

# Our Priorities

## 1 Prevention and early intervention

Develop a detailed community risk profile of Staffordshire so that we can use our resources in the most efficient and effective way to help prevent fires and protect the most vulnerable people in our communities.

You know that, in an emergency, when you dial 999, we will respond. However, what most people do not realise is that part of our job is to prevent incidents before they happen. We carry out a number of activities, all aimed at making our Staffordshire communities safer and stronger. We know that responding to emergencies is our first duty, but we do not want people to need us in an emergency. We would much rather help prevent fires and other emergencies from happening in the first place. We run a number of services designed to inform and help members of the community to protect their homes and business premises. Whether it is educating children or raising awareness of fire safety among business owners, we know that what we do can have a significant impact - reducing risk and saving lives.

We deliver around 25,000 Safe and Well visits each year. This is part of a nationally-recognised approach taken by fire and rescue services, whereby considering health, social and lifestyle factors alongside fire risks, we will be able to provide support and advice where needed. We work with partners and other agencies to identify the most vulnerable people in our communities and this helps us to be more efficient and effective by targeting our resources where they are needed most.

During these visits, we speak to residents about a wide range of topics, such as fire safety, physical and mental health, wellbeing and general lifestyle choices, in addition to fitting smoke detection where required. We work closely with many partner organisations who can also contribute to improving the wellbeing of an individual, following a referral

from us. In addition to this, we deliver a range of preventative campaigns and interventions such as reducing small deliberate fires (our Flames Aren't Games campaign), focusing on road and water safety, supporting businesses and reducing fire deaths and injuries in accidental dwelling fires by highlighting risks associated with smoking, alcohol, mobility and the elderly (SAME factors).

We also visit around 400 business and other non-domestic premises each year, as it is our legal duty to enforce fire safety legislation. These visits help keep people safe in their homes and the buildings they visit. We know that the tragic fire in Grenfell Tower has highlighted the need to enforce fire safety laws and we want to increase our work in this area.

We know that the structure and use of many buildings has been altered since they were built. Unfortunately, we know that these changes can increase the risk from fire for building users and our firefighters. We have a responsibility and duty to ensure that building owners are keeping their buildings safe and complying with their legal duties. We are increasing the size of our teams who focus on this work and want to increase the number of buildings we inspect.

**We would like to target the most vulnerable people to visit and support them with our Safe and Well visits and increase the number of premises we visit to help with their fire safety procedures.**

We will also explore the use of new technology to improve the way we deliver our messages to ensure they have the maximum impact. This has already proved successful with our Safe+Sound interactive pods, which provide an interactive and immersive learning experience for children, young people and other groups to encourage them to be safe and make positive lifestyle choices.

Our Safer Communities, Communities Interest Company (CIC) aims to continue its work within the community and increase its delivery of Prince's Trust programmes in order to help more young people achieve their goals and be safe and healthy. Working with the Prince's Trust, the CIC helps young people aged between 11 and 30 to improve their employability skills and secure further training and education. The CIC also aims to increase the capacity and membership of the Youth Commission so that it can help influence and improve services for children and young people.

We work with partners and share information, data and intelligence to help us improve our understanding of the risks and understand likely vulnerability in our diverse communities. This also allows us to identify current and emerging risks to our organisation and prepare our firefighters for the emergencies they may face. We use information from groups including other emergency services, the Staffordshire Resilience Forum, local authorities, National Health Service and numerous other public and business sector partners where possible to give us a 'joined up' view and richer picture. This helps us all to develop more relevant, efficient and effective public services. We will be reviewing how we can deliver all of our prevention services more efficiently and effectively.

We will be looking to refocus the activities of our teams and assessing how we can deliver the most impact in terms of improving community safety and reducing operational demand.

Where appropriate, and possible, we will explore opportunities for working with partners such as the police, local authorities and other emergency services to deliver some of these activities jointly where we can prove it adds real value to our communities. We will continue to seek opportunities to share premises and information where this will be mutually beneficial and contribute to improving community safety whilst reducing demand on public services and our impact on the environment.

**We propose to continue exploring ways of working collaboratively with partners, such as police and health, to improve our effectiveness and efficiency. The focus of this work will be to improve the safety, health and wellbeing of our people and our communities rather than looking primarily to save money.**

