



Core Strategy:

Prevention Strategy 2025-30

1 October 2025 to 31 March 2030



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OUR CORE CODE OF ETHICS

We follow the [Core Code of Ethics for Fire and Rescue Services \(FRS\)](#) in England which guides everything we do.

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

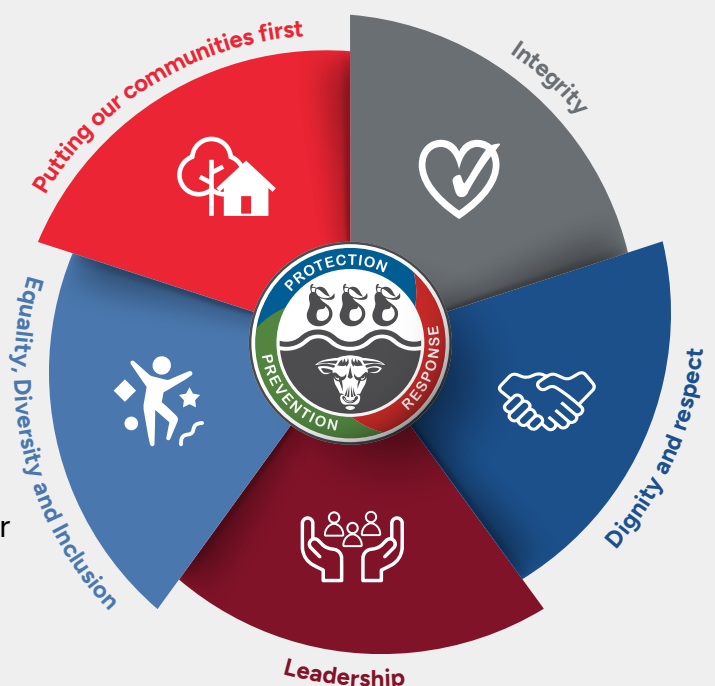
We make decisions objectively based on evidence, without discrimination or bias.

Leadership

As positive role models, we are accountable for everything we do and challenge all behaviour that falls short of the highest standards.

Equality, Diversity and Inclusion

We stand against all forms of discrimination, create equal opportunities, promote equality, foster good relations and celebrate difference.



Summary:

Prevention Strategy 2025-30

The focus of our work over the next five years will be in five core areas:



Home Fire Safety (HFSV)

Reducing the number of fires in the home and associated injuries and fatalities by targeting those most at risk over 65 years of age.



Road Safety (Your Impact)

Reducing the number of road traffic collisions and associated injuries and fatalities by educating young and mature drivers.



Water Safety

Reducing the number of water related incidents and drownings.



Other Fires

Reducing the number and impact of other fire-related incidents.



Community Education

Educating the community to reduce their risk and vulnerability in fire and other emergencies including youth engagement and delivering a Fire Cadet programme.



Foreword

This document sets out the headline aims and objectives of the Prevention Strategy. The strategy is one of three Core Strategies designed to outline how the strategic aims of our Community Risk Management Plan (CRMP) 2025 – 2030 will be delivered through our Response, Protection and Prevention services. Alongside the CRMP, the Core Strategies drive everything we do, and underpin our mission of delivering high quality and sustainable services to our communities.

Our Prevention Strategy sets out a clear and focused direction for how we will deliver prevention services across our counties. It is led and coordinated by our Prevention department, including Prevention Coordinators, Safeguarding Leads and Team Leaders, and is delivered by a dedicated team of Prevention Technicians, Prevention Engagement Officers, Firefighters, and volunteers. This work is underpinned by strong partnerships with key agencies, including the police, social care, mental health teams, health services, and the voluntary sector.

Our activities are targeted at those people and areas most at risk of fire and other emergencies, as identified through our CRMP, our Strategic Risk Review and as notified by our partner agencies.

WHO WE ARE

Hereford & Worcester Fire and Rescue Service attended 8,213 incidents in 2024-25 ranging from property and countryside fires, road traffic collisions, collapsed structures, water rescues, hazardous materials to animal rescues. We employ over 696 full-time and part-time members of staff in 754 roles, delivering a wide range of prevention, protection and emergency response services across Herefordshire and Worcestershire (an area of 392,000 hectares with a population of over 804,000 people).

Over the next five years, the Prevention Strategy has a number of headline aims and objectives which will determine how we will work as a Service as well as guiding our collaborative working with the National Fire Chiefs Council (NFCC) and with other key partner agencies. Our work will aim to reflect the NFCC's notable practice where possible and will meet the Prevention Fire Standard.

