



Prevention Strategy

Staffordshire Fire & Rescue Service

2024-2028



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Staffordshire
Fire and Rescue Service
preventing • protecting • responding



The Prevention, Partnership & Safeguarding Strategy

This Prevention, Partnerships and Safeguarding Strategy defines how Staffordshire Fire and Rescue Service's (SFRS) Prevention Teams and wider Service are achieving the strategic priorities of:

Prevention and early intervention

Protecting Staffordshire and its communities

Public confidence

Service reform

Summary

Our vision is to make Staffordshire the Safest Place to Be with an aspiration of zero preventable deaths occurring through the delivery of effective prevention and protection activity delivered through education and engagement.





Core Code of Ethics (CCoE)

The Core Code of Ethics is of paramount importance to our teams, which include Reception/Contact Centre, Princes Trust, Safe + Sound, Volunteering, Fire & Health Partnership Team and Prevent Teams. This code sets out guiding principles and values that uphold the integrity, professionalism, and ethical conduct of all personnel within our organisation, including the teams that work in various locations across the County and City of Stoke on Trent.

Firstly, the Core Code of Ethics fosters a culture of trust and accountability for all to follow. Our teams are custodians of sensitive and personal data

and support some of the most vulnerable members of our community in their own homes, in the community or in a classroom environment. This can be by conducting a Safe and Well Visit, responding to a falls call, collecting a patient from hospital and taking them home, delivering Princes Trust programmes to young people aged 16 - 25 years of old, delivering education programmes and providing support to our Volunteers. Because our teams play a vital role in ensuring any data held is managed by adhering to the code, personnel are reminded of their responsibility to maintain the highest standards of honesty, confidentiality and integrity when handling sensitive information. This creates an environment where colleagues can rely on one another, enhancing teamwork and co-operation, which ultimately translates to improved service delivery.

The Core Code of Ethics encourages our colleagues to pursue relevant training, certifications and qualifications, thus ensuring that the team are well-equipped to help them perform their role effectively. This includes mandatory LearnPro assessments and other role specific Learning; Fire Safe Intervention Training, Level 2 Safeguard training, Make Every Contact Count training etc.



Furthermore, the Core Code of Ethics fosters a sense of duty and dedication to SFRS's strategic priorities. The Central Prevent and Protect Department is an integral part of the organisation's operations and its efficient functioning directly supports those most at risk. By aligning the teams actions with the values outlined in the code, our teams are motivated to perform their duties diligently helping them to prioritise service delivery to our customers, reinforcing the organisations commitment to saving lives and protecting communities.

Additionally, the Core Code of Ethics highlights the significance of confidentiality and data protection. Due to the sensitive information our teams handle they must exercise the utmost care and diligence in safeguarding data against unauthorised access or breaches. Adhering to the code ensures that personnel follow strict data security protocols, minimising the risk of data leaks and preserving trust in SFRS aligned to the 'Public Confidence' strategic priority.



Core Code of Ethics (CCoE) include:

- **Putting our communities first**
We put the interest of the public, the community and service users first.
- **Integrity**
We act with integrity including being open, honest and consistent in everything we do.
- **Dignity and respect**
Making decisions objectively based on evidence, without discrimination or bias.
- **Leadership**
We are all positive role models, always demonstrating flexibility and resilient leadership. We are all accountable for everything we do and will challenge all behaviour that falls short of the highest standards.
- **Equality, diversity and inclusion (EDI)**
We continually recognise and promote the value of EDI both within the FRSs and the wider communities in which we serve. We stand against all forms of discrimination, we support and promote equal opportunities, promote equality, foster good relations and celebrate difference.

The full Core Code of Ethics document is also available for reference and guidance, these ethical principles will help to improve organisational culture and workforce diversity ensuring that communities are supported in the best way.

They will be embedded in everything SFRS, our employees and volunteers do and be at the heart of day-to-day activity, guiding individual behaviours, particularly when faced with difficult, challenging and unclear situations.

