

Update 20 November 2020

Latest Covid-19



**Updated messaging for the coronavirus**

As rates of coronavirus in Norfolk continue to rise, people are being urged to stick to the essentials and follow the national guidelines. A press conference was held today focussing on the following key

messages:

The current restrictions mean that people should only leave home if it is essential:

- To shop for essentials
- To do essential work, because you cannot work from home
- To only carry out essential journeys
- For essential education
- For essential exercise

**It's essential – Norfolk must follow Covid restrictions to halt rise in cases. Protect yourselves, protect others, protect west Norfolk**

The Norfolk County Council press release is attached.

**Local Coronavirus figures**

The current local Coronavirus figures can be found on the Government website:

<https://coronavirus.data.gov.uk/details/cases?areaType=ltla&areaName=King%27s%20Lynn%20and%20West%20Norfolk>

**New Coronavirus business support grants available (see attached release)**

The application process for the Government's new Local Restrictions Support Grant scheme to support businesses, registered for business rates, that have been forced to close as a result of the second coronavirus lockdown is now open.

Eligible businesses include those who were trading on 4 November 2020 and have been told they must shut by law under the national lockdown rules such as non-essential retail shops, cafes, restaurants and bars as well as hairdressers and beauty salons. Certain businesses remaining open

for Click and Collect or Takeaway services may also be eligible if they have had to close their in-store services.

Businesses can apply online at [west-norfolk.gov.uk/businessrateshelp](https://west-norfolk.gov.uk/businessrateshelp) and will need their business rates account number and an up to date bank statement. Depending on whether a business meets the eligibility criteria set by the Government and their rateable value, grants range from £1,334 to £3,000 for the 28-day lockdown period.

To offer some support to those businesses not eligible under the Local Restrictions Support Grant the criteria for another scheme are currently being drawn up. Businesses can express their interest in the Additional Restrictions Support Grant using the form on the business rates help page of the borough council website. More details about this scheme will be published shortly.

This support will be dealt with quickly and efficiently, like the scheme earlier this year which saw nearly £40,000 being distributed to over 3,000 businesses. We will be sharing this information with all our contacts, but if you know of any businesses that may be eligible please do share the information with them and encourage them to apply.

### **Business engagement**

We have been working with the College of West Anglia to train some of their uniformed services students to support the business engagement work of the Covid Marshalls and to support other areas of the Covid Marshalls work. Training took place on 19 November and it is hoped that they will be out and about next week. A press release with more detail will be issued shortly.

### **Engaging with schools and young people**

We have been continuing to engage with schools and had a constructive meeting with heads of local secondary schools last week.

We have this week issued posts on Twitter and Facebook that were recorded by members of King's Lynn Town Football Club. The response to these by younger people has been very positive and we appreciate the help of KLFC for making this happen.

Facebook links to football videos here:

[https://fb.watch/1S6\\_Mnea1n/](https://fb.watch/1S6_Mnea1n/)

<https://fb.watch/1S70rvFn44/>

<https://fb.watch/1S70-XMh74/>

Twitter links to football videos here:

<https://twitter.com/WestNorfolkBC/status/1328791464718069763?s=20>

<https://twitter.com/WestNorfolkBC/status/1328801644352593920?s=20>

<https://twitter.com/WestNorfolkBC/status/1328806095800963076?s=20>

<https://twitter.com/WestNorfolkBC/status/1328825279121387521?s=20>

Banners are being sent to all schools this week. At primary schools the message is to remind people not to forget about social distancing, for high schools and the College of West Anglia it is more focused on reminding students not to meet up with mates out of school but to stay in the bubbles and not go out during lockdown. Posters have also been offered and will be sent to high schools next week.

### **Working with partners**

This week we have produced an information sheet that is being distributed in conjunction with Freebridge Community Housing to their tenants in North Lynn, South Lynn and Fairstead. The document is attached for your reference.

### **Lily**

A reminder that the Lily website is a useful resource for anyone who needs help or support during this lockdown. There is help and advice on there as well as directory of local businesses which are offering a service (click and collect or delivery). If you know of any businesses in your area that are offering a service but not currently listed do encourage them to get in touch. If you are aware of people who need to access these businesses do share the [www.asklily.org.uk](http://www.asklily.org.uk) web address.

### **Self-Isolating**

Self-isolating is crucial in helping to stop the spread of coronavirus. The guidance is:

- If you have COVID-19 symptoms or have received a positive test result you must stay at home and begin to self-isolate for 10 days from when your symptoms start.
- If you live in the same household as someone with COVID-19 you must stay at home for 14 days. The 14-day period starts from the day the first person in your house developed symptoms or, if they do not have symptoms, from the day their test was taken.

In practice, self-isolating requires people to:

- stay at home
- not go to work, school or to public areas
- not use public transport like buses, trains, tubes or taxis
- avoid visitors to your home
- ask friends, local family members or delivery services to carry out errands for you - such as getting groceries, medications or other shopping.

You can find more stay at home guidance here, including how to reduce the spread of Covid-19 in households: <https://www.gov.uk/government/publications/covid-19-stay-at-home-guidance/stay-at-home-guidance-for-households-with-possible-coronavirus-covid-19-infection>

### **Thinking ahead**

Clearly Christmas will be a period when many people are more isolated than ever. We are working with Norfolk County Council on messaging around this, and Lily are already exploring with partners what measures they can put in place to help people feel less isolated and to make sure people who might ordinarily go to an organised Christmas Day lunch or even travel to family over Christmas are able to have a meal, or a least a call so that they just feel a little less alone. We would love to know if you have any ideas as to what staff or other members of the public could do to help, in addition to what charities and government organisations can do. If you have any thoughts or would like to volunteer, let [communications@west-norfolk.gov.uk](mailto:communications@west-norfolk.gov.uk) know, putting the words Christmas Help in your subject line.

### **Borough Council service impacts**

All of our service impacts can be found here: [www.west-norfolk.gov.uk/coronavirus](http://www.west-norfolk.gov.uk/coronavirus)

Please remember our council offices are no longer accepting visits from the public. People can contact us through Live Chat on our website, or by calling us on 01553 616200. Anyone needing to provide documents can post and drop these into the letterbox which is emptied daily.

If you require specific information about any of the issues raised in this update, please contact [communications@west-norfolk.gov.uk](mailto:communications@west-norfolk.gov.uk)

**Norfolk-wide helpline - call 0344 800 8020**