The Strategy also sets how we will support our overarching core purpose, vision, mission and will be guided by the [NFCC Core Code of Ethics for Fire and Rescue Services](#), as shown on the previous page.

As a living document, the Strategy must remain agile and flexible to be able to respond to the changing needs of our local communities, our workforce and other circumstances as necessary. We will maintain this through continual monitoring and review of all aspects of the Strategy.



Jonathon Pryce
KFSM
Chief Fire Officer/
Chief Executive

PURPOSE

Why we are here

Keeping people safe from fire and other risks.
Responding efficiently and effectively to incidents and emergencies.

VISION

What we want to do

Building on our successes to continue to make a difference, improve lives and help secure resilient communities.

MISSION

What we do every day

As one professional team we will work hard every day to deliver high quality, sustainable services to our communities.

Introduction



In line with our Purpose, Vision and Mission, HWFRS is committed to a person-centred approach by putting the community first by keeping people safe from fire and other risks and protecting the most vulnerable in our communities.

There are clear moral, legal, wellbeing and financial reasons, as well as statutory responsibilities under the Fire and Rescue Service's Act 2004 and the Fire and Rescue Services National Framework for HWFRS, to deliver prevention services. The Service is committed to identifying those who are most at risk in our community and targeting prevention activities in a non – discriminatory way through our overarching Community Risk Management Plan (CRMP) which outlines how the Service aims to manage and reduce fire and rescue related risks by preventing fires and other emergencies from happening in the first place, as this is the most effective way to save lives. The Service also aligns its preventative activities to the Fire Standards Board Prevention Standard.

We will deliver a range of preventative services in alignment with our analysis of risk and data to target those groups most vulnerable within our communities. Our aim is to increase safety awareness and reduce the likelihood of death or injury due to fires, road traffic collisions, water related incidents and other fire and rescue related risks.

Our core aim is to prevent fires, road traffic collisions and other emergencies from happening in the first place.

Understanding Prevention:

Our role and focus for the next five years

Preventing fires and other emergencies from happening is the most effective way to save lives. Prevention activities not only help to reduce the actual number of emergency incidents we attend, but also how serious those incidents could be.

Our prevention teams focus on helping people stay safe in their homes and communities by sharing advice and supporting those most at risk. We work closely with partners and use local data to understand where help is needed most and by raising awareness and encouraging simple safety steps, we aim to keep people safe and well in their homes, on the roads, in and around water and in the wider environment. Fire Safety of public access and commercial buildings is overseen by our Protection teams.

We will reduce risk and save lives through proactive education, engagement and collaboration with our partners.

As we look ahead to 2030, our Prevention activities will focus on:



Home Fire Safety (HFSV)



Road Safety (Your Impact)



Water Safety



Other Fires



Community Education

To deliver our Prevention services effectively, it is essential to understand where vulnerable individuals live and work. We have undertaken a detailed analysis of the factors that increase the likelihood of individuals requiring an intervention or response from the Service. We have written Prevention Statements of Intent to ensure a comprehensive understanding of those most at risk:

- [Statement of Intent for Accidental Dwelling Fires](#)
- [Statement of Intent for Road Traffic Collisions](#)
- [Statement of Intent for Water Related Incidents and Flooding](#)

Delivery will be led by the Prevention Department, supported by operational crews, volunteers, and partners. Success will be measured through reductions in harm, increased engagement, and improved service outcomes.

This Prevention Strategy sets out our plans for the next five years towards achieving our overarching Core Purpose, Vision and Mission and our work will be guided by the Core Code of Ethics for Fire and Rescue Services.

Services



Our services will include:

Home Fire Safety Visits (HFSVs)

We target the most vulnerable by delivering intelligence led home safety interventions to keep people safe from fire and harm. HFSVs can be carried out for the more vulnerable such as the elderly, people living alone and those with reduced mobility. It is a FREE home safety visit that is person-centred and tailored to an individual's needs. The visit includes a home safety check to help reduce the risk of fire in the home, including the checking and fitting of smoke alarms where required. This includes alarms suitable for those with a hearing impairment and giving advice on a fire escape plan. Signposting to other agencies can also be carried out if additional advice or support is necessary.



Road Safety Education

These free multi-agency schemes are vital in helping to reduce deaths and injuries on the road by working with those most likely to be involved in road traffic collisions (RTCs). These schemes are delivered jointly with our partners including the Police Road Safety team and local authorities and includes Your Impact, which is delivered in schools and aimed at Year 10 and 11 school students and Mature Drivers workshops aimed at those over the age of 65.

Services continued

Water Safety and Flooding

Water safety and flooding is a shared duty across statutory partners and effective safety campaigns rely on partnership working. We work alongside key stakeholders to improve water safety and flooding awareness and reduce the number of drownings.



