services.

The COVID-secure evacuations were successful. There were no reported cases of the disease in residents who used the reception centre or who stayed in the hotels used for clinically vulnerable and extremely clinically vulnerable groups following the evacuation.

Manchester Suicide Prevention Partnership – responding to the pandemic

Barbara Drummond

I was concerned about the potential impact of COVID-19 and lockdown on the mental health and wellbeing of our residents. I felt it critical that the Suicide Prevention Partnership maintained communication (remotely), particularly given that COVID-19 and lockdown involved social isolation, economic adversity, bereavement, anxiety, and depression, all considered potential suicide risks. The speed at which lockdown occurred and COVID-19 spread was of further concern as evidence also demonstrates an increased suicide risk with rapid, unexpected changes in people's circumstances, particularly economic.

Frontline staff were the most likely to encounter vulnerable or challenged residents. Members of the suicide prevention partnership had previously delivered Suicide awareness/prevention training and felt it a positive means to support frontline workers, developing their confidence and skills in discussing sensitive matters with residents when appropriate.

Face to face training was not an option but we were able to secure access to online suicide awareness training (funded by The Greater Manchester Suicide Prevention Board) for 45 front line staff including those from the MCC Contact Centre, homelessness and Early Help.

I found the training informative and engaging, it has given me more confidence in asking the question and discussing it with that person.

(Feedback from course participant)

Feedback from staff who attended was incredibly positive, they felt the training increased their confidence to talk about suicide risk with residents as well as link to additional services when appropriate.

It is our hope that this training will help reduce the risk of suicide in our city throughout the pandemic and beyond.

Barbara Drummond
**PROGRAMME LEAD – SUICIDE
PREVENTION
PUBLIC HEALTH TEAM**



20 JANUARY 2021

Slow, steady decline in infection rates but pressures on local hospitals extraordinarily high. Situation very serious. 445 cases per 100,000 people, rate for the over-60s: 368.

29,000+ at-risk people vaccinated in city, with over 3,500 treated the previous day.

Another mass-vaccination site to open today to help speed up the overall programme.

Steps to enforce the COVID-19 restrictions for non-compliant businesses.

24 JANUARY 2021

Target of administering vaccinations in all 56 elderly care homes across the city met.

31 JANUARY 2021

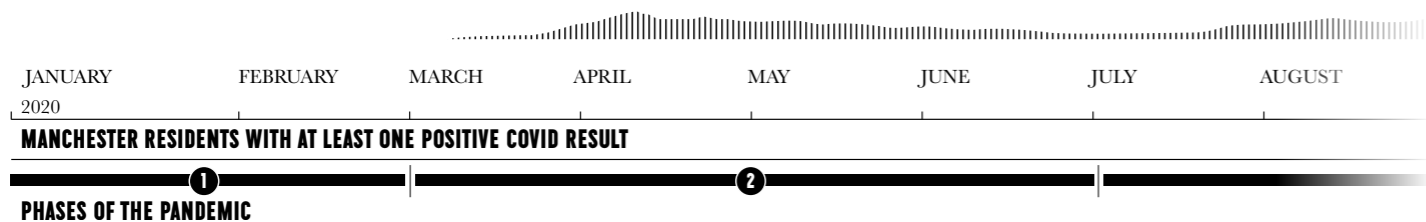
79,000 people in Manchester have had first vaccination from GP.

Programme on track to inoculate our most vulnerable priority groups by mid-February 2021.

Targeted testing

- Testing centres for those with no symptoms who can't work from home.
- Army help transform Manchester's Rates Hall into an asymptomatic testing centre.
- Regular briefing notes on programme to community and other groups.
- Key workers identified and invited for twice-weekly testing. Care home and school staff first.
- Testing widened to include all who can't work from home.

Storm Christophe threatens to flood parts of the city.



Build back fairer

Dr Cordelle Ofori

We all saw the photos on the news – and the statistics backed what we saw – people from Black and Asian backgrounds were disproportionately dying. Together with Sharmila Kar, Director of Workforce, OD & Inclusion at Manchester Health and Care, we set up the COVID-19 Health Equity Manchester Group (CHEM).

Listening to people and communities has been at the heart of our work; recognising that there is no ‘one size fits all’ approach to how people respond to calls for vaccines, testing and staying safe.

This saw us introduce a series of initiatives to support those in Manchester who may be more at risk from the virus, including people and communities that experience racial inequalities, disabled people and other marginalised groups.

One of those initiatives is the ‘COVID-19 Chats’ programme – where residents could have a one-to-one or small-group conversation to address their concerns. And crucially, that conversation could be in the resident’s language of choice, focused on what matters to them, and with someone who would understand the culture and perspective of their community.

CHEM gives us a platform to pursue work that makes the chance of better health fairer for more people.

For me, the bespoke approach that took into account personal, social and culturally appropriate ways of supporting people during the pandemic is a model that we can – and must – continue with.

Dr Cordelle Ofori
**CONSULTANT IN PUBLIC HEALTH
MEDICINE, PUBLIC HEALTH TEAM**

COVID-19 Health Equity Manchester (CHEM) group was formed in July 2020 when it became clear that certain communities in our city were experiencing a disproportionate adverse impact from COVID-19.

THE MANCHESTER DIFFERENCE

African, Caribbean, Pakistani and Bangladeshi people were especially hard hit. We also knew that disabled people, refugees and asylum seekers, and Roma, Gypsies and Irish Travellers would have poorer outcomes. The group developed a new model of engaging with communities and the organisations that support them to make our response to COVID-19 culturally competent and accessible to marginalised communities.

Our BAME community had experienced racism and inadequate health experiences over many years, resulting in mistrust of services. Working in partnership, sharing local knowledge and experience, they were collectively seeking to address this and improve the experience and health outcomes for BAME citizens.

COVID-19 Health Equity Manchester (CHEM) Manchester recognised and actively responded to:

- How the pandemic affects different communities and

actions to reduce disparities in severe disease and death for at-risk communities.

- Health inequalities and outcomes and the disproportionate impact COVID-19 has on BAME and disabled citizens, residents in vulnerable situations and areas of socioeconomic deprivation.
- Failure of the Government to acknowledge or respond to these issues.
- Fear in BAME residents because of COVID-19.
- The valued and important role of Voluntary Community and Social Enterprise groups.
- Importance of COVID-19 Community Champions and activity to meaningfully engage with different communities.
- Awareness raising of COVID-19 with appropriate advice for multigenerational households.
- Myths surrounding COVID-19 vaccination so as not to perpetuate them, especially on social media.
- Importance of building and maintaining trust with local communities.

- CHEM webinars were well attended, hosted by GPs from the BAME community. They discussed vaccination with credible, evidence-based information, addressing misconceptions.
- They recognised the need for credible, competent and trusted figures in the community – such as faith leaders, schools and local GPs – to deliver messages.

We won't let COVID-19 derail Terry's progress living with HIV

Richard Scarborough



George House Trust's support for people living with HIV became more crucial during COVID-19 restrictions and has continued through the lockdowns.

