

Prevention Strategy

2021-25

1 July 2021 to 31 March 2025



HEREFORD & WORCESTER
HWFR
FIRE AND RESCUE SERVICE

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Foreword

As part of our three core strategies that drive everything we do, and underpin our mission of delivering high quality and sustainable services to our communities, this prevention strategy gives clarity and direction on how we will deliver our prevention services across our counties through a dedicated department of specialists, and through our operational staff.

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. Prevention activities support our communities to stay safe and well in their homes, on the roads and in the wider environment.

Our prevention work is targeted towards those people and areas most at risk of fire and other emergencies, as identified through our Community Risk Management Plan [Community Risk Management Plan \(CRMP\)](#), our Strategic Risk Review and through working with our partner agencies. This strategy will be coordinated and led through our Prevention department and delivered by Community Prevention Technicians, operational firefighters and volunteers, supported by our partner agencies including the police and health services.

Our prevention work over the next four years has a number of key aims, as outlined in this document, which will determine how we will work as a Service as well as guiding our joint work within the Fire Alliance with Shropshire Fire and Rescue Service, National Fire Chief's Council and with other key partner agencies. Our work will aim to reflect the National Fire Chiefs Council (NFCC) notable practice where possible. This strategy also sets out our plan for the next four years and supports our overarching core purpose, vision, mission and [NFCC Core Code of Ethics for Fire and Rescue Services](#).

Jon Pryce
Chief Fire Officer / Chief Executive

Our Purpose, Vision and Mission

Who we are

Hereford & Worcester Fire and Rescue Service (HWFRS) carries out a range of preventative services aimed at the most vulnerable in our communities.

The HWFRS Prevention capability consists of a team of specialist Technicians that are trained and experienced in understanding the complex needs of those that are vulnerable to fire and other significant issues. The Prevention department will also lead, manage and coordinate all prevention activities in the Service and will be supported by operational crews, Service volunteers and partner agencies to deliver a range of preventative services across the two counties.

Our core purpose, vision and mission are what guide us to make the communities of Herefordshire and Worcestershire safer. To do this effectively we need to ensure we understand and appreciate the diversity of the communities we serve, that we have a workforce that is inclusive and fully represents and understands those communities.



Our Values

How we carry out our core purpose is set out in **Our Values**. These are the guiding principles that are most important to us about the way we work. They help us to identify the right ways of working, acting and leading within our organisation and with the public and our partners, and they help us to make important decisions.

Values

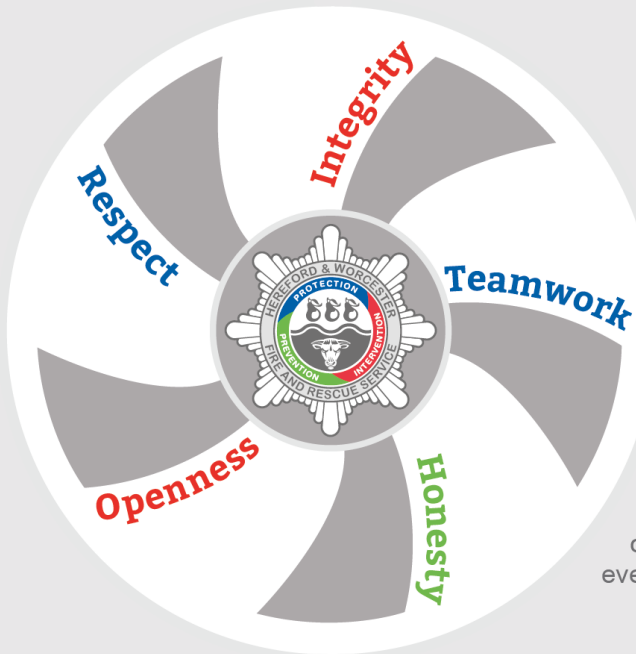
What we believe in

Integrity

We will do the right thing and show fairness and consistency in our approach, taking responsibility for the decisions we make and the actions we take.

Teamwork

By working collaboratively, we can exceed expectations and go beyond the achievements of individuals.



Honesty

We will be truthful in our actions and duties to build trust amongst our colleagues and within the communities we serve.

Openness

We will act in a way that is transparent and open to review and will welcome new or innovative ways of thinking.

Respect

We value the differences between individuals and create an inclusive environment which recognises everyone's experiences and opinions.

This strategy sets out our plan for the next four years and supports our overarching Core Purpose, Vision, Mission and [NFCC Core Code of Ethics for Fire and Rescue Services](#).

Introduction

In line with our Purpose, Vision and Mission, Hereford & Worcester Fire and Rescue Service (HWFRS) is committed to a person centred approach by putting 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.

