



HEREFORD & WORCESTER
HWFR
FIRE AND RESCUE SERVICE



Core Strategy

Prevention Strategy 2021-25

1 July 2021 to 31 March 2025

Reviewed April 2024



PREVENTION



Contents

Foreword	1
Our Purpose, Vision and Mission	2
Who We Are: Prevention	3
Our Ethical Principles	4
Introduction	5
Principles	5
Services	6
CRMP 2021-25: Core aims for Prevention	11
Legislative Requirements	12
Monitoring and Review	13

Foreword

This document sets out the headline 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) 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.

This Prevention Strategy gives clarity and direction on how we will deliver our prevention services across our counties. It will be coordinated and led through our Prevention department and delivered by Prevention Technicians, operational firefighters and volunteers, supported by our partner agencies including the police and health services.

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 work aims to support our communities to stay safe and well in their homes, on the roads and in the wider environment. Our activities are targeted towards those people and areas most at risk of fire and other emergencies, as identified through our CRMP, our Strategic Risk Review and through our work alongside partner agencies.

Over the next four years, the strategy has a number of headline aims and objectives 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, 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 align with the [Fire Standards Board Prevention Standard](#). The strategy also sets out 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 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.



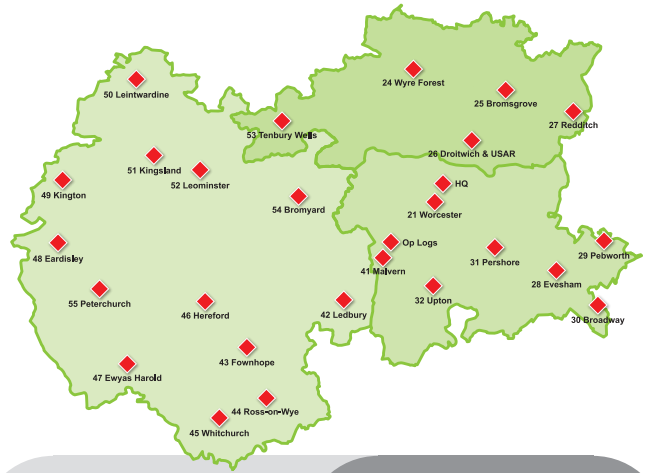
Jonathon Pryce

Chief Fire Officer / Chief Executive

Our Purpose, Vision and Mission

Who We Are

Hereford & Worcester Fire and Rescue Service receives approximately 17,000 emergency calls each year requesting assistance at a wide variety of incidents, including property and countryside fires, road traffic collisions, collapsed structures, water rescues, hazardous materials and animal rescues. We attend on average 7,366 incidents each year – that equates to 142 incidents every week across the counties of Herefordshire and Worcestershire.



25
Fire
Stations



41
Fire
Engines



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

Saving More Lives:
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.

Our Fire Stations are staffed by a mix of 'Wholetime' Firefighters – operating on a full-time basis and providing an immediate response, and On-Call Firefighters who live or work locally and are available within five minutes should they be needed. All our Fire Stations respond to emergencies 24 hours a day, 365 days a year. Some Stations are crewed by Wholetime Firefighters as well as On-Call colleagues. We also operate three 'day-crewed' stations that have Firefighters operating Wholetime during the day and On-Call overnight. The remaining Stations are all staffed solely by On-Call Firefighters.

Our Service is supported by our Fire Control team who answer emergency calls and deal with mobilising, communications and other activities and also our Support teams in our corporate areas such as ICT, HR & Development and Payroll, Operational Logistics and Finance.

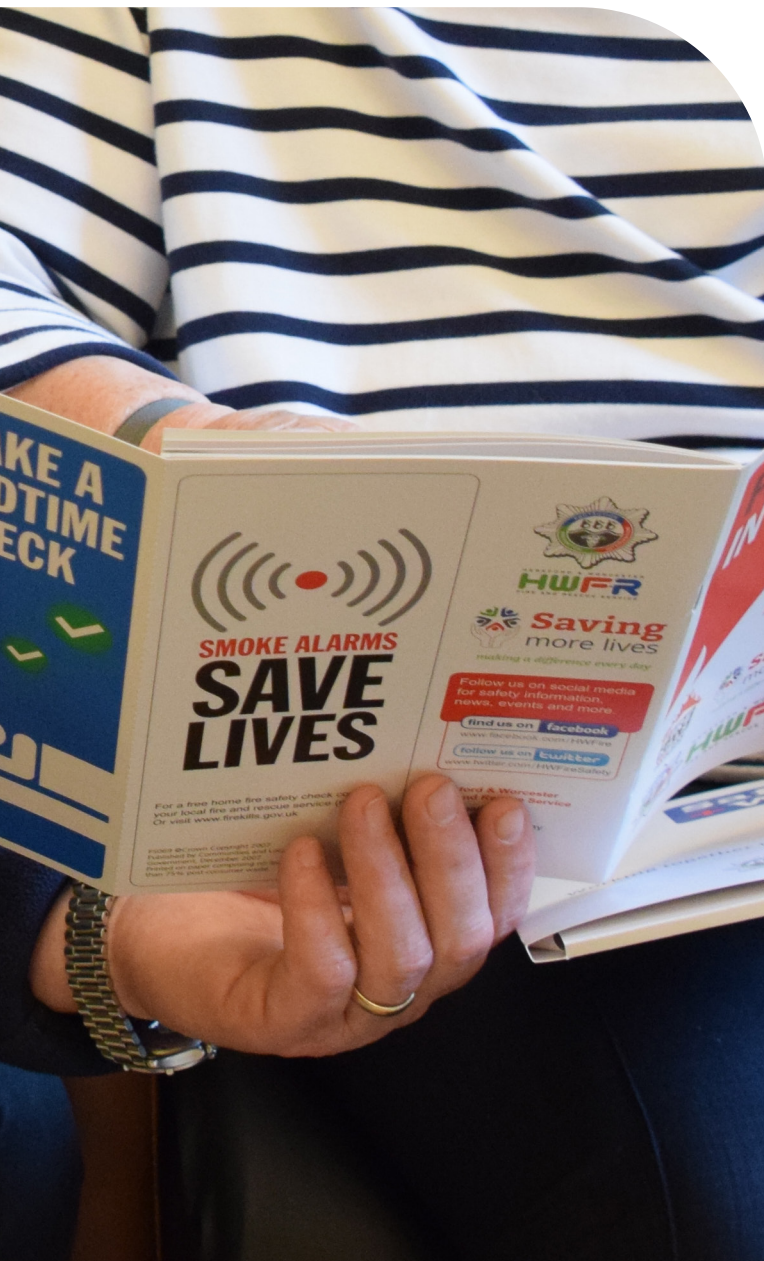
Our core purpose, vision and mission are what drives and motivates our people to make the communities of Herefordshire and Worcestershire safer. To do this effectively we need to understand and appreciate the diversity of the communities we serve and have a workforce that is inclusive; where our people fully represent and understand those communities.

Who We Are

Prevention

Our prevention services are aimed towards the most vulnerable in our communities. Our work is undertaken by a team of specialist Technicians trained and experienced in understanding the complex needs of those people, who are more vulnerable than others to fire and other significant issues. The Prevention department leads, manages and coordinates all prevention activities in the Service and is supported by operational crews, Service volunteers and partner agencies to deliver a wide range of preventative services across the two counties.

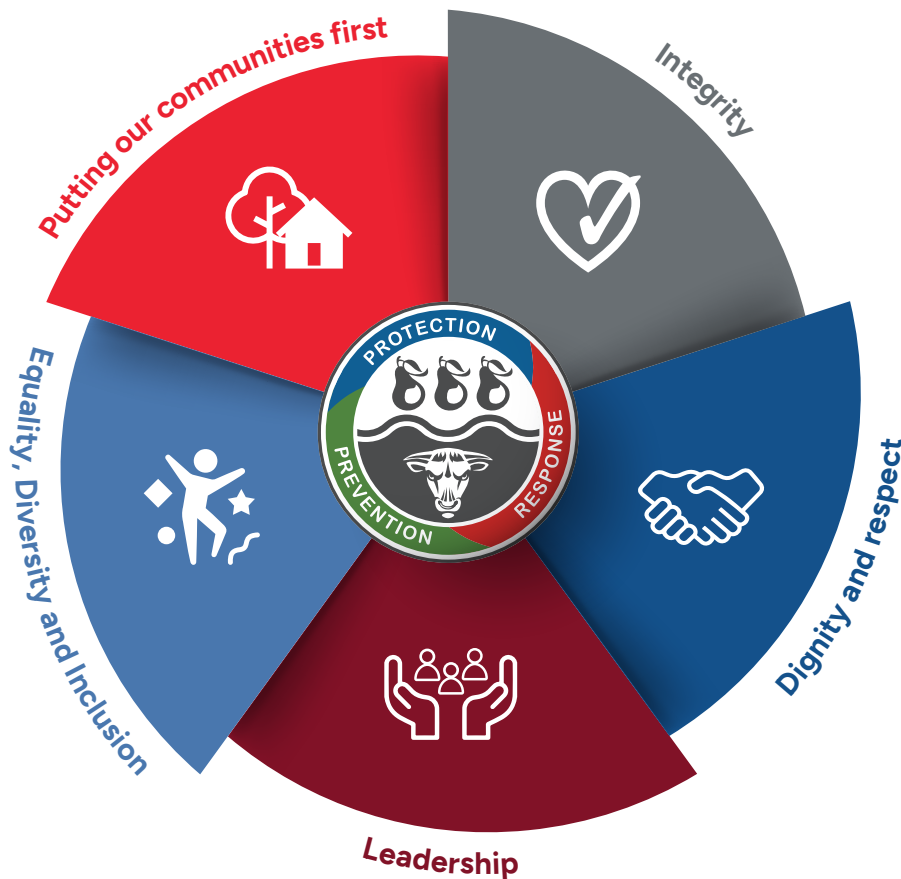
This Prevention Strategy sets out our plans for the next four years towards achieving our overarching Core Purpose, Vision and Mission and our work will be guided by the Core Code of Ethics for Fire and Rescue Services.



Our Ethical Principles

We are guided by the [Core Code of Ethics for Fire and Rescue Services \(FRS\)](#) in England.

The Core Code of Ethics sets out five ethical principles, which provide a basis for promoting good behaviour and challenging inappropriate behaviour. These principles are our guiding set of values and help us to improve organisational culture and workforce diversity, ensuring that communities are supported in the best way.



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.



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](#).



Principles

Our key principles are driven by our primary aim of preventing fires and other emergencies from happening in the first place. We will use our prevention activities to help to **reduce risk** in our communities and to **increase safety awareness and education** to ensure a greater understanding of risks. In providing our prevention services, we will 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 activities.

The focus of our work will be in four main areas:

- To prevent dwelling fires and death and serious injury from dwelling fires,
- To prevent other fires,
- To prevent road traffic collisions and death and serious injury from road traffic collisions,
- To reduce the number of people killed or seriously injured in flooding and water related incidents.

In delivering our services, we aim to demonstrate inclusivity by recognising the diversity of our community and providing equality of access to prevention activities. We will also aim to generate a culture of collaboration, 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

We 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 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 and other emergencies from happening in the first place. A number of headline objectives for delivering our prevention services are set out in the CRMP, including:

- To reduce the number and impact of fire and other emergencies in our communities,
- To increase fire safety awareness and address behaviours that could cause harm working with partners to develop and deliver training on prevention activity,
- To assist partners to reduce the risks associated with our roads to ensure fewer people are killed or injured in road traffic collisions,
- To reduce the impact of environmental change on our communities.

Our services will include:



Home Fire Safety Visits (HFSVs)

This is 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 Firesetters 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.

Youth Engagement

The Service works in collaboration with other agencies to deliver safety initiatives to children and young people. This includes Young Citizens Challenge and Crucial Crew – annual events delivered to Year 6 children promoting safety in the home, on the road and around water. The Service has a Fire Cadets branch for young people between the ages of 13-17 years. The Fire Cadets provides fun and challenging inclusive opportunities for young people to reach their full potential contributing to safer, stronger and healthier communities.



Schemes to Prevent Road Traffic Collisions and Death and Serious Injury by Road Traffic Collisions

These schemes are vital in helping to reduce death and injuries by working with those most likely to be involved in road traffic collisions. Examples of this work include Your Impact, which is a multi-agency road safety scheme aimed at reducing death and serious injury amongst young road users is aimed at Year 10 students. We work in partnership with the West Mercia Police Road Safety team on various education initiatives and campaigns.

Water Safety and Flooding

Water safety and flooding is a shared duty across statutory partners and effective safety campaigns will rely on partnership working.

HWFRS will work alongside key stakeholders to improve water safety and flooding awareness and reduce the number of drownings

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.

Services (continued)

Signposting and Referrals to Partner Agencies and Supporting Valued Partners in Delivering Community Safety Messages

We are part of the Signposting service, collaborating with partners, bringing 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 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](#).

In delivering these services, our headline objectives will be to:

- Deliver advice and support, targeting home visits to those most at risk;
- 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 support water safety related campaigns and initiatives to support those identified at risk;
- 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 with partner agencies to ensure two-way referral pathways are used and are efficient;
- 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.



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](#).

Our aims will be to:

- 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.
- Share and develop technical expertise and good practice with other fire and rescue services.
- Improve our understanding and analysis of risk to improve our ability to target people and areas most vulnerable to fire and other emergencies.
- 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.

Services (continued)

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.

In delivering these services, we will target activities at those most vulnerable and at risk 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.
- Using professional judgement based on experience and training.
- Evaluating how we resource this strategy based on need and efficiency linked to risk.
- Aligning with the National Fire Chiefs Council's 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.



CRMP 2021-25

Core aims for Prevention

Prevention

Preventing fires and other emergencies from happening in the first place



Our aims

What we will do to achieve our aims

Reduce the number and impact of fire and other emergencies on 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.
- 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.
- Examine ways to reduce the socio-economic costs of fire.

Increase fire safety awareness and behaviour

- Deliver the Safe and Well service targeting home visits to those most at risk.
- Work with partner agencies to ensure two-way referral pathways are used.
- Provide youth engagement and education schemes to help improve young people's fire safety awareness and behaviour.

Assist partners to reduce the risks associated with our roads to ensure fewer people are killed or injured in road traffic collisions

- Provide education and risk reduction initiatives for young drivers and other at-risk road users alongside the work of multi-agency road safety partners.

Reduce the impact of environmental change on our communities

- 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.

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.*



Monitoring and Review

Monitoring

The headline objectives set out in this strategy are measurable. Therefore, we are able to continually monitor relevant information to make sure they will be delivered to support this Prevention Strategy. Monitoring progress in implementing the headline objectives will also 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 headline objectives of the Prevention Strategy. The review will be informed by the 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 from 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) taking in to account seasonal variations and trends. Examples of KPIs include:

- Number of dwelling fires.
- Number of deaths and serious injuries from dwelling fires.
- Number of other accidental fires.
- Number of road traffic collisions (RTCs).
- Number of deaths and serious injuries from RTCs.
- Number of deaths and serious injuries from water related incidents.
- Number of contacts with our communities where prevention advice is given.
- Number and type of fires following Home Fire Safety Visits.

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





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