Terry lives with HIV and several other health conditions, reduced mobility, and complex mental health issues. He lives in unsuitable housing, needs support to manage his finances and is socially isolated. He struggles to keep his various clinic and hospital appointments or keep up with his medication, so he suffers with poor mental and physical wellbeing.

Terry's Intensive Support Worker advocates for him and is the main contact between Terry and organisations such as the DWP, hospital, and his housing association. They are copied into medical correspondence and Terry trusts them to remind

him about key appointments and dates, explain letters and clarify anything he's unsure of.

Now, Terry's 'viral load' is nearly undetectable, meaning his health has improved and he can't pass HIV on. He's turning up at more medical appointments and he's taking up treatment for other health conditions. We're advocating for Terry so he has suitable accommodation, has submitted his pension application and his benefits continue uninterrupted. Post-COVID, we'll encourage Terry to attend our groups, such as peer support and Age+, to widen his social network.



Lucy Cook

Lucy, Clinical Nurse at North Manchester General Hospital tells us that George House Trust's support with Terry's social issues has been highly beneficial, freeing the hospital to focus more effectively on Terry's health.

Richard Scarborough
**COMMISSIONING MANAGER
(SEXUAL HEALTH), PUBLIC HEALTH TEAM**

George House Trust

We quickly reacted to the evolving impact of the pandemic, adapting to new ways of doing things and working to understand the impact of COVID-19 on people living with HIV.

Despite tough challenges, we provided tailored support for 2,000 people living with HIV – a 5%+ increase on the previous year. Key achievements included:

Doubling welfare grants, so struggling service users could get essential equipment and goods.

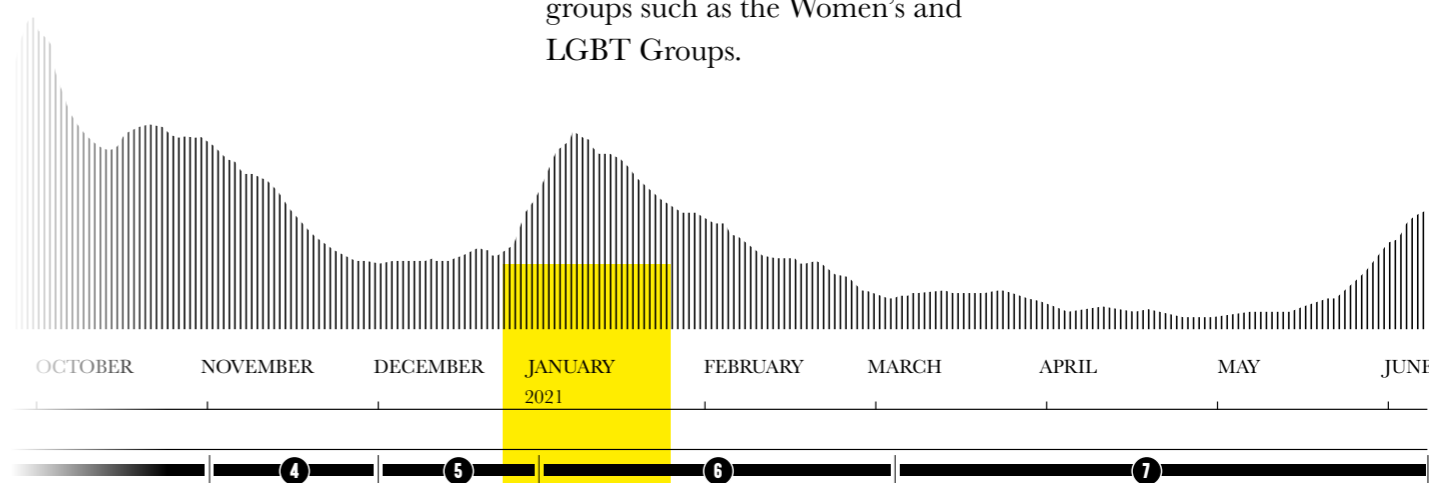
New kinds of support, such as appointments in public spaces and moving online with services like one-to-one specialist HIV counselling, service adviser appointments and support groups such as the Women's and LGBT Groups.

Telephone Buddies, a new befriending service to prevent loneliness and isolation.

Making sure people got food through our destitution project and delivering formula milk to mums.

Targeting aged 50+ service users to offer support.

All of this is testament to the hard work of the staff and our incredible volunteers, who stayed with us even when COVID-19 made their usual jobs impossible – taking on new or modified roles.



Challenges

- National lockdown continues.
- Vaccination programme continues.
- Urgent surge testing for new COVID-19 mutation identified in Moss Side then Moston and Harpurhey areas.

2 FEBRUARY 2021 — **22 FEBRUARY 2021**

Capt. Sir Tom Moore who raised +£32m for the NHS dies with COVID-19.

Supporting our residents

- Vaccination and testing messaging.
- Targeting communities with communications, translations and films giving confidence and reassurance that the vaccine is safe.
- Government roadmap out of lockdown explained.

Supporting our city

- Targeted communications and translations in specific areas.
- Website postcode checker.
- Communications materials for those teams on the ground.
- Briefing materials for city leaders and partners.
- Supporting front-line staff to get the vaccine.

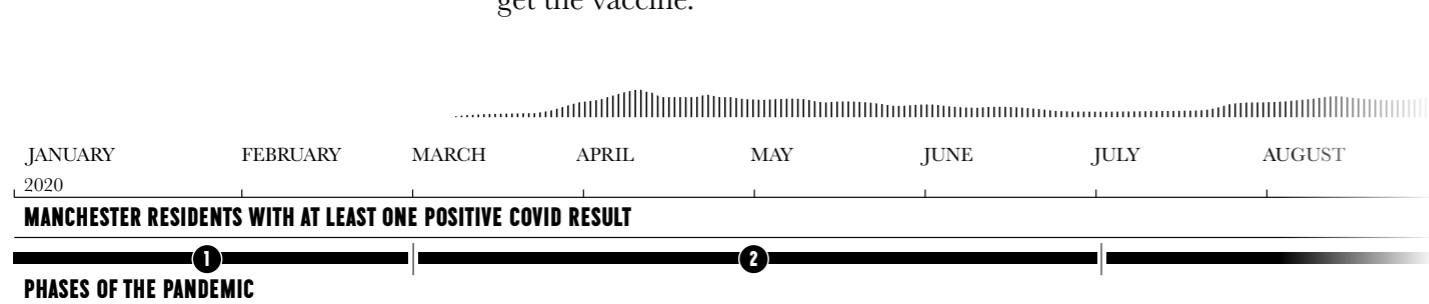
Vaccination for homeless people in accommodation and day centres begins.

100,000 people have had their first vaccine through GP practices and pharmacies in Manchester.

The Government announces roadmap of easing restrictions 'by June 2021'.



Barry Williams made history on December 16, 2020 as the first person in Manchester to get the COVID-19 vaccination.



OPERATION EAGLE: MULTI-AGENCY SURGE TESTING FOR 'VARIANTS OF CONCERN'

Manchester contact tracers:
comments of several staff combined

To fight the virus, we have the vaccine; but the virus can fight the vaccine by mutating. Mutations are tiny changes in just a few atoms, but with momentous economic, social and healthcare consequences. Mutations could make the virus immune to the vaccine, make it more spreadable, or make its effects more severe, so we must quickly find and isolate anyone infected with a new variant of COVID-19.