Youth Engagement

The Service has a Fire Cadets branch for young people between the ages of 13-17 years. Fire Cadets provides fun and challenging inclusive opportunities for young people to reach their full potential contributing to safer, stronger and healthier communities.



Fire Safety Intervention Scheme

This is a fire education scheme for children and young people under 18 who have displayed fire-setting behaviour or have played with fire. This aims to change the behaviour of young people who engage in anti-social activities and fire-setting. HWFRS has a number of specialist advisors who undertake this work when referrals are received.



Services continued



Media Campaigns, Post Fire Prevention Activity and Regular Awareness Raising Communications

Media campaigns are undertaken on a regular basis focusing on specific themes throughout the year. These prevention campaigns focus on particular risk or target audiences, are driven by intelligence and identified emerging risks. An annual campaign plan is shaped around national strategies e.g. NFCC and Fire Kills campaigns.

Signposting and Referrals to Partner Agencies

Working together with our partners, we identify those most vulnerable within the communities helping to provide a signposting service aimed at improving the lives of vulnerable or disadvantaged people. This process works by providing a referral network so that staff working for participating organisations can alert partner agencies about concerns or issues they have identified when visiting people as part of their work.

Safeguarding

Safeguarding is everybody's responsibility and employees and people working on behalf of the Service have a legal and moral obligation to recognise and report concerns about abuse or neglect. HWFRS employees undertake a wide range of public facing roles, which includes education and engagement with all members of our communities including children, young people, and adults with complex needs and vulnerabilities, and they should have the necessary skills and training to ensure that they are able to recognise, respond and record concerns. Fire and rescue services have a responsibility to safeguard and protect those that represent their Service and it is imperative that they are provided with guidance and support in order to effectively safeguard themselves and others.

The Service aligns its safeguarding practice to the Fire Standards Board Safeguarding Standard and the National Fire Chiefs Council (NFCC) Safeguarding Guidance for Children, Young People and Adults.

Volunteers

HWFRS Volunteers are invaluable in helping to deliver our Prevention Strategy. Our volunteers come from a wide range of backgrounds and experience to commit their time to attending a variety of community events giving free fire safety advice and raising the visibility of HWFRS Prevention work.



CRMP 2025-30:

Core Aims for Prevention

In delivering these services, we have five core aims:

OUR AIMS:

1 Reducing the number of fires in the home and associated injuries and fatalities.

WHAT WE WILL DO TO ACHIEVE OUR AIMS:

- a. Improve our understanding and analysis of risk to improve our ability to target people and areas most vulnerable to fire and other emergencies.
- b. Work with partners and the community to identify and help to support vulnerable people.
- c. Work with local authorities and other partners to improve data sharing to help identify those most at risk in our communities and to help reduce the impact on partners' key risks and priorities.
- d. Deliver a comprehensive programme of Home Fire Safety Visits in people's homes, targeting those most at risk.

2 Reducing the number of road traffic collisions and associated injuries and fatalities.

- a. Ensure the most vulnerable groups on our roads are targeted using data.
- b. Assist partners to reduce the risks associated with our roads to ensure fewer people are killed or injured in road traffic collisions.
- c. Provide education and risk reduction initiatives for young drivers and other at-risk road users alongside the work of multi-agency road safety partners.

3 Reducing the number of water related incidents and drownings.

- a. Work with partners to reduce the number of drownings that occur across the two counties.
- b. Utilise data from our own service and partner agencies to identify the individuals and groups mostly likely to be affected by water related incidents.
- c. Deliver interventions and support partnership initiatives designed to reduce that risk.
- d. Provide advice and guidance for residents and businesses to help to mitigate the impact of flooding.

CRMP 2025-30:

Core aims for Prevention continued

OUR AIMS:

4 Reducing the number and impact of other fire-related incidents.

WHAT WE WILL DO TO ACHIEVE OUR AIMS:

- a. Provide advice and guidance on the danger of other fires such as fires in the open.
- b. Work with partners to ensure residents, businesses and visitors are prepared for, and are aware of the dangers of, extreme weather events such as more frequent wide-area flooding and longer-lasting heat waves.

5 Educating the community to reduce their risk and vulnerability in fire and other emergencies.

- a. Engage with young people through education programmes and activities including Fire Cadets and Fire Safety Intervention to help improve young people's behaviour and awareness.
- b. Carry out targeted community safety campaigns and events, to provide advice and education on a range of issues including fire, road and water safety.
- c. Educate local communities after serious incidents have occurred to prevent similar incidents from happening.



