

# ESSEX FIRE AND RESCUE SERVICE PREVENTION STRATEGY 2020 – 2024

## OUR MISSION STATEMENT

To make Essex a safer place to live, work and travel

## OUR VISION

*Safe and secure communities are  
the bedrock on which we build success and wellbeing for all.*

## OVERVIEW

Essex County Fire and Rescue Service (ECFRS) is committed to improving the overall safety of our public, our people and environment by preventing fires and other emergencies from occurring in the first place. In this way, we can make Essex a safer place to live, work and travel.

We focus our efforts on helping people to

**Live safe, be road safe, be water safe and safeguard**

By targeting our prevention activities at the most vulnerable to manage risk.

Understanding the risks to the county of Essex, and most importantly evaluating our activities, is critical to the delivery of this strategy. Our Integrated Risk Management Plan (IRMP) sets out the direction of the Service 2020 – 2024 and is informed by our Strategic Assessment of Risk (SAoR). By conducting analysis, we can target our Prevention Activities at the highest risk in terms of vulnerability to fire and other emergencies, whether that is individuals, causes, specific groups or areas both rural and urban.

The ECFRS Annual Plan sets out the activities we will undertake in the year to deliver against the IRMP. Our Local Delivery Plans detail prevention activity, which further supports this Strategy and mitigates against risks in the local communities of Essex. As a service we will utilise the resources available to us, and our Local Plans will utilise Operational resources to deliver activities.

The professionalism of our team and the quality of our prevention activities are central to influencing behavioural changes in the community and reducing the risk, which in turn prevents

fires from becoming a reality. ECFRS will make the commitment to regularly monitor and evaluate our prevention activities to ensure they remain effective and efficient; we will continually develop by sharing and identifying best practice to and from other services and partners.

Essex Statistics: (previous 3 years)
<b>2730</b> people killed or seriously injured on our Essex roads of which <b>23%</b> were aged <b>16 -25</b>
<b>10</b> people killed in fires in the home and <b>287</b> people injured. Nationally <b>41%</b> of people who died in domestic fires were aged over <b>65</b>
<b>5096</b> fires have been started deliberately
<b>5</b> people have died in water related incidents in Essex

As a service we understand our at risk groups within the community, with regards to fires, the groups that are most at risk are: Adults over the age of 65, Single adult households, Lone parent households with dependent children, those with physical disabilities, people with mental health problems, aging populations (links to dementia), those that smoke or drink heavily and people that face significant deprivation.

With regards to road and water safety, the groups are most at risk are for Road: Motorcyclists, males account for 74% of road traffic deaths, individuals between 16-25 and 85+. For water: males are the most at-risk group (accounting for 8 out of 10), Males aged 20-29, Women aged 50-59, and those under the influence of alcohol.

### **PREVENTION OBJECTIVE**

Our prevention objective has been developed to complement the Fire and Rescue Plan and priorities of the Police Fire and Crime Commissioner (PFCC) for Essex . Our prevention objective is:

*We aim to prevent fires and other emergencies from occurring by taking a 'Person Centred' approach to Prevention.*

*We will focus our activities on helping our communities: Live Safe, Be Road Safe, Be Water Safe and Safeguard.*

## Our Prevention Promise is that we will:

<p style="text-align: center;"><b>Identify Risk:</b></p> <p><i>We will seek to identify the risk and impact of fire, risk, and harm in our communities. We will target prevention activities at the most vulnerable within our communities. We will deliver activities that address the widest range of vulnerabilities.</i></p>
<p style="text-align: center;"><b>Work in Partnership:</b></p> <p><i>We will identify new and strengthen existing partnerships. We will work collaboratively with other agencies and partners to deliver more effective prevention activities.</i></p>
<p style="text-align: center;"><b>Be Inclusive:</b></p> <p><i>We will work to ensure that we are engaging everyone who lives in Essex in prevention activities. We will understand the diverse needs of our communities whatever their gender, orientation, race, religion, ability, disability.</i></p>
<p style="text-align: center;"><b>Evaluate Our Activity:</b></p> <p><i>Evaluate our work, to understand what works and what we can improve.</i></p>
<p style="text-align: center;"><b>Be Intelligence Led &amp; Utilise Technology</b></p> <p><i>We will use Data and Insights in an intelligence led approach, to direct resources to those most vulnerable. We will seek to innovate by maximising use of technology and digital opportunities.</i></p>
<p style="text-align: center;"><b>Responsibility for All:</b></p> <p><i>We will ensure the Prevention Strategy is at the forefront of the ECFRS Response and delivered by all regardless of role.</i></p>

