



**HEREFORD & WORCESTER
FIRE AND RESCUE AUTHORITY**

COMMUNITY SAFETY STRATEGY



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“To make Herefordshire and Worcestershire safer from fire and other hazards and to improve community well-being.”

The purpose of our Community Safety Strategy is to provide a clear framework for delivering initiatives which contribute towards making the communities we serve safer. The modernised Fire and Rescue Service now has a role to fulfil across a broad safety agenda. This requires us to continually improve our prevention, protection and intervention and education activities; making them appropriate, meaningful and accessible to our diverse community.

The Community Safety Strategy forms an integral part of our Integrated Risk Management Plan (IRMP) and will ensure that we work to anticipate risk and adapt our preventative service delivery to reduce injury and harm, wherever possible. The necessity for us to engage in partnerships is recognised within this strategy as being essential to us working to improve community safety and factors such as, social exclusion, that increase risk. Overall we will prioritise prevention and protection before intervention; our Community Safety Strategy being supported and delivered through a range of local and strategic plans which are linked to the preventative aims and objectives of key partners.

Our Community Safety Strategy is intended to provide our own staff, partners and the community with an informed plan of action to fulfil the following aims:

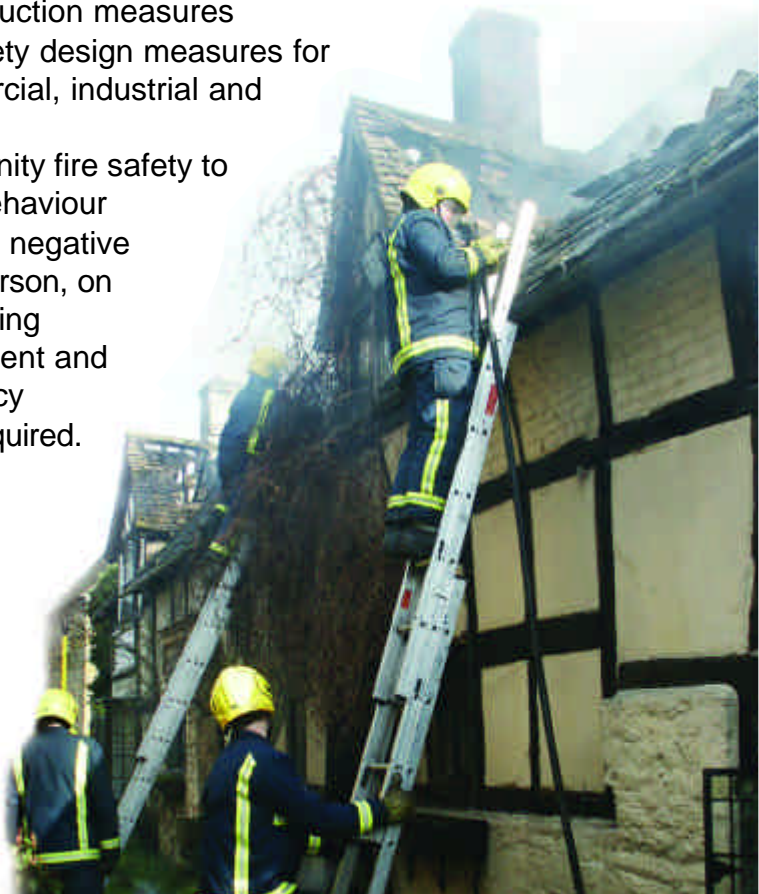


We will:

- **Reduce the incidence and consequence of fire and other emergencies**
- **Improve public safety**
- **Secure the safety of our employees**
- **Provide value for money.**

We will achieve the above aims by:

- Developing our Community Safety role and capacity, working in partnership with others when appropriate
- Educating the community about the risks associated with fire and other hazards
- Promoting risk reduction measures
- Promoting fire safety design measures for dwellings, commercial, industrial and other buildings
- Promoting community fire safety to encourage safe behaviour
- Working to reduce negative impacts, such as arson, on community well-being
- Delivering an efficient and effective emergency response when required.