CRMP 2025-30:

Core aims for Prevention continued

Prevention services will be delivered by specialist technicians, volunteers, partner agencies and Firefighters. The Prevention department will determine the level of input required based on risk and will deploy the suitable resource to deliver the identified service.

The Prevention department will ensure that work to reduce risk of fire and other emergencies from happening is proportionate to the level of risk and is flexible enough to respond and adapt to the changing needs of our community.

In delivering these services, we will target activities at those most vulnerable and at risk by:

- Working collaboratively with stakeholders and partners maximising resources to plan, promote, support and deliver prevention activities in line with our Community Risk Management Plan.
- Using and sharing accurate risk modelling data and business intelligence from a variety of sources to support evidence-based decision making and the deployment of appropriate resources for prevention activities.
- Using efficient and effective systems and processes for receiving, prioritising and actioning referrals from partner agencies.
- Identifying the potential sources of harm, identifying the potential events that could lead to harm and identifying who within the community is at risk using local and national risk profiling.
- Using professional judgement based on experience and training.
- Evaluating how we resource this strategy based on need and efficiency linked to risk.
- Monitoring and reviewing all preventative activities using qualitative and quantitative data to evaluate the effectiveness of activities, to identify where improvements or developments to services are required
- Aligning with NFCCs core media campaigns and contributing to the continual improvement of prevention activities coordinated through the NFCC.
- Anticipating and mapping communication campaigns based on seasonal and local trends.
- Working with partners to meet the requirements of the [Serious Violence Duty](#).
- Promoting residential sprinklers.

Legislative Requirements

There are a number of statutory functions and duties that we must carry out according to law (core legislation summarised below).

The Fire and Rescue Services Act 2004

This is the core legislation for all fire and rescue services and it details legal powers and responsibilities of Fire Authorities.

Part 2, Section 6 – Fire safety

1. A fire and rescue authority must make provision for the purpose of promoting fire safety in its area.
2. In making provision under subsection (1) a fire and rescue authority must in particular, to the extent that it considers it reasonable to do so, make arrangements for –
 - a. The provision of information, publicity and encouragement in respect of the steps to be taken to prevent fires and death or injury by fire;

The Care Act 2014

This Act sets out a clear legal framework for how local authorities and other statutory agencies should protect adults with care and support needs who are at risk of abuse or neglect. New duties include the local authority's duty to make enquiries or cause them to be made (known as section 42 adult safeguarding enquiry) and to establish safeguarding boards

Working together to Safeguard Children (March 2015) as cited Children's Act 1989 and 2004

The Children's Act 1989 & 2004 Section 10 & 11 places a statutory duty on key organisations such as local authorities and district councils to ensure their functions and any services that they contract out to others are discharged with regard to the need to safeguard and promote the welfare of children.

National Framework Document

The Framework document sets out the Government's priorities and objectives for the fire and rescue service. It states: Fire and Rescue Authorities (2.3) must make provision for promoting fire safety, including fire prevention.



Monitoring and Reviewing

The core aims and objectives set out in this strategy are measurable and monitoring progress in implementing these will enable us to understand how the strategy is being used and to be fully informed of progress made.

Review

Alongside monitoring, we will review the core aims and objectives of the Prevention Strategy. The review will be informed by monitoring and will enable us to identify subsequent actions which may need to be carried out to ensure the headline objectives are delivered within the strategy period. The first review will be carried out no later than one year after the publication of the strategy and will then be reviewed on an annual basis.

The monitoring and review of this strategy will be reported in the Annual Service Review.

We will monitor and evaluate the effectiveness, efficiency and impact of our prevention activities through a number of Key Performance Indicators (KPIs), considering seasonal variations and trends.

The KPIs are:

- Number of accidental dwelling fires.
- Number of other fires.
- Number of non-domestic building fires
- Number of road traffic collisions
- Deaths or serious injuries associated with the above incident types
- Number of contacts with our communities where prevention advice is given.

Internal KPIs and measures are also used to evaluate ongoing aspects of our activities to ensure they remain effective, including:

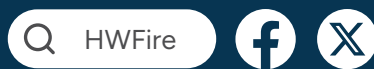
- HFSV referral numbers and alignment to risk
- Behavioural change evaluation
- Customer feedback
- Number of contacts with our communities where prevention advice is given.
- Number and type of fires following Home Fire Safety Visits.

We use quality assurance processes to ensure key aspects of our preventative services are delivered consistently and so that we can identify any training needs or changes required to our processes or systems.

Key Performance Indicators will be regularly reviewed in Service Performance Reports.



HEREFORD & WORCESTER
HWFR
FIRE AND RESCUE SERVICE



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