



Prevention Strategy

2022 - 2023

Cumbria Fire & Rescue Service



Foreword

Cumbria Fire and Rescue Service (CFRS) strive to be the most effective and efficient Fire and Rescue Service in the United Kingdom. Delivering services aligned to our community risk profile, our **Integrated Risk Management Plan (IRMP)¹ 2019-23** and our strategic annual **Service Plans**.

The Service continues to develop a suite of documents that ensure CFRS can continue to effectively deliver all its statutory duties and continue to be an excellent Fire and Rescue Service.

This Prevention Strategy has been developed to set out how we will deliver this commitment.

Introduction

This Prevention Strategy is an essential element of our IRMP. It outlines how CFRS will help to prevent the occurrence of fires and other emergencies and the impacts on our communities. While supporting our wider vision and commitment to the health, safety, and wellbeing of the people that live, work, and visit Cumbria.

Recent years have seen a wider focus on the way all public services are delivered, including those provided jointly by local and national agencies in the areas of health, wellbeing, and social care.

CFRS are committed to working in collaboration with different agencies and stakeholders at all levels. Sharing resources, data, the use of new digital technology and working together in joint teams to tackle individual vulnerability and collective issues, such as anti-social behaviour, the effects of poor mental health and alcohol misuse as we move toward a **person-centred** methodology.

This document provides an outline of CFRS's approach to preventing avoidable harm to our communities, potentially arising from a wide range of risk and threats as detailed within our IRMP and those emerging risks following the Covid-19 pandemic such as social (particularly rural) isolation, changes to tourism and financial pressures.

The Strategy provides the foundation of our future planning and outlines the core objectives for the Service over the next two years, as we strive to make 'Cumbria' a safer community to live, work and visit.

A change in governance arrangements following the Cumbria Local Government Reform also needs to be considered.



¹ From 2023 the term IRMP will be changing to CRMP

Key Drivers

There are several reasons why our key Strategies are so important and drive our business and our approach.

Our four core strategies are vital pillars in our planning framework, and each support our IRMP 2019-23. The IRMP sets out how we will deliver our services through effective Prevention, Protection and Response arrangements, using our key asset, our People. Each of the three areas, along with the 'People and Workforce Development' strategy contain a number of key priorities and related aims.

As well as legislative requirements CFRS will ensure that its prevention strategies are closely aligned with the **National Fire Chiefs Council (NFCC) Code of Ethics and Fire Prevention Standard**.

Legislative Requirements

There are several statutory functions and duties that we must carry out according to law. The core legislation is summarised below:

The Fire and Rescue Services Act 2004

This is the core legislation for all Fire and Rescue Services, it details legal powers and responsibilities of fire authorities. A key element of the Act is that it makes the production of a National Framework document by the Secretary of State mandatory. Fire authorities must have regard to the Framework in carrying out their functions.

The Policing and Crime Act 2017

Under Part 1 of the Act - A relevant emergency service in England e.g., Cumbria Fire Service, Cumbria Constabulary or North-West Ambulance Service must keep under consideration whether entering into a collaboration agreement with one or more other relevant emergency services in England could be in the interests of the efficiency or effectiveness of that service and those other services.

National Framework Document

Under Section 21 of the Fire and Rescue Services Act 2004 ("the 2004 Act"), the Secretary of State must prepare a Fire and Rescue National Framework. The Framework:

- a) must set out priorities and objectives for fire and rescue authorities in connection with the discharge of their functions.
- b) may contain guidance to fire and rescue authorities in connection with the discharge of any of their functions; and
- c) may contain any other matter relating to fire and rescue authorities or their functions that the Secretary of State considers appropriate.

In setting out priorities and objectives for fire and rescue authorities in England, the requirements are best calculated to promote public safety and the economy, efficiency and effectiveness of fire and rescue authorities. The Framework sets out high level expectations; it does not prescribe operational matters which are best determined locally by fire and rescue authorities and their staff.

Civil Contingencies Act 2004

The Act is a key piece of legislation and arose in response to the threat of terrorism, as well as several other civil emergencies. It imposes a series of duties on local bodies (known as Category 1 Responders) including a requirement to assess the risk of an emergency occurring and to maintain plans for responding to an emergency. The fire and rescue service is a Category 1 Responder.

The Act also creates a broader concept of an emergency.

To satisfy this legislation, Local Resilience Forums (LRF's) have been established. These Forums must establish and maintain effective multi-agency arrangements for major emergencies and minimise the impact of those emergencies on the public, property, and environment. CFRS chair, engage and have an active role within the Cumbria Resilience Forum.

