



**Report to: Health & Wellbeing Committee, 29<sup>th</sup> July 2021**

**Report of: Corporate Director, Homes and Communities**

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**Subject: WORCESTER CITY COVID-19 POP UP VACCINATION CENTRES –  
UPDATE REPORT**

**1. Recommendation**

**1.1 That the Committee notes the contents of the report and in particular the contribution this Council has played in the vaccination roll out programme across Worcester City.**

**2. Background**

- 2.1 During October 2020 each of the District Councils across Worcestershire with support from Worcestershire County Council Public Health Team, convened a regular Incident Management Team (IMT) meeting to respond more locally to the ongoing COVID-19 Pandemic.
- 2.2 IMT's include representatives from several different agencies, with attendance able to be flexed depending on what the focus of the meeting is. The Worcester City IMT is chaired by The Corporate Director (Operations, Homes & Communities) with Dr Matt Fung the groups appointed Public Health lead.
- 2.3 The Worcester City IMT includes representatives from Education (including Further Education), Worcestershire Regulatory Services, West Mercia Police, Worcestershire County Council Children's and Adults Services, Worcester City Primary Care Network, Herefordshire & Worcestershire Clinical Commissioning Group (CCG), Platform Housing and Worcester Community Trust.
- 2.4 At the commencement of the IMT focus was very much on prevention of transmission through the precautions that had been set out in both guidance and legislation by the Government, and a local communication campaign ('Don't Break Now') was developed and rolled out. In addition, the IMT was also required to monitor and respond to the range of challenges faced by communities through National Lockdowns 2 and 3.
- 2.5 The national vaccination programme commenced in December 2020 and the Phase 1 Priority Groups included residents in a care home for older adults and staff working in care homes for older adults, those between the age of 80 years and over and 50 years old (in descending order) and adults of any age who are clinically extremely vulnerable or in an 'at risk' group.
- 2.6 Worcester City and indeed Worcestershire responded well to the programme. As of 18<sup>th</sup> July 2021, 82% (72,164) of Worcester City residents aged 18 or over have received at least one vaccination, compared to 85% across Worcestershire as a

whole. 61% of Worcester City residents have received two vaccinations compared to 70% across Worcestershire as a whole.

- 2.7 It was during Spring 2021 however when the focus of the IMT shifted to vaccination uptake because of the variance in rates linked to factors such as where you live and ethnicity. Prior to this a Vaccine Inequalities Programme was formed across Herefordshire & Worcestershire to ensure that all residents had access to the Covid vaccination, and that no one is left behind.
- 2.8 **Appendix 1** includes a number of charts from the [Worcestershire COVID-19 Vaccinations Dashboard](#) showing the position as of 18<sup>th</sup> July 2021. Both the table and the map provide uptake rates by areas of the City (Medium Super Output level – on average around 7200 residents).
- 2.9 For second doses, Northwick has the highest uptake rate with 74% of residents vaccinated, followed by St Peters (72%), Lower Wick & Bromwich Road (68%) and Lyppard Grange (67%). Worcester Town North has the lowest uptake rate with 49%, followed by Worcester Town South (51%), King George V Field (53%) and Warndon West (57%).
- 2.10 These variations in uptake as mentioned above are linked to a variety of factors and are reflective of what has been seen up and down the Country, with more deprived communities generally having lowest rates of vaccination. This is mirrored to a similar extent in pre-existing vaccination programmes such as Influenza with more affluent communities having higher rates of uptake.
- 2.11 The percentage of residents vaccinated is also lower among the vast majority of ethnic minority groups, compared with the white British population. In Worcester uptake is consistently lowest for those identifying as Black African and Black Caribbean although it should be noted that the raw numbers are significantly lower.
- 2.12 It is only more recently as the vaccination programme expanded to include those 40 years old and younger has age also become a factor. The highest rates of vaccination can be seen in older people, and for example 96% of residents 65 years of age or over have had at least 1 vaccine compared to 65% of those aged 18 – 24.
- 2.13 This report intends to update Committee on the three Pop Up Vaccination Clinics that have been held across the City (to date) in response to in uptake and set out the key roles this council played.

### **3. Information**

- 3.1 In partnership with those key agencies referred to within this report, it was decided that the first pop up vaccination centre should be operated to encourage uptake amongst residents within the electoral wards of Gorse Hill, Rainbow Hill and Warndon which had some of the lowest rates in the City.
- 3.2 The IMT identified that the King George V Community Hub (operated by Worcester Community Trust) would be a suitable venue to host the clinic as it was a community venue that local residents could identify with, it had ample room inside the hub, had good parking options and was central to the 3 wards which were the focus of the clinics.

- 3.3 The opportunity to host the clinic came at very short notice but one that all agencies were determined to make the most of for the benefit of Worcester City residents, but also as an opportunity for the first time in Worcestershire to trial such a site delivered at a micro-local scale.
- 3.4 Planning and preparation for the clinic took place between Friday 21<sup>st</sup> May and Tuesday 25<sup>th</sup> May. It was agreed that the clinic would target a small number of post codes where uptake was lowest and would be supported by a community engagement exercise that would see a range of partner agencies (inc Worcester City Council, Worcestershire Regulatory Services, Platform Housing) door knocking targeted areas in order to make residents aware of the clinic and encourage them to attend to receive their vaccine.
- 3.5 Operating the clinic was a system wide effort but without the efforts of Worcester City Council staff it would have been unlikely to have been able to operate it over the 3 days. Below are some of the key roles played –
- 1) Customer Services provided the front facing booking service between the hours of 08:30 – 20:00 on a call back basis.
  - 2) A vast array of operational equipment from road signs to privacy screens were organised and delivered to the site for the period of the clinic
  - 3) Car Park management was overseen by our Car Parking Service who also undertook a welfare role whilst people rested in their car after having had their vaccine
  - 4) Variety of staff from across the organisation played roles within the clinic including vaccination administration and welfare observers
  - 5) City Council had a constant 'point of contact' at the Clinic for partner agencies to work with and refer queries and requests in to
  - 6) Variety of staff from across the organisation, led by Community Services undertook local door knocking campaign
  - 7) Communications Team played a key role in the development and roll out of communications messages
- 3.6 The clinic was held between Wednesday 26<sup>th</sup> May – Friday 28<sup>th</sup> May with 537 residents being vaccinated across the three days. **Appendix 2** provides a data summary of the clinic and it suggests that the clinic did meet 2 key objectives.
- 3.7 88% of residents vaccinated were 39 years of age or under. Furthermore, in terms of address of those vaccinated, 90% of residents who benefitted from this site, lived in the targeted post code areas WR3, WR4 and WR5. So, having regard to age and geography targeted the clinic was successful. In terms of the reason why residents attended then it was clear that proximity and convenience was the overwhelming factor followed by the social media messages, door knock and word of mouth.
- 3.8 It cannot be underestimated the extraordinary community engagement campaign that supported the clinic, and which commenced on the afternoon of Tuesday 25<sup>th</sup> May. In less three days 3379 doors were knocked including Avon Road, Glenthorne Avenue, Rainbow Hill, Rose Avenue, Walnut Avenue and Windermere Drive. The

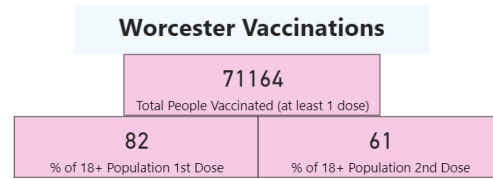
success rate of gaining an answer was 51% and this provided officers with an opportunity to inform over 1700 residents that the clinic was taking place, to encourage them to have their vaccine if they hadn't yet, and also to gauge feedback from people around their attitude to vaccination.