Principles of Prevention

- To adopt a person-centred approach through the use of accurate and relevant data, that places the individual and the communities we serve at the core of our prevention activity to prevent accidental dwelling fires
- To prevent death and serious injury from accidental dwelling fires
- To prevent other fires
- To prevent road traffic collisions
- To prevent death and serious injury from road traffic collisions
- To demonstrate inclusivity by recognising the diversity of our community and providing equality of access to prevention activities
- To generate a culture which embraces organisational learning allowing us to capture and identify feedback from a range of sources, using this to drive innovation, improvement and enhance future performance

Services

Hereford & Worcester Fire and Rescue Service will deliver a range of preventative services aimed at meeting the principles identified above in alignment with our analysis of risk and data to target those groups within our communities with an aim to reduce the likelihood of death or injury due to domestic fires by a number of services which include:

Fire Prevention Checks – These are a free service to help individuals stay safe and reduce the risk of fire in their homes. During a visit, fire safety advice will be provided and smoke alarms may be checked to ensure they are working or new ones installed if needed. These checks will range from a basic level check and advice to a full Safe and Well visit where necessary. Health and well-being may also be discussed as well as signposting to any additional advice and support provided if necessary, where the risk factors are identified.

Juvenile Fire Setter Interventions – This scheme 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.

Schemes to Prevent Road Traffic Collisions and Death and Serious Injury by Road Traffic Collisions – these schemes are vital to reduce death and injuries by working with those most likely to be involved in road traffic collisions. Examples of this work include the Dying to Drive Scheme and the Making Our Roads Safer for Everyone project (MORSE). We work in partnership with West Mercia Police Road Safety team on various education initiatives and campaigns.

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.

Signposting and Referrals to Partner Agencies and Supporting Valued Partners in Delivering Community Safety Messages - We are part of the Signposting service which brings support to thousands of people, helping them to lead a safer and more independent life. The scheme works by providing a referral network so that staff working for participating organisations can alert other partners in the scheme about concerns or issues they have identified when visiting people as part of their work.

In addition, we will work collaboratively with stakeholders and partners maximising resources to plan, promote, support and deliver prevention activities in line with our [Community Risk Management Plan](#).

Delivery

Prevention services will be delivered by specialist technicians, volunteers, partner agencies and operational response crews. 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.

Targeting

Hereford & Worcester Fire and Rescue Service will target preventative services at those most vulnerable and at risk. This will be done by:

- 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 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 risk profiling
- Analysing risk through calculating the probability and frequency of potential events and assessing the severity and extent of the potential harm
- Using professional judgement based on experience and training
- Evaluating how we resource this strategy based on need and efficiency linked to risk
- Aligning with National Fire Chiefs Council (NFCC) core media campaigns and contribute to the continual improvement of prevention activities coordinated through the NFCC
- By anticipating and mapping communication campaigns based on seasonal and local trends

Key Performance Indicators

We will monitor and evaluate the effectiveness, efficiency and impact of our prevention activities via the collation of Key Strategic Performance Indicators taking in to account seasonal variations and trends e.g.:

- Number of accidental dwelling fires
- Number of deaths from accidental dwelling fires
- Number of serious injuries from accidental dwelling fires
- Number of accidental fires
- Number of road traffic collisions involving extrications (RTC)
- Number of deaths or serious injuries from RTC involving extrications
- Number and quality of contacts with our communities where prevention advice is given
- Number of referrals made to other agencies following our work
- Outcome of quality assurance audits
- Budget variance - how estimated budgets compare to actual budget totals.
- Number and type of referrals received from other agencies
- Number and type of fires following prevention checks.

Our Core Prevention Strategy

Our core aim is to prevent fires and other emergencies from happening in the first place

A number of headline objectives will be delivered to support the Prevention Strategy where we will:

- *reduce the number and impact of fire and other emergencies in our communities*
- *improve our understanding and analysis of risk to improve our ability to target people and areas most vulnerable to fire and other emergencies*
- *share and develop technical expertise and good practice with other fire and rescue services*
- *appropriately recruit, train and develop employees and volunteers to establish and maintain a competent and professional workforce to deliver prevention activities, including the provision of safeguarding training*
- *utilise and share accurate data and business intelligence, from a variety of sources to support evidence-based decision making and the deployment of appropriate resources for prevention activities*
- *examine ways to reduce the socio-economic costs of fire*
- *increase fire safety awareness and address behaviours that could cause harm, working with partners to develop and deliver training on prevention activity*
- *deliver advice and support, targeting home visits to those most at risk*
- *work with partner agencies to ensure two-way referral pathways are used and are efficient*
- *provide education and risk reduction initiatives for young drivers and other at-risk road users alongside the work of multi-agency road safety partners*
- *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*
- *provide advice and guidance for residents, businesses and visitors to help to mitigate the impact of extreme weather events, including flood safety advice and guidance on the dangers of wildfire*
- *work collaboratively with stakeholders and partners maximising resources to plan, promote, support and deliver prevention activities in line with Community Risk Management Plans, including, but not limited to those targeted at fire, road and water safety.*

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;

[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

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