

PFCC Decision Report

Please ensure all sections below are completed

Report reference number: PFCC/183-018
Classification (e.g. Not protectively marked/restricted):
Title of report: Promotion and publicity of Fire and Rescue Plan 2019-2024 survey
Area of County/Stakeholders affected: Countywide
Report by : Darren Horsman Date of report: 5 December 2018 Enquiries to: Darren.Horsman@essex.pnn.police.uk

1. Purpose of report

To set out the paid promotional activity undertaken to publicise the public survey on the draft Fire and Rescue Plan 2019-2024

2. Recommendations

It is recommended that the promotional activities set out below are undertaken.

3. Benefits of Proposal

The benefit of this proposal is to ensure that the people of Essex get the opportunity to contribute to the development of the Fire and Rescue Plan 2019 – 2024 through participation in the Fire and Rescue Plan Survey. This public contribution will help develop a Plan which is better aligned to what the people of Essex need from the Essex County Fire and Rescue Service and will help shape how the Service develops its Integrated Risk Management Plan and the service it provides.

4. Background and proposal

The development of a Fire and Rescue Plan is a statutory requirement for all Police, Fire and Crime Commissioners. The Plan will set the strategic

direction for Essex County Fire and Rescue Service for the next five years. It will also be the basis from which the Service develops the Integrated Risk Management Plan which is the operational plan for the Service.

The draft priorities set out in the public survey have been developed following extensive engagement workshops with staff, other emergency services, council Leaders and Chief Executives, Members of Parliament for Essex and over 100 partner organisations as well as the Police, Fire and Crime Panel.

The public survey opened on 20th November and is due to close on 15th January. The results from the public survey will feed into the final priorities within the Fire and Rescue Plan which is due to go before the Police, Fire and Crime Panel in February 2019 before being published.

To ensure the survey is publicised effectively a range of promotional activities are proposed:

Provision of hard copy surveys	£1200 estimate
Self-addressed envelopes print	£123 actual
Production of animated video	£3450 actual
Paid promotion of posts and videos	£1500 estimate
Production of youth video and engagement	£2000 actual
Promotional images for social media	£120 actual
Hosting of survey and license	£360 actual
Survey analysis	£900 estimate
Total	£9,653

Further costs, including the design and print of the Fire and Rescue Plan itself, will be included in a separate decision sheet in early 2019 once the Survey has been completed, results have been analysed and the Plan can be finalised.

5. Police and Crime Plan

The development of a Fire and Rescue Plan 2019-2024 is a similar document to the Police and Crime Plan but for Essex County Fire and Rescue Service.

6. Police Operational Implications

N/A

7. Financial Implications

This is activity not originally budgeted for within the 2018-2019 budget however it can be covered within the OPFCC operating costs for 2018-2019, so is within existing financial resources.

8. Legal Implications

The development of a Fire and Rescue Plan is a statutory requirement for all Police, Fire and Crime Commissioners.

9. Staffing and other resource implications

N/A

10. Equality and Diversity implications

In promotion of the survey, questions have been included to allow us to ensure a wide spread of people from across Essex are providing feedback and then for us to be able to target activity during the survey where a group is under represented.

11. Background papers

N/A

Report Approval

The report will be signed off by the OPFCC Chief Executive and Treasurer, prior to review and sign off by the PFCC / DPFCC .

Chief Executive/M.O

Sign: *Phillip Brown*

Print: *P. Brown - Brewood*

Date: *24 December 2018*

Chief Financial Officer/Treasurer

Sign: *A. G. G.*

Print: *Abbey G. G.*

Date: *24/12/18*

Publication

Is the report for publication?

YES

NO

If 'NO', please give reasons for non-publication (state 'None' if applicable)

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If the report is not for publication, the Chief Executive will decide if and how the public can be informed of the decision.

Redaction

If the report is for publication, is redaction required:

1. Of Decision Sheet	YES	<input type="checkbox"/>	2. Of Appendix	YES	<input type="checkbox"/>
	NO	<input checked="" type="checkbox"/>		NO	<input type="checkbox"/>

If 'YES', please provide details of required redaction:

.....
.....

Date redaction carried out:

Treasurer / Chief Executive Sign Off – for Redactions only

If redaction is required, Treasurer or Chief Executive are to sign off that redaction has been completed.

Sign:

Print:

Chief Executive/Treasurer

Date signed:

Decision and Final Sign Off

I agree the recommendations to this report;

Sign: J. Gardner

Print: JANE GARDNER

~~PFCC~~ Deputy PFCC

Date signed: 27/12/2018

I do not agree the recommendations to this report because;

.....

Sign:

Print:

PFCC/Deputy PFCC

Date signed: