

Cabinet paper on 'Phase 2' messaging and communications

Cabinet is asked to:

Consider the issues around moving away from the existing 'stay home, save lives' core message to a 'stay safe' message which makes clear that people can undertake further activities, particularly outdoors, while observing strict social distancing.

Background

The core message of 'stay home, save lives, protect the NHS' has been adopted on a four nations basis since the 'lockdown' restrictions were introduced in March. It has been extremely successful in driving public compliance with the measures and is widely understood.

On May 5th, the SAGE committee considered a series of phased steps to ease some of the phase 1 lockdown restrictions. The second phase, almost certainly running from Monday, May 11th to early June, and due to be announced by the Prime Minister this Sunday, would be accompanied changed public messaging, encouraging behaviour change but within the existing English regulations.

The areas SAGE examined for this phase are as follows:

- *Work - "Encourage those permitted to work (who cannot work from home) to do so subject to complying with the new 'safer spaces' guidance – with a moderate level of up-tick in return."* This is expected to increase the number of people in work by 20 percentage points.
- *Schools - "Encourage more of those children currently permitted to attend schools and childcare to do so – with a moderate level of up-tick in return."* This is expected to increase the number of children in school to up to 11% of the total school population.
- *Exercise & leisure – "Make clear that people can exercise more than once a day (as already legally permitted) and use outdoor spaces for leisure (observing social distancing)."* This is not legally permitted in Wales at present, and regulations would need to be relaxed in order to accommodate it. This is not expected to increase contact with people, and so it could not involve any exercise or leisure that brought people into contact with others.
- *Outdoor workplaces – "Opening some additional outdoor workplaces e.g. outdoor markets and garden centres."* It should go without saying that there is a significant potential variance in what constitutes an outdoor workplace. A list of the potential outdoor workplaces should be requested.