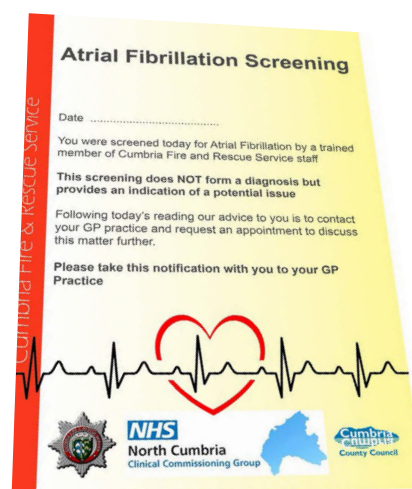
Key Objectives

To ensure that prevention priorities are fully serviced, a suite of community safety objectives have been developed. The Service's prevention work is delivered on a risk assessed basis to ensure the community safety activities carried out across the county are focused and assist in supporting the strategic prevention objectives of:

Objective 1: Reducing the number of people killed or injured in dwelling fires in Cumbria.

A review of fire deaths and national research indicates the following groups are at greater risk:

- People who smoke
- People living in deprivation
- Elderly people
- Single parent families
- Single person households
- Those living in socially rented accommodation
- People with a disability or suffering from illness
- People who are unemployed and have never worked
- People suffering from fuel poverty
- People living in social isolation



Recent research by the NFCC has indicated that as well as increased risk, certain groups may suffer from inequality of access to Fire and Rescue Service products and advice - **NFCC Equality of Access**

When the factors above are combined, then it further increases the risk of harm from fire, therefore we will work in partnership with other organisations to help identify, prioritise, and mitigate the risk for people who fall into any the categories above.

For Cumbria, the challenge of preventative work is to address increased risk. This includes mitigation and supporting projects that tackle the root cause of inequality. Our local station prevention plans will be evidence based using incident and demographic data, equality analysis and professional judgement.

In April 2017 CFRS introduced its "Safe and Well Visit". The Safe and Well Visits enhanced the quality of service we deliver to the householder not only on fire related issues but other health factors that can impact on fire likelihood and fire injury or death likelihood such as: support and advice around falls prevention, alcohol reduction, smoking cessation, fuel poverty, living alone and social isolation that are all pertinent to the chances of a person having and suffering harm from a fire in the home.

This approach will be reviewed to align with the NFCC components of a home fire safety visit.

CFRS has made a sustainable impact on the above by completing a minimum of 10,000 Safe and Well visits throughout Cumbria, per year. These are carried out by operational fire crews, Safe and Well Technicians, Community Safety Advisors and CFRS Volunteers.

Going forward this prevention objective will focus on individual needs aligned with the Person-Centred Framework | NFCC CPO (ukfrs.com). This approach will utilise data analysis, direct referrals from partner agencies such as Adult Social Care and targeted addresses provided by the Health and Social Care Information Centre (HSCIS) via the NHS Corporate Information Governance team, to focus our prevention work on the most vulnerable. With efficiency measured by hours spent on interventions and effectiveness measured against outcomes as a result of the interventions.

Our Community Safety Team works alongside local firefighters in the less populated areas to ensure that we can offer equality of access to everybody in Cumbria, irrelevant of their rurality. (HSCIS) via the NHS Corporate Information Governance team.

Objective 2: Reducing the number of people killed or seriously injured in road traffic collisions on Cumbria's Roads, with particular emphasis on young people's safety.



This will be achieved by working through the Safer Roads for Cumbria Partnership and by delivering Road Awareness Training (RAT) sessions targeting the known at risk group of ages 17 to 24 and the over 55's.

We will use data, intelligence, and equality analysis to identify and engage with 'at risk' groups. We will work with partners and support national campaigns to educate and engage drivers to combat risk taking behaviour and promote safer driving within Cumbria.

Objective 3: To work with partners to tackle the root causes of inequality in Cumbria and to promote social, health and economic wellbeing.

Equality of access is an important part of this strategy, to identify any specific groups or characteristics that may have an impact on people's safety, data will be analysed, and equality impact analysis undertaken. Identifying who is at greater risk and from what hazard. Then any reasonable adjustments or specific campaigns that need to be carried out will be prioritised either locally, service-wide, regionally or as part of a national campaign.

The Service will also play an active part in those partnerships that complement the Counties vision for the people of Cumbria, including work achieved through the Community Safety Partnerships and the Strategic Cumbria Safety Partnership Board.

Objective 4: To support the national agenda to reduce anti-social behaviour and to tackle the growth of violent extremism.

This will be achieved through the delivery of the Government's Prevent Strategy, led by the Chief Fire Officer. Local prevention work will be in conjunction with Police and other interested parties through local Community Safety Partnerships to tackle crime and disorder. CFRS staff will deliver bespoke interventions dealing with fire setting (Fire Intervention Response Education Scheme (FIRES)) or low-level criminal activity as per the needs of the local communities.



Objective 5: To support youth related work.

Young people are our future. We will support them to enhance safety awareness and develop life skills. This will be achieved through an ongoing education programme focussed on local risks such as water safety, fire safety, road safety, bonfire night and other identified themes or trends.

We will also deliver our Young Firefighter Programme, Fire Experience Days and Fire Cadets Schemes at targeted individuals or areas. This will be in addition to the other broader youth engagement activities delivered across CFRS, such as Princes Trust, Scouts, Duke of Edinburgh and other Children and Young People related campaigns including the successful Holiday Activity Fund (HAF) programme.