Delivering Operation Eagle took multi-agency collaboration and co-production across key agencies and teams drawing on different skills and disciplines.

Outbreaks

By mid-February 2021 we'd been told by Public Health England about two areas where the same 'variant of concern' had been found: two households in Moss Side and one in Moston.

We quickly drew up boundary maps for locally led contact tracing of thousands of residents in each area and agreed where to set up mobile testing sites. We briefed primary care, education and early years settings, community groups, social landlords, and adult social care and homelessness schemes.

Neighbourhood Teams began door knocking, encouraging residents to be tested and offering home testing kits to those unable to travel. Letters and emails went out to businesses in the areas too. Teams then collected used home-testing kits from residents.

Manchester's Contact Tracing call was the only voice some heard that day. Many people were anxious and uncertain about what was going on in their neighbourhood. Some said they just couldn't look back 14 days and remember everything they'd done – a reasonable comment.

While younger people seemed keen to do our online tracing questionnaire, many of them failed to actually complete it. In contrast, many older residents said how pleased they were to speak to the team – it could be the only contact they had that day. On the whole, people testing positive through Operation Eagle were the most engaged with the tracing process – many were expecting us to call.

Understandably, people with symptoms often just wanted to rest and be left alone, so were less inclined to answer questions.

Our approach reflected the diverse community make-up of the areas affected. For example, there are many different languages spoken in the Moss Side area, and letters to residents were translated into 19 languages. Our approach also needed to reflect our understanding of our residents and the communities in these areas, including existing socioeconomic factors such as health inequalities, poverty, and digital exclusion.

It felt wonderful to be part of this exercise. For the first time we're using genetics at a large scale to track and combat the evolution of a virus. One of the lasting legacies for public health in this country after Covid-19 will be that we know the enormous power of doing real-time genomic surveillance of infectious diseases.

RESULTS

Area 1: Moss Side, Hulme, Whalley Range and Fallowfield:

- Local teams knocked on 6,130 doors. 2,065 received a second visit.
- 3,609 tests in Mobile Testing Units – 64 positive.
- 1,084 completed home-testing kits – 26 positive.
- 72% positive cases successfully traced.
- 120 contacts identified.
- 97% contacted and supported to self-isolate.

Area 2: Moston and Harpurhey:

- Local teams knocked on 2,750 doors.
- 2,067 tests completed in Mobile Testing Units – 37 positive.
- 546 completed home-testing kits – 18 positive.
- 96% positive cases successfully traced.
- 42 contacts identified.
- 95% contacted and supported to self-isolate.

Revised approach

We learnt much about the logistic difficulties and high cost of repeat surge testing. In March 2021 we agreed with PHE to ‘switch on’ genomic sequencing for positive tests in designated areas, alongside enhanced contact tracing led by the Manchester team in collaboration with Public Health England.

We are working with national colleagues to improve processes for responding to Variants of Concern, sharing our experiences and findings from our work.

Challenges

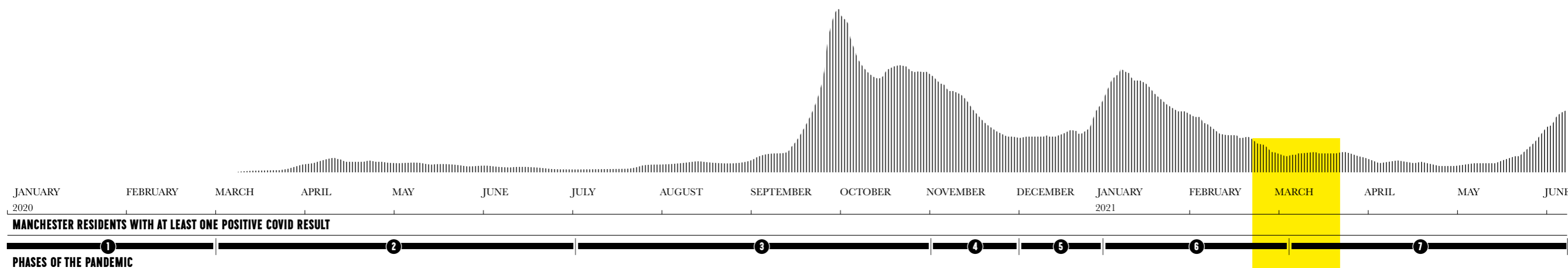
- Schools reopening 8 March.
- Testing for secondary school children.
- Rapid flow testing widened to include schools and those who couldn’t work from home.
- Hesitancy in vaccine takeup in some communities and areas.
- Some countries question the safety of the AstraZeneca vaccine.
- One-year anniversary of first national lockdown – national day of reflection 23 March.

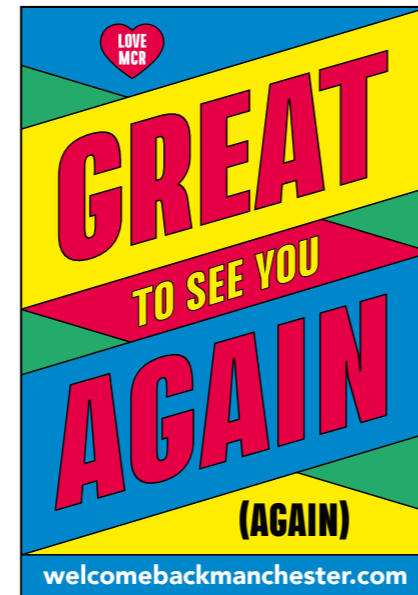
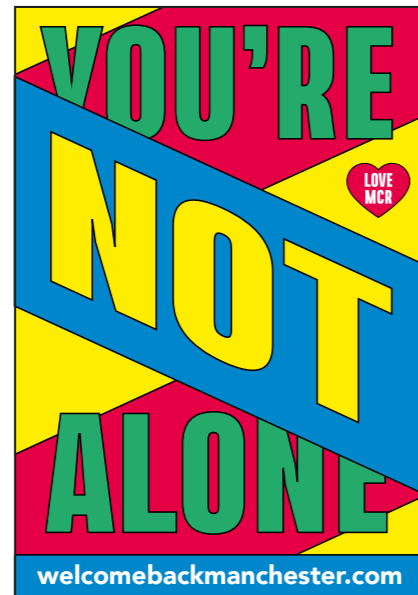
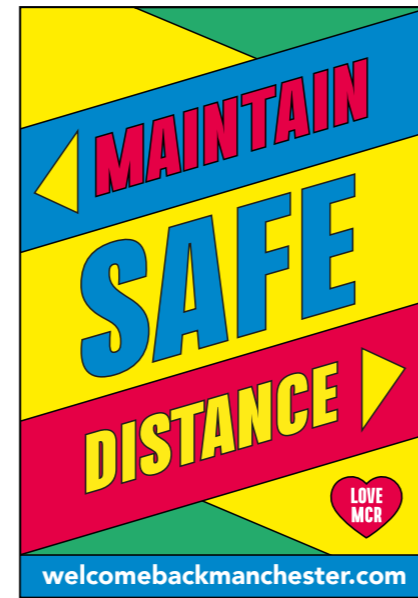
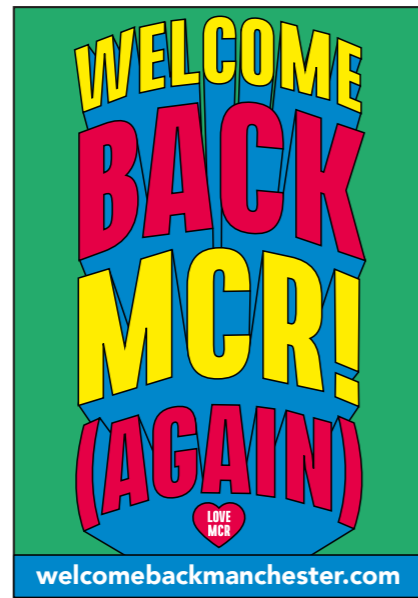
Supporting our residents

- Rapid flow testing available across the city.
- Vaccination for over-50s.
- Targeting communities with communications, translations and films giving confidence and reassurance that vaccine is still safe, and encouraging take-up.
- Faith leaders unite.

Supporting our city

- People encouraged to keep doing their bit.
- Safety guidelines still in place.
- Welcome Back campaign supports economic recovery.
- City’s response to COVID-19 recognised on national day of reflection.





1 MARCH 2021

Manchester’s overall COVID-19 numbers falling, but they are up in nearly a third of the city; numbers are falling in the South of England compared with the North. North west areas struggle to get cases below a baseline compared to London, where cases rise and fall in a straightforward way.

Two weeks’ enhanced testing in south Manchester ends with advice to stay vigilant as cases go down. More than 60 asymptomatic cases detected.

Records for domestic incidents decrease slightly. Combined total (210) second lowest since early November 2020.

3 MARCH 2021

Mass testing in Moston and Harpurhey. 31 new cases after discovery of the E484K (Kent) variant there. Since February, 2,650 tests administered in Moston and Harpurhey. Testing remains a vital part of the city’s response to limit the spread of the disease.

8 MARCH 2021

National four-step ‘roadmap’ to lockdown easing starts. Step 1: Face-to-face education restarts. Lateral flow testing for all secondary-age pupils during first week back is a huge logistical challenge for schools. Care home residents allowed one regular visitor. People can leave home for recreation and exercise with household or bubble.

9 MARCH 2021

Door knocking as part of mass testing by Council staff and partners very successful, encouraging residents to test; very labour-intensive but opportunity to speak and engage with residents, and learning from this would inform future engagement and communications.

Affluent areas see higher vaccination rates among over-65s, while some more deprived areas have particularly low rates. COVID-19 Health Equity Manchester, set up in summer to help areas hit disproportionately by the pandemic, says tackling health inequalities is at the heart of Manchester’s approach. Positive work underway with partners to engage specific community groups, such as asylum seekers and travellers, to promote vaccine take-up.

10 MARCH 2021

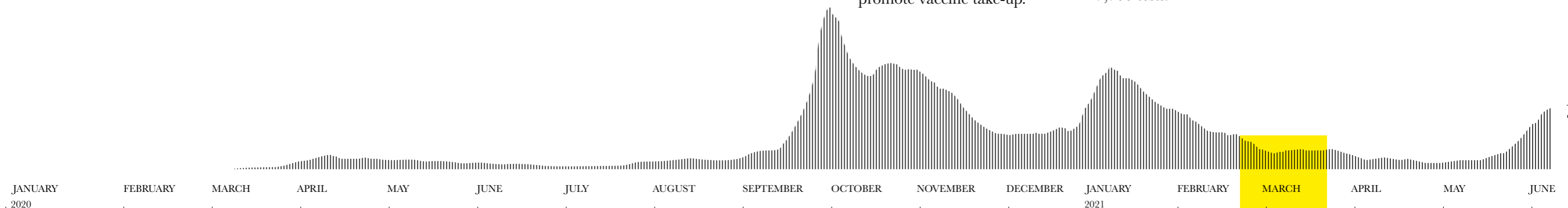
110 people with vaccine concern given jab after personal phone calls from volunteers speaking Urdu, Punjabi, Kurdish, Arabic and Bengali.

Trusted community figures and voices help overcome barriers. Work continues to counter misinformation. Vaccine hesitancy may be linked to misinformation, along with historic health care inequalities. Religious beliefs and language barriers could also be playing a part.

Backlogs at national labs cause tailback in identifying which cases were positive for the Kent mutation. We continue to escalate concerns.

Meetings with universities to plan for the return of students. Advice to students: test prior to return and again when arriving. Testing site at the Armitage Centre retained.

145 new cases found during surge testing out of around 7,700 tests.



MANCHESTER RESIDENTS WITH AT LEAST ONE POSITIVE COVID RESULT

Richard's literally driving technology change

Richard Taylor



In the first lockdown I took on an unfamiliar role: giving IT guidance to colleagues who were working from home.

It was challenging – people working from home faced problems with laptops, WiFi or remotely logging on to work systems. And as new people joined our team to deal with the pandemic, I had to make sure they had the right equipment.

So I put together a record of our digital assets to ensure staff had what they needed and I co-ordinated distribution of equipment to new staff – often driving to the NHS digital warehouse to have laptops rebuilt!

It's been a challenging year: home schooling, new systems, and new ways of working. But I can look back and know that I contributed in my small way to the city's recovery.

Richard Taylor
**PROJECT OFFICER,
PUBLIC HEALTH TEAM**

15 MARCH 2021

GM's millionth COVID-19 jab now given – representing almost half GM's adult population.

17 MARCH 2021

New and already-shielding residents asked to shield until 31 March 2021. Support messages developed through COVID-19 Health Equity group.

Food Response Team supporting about 240 households (490 residents) a week. 38% of households have one person clinically extremely vulnerable. Financial hardship and self-isolation main reasons for referrals.

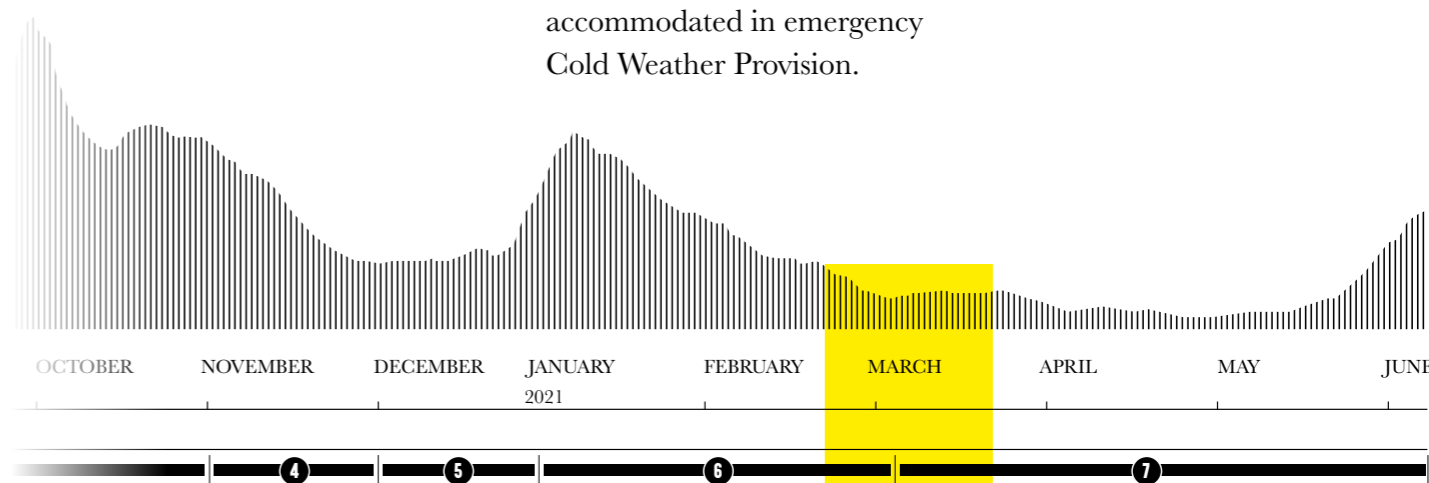
Test and Trace Support Payment applications fall in the last fortnight.

