



Essex Police, Fire and Crime Commissioner Fire and Rescue Authority

Decision Report

Please ensure all sections below are completed

Report reference number: 047-22

Government security classification Not protectively marked

Title of report: Corporate Communication, Marketing and Brand Strategy

Area of county / stakeholders affected: Countywide

Report by : Emily Cheyne, Assistant Director • Corporate Communications

Date of report: 22 August 2022

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1. Purpose of the report

To gain the Police, Fire and Crime Commissioner's (PFCC) approval of the publication of the Corporate Communications, Marketing and Brand Strategy.

2. Recommendations

The Police, Fire and Crime Commissioner approve for publication the final version of the Corporate Communications, Marketing and Brand Strategy.

3. Benefits of the proposal

The Corporate Communications, Marketing and Brand Strategy sets the strategic direction for communications, marketing, and brand, and explains clearly what our staff, volunteers, public and other stakeholders can expect from us.

It outlines our principles, key areas of focus, and how we measure and know if we're doing a good job. It clearly identifies how our communication focus delivers against both the Fire and Rescue Plan objectives, and our Service priorities.

4. Background and proposal

This is an evolved communication strategy. The last strategy was published in 2016 and was developed against the previous IRMP. Since then, a series of strategic communication plans have been developed to meet campaign and communication objectives.

This strategy outlines the way the Service should communicate, and the legal requirements to do so.

5. Alternative options considered and rejected

A strategy on a page was considered, but felt at this time the strategy should be more in-depth.

Please note – once the content is approved, the document will be designed in line with our brand style guide.

6. Strategic priorities

This strategy helps deliver against the Service and OPFCC strategic objectives.

7. Operational implications

The publication of this report has no direct operational implications.

8. Financial implications

This decision has no direct financial implications.

9. Legal implications

The decision will ensure the PFCC FRA complies with their legal obligations as set out above including the Equality Act, Civil Contingencies Act and our duty to provide accessible websites and apps.

10. Staffing implications

This decision has no direct staffing implications.

11. Equality and Diversity implications

We have considered whether individuals with protected characteristics will be disadvantaged as a consequence of the actions being taken. Due regard has also been given to whether there is impact on each of the following protected groups as defined within the Equality Act 2010:

Race	X	Religion or belief	X
Sex	X	Gender reassignment	X
Age	X	Pregnancy & maternity	X
Disability	X	Marriage and Civil Partnership	X
Sexual orientation	X		

The Core Code of Ethics Fire Standard has been fully considered and incorporated into the proposals outlined in this paper.

The document has been designed and written to be accessible.

12. Risks

There are no risks associated with this decision.

13. Governance Boards

The report will be processed via the due Governance process of:

- Senior Leadership Team- 9 August
- Strategic Board- 7 September
- Police, Fire and Crime Panel as set out in legislation and within the PFCC FRA's constitution- 29 September or as agreed

14. Background papers

Appendix A- Corporate Communication, Marketing and Brand Strategy

Decision Process (#)

Step 1A - Chief Fire Officer Comments

(The Chief Fire Officer is asked in their capacity as the Head of Paid Service to comment on the proposal.)

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Sign: Date:.....

Step 1B – Consultation with representative bodies

(The Chief Fire Officer is to set out the consultation that has been undertaken with the representative bodies)

There is no requirement to consult with the Rep bodies as this is a statutory requirement

Step 2 - Statutory Officer Review

The report will be reviewed by the Essex Police, Fire and Crime Commissioner Fire and Rescue Authority’s (“the Commissioner’s”) Monitoring Officer and Chief Finance Officer prior to review and sign off by the Commissioner or their Deputy.

Monitoring Officer Sign:
Print:
Date:

Chief Finance Officer Sign:
Print:
Date:

Step 3 - Publication

Is the report for publication? **YES**

If 'NO', please give reasons for non-publication (Where relevant, cite the security classification of the document(s). State 'none' if applicable)

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

Step 4 - Redaction

If the report is for publication, is redaction required:

- 1 Of Decision Sheet **NO**
- 2 Of Appendix **NO**

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

.....
.....

Date redaction carried out:

If redaction is required, the Chief Finance Officer or the Monitoring Officer are to sign off that redaction has been completed.

Sign: Print:

Date signed:

Step 5 - Decision by the Police, Fire and Crime Commissioner or Deputy Police, Fire and Crime Commissioner

I agree /do not agree the recommendations to this report:

Sign: (PFCC / DPFCC)

Print: Date signed: