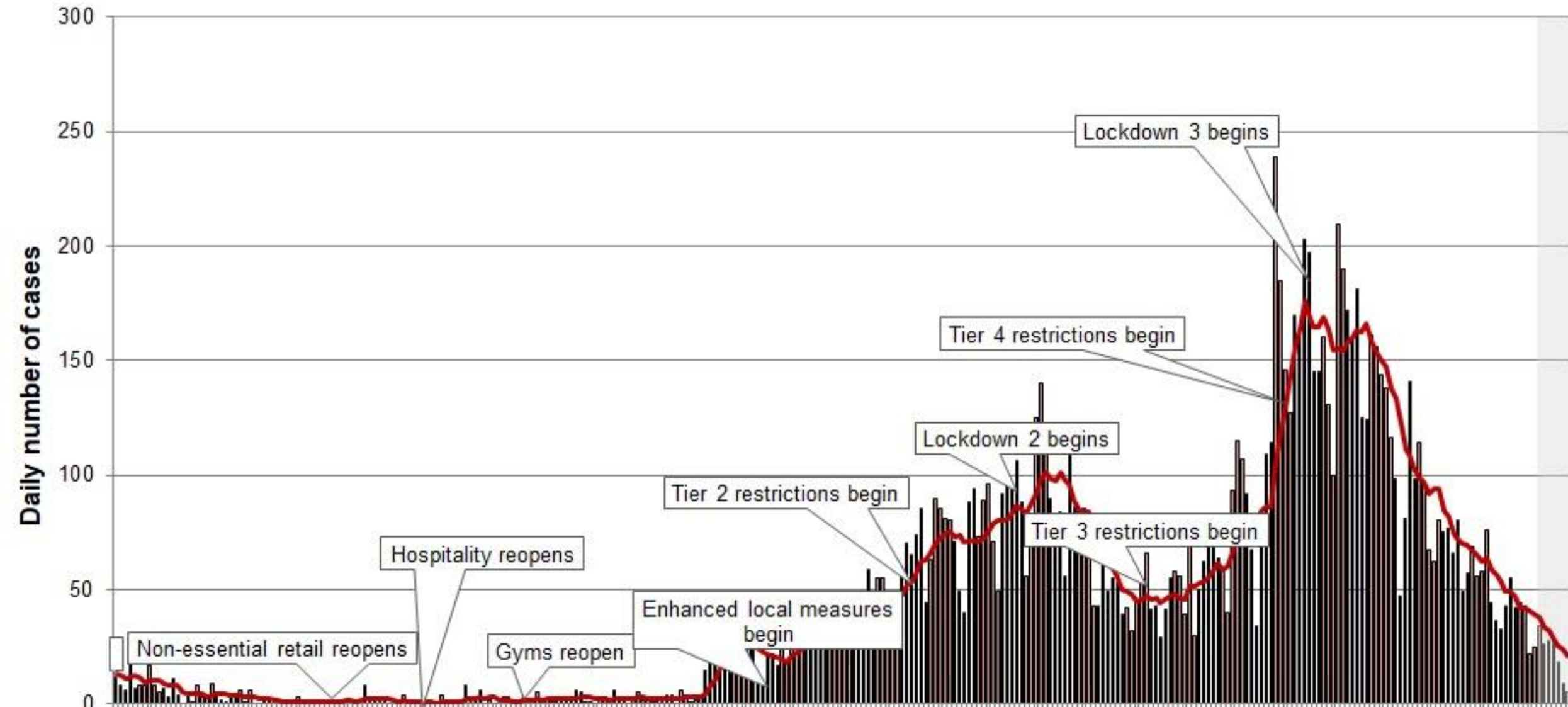


Dickens Heath Parish Council AGM 2021

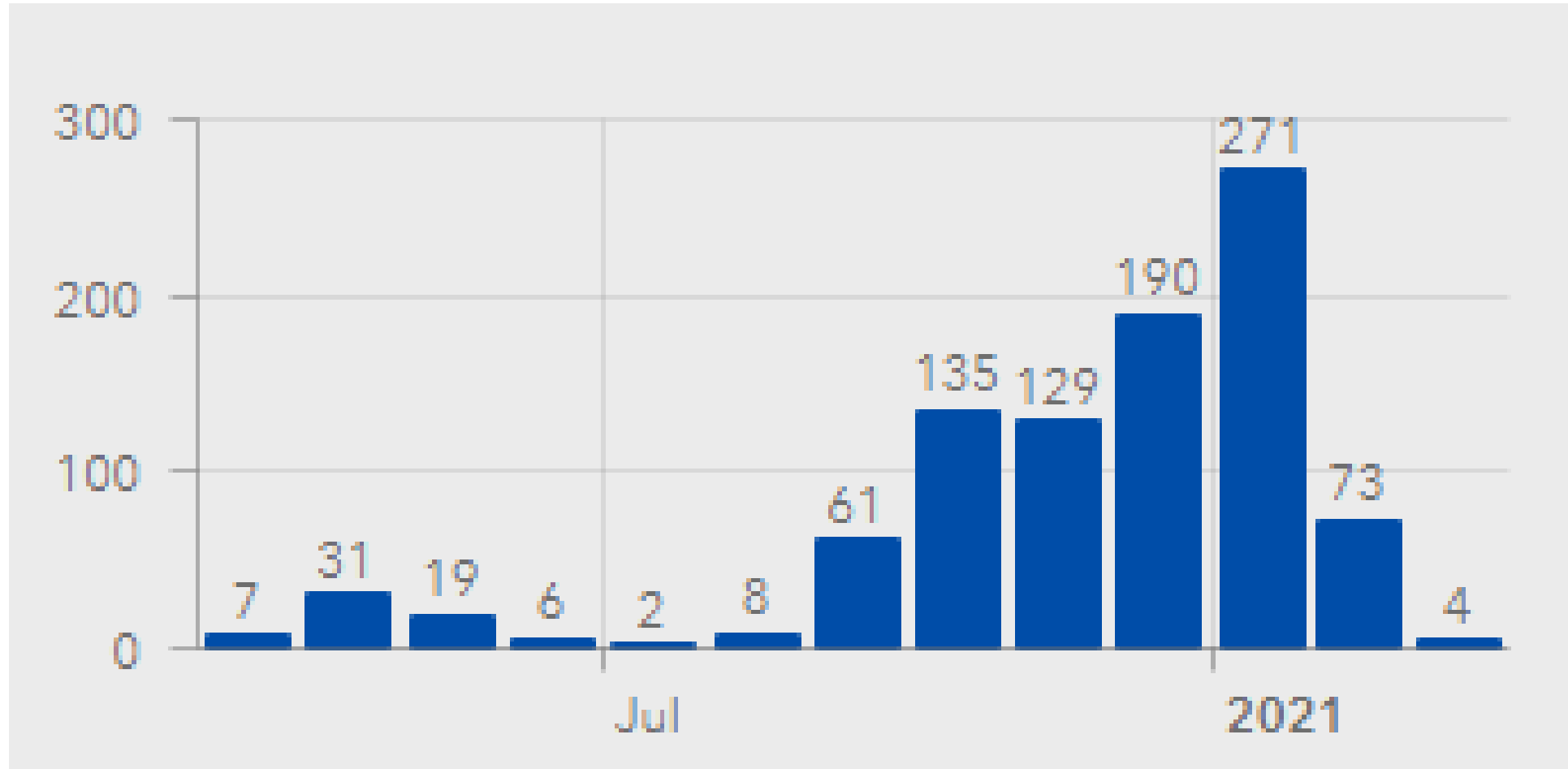
Martyn Sargeant
Community Engagement Lead

Number of daily Covid-19 cases in Solihull since 1 May, Total cases to date (March to CurrentDay) = 13881

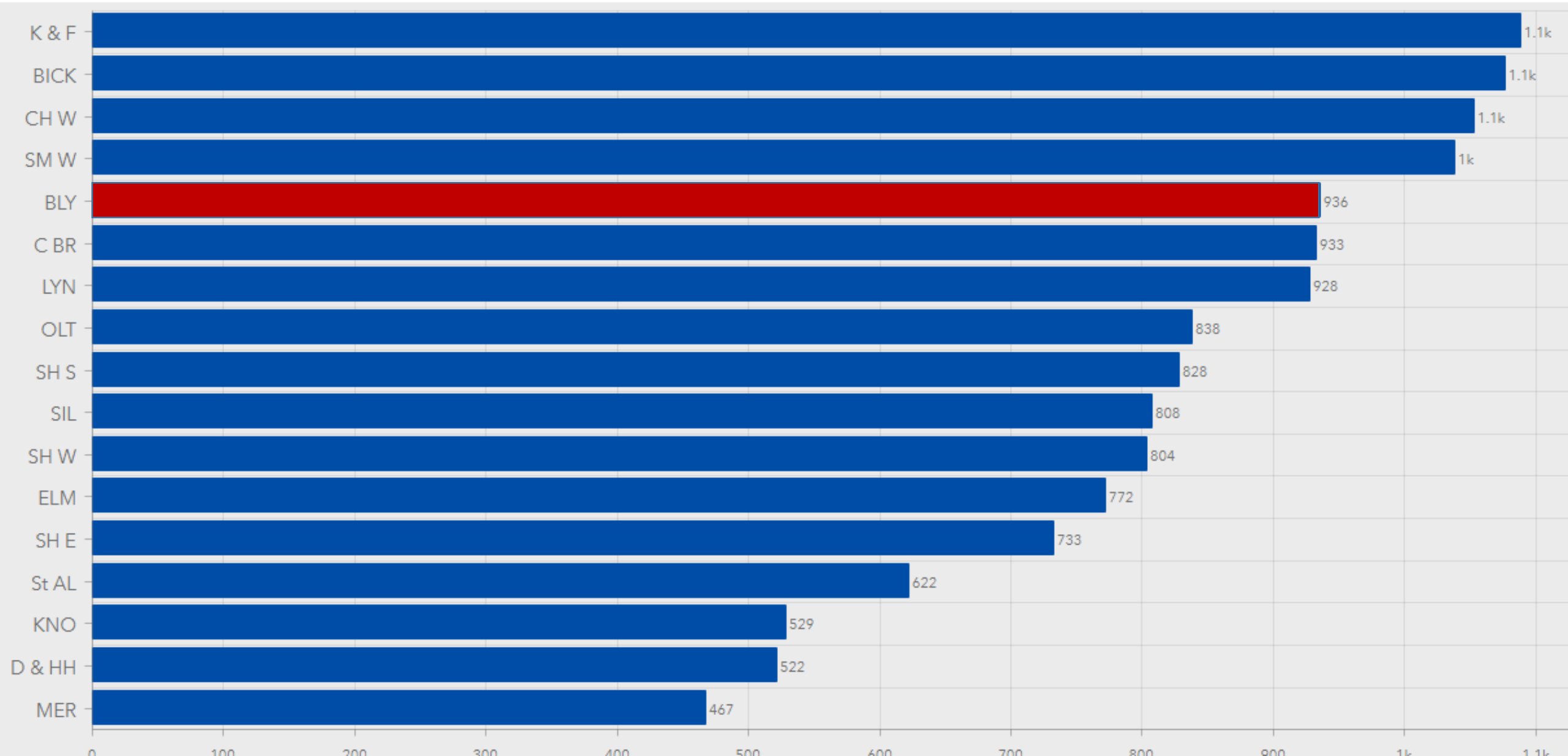
Daily Cases Provisional 7-day average



Blythe cases

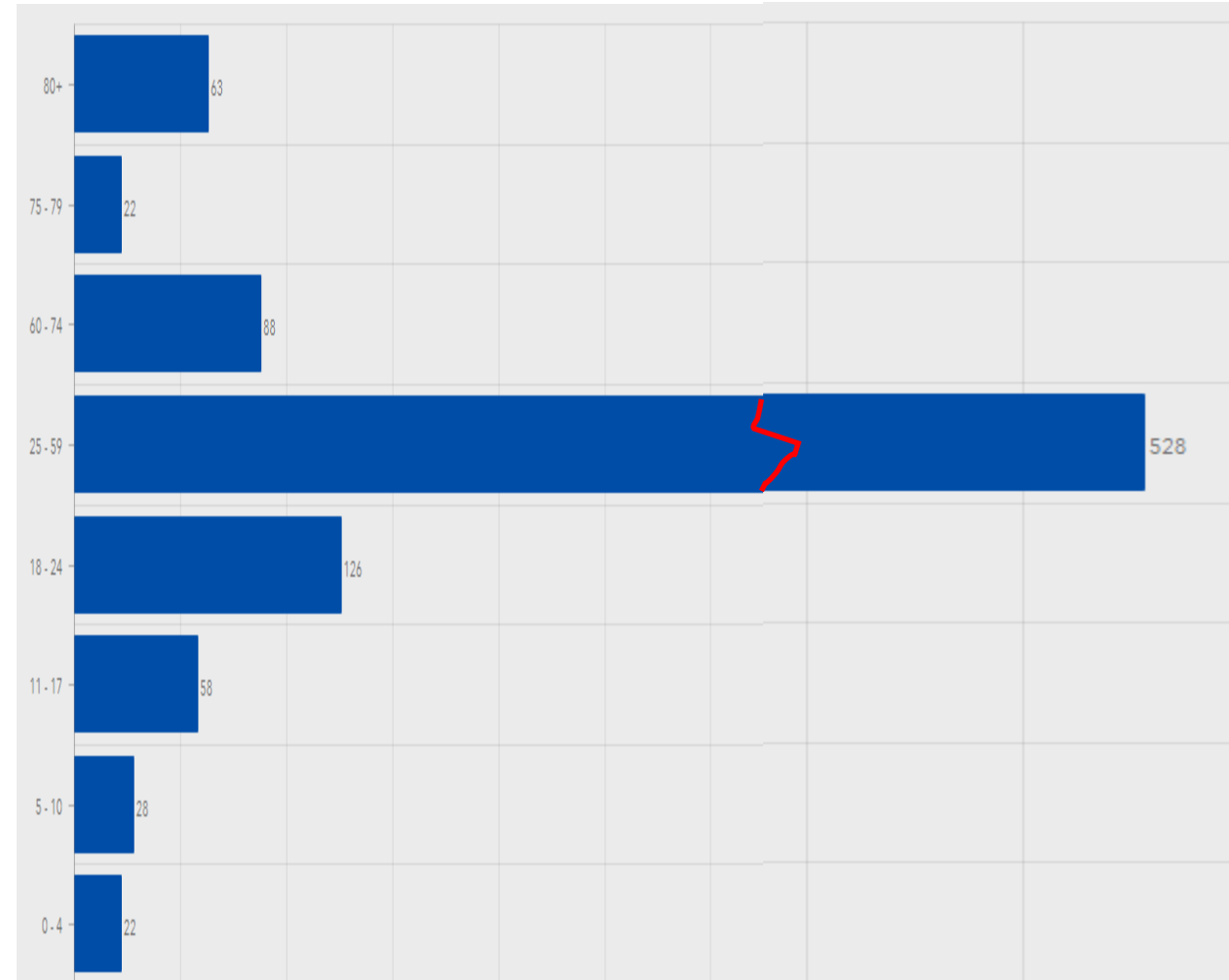


Cases by ward



A few Blythe Covid facts

- 936 cases since March 2020 (most from September due to testing arrangements)
- 53% women/47% men
- Average age of a person with +ve Covid test is 40 (43 for Solihull)
- 63% white/9% Indian/4% Pakistani/6% other/18% unknown



Community engagement

- Top down communication not enough:
 - Message fatigue
 - Lack of trust
 - Lack of reach
- Developed Solihull Community Champions to:
 - Use existing channels within communities to disseminate messages
 - Provide a feedback mechanism for the council to hear from local people
- About 180 champions across Solihull; 18 in Blythe, of which five in Dickens Heath specifically

Community Champions

- Weekly Zoom briefings since September (40-50 attendees):
 - Covid updates
 - Related topics, incl. domestic violence, mental health, vaccinations
- Weekly emails including key social media messages for sharing
- Specific focused work (e.g. to address raising rates in the north of Solihull)
- Looked at as a case study by Cabinet Office

Community Champions: why has it worked?

- Able to build relationships
- Increased openness
- Genuine partnership
- Two-way communication
- Shared objectives

- Where next????