Homeless presentations to the Housing Solutions Service remain high. 87 people accommodated in emergency Cold Weather Provision.

88 people vaccinated during trial offering vaccinations to homeless people with complex support needs.

Library sites provide internet access for over 3,000 users in the third lockdown, alongside access to Citizens Advice through telephone and video.

2,500 people have signed up to volunteer at vaccination sites.



24 MARCH 2021

First cases of 'Beta' variant, first identified in South Africa, are found in Manchester.

Instead of surge testing, all positive cases from known outbreak areas to be sent for 'genomic sequencing'. Health messages – social distancing, hand washing and mask wearing – are reinforced.

26 MARCH 2021

Concern at Manchester's rising infection rate this week and 'relatively slow' falls in GM rates, which are still double the national rate of 54 per 100,000.

18 MARCH 2021

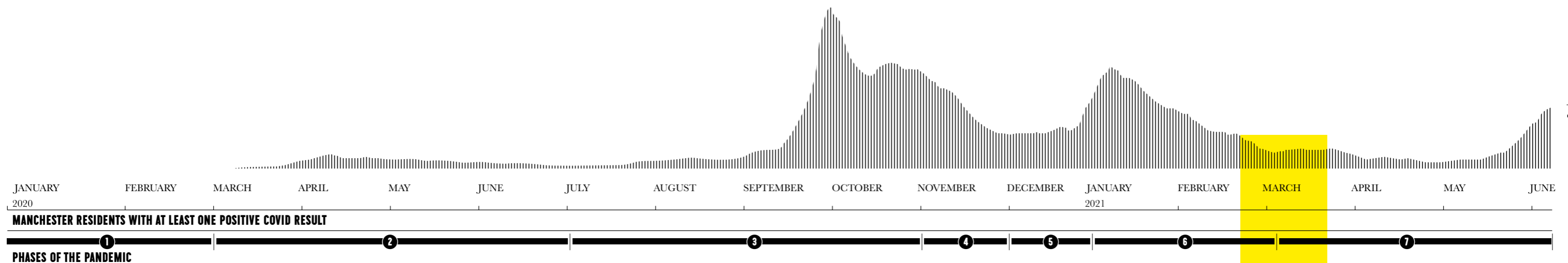
11 Manchester schools report COVID-19 cases since reopening last week.

22 MARCH 2021

One thousand Manchester deaths marked as 'lowpoint' of the year since first lockdown by Council Leader Sir Richard Leese. GM has endured UK's longest restrictions – never fully coming out of the original lockdown. Notes frustrations of consistently offering solution to the Government over issues like Test and Trace, but on the positive side, collaboration between health and social care locally was 'phenomenal'.

29 MARCH 2021

Further Step 1 lockdown restrictions easing. 'Stay at home' rule ends. Outdoor gatherings of 6 people or 2 households allowed. Outdoor sports, such as tennis, and outdoor swimming pools allowed.



Social media messages:

- Guidance on restrictions easing.
- Encouragement to stay safe and Do Your Bit.
- Wear face covering, wash hands, make space, stay ventilated.
- Transport guidance.

Vaccination messages:

- Walk-in/pop-up clinics.
- Ramadan reassurance.
- Updated guidance on AstraZenca vaccine and under-30s.
- Get your second dose.

1 APRIL 2021

4 million vulnerable people in England thought at very high risk of serious illness from the disease told they no longer need to shield. Lockdown restrictions in place since 5 January lifted. Advice to keep social contacts at low levels, work from home where possible, and stay at a distance from others.

2 APRIL 2021

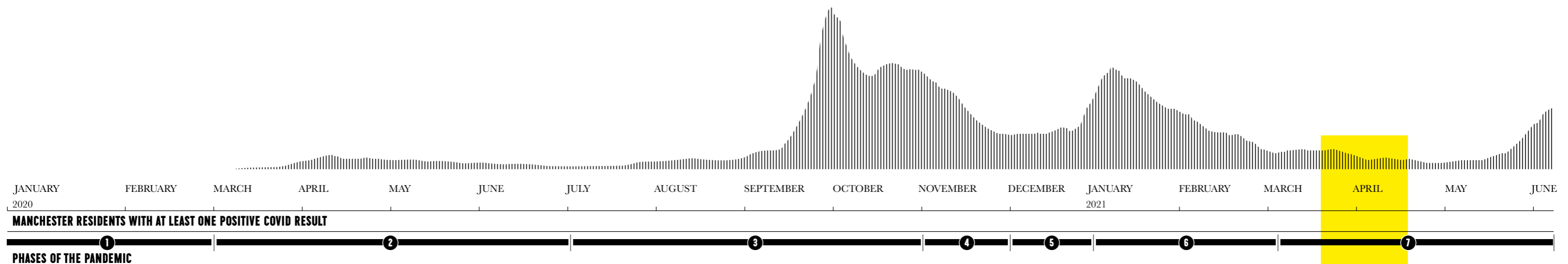
In the run-up to the Easter holiday, the police call on public to comply with rules and only meet in groups of six or two households outdoors, after they were called to large gatherings leaving behind mountains of empty beer cans, bottles and gas canisters.

10 APRIL 2021

Cases in over-60s still high in Manchester – over 50 per 100,000. GM infection rates continue falling with 45.3 cases per 100,000 people – still higher than English average of 27.6.

12 APRIL 2021

Non-essential shops can reopen for the first time since Christmas in latest stage of national lockdown easing – Step 2. Hospitality businesses – pubs, bars, cafes and restaurants – can serve outdoors.



13 APRIL 2021

Ramadan marked by advice that Muslims can get COVID-19 jab without breaking fast.



Ramadan vaccination message on Twitter

13 APRIL 2021

Infection rates 8% up in Manchester on last week at 57.2 per 100,000 people. 316 positive tests over the last week, 24 more than in the previous week.

15 APRIL 2021

More than half GM's over-70s have had second dose. 94% have had first jab. 85% of 50 to 69-year-olds have had theirs.

Care home residents with COVID-19 or showing symptoms down to 0.6 per cent.

Weekly admissions to hospitals for COVID-19 rose slightly in the week to April 13, while the number of people in intensive care and general hospital beds continues to fall.

Hospital bed occupancy currently high at 85 per cent – just four per cent occupied by COVID-19 patients.

17 APRIL 2021

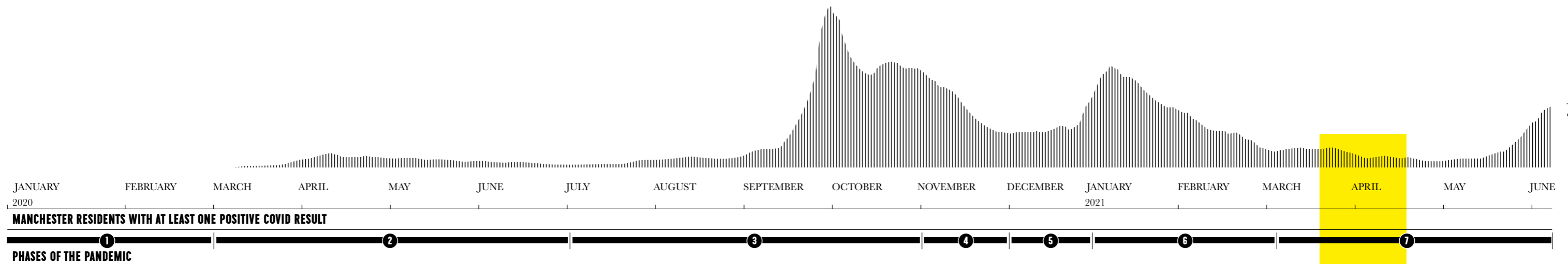
Last 5 days' footfall on Market Street up 20% compared to pre-pandemic. All outside spaces visited daily by Council and police officers to review management. Council 'COVID-19 Marshals' patrol busy areas such as St Ann's Square and Piccadilly Gardens. Streets including Thomas Street, Edge Street and Stevenson Square now traffic-free.

17 APRIL 2021

Rates fall for third week as 1.3m in GM have received first vaccine. Infections now just 45.2 per 100,000 in the city – still higher than GM and national average. COVID-19 prevalence thinning out amongst all age groups as vaccination programme and unlocking of hospitality and non-essential retail continues.

20 APRIL 2021

Three cases of variant first identified in India are detected in Manchester.



We moved mountains – powered by kindness

Sharon West

In March 2020 we were sent to work from home, and soon after that the country was in lockdown.

Just as I started to worry about how I was going to do my job from home, my boss asks me to fill in a form for the Department of Health and Social Care (DHSC) on how we would deliver a ‘satellite testing centre’ in Manchester. Thus, my new role as Manchester testing lead began!

What came next was the establishment of testing sites across the city, working with the Army, delivering our first mobile testing units at FC United’s Moston ground, and supporting outbreak control with mass-testing mobile testing units at the universities, Post Office and other key sites.

By the end of the year, we were setting up testing sites for asymptomatic people – building on relationships, and learning from experience. In January 2021, in a record number of weeks, with just a small project team and help from the military again, we set up several sites including one in the iconic Rates Hall of the Town Hall Extension. Once again, Manchester staff and our partners had rolled up the proverbial sleeves and cracked on to make this happen.

Almost a year after I’d filled in that first form for DHSC – and just when I thought we’d done all we could for testing – the DHSC and COVID-19 had another treat in store for Manchester: Operation Eagle – mass testing for a variant of concern in Moss side... and then, a few days in, Director of Public Health David

Regan calls and tells me to sit down: “Now we need to do this in Harpurhey too.”

I am still in awe of what we did: implemented a city-wide testing system that was accessible to as many Manchester people as possible from our kitchens, bedrooms and dining rooms.

Looking back, I think all of this was made possible because colleagues from across the system, including Population Health, estates, highways, parks, leisure – acted with kindness.

Sharon West
**RECOVERY STRATEGIC LEAD,
POPULATION HEALTH & WELLBEING,
MANCHESTER CITY COUNCIL**



Julie learns from lockdown chats with homeless smokers

Julie Jerram

At the start of the pandemic, GMCA provided accommodation for people without a place to live.

Around 60-70% of people who are homeless do smoke and some were actually smoking inside because rules said they weren’t allowed outside for more than an hour a day at that time. This was unsafe and broke the law. Population Health teams at GM’s Health and Social Care Partnership and the Council saw an opportunity to support residents not to smoke. We thought that a safe, effective way to do this was to give residents who were smokers a free electronic cigarette.

As Tobacco Control Lead for Manchester Population Health team, I volunteered to help distribute the electronic devices. I visited hotels regularly through the first lockdown and not only gave out E-cigarettes but used the opportunity to talk to residents about how, when and why they’d started to smoke. The project also gave me an opportunity to monitor the effectiveness of devices: did residents like using them, and had they helped them not to smoke.

Some of the conversations I had, and the real desire of many residents to improve their own health and wellbeing, will be something I’ll never forget.

Julie Jerram.
**PROGRAMME LEAD (TOBACCO
CONTROL),
PUBLIC HEALTH TEAM**



Greater Manchester Health and Social Care Partnership

WERE YOU PROVIDED WITH AN E-CIG WHILST STAYING IN HOTELS DURING LOCKDOWN 2020?

We are completing an evaluation of the e-cig provision during the 1st lockdown. We want to hear from people experiencing homelessness, who lived in emergency accommodation in Manchester between 29th April and 30th June 2020 and were offered or given an e-cigarette.



- Participants will be contacted twice, once to explain the project and a second time to complete the interview.
- Interviews will be led by trained peer researchers, with experience of being homeless and last approx. 30 mins.
- If you would like to refer someone or yourself to take part please email healthnov@shelter.org.uk or call 07741382174.
- Telephone interviews will take place in March & April 2021.

20 APRIL 2021

Facebook Live event: David Regan, Director of Public Health; and Manisha Kumar, Medical Director of MHCC, answer the public's questions to dispel myths and urge people to get jabbed.

23 APRIL 2021

India added to travel ban list by the Government after 103 cases of new variant found nationally.

28 APRIL 2021

Manchester libraries and pharmacies offer free at-home rapid test kits as part of efforts to detect hotspots early when lockdown restrictions start lifting and to prevent future restrictions.



Manchester Council sharing NHS content on Twitter

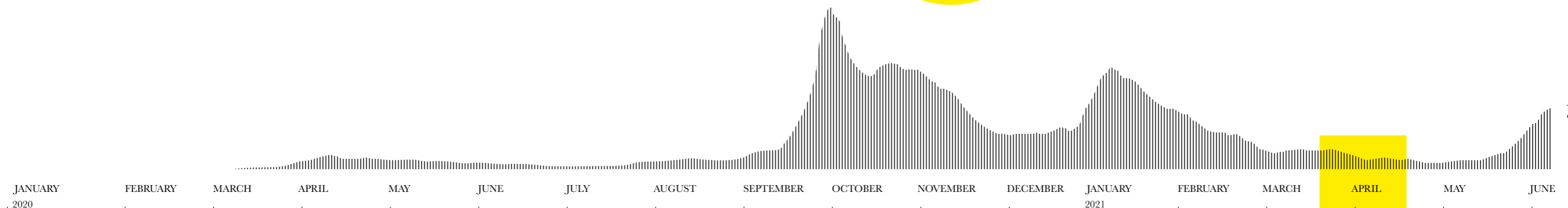
29 APRIL 2021

GM over-60s rate consistently lower. GM cases continue falling. 30% of 18 to 49-year-olds have had first jab, compared to 85% of 50-69s and 94% of over-70s. Under-45s called for vaccine.

