

STRATEGY

- We need a much clearer message about what we are asking people to do.
- There are some very obvious things that we could do to clarify and get people to live in line with that message, which we would recommend doing now.
- But if the fundamental aim is to drive R below 1 for the next two weeks, then there is a question about whether we need to go further on policy that we have not touched as yet:
 - o specifically banning any gatherings, including: community focused, and/or going to work; and
 - o whether or not we move straight to tough enforcement mechanisms.
- Answering this question (impact analysis and implementation) should be the focus for today.

1. CLEAR MESSAGE: WHAT ARE WE ASKING PEOPLE TO DO

Stay at home. Exceptions are:

- o Shopping for food as little as possible, aim for once a week
- o One walk or run
- o Medical visits
- o **Choice:** Work:
 - Reinforce home working wherever possible, with a high bar OR
 - No-one except key workers (**needs clear analysis on whether this is needed**)

2. MAKING IT HAPPEN

a. Communications **Do all today/asap**

Start with formal PM address to nation, but then very significantly increase comms on other channels.

- Signage everywhere – parks, transport, shopping centres (all LAs to implement)
- Infomercials before streaming
- Radio and TV adds
- Broadcast guidance via mobile networks/what's app

b. Closing more places where people gather **Yes in places**

- Community spaces:
 - o Places of worship (yes)
 - o Parks (yes – but only playgrounds/areas that encourage interaction)
 - o Outdoor leisure and markets, bar food (yes)
- Non-essential retail (If messaging at the top is correct, we do this by default)
- Work places (choice as above)

c. Mechanism of enforcement. **Give messaging 3 days to see if it works, while we wait for the Bill**

- Ask community leaders / police to advise dispersal of groups
- Self-validation for individuals: – form/app to say why people are leaving the house (choice)
- Fixed penalty notices:
 - o For gatherings of more than 2/families outside
 - o If you don't have your self-validation with you