- 3.9 36% of all addresses visited reported that they had received their first vaccine with only 2% reporting that they had declined. 9% (321) of residents reported that they were interested in booking.
- 3.10 Where no answer was obtained a letter and leaflet in 3 languages was left at the property (English, Urdu and Polish) with some of the addresses followed up again with a 2<sup>nd</sup> door knock later in the week. It would be extremely difficult to accurately estimate the conversion rate as a result of door knocking but much of the feedback received from those who did attend the clinic was around 'word of mouth' and it is very likely that the door knocking engagement exercise would have raised the profile of the clinic and got people within communities talking about it.
- 3.11 The key learning points were as follows –
- Anecdotally, convenience / ease of access was the main draw to clinic. Though this does not imply that location is a barrier, it does act as a clear motivating factor
  - It would have been very useful to have recorded ethnicity data to understand whether the intervention successfully reached known groups of lowest vaccine uptake.
  - Dual approach to communications and engagement, on the ground door knocking and digital output was most effective. Despite initial hesitations, use of social media could have been utilised earlier on. As such, a more comprehensive social media toolkit (targeting multiple platforms) and tracking of social and online data would be useful.
- 3.12 Following the success of the Brickfields Pop Up Vaccination Centre, attention then turned to what further could be done to encourage younger people to get immunised. A further clinic was operated at The Guildhall in Worcester on Friday 25<sup>th</sup> June and Sunday 27<sup>th</sup> June this time targeted at young people as part of the Government's 'Walk-In Weekend' promotion. The key difference between this and the Brickfields clinic was that this was a 'drop in' clinic so no booking was required, trying to encourage even greater take up.
- 3.13 This clinic was extremely successful with 822 vaccinations administered over the 2 days (360 on 25<sup>th</sup> June / 462 on 27<sup>th</sup> June). The High Street and City Centre provided a naturally higher level of footfall that enabled officers to engage with young adults and encourage them to have their vaccine. Along with the 'walk-in' nature of the clinic then as can be seen from the numbers many young people took the opportunity to get vaccinated without having to book through their GP surgery or sites such as St Peters or Malvern Show Ground.
- 3.14 Building on that, the most recent clinic was held on Saturday 3<sup>rd</sup> July 2021 at The Guildhall and was once again a 'drop-in' targeting young people for their 1<sup>st</sup> vaccination. Although only 160 people were vaccinated this was a further group of young people who have been provided with a level of protection that otherwise they might not have or might have delayed having.

- 3.15 This relatively low number was as a result of a number of factors. Officers and volunteers who were engaging people in the City Centre reported that a high percentage of young males were citing England's football match versus Ukraine in the Euro 2021 Quarter Final that evening as a reason for not wanting to have the vaccine. In addition, the weather was very poor on the day with heavy rain showers reducing the level of footfall within the City Centre. Finally, in response to somebody who was taken poorly at the clinic an Ambulance needed to park outside the gates of the Guildhall which might have discouraged some people who might otherwise have been hesitant about receiving the vaccine.
- 3.16 To date across the three pop up vaccination centres that have been held across Worcester City, over 1500 residents have been provided with their first vaccination. Although it is likely that a proportion of these residents would have eventually received their vaccination, it is fair to assume that many might not have, or not have got around to getting vaccinated as quickly.
- 3.17 The learning that has been gained from delivering the local clinics will be very useful moving forward however it is evident that there are some residents who simply do not wish to take up the opportunity of becoming vaccinated due to personal beliefs. Some of these are shared across wider communities and one of the key pieces of work for us as a council is to better understand those beliefs, identify who the Community Influencers are who may be able to assist us with messaging and linked to this, being able to utilise and access social media platforms that these communities utilise to communicate with one another.
- 3.18 The council intends to continue to fully support colleagues at the Clinical Commissioning Group, Worcester City Primary Care Network and Worcestershire County Council Public Health with the ongoing vaccination programme, and in particular further pop up vaccination clinics.
- 3.19 It is likely that further pop-up clinics will be operated during August and September 2021 in order to provide second vaccinations to those who received their first at King George V Hub (Brickfields) and another site to be located near to the City Centre that will again target young people who have not had their first vaccination but also some of our communities where we know uptake is lower.