COVID-19 weekly admissions to GM hospitals in single figures for first time in weeks.

Intensive care patients down for fourth consecutive week.

Just 0.2 per cent of care home residents in GM have COVID-19 or show symptoms.



MANCHESTER RESIDENTS WITH AT LEAST ONE POSITIVE COVID RESULT

Third lockdown easing: Step 3

KEY MESSAGES:

Vaccination:

- Dose updates
- Importance of second dose
- Vaccination clinics.

Variants of Concern (VOC) Plan focused in 8 wards:

- Easy Read advice on rapid lateral flow testing kits
- How to self-isolate for 10 days at home
- Different types of COVID-19 testing
- Q&A on COVID-19 by Public Health Director David Regan.

4 MAY 2021

A third of 18-49s in GM have had a COVID-19 jab. Almost all over-70s have had both jabs, while three-quarters of 50–69s have had at least one inoculation. Weekly admissions to hospitals for COVID-19 doubled to 19 this week, while patients diagnosed with the disease in hospital fell. The number in intensive care fell for the fifth consecutive week.



5 MAY 2021

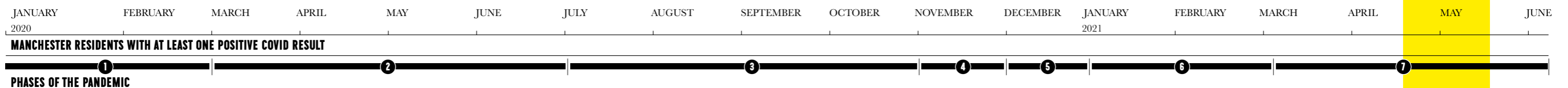


10 MAY 2021

As a sharp rise in cases is seen in Bolton, GM push the Government to let them vaccinate over-16s in specific high-risk communities, and for extra money to help people self-isolate. Ministers remain reluctant to deviate from their plan.

17 MAY 2021

Step 3 of lockdown restrictions easing. Hospitality venues allowed to serve indoors; other entertainment and leisure venues reopen for first time since January. More social contact between family and friends. Social distancing with loved ones now a choice. Care home residents allowed five named visitors and no longer need to self-isolate on return from certain visits.





Numerous videos were created to show how Manchester was preparing to reopen safely



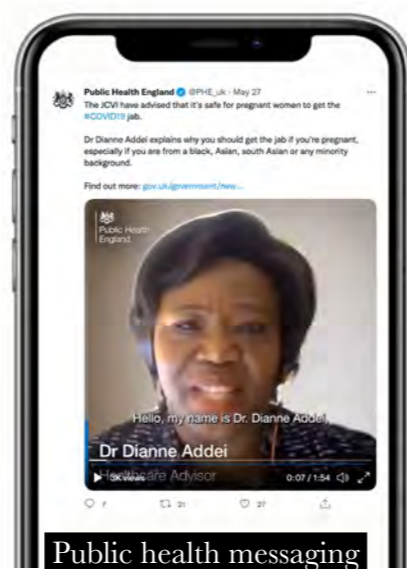
18 MAY 2021

1,500 students and staff tested at Manchester College's Ardwick Campus after outbreak using mobile testing units. Described as 'part of what will happen as we live with the virus'.

20 MAY 2021

Over-18s in high-risk neighbourhoods offered vaccine through GPs in 'race against time' to shield population from sharp rises in the Delta variant seen in Bolton. Vaccinations to be offered at new walk-in vaccination centres. Vaccinations continue to move down the age brackets as usual elsewhere in the city.

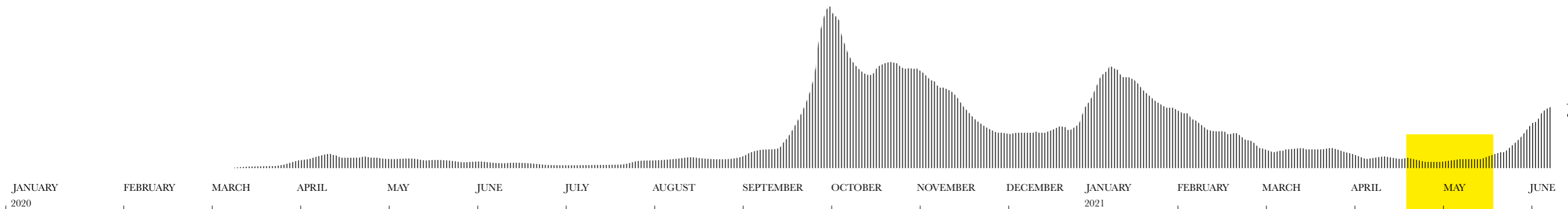
27 MAY 2021



Public health messaging on social media

31 MAY 2021

Several bars and restaurants close over the bank holiday as staff are asked to isolate by Test and Trace.



MANCHESTER RESIDENTS WITH AT LEAST ONE POSITIVE COVID RESULT

Addressing the risks of Shisha

Julie Jerram

Through the pandemic, we've really seen how 'enforcement' partners were at the forefront of Public Health by making sure that businesses complied with COVID-19 regulation and guidance.

For some years the Council's Licensing and Out of Hours Team, partners from the police, Fire and Rescue and others have led enforcement on risks associated with Manchester's indoor Shisha cafes.

A main concern has been breaches of the Health Act, putting people at risk from tobacco smoke indoors. Manchester's taken a 'twin track' approach, combining enforcement, including prosecutions and equipment seizures, and Public Health advice.

During the pandemic, our teams became concerned about the additional risks of aspects of Shisha smoking and identified 'drive-through' Shisha cafes being set up!

We quickly adapted pre-pandemic advice material to this new development and enforcement teams supplemented their evidence packs where legal action was needed, with Public Health information.

Julie Jerram.
PROGRAMME LEAD (TOBACCO CONTROL),
PUBLIC HEALTH TEAM



JUNE 2021 PHASE 7 STEPS OUT OF LOCKDOWN

Final lockdown easing delayed.

2 JUNE 2021

All over-18s living in 20 Manchester postcodes invited for first their first jab as part of the surge vaccination programme.

3 JUNE 2021

Transmission increase expected after May's lockdown easing brings a steady rise in city's cases to 125.3 per 100,000, four times England's average. The Delta variant, first recorded in India, accounts for 80% of GM cases. Data shows spike driven largely by school-age children and teenagers.

8 JUNE 2021

The Government announces Greater Manchester is to be an Enhanced Restrictions Area (ERA) as part of a wider programme of virus suppression and 'to keep travel in and out of boroughs to a minimum'.

