



# Essex County Fire & Rescue Service

Corporate  
Communications, Marketing  
and Brand

## **Post Grenfell Actions** Strategic Communications Plan

April 2022

# Situational analysis

Following the Grenfell Tower tragedy in 2017, we have put in place an action plan to keep our residents safe and ensure we are following the recommendations set out in the Government's report.

## **Key Messages:**

### **How many buildings in Essex have this dangerous cladding?**

We worked with the National Fire Chiefs Council to identify 197 possible buildings that needed inspecting under the Building Risk Review which focuses on buildings that have cladding. By the end of May this year we'd done 119 audits targeting those with cladding not all of the 197 Buildings will have flammable cladding. Where we identify flammable cladding we will work with the responsible person to ensure the safety of residents.

### **What's a waking watch and do you think they are a positive safety measure?**

Waking watch is a control measure that supports buildings when moving from a stay put policy to a simultaneous evacuation policy. It should be short term and in line with the technical guidance and we would encourage fire detection to be installed if full change is not achieved in the short term.

### **What's your role when it comes to these buildings – can you force developers to remove the cladding?**

Although it's not our job to physically remove cladding from buildings we'll always work with building developers and owners to support them in understanding what needs to be done.

Of course, if necessary, our role is to enforce the regulatory reform safety order – we can put in an enforcement for failure to comply, but this would be a last resort after attempts to support.

# Situational analysis

## Key Messages continued:

### **What would be your advice to anyone living in a high-rise flat, desperate to sell but unable to?**

We sympathise with residents and continue to work with NFCC to lobby central government for further reform. Our priority is always to ensure the safety of our residents.

### **What would be your advice to anyone living in a high-rise flat worried about their safety?**

Understand what you need to do if there is a fire – familiarise yourself with your building's fire safety advice.

If your building's advice is to evacuate make sure you're doing it in a calm way and don't go back in.

The less you open fire doors the better, as it will contain any smoke.

There's lots of information on our website specifically for people living in a high-rise block – search Essex Fire high rise to read about it.

# Objectives

- **Encourage** people living in high rise accommodation across Essex to be aware of safety advice and fit smoke alarms.
- **Encourage** developers/landlords/tenants associations to work with us to make their buildings safer.
- **Encourage** partners (Community Safety Partnerships, Housing Associations, Developers/Businesses) and our community advocates (PFCC, MPs, Council Leaders/Chief Execs) to support us in our action plan and the reasons for implementing it.
- **Encourage** our people to take ownership of the action plan and do all they can to make Essex safer.

# Audience insight

- General public – 18+
- Landlords
- Developers
- Housing Associations
- Flat owners/tenants
- Internal comms (our people)
- Elected members, PFCC, MPs, Council Leaders/Chief Execs
- Peers – NFCC
- Essex Business Community
- Independent Advisory Groups

# Audience journey

Audience	Think	Feel	Do	How
General public – 18+ Flat owners/tenants	<ul style="list-style-type: none"> <li>- They should have at least one working smoke alarm in their home</li> <li>- Know the advice for their building</li> <li>- Understand why we are doing this work</li> </ul>	<ul style="list-style-type: none"> <li>- Responsible for buying/checking they have one working smoke alarm on every level of their home</li> <li>- Reassured and safe</li> </ul>	<ul style="list-style-type: none"> <li>- Buy smoke alarms or reach out to our team for advice and support</li> <li>- Regularly test smoke alarms and fire escape routes</li> </ul>	<ul style="list-style-type: none"> <li>- ECFRS website and social media channels</li> <li>- Partner channels</li> <li>- Local, regional press and media</li> <li>- Word of mouth through family, friends and ECFRS colleagues</li> </ul>
Landlords/Developers / Housing Associations	<ul style="list-style-type: none"> <li>- They are responsible for ensuring their tenants are safe and their buildings are safe</li> </ul>	<ul style="list-style-type: none"> <li>- Reassured that their tenants and property are safe</li> </ul>	<ul style="list-style-type: none"> <li>- Engage with us to ensure their property and tenants are safe</li> </ul>	<ul style="list-style-type: none"> <li>- ECFRS website and social media channels</li> <li>- Partner channels</li> <li>- Local press</li> <li>- Word of mouth through family, friends and ECFRS colleagues</li> <li>- Direct marketing to landlords/developers</li> </ul>
Elected members/community advocates	<ul style="list-style-type: none"> <li>- Understand why we are doing this week and lobby Government to provide more funding to support safety improvements</li> </ul>	<ul style="list-style-type: none"> <li>- Responsible keeping their communities safe by working with and supporting our work</li> <li>- Reassured that their communities and residents are safe.</li> </ul>	<ul style="list-style-type: none"> <li>- Support our work and encourage developers to make their building safe.</li> </ul>	<ul style="list-style-type: none"> <li>- ECFRS website and social media channels</li> <li>- Partner channels</li> <li>- Local press</li> <li>- Word of mouth through family, friends and ECFRS colleagues</li> <li>- Bespoke engagement events</li> </ul>

# Strategy

- Develop key messaging grid
- Video explaining what we are doing for sharing on our external channels and to partner networks
- General media release detailing actions so far and why it is important we are doing what we are doing
- Identify learning from Morello Quarter court action and look at how we can move this forward
- Hold bespoke engagement sessions/prepare briefings to elected members/advocates
- Hold bespoke business/developer engagement sessions
  
- Sign off of media/comms activity will be AD/AM Neil Fenwick

# Timeline of activity (TBD)

Timing	General activity and key milestones
13/04/2022	<ul style="list-style-type: none"><li>Op Lego – Promotion of the Exercise taking place at University of Essex – follow up PR activity</li></ul>



# Stakeholder and partner mobilisation

Stakeholders/ advocates	Think	Feel	Do	How
ECFRS stakeholders	Recognise the strategic importance of the campaign and help us to make Essex safer	Motivated to participate	Share with their networks and help us to implement the action plan	<ul style="list-style-type: none"> <li>• Cabinet member briefing</li> <li>• Business networks</li> <li>• Independent Advisory Groups</li> </ul>
Partners	<p>It is their responsibility to promote what we are doing and ensure residents are safe.</p> <p>They want to get involved and know how to reach their communities</p>	<ul style="list-style-type: none"> <li>• Motivated to participate</li> <li>• Inspired to reach their audience with our messages</li> </ul>	Share with their networks and on all their channels	<ul style="list-style-type: none"> <li>• Partner toolkit</li> </ul>
Internal Communication	Understand the work we are doing and where residents and developers can go to for advice and support.	<ul style="list-style-type: none"> <li>• Motivated to participate and understand why it is important</li> </ul>	Brief themselves on what they need to know and do.	Engagement through internal comms networks

# Scoring/Evaluation

Inputs	Outputs	Outtakes	Outcomes	Organisational Impact
19/04/22 – Media activity post Op Lego multi agency training exercise in Southend.		<ul style="list-style-type: none"><li>• <a href="https://www.essex-fire.gov.uk/news/Firefighters_carry_out_high-rise_training_exercise_with_partners/">https://www.essex-fire.gov.uk/news/Firefighters_carry_out_high-rise_training_exercise_with_partners/</a></li><li>• <a href="https://www.echo-news.co.uk/news/20073484.fire-crews-carry-exercise-university-essex-southend/">https://www.echo-news.co.uk/news/20073484.fire-crews-carry-exercise-university-essex-southend/</a></li></ul>		