

**RESPONSE TO INCREASE IN INCIDENCE 07/09**

Any changes will take at least two weeks to have an effect; we should expect at least a further doubling in the numbers before knowing whether we have done enough to halt growth.

<b>Recommendation</b>	
<b>Comms</b>	1) Renewed hands/face/space campaign and 1 page social contact guidance. 2) Target 17-21 year olds and high contact individuals through greater use of influencers; encouraging symptomatic testing; emphasising the need to socially distance. 3) Use Contact Tracing data and Travel Information to publicise sites of infection. 4) Pause planned campaign on the return to offices and signal a possible delay to the roadmap steps envisaged on 1 October (i.e. allowing mass events).
<b>Social contact</b>	1) Move from 2 households to 6 people in all settings, including private homes: while technically a loosening, it may be easier to understand, comply with and enforce. 2) Place rules into law. The police will find it easier to enforce if we have moved everything to '6 people', including legal gathering limit (currently 30), with exceptions.
<b>COVID-19 Secure on businesses</b>	1) Faster use of powers to close venues by local authorities. 2) Existing guidance on test and trace data collection to be put into law alongside launch of the app, which makes data easier to collect. 3) Radically simplified guidance for key businesses + push on comms and branding
<b>Stronger enforcement</b>	1) Create register of new or recently retired Environmental Health Officers
<b>Borders</b>	1) Legislate to require carriers to check the Passenger Locator Form pre-departure 2) Increase use of FPNs at the border and number of spot checks on self-isolation (with checks at the border targeted on risk profiles, including younger travellers) 3) Simplify the PLF, using SMS nudges, developing a 'tip off' line to advise of those not self-isolating.
<b>Local interventions</b>	1) Standardised 'tiers' for local interventions in regulations (R/A/G).
<b>Pilots and Roadmap</b>	1) Pilots for large gatherings continue, but delay next phase of larger pilots from mid-Sept. 2) Warn that we may not be able to deliver the roadmap's 1 October target for the return of stadia and business conferences
<b>Options to go further</b>	
<b>Curfew</b>	1) Introduce a 2300-0600 curfew only in hardest hit areas OR 2) National curfew
<b>Universities</b>	1) Delay the return to universities. 2) Start Universities with online learning for all courses except where absolutely necessary and online social events only. This could encourage students to not travel to locations. 3) Engage with NUS/local Student Unions to identify safer social activities, especially for Freshers, that centre on campus and away from city/town centres. Consider funding. 4) Ensure VCs, through direct comms with Chief Scientists and Clinicians, are fully aware