## Our Prevention workstreams:

- **Live Safe** (Accidental Dwelling Fires / Deliberate Fires)
- **Be Road Safe**
- **Be Water Safety** (Flooding, Drowning)
- **Safeguarding**

## Achieving our Goals:

ECFRS recognise the importance of harnessing data, partnership working, and taking an intelligence-led approach to targeting our prevention activities to those identified at the highest risk of harm from fire, road, water and safeguarding. We focus our efforts on creating a **“Person Centred Approach”**, targeting those most at Risk. As a service we deliver and evolve a range of innovative interventions to tackle social issues and lead to safer, healthier, and more resilient communities. We will seek opportunities to share both data and intelligence with wider partnerships to achieve shared goals.

We believe by adopting a **“Person Centred Approach”**, we will influence behavioural changes and patterns which will positively impact future generations and in turn reduce the risk of harm.

To achieve our goals, we will utilise Local, Regional and National Forums, be a key member of the Community Safety Partnerships, develop new and existing partnerships and harness the resources available to us, including the enhanced use of volunteers across Essex.

**How we will deliver:**

The Service has two dedicated groups of delivery:

- **Operational & Community Risk Management:** considers local risk and raises awareness to the communities of the services offered by ECFRS. Essex is split into two geographical areas both North and South, our Operational & Community Risk Teams and Operational Crews in each area provide prevention activities locally to raise awareness and provide advice to their communities. Central to this delivery is attendance and representation within the Community Safety Partnerships, the combined resources of the partnership have the focused ability to tackle key issue facing the local community.
- **Specialist Intervention:** assess the intelligence led risk and designs a **“Person Centred”** early intervention.

**Continuous Review:** the service recognises the importance of continuous improvement, identifying new areas of work and learning which is then shared across the Service and with all employees.

**PREVENTION STRATEGY**

This prevention strategy sets out to improve the overall safety of everyone living, travelling, and working in Essex. We will achieve this by:

STRATEGY DELIVERY:	
Identify <b>emerging/current trends</b> in Fire Safety/Prevention.	Develop an <b>evidence base</b> approach to activity.
Embed a <b>performance management</b> structure focussed on prevention.	Develop a <b>“what works”</b> warehouse to ensure prevention products/toolkits are accessible to all.
Embrace <b>innovation and sharing</b> (National, Regional, Local) with partners.	Continuous <b>professional development</b> of resources.
Communication Plan to <b>promote</b> prevention advice for the public / partners.	Embrace Information <b>Technology</b> to support prevention activities.
Make prevention activity <b>everyone’s business</b> .	Adopt the <b>theory of change/</b> NFCC approach.

OUTCOMES OF THE STRATEGY:	
1	Influence the behaviour of those most at risk of harm or risk of Fire or other emergencies
2	A quantifiable reduction in the risk, harm, and demands associated with Fire and other emergency response/preventable demands
3	Embed cultural change within ECFRS, by further embedding Prevention as a key function of the whole service
4	Reduce the cost of Fire and other emergency response in the county of Essex
5	Increased partnership working

**UNDERSTANDING & IDENTIFYING VULNERABILITY**

**ECFRS’ Definition of Vulnerability:** “A person is vulnerable/at risk if as a result of their situation or circumstances they are unable to take care of, or protect themselves or others, from harm, exploitation or other adverse impact on their quality of life.”

Our approach recognises different life stages and the risks associated to these:

**Live Safe**

We focus our efforts and resources towards educating, supporting and protecting children and young people so that they are able to start their lives safely and grow up to be safe adults and good citizens. This includes the running of our Firebreak, Fire Cadets, Duke of Edinburgh, Education in Schools and Juvenile Fire Setting (JFS) programmes, raising awareness about Adverse Childhood Experiences (ACEs) and the impact these can have.

We focus our efforts and resources towards assisting the people who live and work in our communities to minimise the risk of fire and other incidents of harm occurring. Work within the group includes the consideration of an ECFRS Volunteering offer to encourage people to support the Service and become ambassadors to raise awareness about fire risk, our work, and services we provide.

We focus our efforts and resources towards ensuring that our prevention work is delivered in the most effective way to support the individual needs of our older communities. This includes promoting mental health awareness and supporting resources to assist people living with mental health concerns and/or poverty; ensuring we use the most appropriate communication methods when engaging with older people; using our Community Builders to identify more complex needs of older people and the ability to signpost these to appropriate partner organisations who can provide continued and specific support to meet these needs.

**Be Road Safe**

Road safety affects everyone in Essex and is not just about the mechanics of roads, vehicles, and street design, but as much about attitudes, perceptions, and the way that we value and share

our roads. Vision Zero is the mission statement of the Safer Essex Road Partnership (SERP). SERP is the joint response approach to road safety and Essex Fire and Rescue Service is a member.

### **Be Water Safe**

As a service we will adopt the NFCC water safety campaign “Be Water Aware” and aim to raise awareness of the risk of accidental drowning. We will deliver the principles outlined in the National Drowning Prevention Strategy. We will adopt an intelligence led, and data approach to the subject matter and target resources to groups that are likely to be affected by the risk.

We will develop a programme for Water Safety, identifying our highest risk locations working alongside families and local communities to raise awareness about risks and water safety. Alongside this we are considering the development of a multi-agency Essex wide Water Safety Partnership.

### **Safeguarding**

Safeguarding is overarching across the two delivery groups and our Safeguarding Team consider how we can support people living in the local community who are experiencing safeguarding issues and are seeking support. We have produced a signposting directory so that we are aware where and how to refer people for help and we have also developed a number of products for our staff to raise awareness about hoarding and the actions that we need to take. The group also supports mental health campaigns.

### **PREVENTION DELIVERY**

We will achieve our Prevention Strategy by using an intelligence and data led approach, this will allow the service to target resources and activities to those at the greatest risk of injury or death from:

#### **FIRE, ROAD & WATER.**

Our analysis, will utilise our own and wider partnership data, and will include demographic, socio economic, incidents, risk, vulnerability, near misses and serious fires etc. Through this analysis, we can identify individuals, themes, and emerging trends to focus our prevention activities on, and work with partners collaboratively to address risk.

ECFRS is a key partner in a number of Strategic Boards and groups, locally, regionally and nationally (including NFCC) to promote prevention, safeguarding, education activities and identify those at risk or demonstrating risky behaviours.

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**LIVE SAFE (EDUCATION) & SAFEGUARDING** – “We are committed to reducing the risk of harm and vulnerability within our communities enabling a safer way of life. Promoting positive behavioural change through generations will also make a significant financial, economic and social difference to families and our partners in Essex.”

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**We aim to:**

- Help vulnerable people to be safer in Essex
- Educate and motivate at risk groups to influence behaviour change
- Save lives, prevent harm, and protect our communities by developing and broadening our roles and partnerships
- Work together with our partners to provide a more efficient and effective service for the public
- Improve the safety of the people of Essex by making best use of our resources and ensuring value for money
- Reduce the personal, social, and economic impact of risky behaviours

**We will:**

- Work with partners to reduce the risk of harm and vulnerability within our communities
- Follow key risk objectives, identified from intelligence within our service and the wider strategic partnerships
- Deliver activities focussed primarily, though not exclusively, on:
  - Children and young people – building a safer generation of learnt behaviour
  - Vulnerable adults – creating more safer, healthier, and resilient communities
  - Prevention from harm from occurring at the earliest possible intervention
  - Preventing greater risk of significant harm from occurring by using bespoke interventions
- Promote positive behavioural change through generations in order to make a significant financial, economic and social difference to families and our partners in Essex
- Work closely with key agencies and stakeholders to reduce risky behaviours and in turn vulnerabilities positively impacting on our community’s ability to live, work and travel safely
- As a key partner of the Safeguarding Boards across Southend, Essex and Thurrock, we are working collaboratively to reduce the risk of harm within our communities
- Influence people’s behaviour through:
  - **Firebreak** – externally funded specialist bespoke peer mentoring scheme for CYP/vulnerable adults using a “**Person Centred Approach**”
  - **Fire Cadets** – nationally recognised programme offers young people essential social, life, work and wellbeing skills
  - **Education in Schools** – influences early years learning and offers a catalogue of products to all schools and education setting in Essex
  - **Juvenile Fire Setting programmes** – early identification and intervention of risky behaviours, identifying fire setting intent

- **Safeguarding interventions** – throughout Southend, Essex and Thurrock communities, threshold assessments and referral pathways to appropriate agencies or ECFRS **“Person Centred”** intervention

**Measure Success:**

- Risk-based products and initiatives based on risk and data in relation to vulnerable behaviours
- Detailed data analysis collated from established evaluation processes, consisting of reflective and evidence-based practice
- Each product and initiative will have clearly defined outcomes on what it is attempting achieve
- The participants of each product and initiative will be surveyed to a greater or lesser extent in relation to perception, attitude, behaviour change and impact of the change
- Share and receive evidence and outcomes with partners, funders and SLT
- See a reduction of harm and more resilient communities in Essex
- See a greater awareness of the subject matter in the whole of the organization

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**LIVE SAFE (Home Safety)** - “Individuals are rarely only at risk of accidental fire in the home; there are often other connected factors that increase the risk fire at home. Factors that increase risk can include a person’s health and wellbeing, their practical and financial ability to improve the safety of their environment, and their own lifestyle and behaviours”

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**We aim to:**

- Prevent accidental dwelling fires from occurring in Essex
- Prevent individuals being killed or injured by accidental dwelling fires in Essex
- To sustainably reduce the risk of fire and its consequences, our interventions should be **“PERSON-CENTRED”**
- Seek to understand and address the factors that increase and individual’s vulnerability to fire, and be solution focused

The work we deliver is underpinned by the Home Safety Principle.

**We will:**

- Continue to develop and improve our **“PERSON-CENTRED”** Safe and Well offer by investing in a highly trained team of specialist prevention personnel (Safe and Well Officers)
- Continue to provide training and support for the increased delivery of **“PERSON-CENTRED** Home Safety Visits by our operational firefighters, volunteers, and other prevention personnel
- Continue to fit standard and sensory smoke detection as a staple part of our Home Safety and Safe and Well Visits, free of charge. No home should be without smoke detection in the 21st century
- Develop and improve our Home Safety Service Evaluation, using it to constantly improve and develop our service, and understand the individual, financial and population level benefit our activity generates
- Build stronger and more ambitious relationships with our partners across all sectors in Essex, exploring new ways to ensure that fire safety at home is everybody’s business



- Develop our approach to inclusive prevention, ensuring that our personnel have the knowledge and skills to deliver effective and appropriate fire prevention activity to everyone living in Essex, with no exceptions

**Measure Success:** We will measure our success by evaluating all prevention activity. We will seek to understand:

- **What we did:** We will measure the quantities of activity we have undertaken, from the number of visits we conduct, to the number of alarms we fit
- **How well we did it:** We will measure how well our customers, partners and staff think we performed, from how a resident found their experience of our service, to whether they learned anything through our visits
- **Whether we made a difference:** We will seek to measure the overall impact our services have on our objectives. Did we reduce the number of fires? Did residents change their lifestyles following our visits? Did we generate a cost saving for the public by avoiding fire?