Introduction

SFRS has a library of policies which set out the way by which SFRS will work to reduce people's vulnerability to the types of emergencies it attends and details how, by using a targeted, evidence-based approach to our prevention activities, it will achieve its organisational objectives.

SFRS uses a collaborative partnership approach to engage with a wide range of individuals, groups and professionals to support, guide and educate our communities.





Strategic Vision

Our Strategic Vision is to “Make Staffordshire the safest Place to Be” with an aspiration of zero preventable deaths occurring through the delivery of effective prevention activities delivered through education, engagement and partnership working. We will use a targeted and evidence-based approach in the delivery of prevention activities to enable the organisation to achieve its vision.

The following will all be considered as part of this strategy:

- NFCC Core Code of Ethics
- NFCC Leadership Framework
- NFCC Prevention Fire Standard
- NFCC Safeguarding Fire Standard
- Schools Education Delivery Plan inc. Safe + Sound
- Princes Trust Programmes: Youth Engagement
- Person Centred Framework
- **Partnerships:**
We will continue to work with our partners and look to forge new partnerships. Effective risk reduction relies on gathering accurate data, raising awareness of the problem and creating successful networks and partnerships where each partner recognises the contribution they can all make.
- Safe and Well Visit Policy
- **Arson reduction**
We will educate our communities to help prevent arson related incidents, to include introducing FireStoppers to Staffordshire.

- Education to include Olive Branch our Fire Safety education awareness training for partners
- **Road Safety**
We will look to reduce the number of people killed or seriously injured on our roads through education and prevention and partnership working.
- Water Safety
- Fire Safety Intervention
- Fire Safe Intervention
- Robust evaluation and review measures
- NFCC’s National Operation Guidance to support our activities
- **Health Inequalities**
We will work to improve the safety, health and wellbeing of the most vulnerable people in our communities, through targeted prevention activities directly linked to vulnerability from fire.
- Volunteers Strategy

Our vision over the next 4 years is to empower personnel within the organisation to deliver excellent performance.

As a public sector organisation, the vision for the our Teams, Volunteers and wider Service is to deliver community centric services, promoting and maximising the social impact that our interventions can make and ensuring the effective and responsible use of public resources, in both finances and personnel.



Pre-Strategy Position

In 2023 the Service embarked on a transformation journey regarding our Prevention offer. As part of this work 6 works streams were established to allow the service to understand what would be required.

- Prevention Delivery
- Our Education Offer
inc. Safe + Sound and Learn Live
- Partnerships and Safeguarding
- Volunteering
- Princes Trust
- Contact Centre and Front of House Function

This work was extensive, it involved consultation with affected staff, rep bodies, the Senior Leadership Team and the Service Management Board.

The changes took effect on the 5th February 2024, there will be a review after a set time period to ensure we are meeting our Prevention offer commitments and to consider if any more changes are required. We will continue to identify areas of improvement and capitalise on opportunities for innovation, prioritising as appropriate.





Goals and Objectives

This Strategy establishes ambitious goals and objectives that embrace and promote progressive thinking to include rationalising our offer. We aim to streamline and prioritise our offer, ensuring Staff wellbeing is at the core of our thought processes.

We will ensure learning outcomes are shared following Fatal Fire Reviews, Safeguarding Adult Reviews and other reviews ensuring that policies and procedures are updated following any identified learning that has been recognised as part of reviews taking place.

We will ensure that we focus our activity dependant on the need, ensuring we are aware of real time and emerging risks, such as changes to our offer that may be required due to seasonal demand. During hot spells safety messages will align to advice around water safety and grass fires, similarly during cold spells safety messages will explain the dangers around frozen waters, safe heating in homes etc.

We will look to strengthen how we will scrutinise our performance management for all, by establishing and sharing performances measures. This will include but are not limited to the number of partner referrals into the organisation following receiving Olive Branch training, number of Safeguarding referrals made, number of Fire Safety Interventions that have taken place, number of Safe and Well Visits and extended visits that have taken place. By ensuring that a robust quality control process is embedded in our offer it will help to provide an understanding of the effectiveness of our interactions and allow us to understand what may be required for any future improvement of our offer.

We will ensure our work aligns to our Community Engagement Strategy and we will work with our Media and Communications Teams to promote our safety messages and campaigns ensuring that a variety of platforms are used, to include; Community Magazines, TV, Radio, Newspapers, TikTok, X, Facebook, Instagram etc, this will help us to reach our communities.

Our Prevention Strategic Objectives include:

- 1. Introducing the Person Centre Framework / Home Fire Safety Visit (HFSV)**
Optimising service delivery to the most vulnerable that we visit whilst conducting a HFSV. We will aim to visit every domestic dwelling defined as very high risk during the 4 year period and will respond to all requests from partners that have attended Olive Branch fire safety awareness sessions. We will also respond to members of the public that contact us and qualify for a visit.
- 2. Software**
We will work with our colleagues from the Strategy and Intelligence dept regarding the move from Activity Assistant to CFRMIS provided by CIVICA. As part of this change of provider we will incorporate Safelincs into our approach inc. data recording and retention processes.
- 3. Partnerships**
We will continue to build on existing partnerships such as our Fire and Health Partnership activities where we work with the Integrate Care Board (ICB) and Midland Partnership Foundation Trust (MPFT) in providing a Falls Response Service and a Home from Hospital service. We will continue to promote Olive Branch fire safety training to partner agencies recognising that our partners are often our eyes and ears so trained staff will be able to signpost their vulnerable clients to SFRS to request a Safe and Well Visit.



4. Education

We aim to interact with all schools defined as Very High/High Risk that have been identified using our risk profile methodology. Home Fire Safety, Road Safety, Water Safety and other partner safety messages will be delivered through Safe + Sound and our Princes Trust programmes. We will continue to utilise emerging technology platforms, such as Learn Live; we will create an environment that fosters innovation, encouraging our workforce to think creatively, ensuring they are confident to experiment with new ideas. Our Prevent Teams will deliver fire safety intervention to children and young people as required to those that have been identified as posing a fire risk.

5. NFCC

We will continue to horizon scan for upcoming initiatives to assist in our Prevention offer and will actively participate in and attend local and national forums and seek to ensure that opportunities can be exploited to maximise the effectiveness of the organisation in line with the 'Service Reform' strategic priority.

6. Safeguarding

We will continue to support local and national Safeguarding Boards. We will ensure we have a Safer Recruitment process and ensure that our Designated Safeguarding Leads (DSL's) support Human Resources (HR) in areas where their expertise may be required. Our Safeguarding Board will continue to meet regularly and

matters arising will be shared and scrutinised following our Governance procedure. We will ensure we are effectively linked in with the NFCC Safeguarding groups and we will have processes in place to regularly review the NFCC Safeguarding Fire Standard. We will ensure our staff receive the correct level of Safeguarding training appertaining to their role and will monitor this training on a monthly basis. We will regularly update our Safeguarding Policy ensuring processes are at the forefront of everything we do.

7. Delivery Groups

We will ensure that this strategy is included in Delivery Group plans. This will ensure that Delivery Groups Leads, Managers and staff have a sound understanding of our priorities and to ensure that CPP is guiding Delivery Group personnel on the expectation required of them to support these priorities. Guidance will be provided around targeted activity such as Post Fire Activity, effective use of risk profile data and Partnership working.

By pursuing these seven objectives, we will position ourselves as a progressive and community focussed public sector organisation that delivers supportive, efficient, transparent and effective services to our staff and our communities.





Deliverables

Departmental overview & service delivery objectives

To realise our vision, we will build on existing partnerships and seek to create new partnerships. We will support the ongoing development and delivery of the CRMP through understanding community risk and how our activities and resources deliver the required outcomes to our communities. We will continue to support partnerships and integrated working arrangements to ensure that our activities and initiatives contribute to the objectives of Staffordshire and Stoke-on-Trent Strategic Partnerships. We will ensure that work activities are connected to the National Fire Chief's Council's Fire Standards for Prevention and Safeguarding.

