

Report for Clifton upon Teme Parish Council meeting – Thursday 4th February 2021

Dear Councillors,

I do hope everyone is keeping well as we remain in Lockdown. Please keep safe.

I have included a short report for the meeting.

Coronavirus communications: Malvern Hills District Council is looking at combining with Worcester City Council to run a joint campaign called “*don’t break now*” – trying to keep people’s motivation up to follow the rules. This will be a long lockdown but hopefully, if people stick with it, this will be the last one and we will be able to bring this pandemic to an end. As a District, we will be doing more to support the NHS vaccination messages. The current group of people being vaccinated are more likely to take the vaccine but as we move through the priority groups and into the wider population, we expect there to be more resistance.

Contact tracing is showing a lot of transmission at workplaces. It’s not that companies aren’t putting safety measures in place but people are becoming sloppy on coffee breaks etc and so we are working with Worcestershire County Council to push out material to help employers stress the importance of people remaining on their guard at all times.

We are also trying to reinforce the message on self-isolation and how to do it properly as we have seen a number of household outbreaks.

We are also looking to develop a campaign called Wellbeing Wednesdays to encourage people to take time to focus on their mental and physical health. Please feel free to promote the attached poster to the wider community.

Business support Christmas campaign update: During December, Malvern Hills District worked with town councils and over 90 town centre businesses across Malvern, Tenbury and Upton to run a children’s Christmas trail, where traders hid letters in their festive windows for participants to follow a map and find. As part of this, traders were encouraged to brighten the streets and decorate their windows for our Christmas shop window competition within each town. Congratulations to the winners and thank you to Cllr Dean Clarke, Mayor of Malvern Neil Morton, Mayor of Tenbury Eric Hudson, Mayor of Upton Henrietta Ross and Rev. Barry Unwin for judging the windows. In addition, a public vote ran throughout December where we received over 1,300 votes.

Tenbury winners:

1st – Blush Health & Beauty Salon

2nd – Bonnie’s Pet Supplies

3rd – Age UK

Public Vote Winner – Shorty’s Studio

Congratulations to all who participated and of course to the overall winners!

Age UK Malvern and District merger: Age UK Malvern and District have merged with Worcester and District to become Age UK Worcester and Malvern Hills (AGE UK W&MH).

Worcestershire Children and Young People’s Plan: Worcestershire County Council is developing a new children and young people’s plan and they want as many people to get involved as possible. This survey is open to young people, parents, carers, practitioners and anyone with an interest in how Worcestershire works for its children and young people. It is a quick survey that should take no more than a few minutes to complete, so please have your say at <https://www.worcestershire.gov.uk/cypphaveyoursay> I have completed the survey and it did only take around 5minutes.

Thank you

Caroline

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