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**BE ROAD SAFE** - “We are committed to improving road safety and helping keep people safe when they travel in and through the County. RTC’s affect hundreds of people each year, devastating families, and communities. The economic impact also makes a significant financial difference to families and businesses in Essex”.

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**We aim to:**

- Work to reduce the number of people killed or seriously injured on our roads through the multi-agency Safer Essex Roads Partnership on enforcement, engagement, and education
- Support and grow volunteer groups, such as Community Speed Watch
- Minimise the impact of road collisions by ensuring an efficient response to protect property and preserve life
- Continue to work with at-risk groups to educate and promote safety on our roads
- Work with our partners to minimise the social and economic impact of road collisions by getting traffic moving again quickly

**We will:**

- Work with partners to reduce the number of people killed or injured on our roads
- Focus on key risk groups for prevention activities
- Continue as a key partner of the Safer Essex Roads Partnership (SERP). Working collaboratively to reduce the number of people killed or seriously injured on our roads and work with the partnership to deliver the SERP Vision Zero
- Develop further understanding of Detailed collision data analysis
- Develop specific educational interventions, training courses, campaigns, products, schemes, and initiatives
- Influence people’s driving/riding behaviour through
  - **FireBikes:** our specialist motorcycle safety product

- **Community Wheels:** our bespoke multi-media classroom/display vehicle used to deliver road safety education to a wide audience in their own localities
- **Technology** e.g. Fords Driving Simulator / Virtual Reality Road Safety
- **Community Speed Watch:** an initiative where active members of local communities monitor speeds of vehicles using speed detection devices. Vehicles exceeding the speed limit are referred to the Police with the aim of educating drivers to reduce their speeds

### Measure Success:

- Risk based products and initiatives based on risk and data in relation to vulnerable road users
  - Clearly defined outcomes of initiatives
  - Assessment and analysis of Behaviour change
  - Shared evidence and outcomes with partners in SERP and SLT
  - Reduction of RTC and KSI on the roads of Essex
  - Greater awareness within ECFRS "Driving for Better Business standards.
  - All staff understanding of Vision 0 and how they can support it.
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**BE WATER SAFE** – “Tragically, on average, around 400 people drown around the UK every year and a further 200 take their own lives on our waters. Many of these deaths are preventable and we believe more can be done to reduce this loss of life”.

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### We aim to:

- Align ourselves to the National Drowning Prevention Strategy which sets out to reduce accidental drowning fatalities by 2026
- Highlight Water Safety issues and make sure simple safety messages reach at risk groups
- To reduce the number of these needless and preventable deaths
- Theme focuses on education in schools

### We will:

- Identify those most at risk of Water related death through the sharing of data
- Focus on understanding and sharing data relating to water risk and drowning within Essex
- Identify water related incident hotspots and develop innovative solutions to reduce incidents in those areas
- Ensure sufficient water related incident prevention staff are in place
- Use Intelligence from multiple channels to direct resources
- Work with Essex Resilience Forum to plan prevention of flooding within Essex
- Work and involve multiple partners, to target specific schools for education sessions
- Review current activities to ensure they are fit for purpose
- Work with the NFCC lead on developing the National Drowning Prevention Strategy
- Develop Educational Packages and deliver them through multiple platforms.
- Use Cadets and Volunteers

## Measure Success:

- Develop an Evaluation Framework
  - Tracking programme activities, media response, number of individuals participating in events
  - Monitoring of Incident Data
  - Assessed changes in attitude and behaviour
  - Seek best practice
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**Volunteering** – “We realise that not only does volunteering create additional organisational capacity; it helps create stronger and more cohesive communities and contributes to a sense of wellbeing”. “We also recognise that volunteers bring with them a wealth of experience from across different sectors and are a valuable asset to ECFRS in achieving our prevention strategy”.