OBJECTIVES

Our objectives are to:

- Reduce loss of life in fires and other emergency incidents
- Reduce the number and severity of injuries occurring in fires and other emergencies
- Reduce the overall number of fires and other emergency incidents occurring
- Reduce the commercial, economic and social impact of fires and other emergency incidents
- Target those groups in the community at greater risk and work to reduce inequalities that contribute to increased risk
- Research the nature of social exclusion for some groups and its relationship to community risk
- Co-ordinate our target setting and prevention objectives with the strategies of our community safety partners
- Safeguard the environment and heritage (both built and natural).



ACTIVITIES

Wherever possible, our range of Community Safety programmes will focus upon the following core subject areas:

- **Fire Safety in all environments**
- **Road Safety**
- **Water Safety**
- **Home Safety**

This does not necessarily exclude activities relating to other safety issues and accident prevention which may also be addressed through various initiatives and partnership working.

Our Community Safety programmes will comprise of prevention, protection and intervention activities as appropriate in the circumstances. Wherever possible, we will work in collaboration with neighbouring Fire and Rescue Services and other organisations in order to develop effective partnerships which maximise the outcomes from our joint efforts. It is recognised that the Fire and Rescue Service can make a significant contribution to addressing social inclusion and community cohesion issues, which themselves impact upon the frequency of fires and other hazards within the community.

Our staff are essential in delivering our Community Safety Strategy. We recognise that their work must be supported by appropriate training and development to enable them to deliver meaningful prevention, protection and education activities and to contribute effectively to the partnership approach necessary for wider community safety involvement. We will ensure that the new Integrated Personal Development System for Fire Service staff incorporates such requirements in support of our vital community safety role.

PRIORITIES

Wherever possible, our main efforts and resources will be targeted at those groups within the community who are known to be most 'at risk'. We will also ensure our activities contribute towards reduction in negative social factors that increase risk and address issues such as arson that scar local communities.

With regard to **fires**, the groups who are most 'at risk' are:

- **Lone pensioners**
- **Those with a limiting long term illness**
- **Single parent families**
- **Those living in rented accommodation**

With regard to **road safety**, the groups who are most 'at risk' are:

- **Higher in males than females aged 10 to 19 years**
- **Serious injury for males and females aged over 85 years**
- **Fatality rate greater for those aged over 85 years**

With regard to **water safety**, the groups who are most 'at risk' are:

- **Those aged over 75 years** - more frequent falls and decreasing ability to save themselves
- **Males aged 15 to 30 years** - alcohol plays a part in many drownings



MEASURING SUCCESS

We will measure the effectiveness of our Community Safety Strategy against the following objectives aimed at reducing harm within our community:

- As per our reduction targets and Best Value Performance Indicators, long-term trends for deaths and injuries will show consistent decline over a period of years, thereby demonstrating the benefit of a proactive Community Safety Strategy underpinned by high quality service response.
- We will achieve linkage of our key safety objectives with those of national, regional and local partners, progressing prioritisation of resources towards individuals and communities 'most at risk' and contributing to improvement in community well-being and reduction in factors leading to social exclusion.
- Our Service will have consistently promoted greater knowledge and understanding of risk amongst business and the wider community, leading to behavioural change which incorporates a positive safety outlook.

Above all, our Community Safety Strategy will demonstrate, wherever possible, our aim to place **Prevention before Intervention**, as the most effective means of reducing harm to the people we serve.



If you need help communicating in English,
please contact:

Ethnic Access Link: Tel: (01905) 25121

Urdu

انگریزی میں جاننا خیال کرنے سے لیے اگر آپ کو دور کار یا تو ایڈوکیٹ مندرجہ ذیل پتے پر رابطہ کریں۔

Ethnic Access Link: Tel: (01905) 25121

Bengali

যদি আপনার মপত্রোজি কথা বলতে/বুঝতে সাহায্যের প্রয়োজন হয় তবে কৃপা

করুন যোগাযোগ করুন। **Ethnic Access Link: Tel: (01905) 25121**

Chinese

假如你需要別人幫助你用英語交流，請聯絡：

Ethnic Access Link: Tel: (01905) 25121

ETHNIC ACCESS LINK

**2 Inglethorpe Court, The Hopmarket Yard,
Worcester WR1 1DG**

Tel: (01905) 25121 Fax: (01905) 29818

This document is also available in accessible formats,
for more information Tel: (01905) 24454 or Email: info@hwfire.org.uk

Hereford & Worcester Fire and Rescue Service

Tel: (01905) 24454

Fax: (01905) 612380

For more information:



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Tel: (0121) 745 0989