



LRF Communications Briefing – Covid19

07 July 2021

LRFBIZ V68 - ECONOMIC RESPONSE & RECOVERY VERSION

Coronavirus Headlines

NHS given green light to start planning winter Covid-19 vaccine booster programme

Flu season is expected to come at a larger scale this winter, meaning extra protection against Covid-19 is likely to be needed. More than 30 million of the most vulnerable should receive a third dose, vaccine experts are advising. This will include all adults aged 50 and over, and anyone over 16 who qualifies for a flu jab. Further information available [here](#).

Business & Economy

Visit Lincoln's round-up for tourism & hospitality sectors

Our thanks to Visit Lincoln for their summary below of the key changes announced this week impacting on our visitor economy sectors.

Prime Minister's Update

Key points from the Prime Minister's update include:

- It is relatively certain that on the 12th July, Government will agree to removing most remaining restrictions as planned for Step 4 of the roadmap which commences on 19th July.
- All businesses will be able to reopen, including nightclubs.
- Face masks will no longer be legally required.
- Social distancing rules will no longer apply.
- All legal limits on indoor and outdoor meetings will be removed.
- People will no longer be told to work from home.
- Test and trace will continue, but the government wants to replace isolation with daily testing.
- Covid-status certificates will not be required by the government to access venues, however businesses can still choose to use them.
- The Government will continue to work with the travel industry to allow fully vaccinated UK residents to re-enter the UK from Amber-listed countries with the need to self-isolate and an announcement should be made on Thursday - the implication is that this will not apply to fully vaccinated people visiting the UK from Amber countries
- Plans to replace bubbles for school pupils will be announced soon.

Additional information available [here](#).

Certification review

The Certification review has also been published. The conclusion of this review is that :

“Having considered a wide range of evidence as part of the review, the Government has concluded that it will not mandate the use of COVID-status certification as a condition of entry for visitors to any setting at the present time.”

View the document [here](#).

Government publishes Events Research Programme report

Mitigation measures can be used to reduce and manage risks associated with large events, a [Government report](#) finds. Pilots have been run in a structured, scientifically and ethically robust way to enable events in the programme to happen on a scale not previously tested since the start of the pandemic. The report finds events with high crowd density and proximity could potentially pose a greater transmission risk.

Phase three of the Events Research Programme will further examine transmission data and build on evidence base of low case rates from phase one.

Tools, Webinars & Events

Promote the national Help to Grow: Management Scheme to SMEs in your network

The Help to Grow: Management Scheme is a new executive training programme delivered by the UK's leading business schools. It will provide senior leaders at SMEs across the country with support, training, and mentoring.

The first course went live on June 28 and to mark this and the [stakeholder toolkit](#) has been expanded, which contains content you can use to help promote the scheme to SMEs in your network. Further information can also be found on the [campaign page](#).

Business Secretary Kwasi Kwarteng hosted a panel event on how SME's can innovate, grow and drive the recovery on 23 June. [Watch the discussion here](#).

Upcoming Local events

- **Smartphone Filmmaking: Create engaging video for business, PR and social media** - online workshop. Tuesday 13 July, click [here](#) for more.
- **Greater Lincolnshire Online Careers Fair (young people and students)** - online event. Wednesday 14 July, click [here](#) for more.
- **ChamberConnect: Getting Started with CRM Workshop** - online workshop. Tuesday 7 September, click [here](#) for more.

To discover more upcoming events, webinars, and online courses, click [here](#) to visit the Business Lincolnshire calendar. All [www.gov.uk](#) webinars and videos for organisations that trade with the EU can be found [here](#).

Fixed key messaging

The Lincolnshire Resilience Forum has created a Recovery Comms Cell made up of county and district councils, NHS, and LEP/Business Lincolnshire leads to ensure consistency of key messaging. This is not intended as a comprehensive list but to update on new and key messages relevant to economic response and recovery. Follow and tag on Twitter @ [LRF](#) @[GreaterLincsLEP](#) @[businesslincs](#)

CONTACT THE TEAM – IF YOU NEED ANY HELP OR ASSISTANCE PLEASE DO NOT HESITATE TO CONTACT A MEMBER OF OUR TEAM						
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