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## We will:

- Continue to develop and broaden the range of work undertaken by our volunteers and ensure integration with all areas of prevention
- Continue to develop an infrastructure designed to support our volunteers
- Work to ensure that the profile of our volunteers matches the diversity profile of the communities we serve
- Explore opportunities for young people to volunteer and seek to link our volunteering scheme with those of other agencies where similar aims exist
- Explore the possibility of introducing a more collaborative approach to volunteering that spans emergency services in Essex, starting with Essex Police
- Continue to develop the Essex Fire Museum to be a recognised and valued educational destination for the public, delivering engaging, prevention focused learning experiences
- Continue to develop new and innovative ways to use our heritage for prevention, including increasing our reach through use of digital

## Measuring Success:

- **What we did:** We will measure the quantities of activity we have undertaken, from the number of people who visited our museum, to the number of hours our volunteers gave us
- **How well we did it:** We will measure how well our customers, partners and staff think we performed, from what our visitors thought of our museum experience, to how the people our volunteers visited found their experience of Visit
- **Did we make a difference:** We will seek to measure the overall impact our services have on our objectives

## MEASURING SUCCESS

- Departmental and Local Delivery Plans sit beneath this strategy, for each delivery plan we have developed Key Performance Indicators. These measures are reported to the Service Leadership Team (SLT) and published within our Prevention Annual Report.
- Data Analysis along with the HARM Matrix informs our Local Delivery Plans, which drive locally based activities, priorities, local focus and sets our campaign calendar.
- As a department, we have adopted a performance and data led approach, which supports an evaluation framework across all areas. Our staff will be fully competent in delivering their roles within prevention, and we will seek to invest and develop our staff continuously.
- By evaluating our prevention activities, we can measure the difference we have made in the local community to reducing the risk of harm and raising awareness about fire risks in domestic dwellings.
- In addition, quality assurance of all our specialist interventions using reflective and evidence-based practice; we will record our findings centrally so that we can identify any training needs or changes required to our processes, systems, and delivery.
- All data and information collated is compliant with General Data Protection Regulations (GDPR).

## **GOVERNANCE**

<b>Owner</b>	<b>Responsibility</b>
Area Manager Prevention and Protection	Will be responsible for overseeing the delivery of this strategy
Head of Prevention	Will own the strategy
Area Manager Response	Will be responsible for ensuring this strategy is delivered in the commands by operational crews
Performance	will be reported monthly
Quarterly performance reports	Will be provided to ECFRS continuous improvement board, SLT and the performance and resources board of the OPFCC
ECFRS All employees	Will have a role in promoting, championing, and delivering prevention activities

## **REVIEW**

a full review of this strategy will be carried out every 4 years or upon the production of a new Integrated Risk Management Plan. As part of our continuous improvement the strategy will be revisited annually to ensure it is fit for purpose and is meeting the organizational outcome.

# ECFRS PREVENTION STRATEGY ON A PAGE:

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<b>Evaluate Our Activity:</b>	
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OUTCOMES OF THE STRATEGY:	
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## Prevention Activities



- Inclusive Prevention
  - Person Centred Approach
  - Home Safety Visits
  - Safe and Well Visits
  - Home Safety Evaluation
  - Partnership working
  - Education in Schools
  - Firebreak Programmes
  - Fire Cadets
  - Volunteers
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- Safer Essex Roads Partnership
  - Education
  - FireBikes
  - Community Wheels
  - Use of Technology: VR Road Safety
  - Community Speed Watch
  - Volunteers
- 
- National Drowning Prevention Strategy
  - Essex Resilience Forum
  - Targeted Education
  - Volunteers
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- Early interventions
  - Juvenile Fire Setting Programmes
  - Community Builders
  - Safeguarding Interventions