

COVID-19 Public Engagement Board

Terms of Reference

Guidance

The Group has been established in accordance with national guidance relating to outbreak control, track and trace. The Director of Public Health is required to establish measures for containing outbreaks locally and to set these out in local plans overseen by a Covid-19 Health Protection Board supported by Gold command.

This should be supported by a public facing group led by council members to engage and communicate with the public in order to build trust and participation in case of an outbreak. In Croydon this function is performed by the Covid-19 Public Engagement Board.

Purpose

The Group is established in accordance with national guidance relating to outbreak control.

The group provides political oversight of the outbreak response, using community intelligence and feedback to inform communications campaigns and provide external leadership to any outbreak response.

Gold retains responsibility for resource allocation / prioritisation and operational arrangements in the Covid-19 response.

Membership

Membership will be determined by the Leader of the Council, in consultation with the Director of Public Health.

The Group will be chaired by the Leader of the Council and Cllr Butler as deputy chair.

At its inception, in addition to the Leader of the Council and the Director of Public Health, the Group membership shall include:

- Hamida Ali Cabinet Member for Safer Croydon & Communities
- Mike Bell Chairman, Croydon Health Services NHS Trust
- Janet Campbell Cabinet Member for Families, Health & Social Care
- Jo Negrini Chief Executive, Croydon Council
- TBC Council opposition representative
- Louisa Woodley Chair, Croydon Health & Wellbeing Board
- Guy Van Dichele Executive Director for Health, Wellbeing & Adults, Croydon Council

- Gavin Handford Director of Policy and Partnership, Croydon Council

The Group will be supported by the Communications Managers at Croydon Council and Croydon health Services NHS Trust.

Regular updates will be provided to the Croydon Local Strategic Partnership

Any changes to the membership shall be reported to the following meeting for information. A complete record of the membership shall be maintained by Croydon Council (via the Director of Public Health).

Areas of focus

The impact from Covid-19 has affected the whole community, therefore the outbreak control, track and trace planning needs to consider how to engage with everyone in Croydon, so that the plans can be adapted regardless of where / when / how an outbreak occurs.

The following outlines the areas of focus for the Group:

- Providing external leadership in relation to outbreak planning, track and trace, connecting and engaging with communities to give reassurance of local plans
- Reviewing and informing public health messages and campaigns, giving particular focus on overcoming any local communication barriers through data and evidence led approaches
- Promote public health messages and campaigns
- Connect and engaging with key organisations within the community, via the Local Strategic Partnership, to use their strengths and networks to reach all areas of the community
- Using community intelligence and feedback to identify any risks to public health messaging, and consider appropriate responses

Community Leaders

The Group has a key role in coordinating community leaders to ensure messages and campaigns have the greatest effect, such as ward Councillors, community and faith leaders. Key to success will be ensuring that these leaders, wherever they are, have the correct public health information, messages and campaigns. Through this approach, we will ensure a consistent, clear message reaches as many people in Croydon as possible, giving them confidence and trust in the outbreak plans.

Meetings

All meetings will be chaired by the Leader of Croydon Council. In the absence of the Leader of the Council, Councillor Butler will be the deputy chair.

A meeting quorum will be three (3) members of the group, or one third of the current membership, whichever is greater.

Meeting agendas minutes will be provided by Croydon Council. This includes:

- preparing agendas and supporting papers
- preparing meeting notes and information.

Frequency of meetings will regularly be every two months or as determined by the Chairperson. The Board will be convened in outbreak situations as identified and informed by the Director of Public Health.

Accountability

The group will be provide input to the Covid-19 Health Protection Board and Gold command. Each group retains its independence and key roles within the Outbreak Control Plan.

Amendment, Modification or Variation

These Terms of Reference may be amended, varied or modified by the Leader of the Council.

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