

2 October 2020

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Dear parish councils,

Covid-19 figures are now showing a steep rise in cases in North West Leicestershire with a doubling in the seven days up to 2 October. Whilst we remain under the national average at 29.4 per 100,000 population, this significant rise has caught the attention of Public Health England and our communities need to be working together to slow the rate of increase as much as possible.

The increase is not in any one geographic area, or within any specific age range group or workplace setting but is through general community transmission so it's important we reiterate the key messages of hand hygiene, face coverings, the rule of six and social distancing in our communities.

To keep you informed, I have set out below the approach we are taking in response to the current trend.

We are working with the police to ensure we have clarity over our enforcement roles, responsibilities and information sharing. Jointly we are carrying out visits to premises across the district both in the day and at night to check for non-compliance and take action where required.

Parish councils can play a significant role in this work by reporting non-compliant businesses to our licensing team so that we can investigate. There really is no excuse for failing to be non-compliant at this critical stage. Please email licensing@nwleicestershire.gov.uk with any issues you become aware of.

Other planned activity includes:

- Continuing to contact, talk to and work with pubs, bars, taxi drivers, restaurants and other key businesses to remind them of their responsibilities.
- Developing a schedule of night-time monitoring, supporting regular visits by the police
- We'll be soon setting a date for a virtual Pub Watch meeting
- Continue our work with event organisers to offer guidance and support
- We'll be liaising with HSE to deliver a programme of telephone advice to 150+ settings across North West Leicestershire including pubs, restaurants, food manufacturers, the beauty sector and more
- Increasing our social media activity focusing on our core messages and the It's Down To Us campaign. Please share these messages from our accounts – This Is NWLeics on Facebook and @NWLeics on Twitter
- There will be a change of language on our communication channels to start talking about the sharp increase in cases we've seen in North West Leicestershire.

This is just a flavour of the work we're doing as we respond to both the national increase in cases, and now our very own sharp increase. Your support in sharing messages, reporting issues and supporting your communities is an invaluable part of this effort – thank you.

Best wishes



Bev Smith
Chief Executive