Specific Strategic Targets include:

1. We will prioritise those that have been identified as high risk by our risk profile methodology ensuring that all have been visited in the next four years.
2. We will set targets around the number of Safe and Well Visits that are undertaken by Ops Crews, Prevent Teams and Partnership Roles such as the Falls Team and Home from Hospital Teams.



3. We will respond to all requests from partner agencies that have requested a Safe and Well Visit, ensuring that our teams attend Multi Discipline Team (MDT) meetings when required ensuring that our case management system and processes are followed.
4. We will work more closely with those residents living in domestic dwellings that have been identified as being at most risk and we will set expectations around the timescales for extended Safe and Wells Visits to be conducted by our Prevent Teams.
5. We will develop evaluation tools to measure the outcomes and quality of our interventions by requesting feedback from those that we have delivered a service to along with measuring and monitoring performance.
6. We will interact all schools that have been identified as Very High and High risk each academic year as per our Education Policy.
7. **Staff Development**
We will ensure our teams are given the training, skills and support to help them perform their role to a high standard.
8. We will link in with Delivery Group Leads and station personnel to ensure that staff are offered support and guidance to ensure we are working together effectively.

Our strategic initiatives will maintain focus on improving service delivery, enhancing engagement and promoting the efficient use of public resources.





Governance and Organisational Structure

To help foster a culture of innovation and progressiveness, this Strategy encompasses a robust governance framework and an adaptive organisational structure. This structure will empower cross-functional teams to work together more effectively and help to break down silo working practices. Through effective governance and meeting structures, we will ensure that our Prevention functions are aligned with business objectives, adhere to best practices and deliver sustainable value. As a public sector organisation, our governance and organisational structure will also prioritise transparency, accountability and compliance with regulatory requirements.

Specific aspects of our governance and organisational structure include:

1. Leadership and Accountability

We will assign clear roles and responsibilities for overseeing the implementation of this Strategy, ensuring that leaders are accountable for driving innovation and projects, managing risks, and delivering results.

2. Cross-Functional Collaboration

We will establish multidisciplinary teams comprising representatives from different departments and stakeholders, fostering collaboration, knowledge sharing with various organisations and the exchange of best practices locally, regionally and nationally.

3. Stakeholder Engagement

We will actively engage with our customers, soliciting their input, feedback, and ideas through our CRMP Consultations and Community Engagement Strategy to inform our Prevention initiatives and ensure that our services align with their needs and appropriately manage expectations.

4. Compliance and Risk Management

Our governance framework will include robust mechanisms for ensuring compliance with relevant regulations, standards, and policies related to data security, privacy and financial management. We will also implement risk management processes to proactively identify and address potential risks associated with our day to day activities and align them to organisational risk.

5. Continuous Improvement

We will establish mechanisms for monitoring, evaluating, and continuously improving our Prevention initiatives. Regular assessments, performance reviews and feedback loops will enable us to adapt to changing circumstances, seize emerging opportunities and deliver ongoing value to our communities.

By adopting an effective governance framework and an adaptive organisational structure, we will create an environment that nurtures innovation, promotes progressive thinking and ensures the successful implementation of our range of Prevention initiatives.





Implementation Plan

To put this Strategy into action, we will develop a comprehensive Annual Plan that outlines the specific steps, timelines, resource requirements and key performance indicators for our strategic intentions. This plan will prioritise initiatives based on their potential impact, feasibility and alignment with our organisational goals.

Continuous monitoring and periodic reviews through established meeting structures will enable us to track progress, address challenges and make necessary adjustments to ensure successful implementation.

Monitoring and Evaluation

To ensure the effectiveness of this Strategy and its alignment with our objectives, we will establish robust monitoring and evaluation mechanisms. Regular reporting, stakeholder feedback and independent audits will enable us to measure the impact of our initiatives, identify areas for improvement and demonstrate value for money. As a public sector organisation, our monitoring and evaluation processes will prioritise transparency, accountability and customer satisfaction, providing insights that inform our decision-making and drive continuous improvement both locally within the department and informing the wider organisation.





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