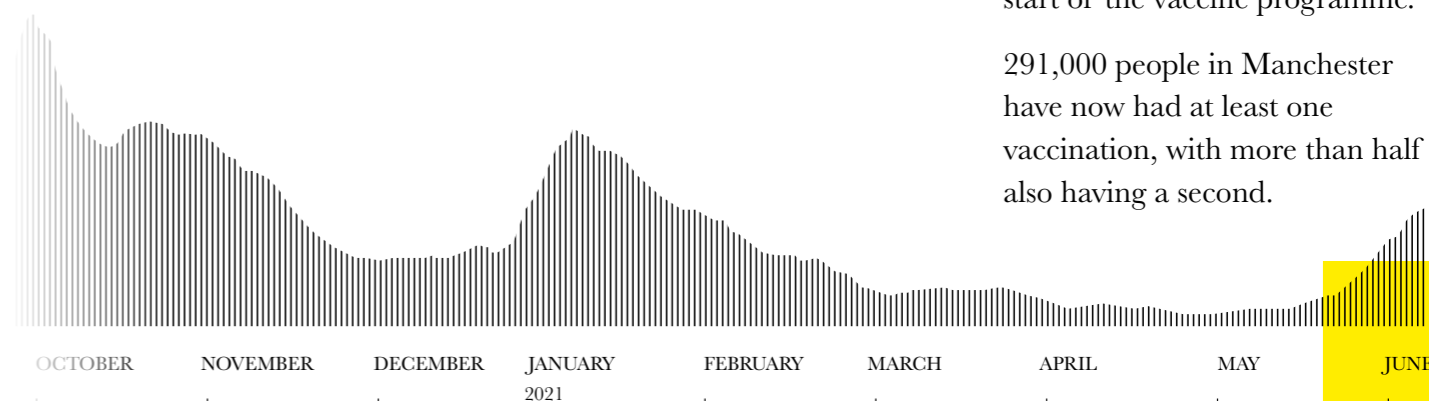
Stats for Manchester show the large increase in cases is not translating into a large increase in hospitalisations:

229.5 cases per 100,000 people (four times national average).

1,269 positive tests in week to 5 June – up 569 on last week.

In the same period, 25,929 jabs were administered across the city – the highest weekly since the start of the vaccine programme.

291,000 people in Manchester have now had at least one vaccination, with more than half also having a second.



10 JUNE 2021



Information on misinformation on Manchester City Council's Twitter account

21 JUNE 2021

The Government delays final lockdown easing 'until 19 July'. Limits on social gatherings stay in place, nightclubs remain closed and large events are constrained. Guest limits on weddings lifted so 30+ people can attend.

25 JUNE 2021

Additional £10m COVID-19 grants to GM councils to support struggling families with costs such as household bills, food and essential items. New allocation to see families through till September is less than was given to cover the shorter December holiday period.

Parents call for school isolation rules to be scrapped or reviewed, as some families report they are on their sixth isolation period after children in their bubble test positive. Council to push for daily testing in schools to avoid isolation.

Health Secretary Hancock's breaking of lockdown exposed by Sun newspaper.

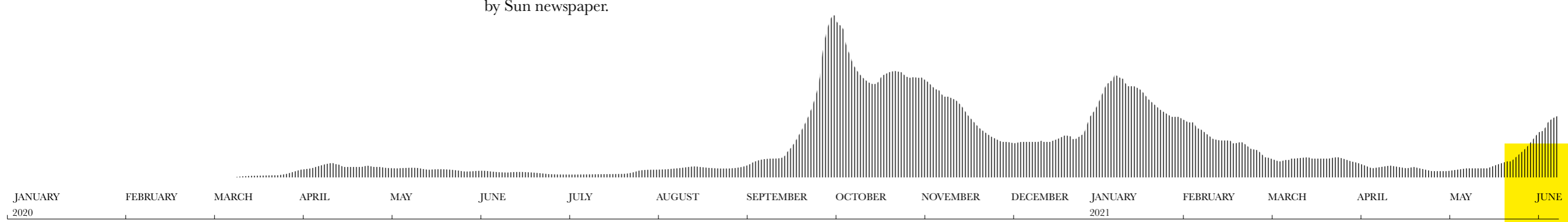
26 JUNE 2021

Any Manchester resident 18+ urged to use one of the three pop-up clinics to be vaccinated. Free transport, no GP registration or ID needed, and no immigration checks. Army medics support three-week surge vaccination in Belle Vue, Moss Side and Heaton Park.

29 JUNE 2021

Schools advised on evidence of wider range of COVID-19 symptoms being found in children. Advice: don't wait for main symptoms, take PCR test for diarrhoea, persistent headache, fever and chills, shortness of breath or difficulty breathing, fatigue, muscle or body aches, sore throat, congestion or runny nose, nausea and vomiting.

July 19 onwards:
Final stage of roadmap out of lockdown.



MANCHESTER RESIDENTS WITH AT LEAST ONE POSITIVE COVID RESULT



Could I feel pride following this shocking year? We will see

Neil Bendel



There's no getting away from the fact that 2020 was an awful year. WHO have estimated that, globally, there have been more than 3 million excess deaths and, in Manchester, over one thousand people have lost their lives from causes involving COVID.

By May 2021 over 54,000 people in Manchester had tested positive for COVID-19 and thousands more have witnessed the impact of COVID-19 on their families, friends and colleagues.

COVID-19 has widened the divisions in society, shone a harsh light on health inequalities and loosened the ties that bind us. The economy has been shattered and businesses that have survived through world wars and recessions have been forced to close their doors. The physical and economic impact will be with us for decades to come.

Professionally, COVID-19 has come as an enormous shock and I have been forced to work in ways that are alien to me. Months of working from home and the sense of isolation that entails have had a huge impact on my physical health and on my mental and psychological wellbeing.

However, there is some satisfaction to be gained from the fact that my team and I have contributed in a small way to stemming the tide of COVID-19 and minimising its very worst impacts on our local residents.

I am told that in years to come I will feel a sense of pride in what I have achieved. We will see.

Neil Bendel
**PUBLIC HEALTH SPECIALIST
(HEALTH INTELLIGENCE),
PUBLIC HEALTH TEAM**

LOCKDOWN

Working at home
All alone
With my laptop
And my mobile phone.

Physically isolated
Virtually connected
Life turned upside down
The pandemic wrecked it.

The virus mutates
And our priorities too
But we rise to the challenge
Twenty twenty, twenty one, twenty two...

Barry Gillespie
Consultant in Public Health
Manchester Population Health Team
Manchester Health and Care Commissioning



A big final thank you from me, David Regan, Director of Public Health to everyone who contributed to this report and a special mention to Penny Shannon, Head of Health Communications and Barry Cooper, Senior Communication Officer, for their brilliant work that helped bring our stories to life. Thanks also to Mike Carter, Craig Green and Barrie Leach. It is also timely to say thank you to our wonderful colleagues at Public Health England before they “move over” to the new UK Health Security Agency on 1 October 2021. They have all been absolute stars.



MANCHESTER
CITY COUNCIL



**Manchester Local
Care Organisation**



**Manchester Health & Care
Commissioning**

A partnership between
Manchester City Council
and NHS Manchester CCG