**Ward(s):** All  
**Contact Officer:** Lloyd Griffiths (Corporate Director – Operations, Homes & Communities)  
**Tel:** 01905 722371  
**E-mail:** [lloyd.griffiths@worcester.gov.uk](mailto:lloyd.griffiths@worcester.gov.uk)  
**Background Papers:** None

# Appendix 1 – Worcester City COVID-19 Vaccinations Dashboard (as of 18<sup>th</sup> July 2021)

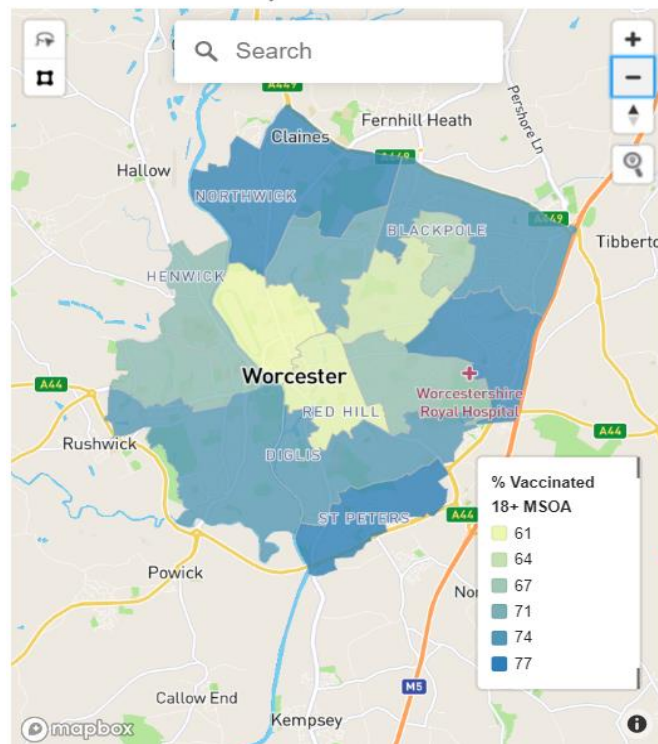


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**PROPORTION VACCINATED BY AGE GROUP AND MSOA**

MSOA Name	% 18-24 (at least 1st dose)	% 25-29 (at least 1st dose)	% 30-34 (at least 1st dose)	% 35-39 (at least 1st dose)	% 40-44 (at least 1st dose)	% 45-49 (at least 1st dose)	% 50+ (at least 1st dose)	% 2nd Dose 18+
Barbourne & Rainbow Hill	66	69	73	78	86	84	95	65
Battenhall & Diglis	70	71	76	81	82	88	94	66
Dines Green & St Johns	66	61	66	72	77	85	93	59
Henwick	64	47	65	75	83	84	95	62
King George's Field	55	54	61	66	71	81	91	53
Lower Wick & Bromwich Road	71	69	75	79	85	89	95	68
Lyppard Grange	75	76	77	79	88	90	95	67
Northwick	74	74	79	85	90	92	96	74
Ronkswood & Nunnery Wood	63	60	65	74	76	85	92	59
St Peters	79	78	82	84	89	93	97	72
Warndon East	68	71	75	82	83	90	94	65
Warndon West	54	58	67	68	76	84	93	57
Worcester Town North	59	52	57	60	68	72	88	49
Worcester Town South	55	55	54	63	69	77	87	51
<b>Worcester Total</b>	<b>65</b>	<b>63</b>	<b>68</b>	<b>74</b>	<b>80</b>	<b>85</b>	<b>93</b>	<b>62</b>

% Vaccinated 18+ MSOA by MSOA Code



## Appendix 2 – Data Summary of King George V Community Hub Vaccination Clinic (26<sup>th</sup> – 28<sup>th</sup> May 2021)

Date of Clinic	No. vaccinated
Weds 26th May	165
Thurs 27th May	194
Fri 28th May	178
<b>Total</b>	<b>537</b>