Objective 6: To support people to live independently and safely in their homes.

Everyone has the right to be supported within their own home. CFRS support will be achieved by using all the data available to identify, target and support the most vulnerable both in terms of fire prevention and health interventions.

We will work with partner organisations to help support people to live independently and safely in their own home. Our person-centred approach will enable more in-depth interventions that are measured on hours spent doing the interventions and outcomes for the individual.

The person-centred approach to home visits will enhance the quality of service we deliver to the householder and will provide support and advice around the 8 key areas affecting fire vulnerability: Home Fire Detection and Assistive Technology, General Fire Safety (candles, cooking and escape planning), Electrical Safety, Fire and Heaters (safer heating), Clutter and Hoarding, Deliberate Fires, Smoking-related fires, Medicines and Medical Devices.

The Community Fire Risk Management Information System (CFRMIS) that holds the data for the above will be continually developed so that it provides more functionality for all staff, enabling streamlining of functions and giving an improved end-user experience.

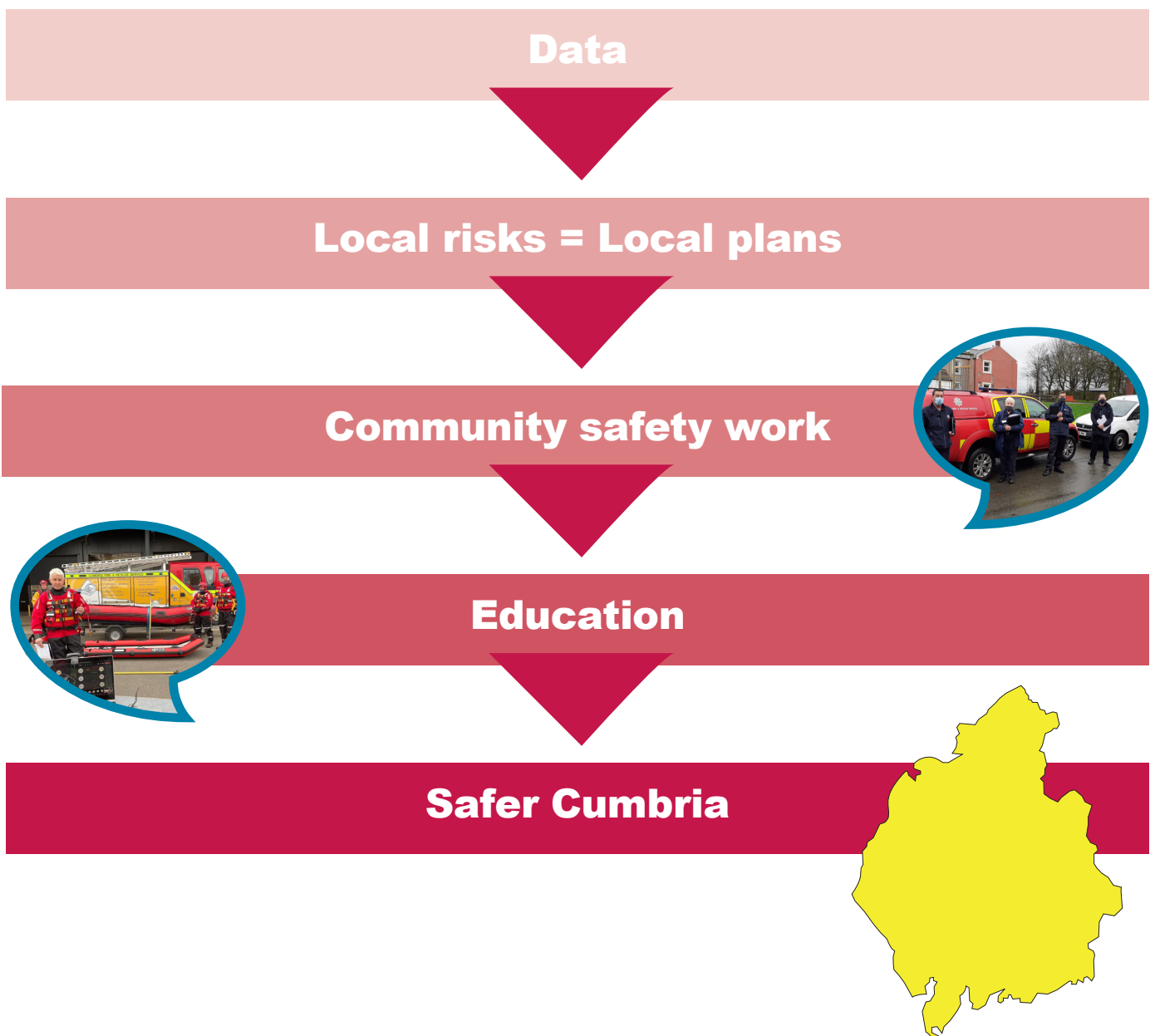
CFRMIS will also auto-generate any referrals raised from the Safe and Well visit and will automatically deliver the specific information to the service provider. The Community Safety Team, Service Delivery fire crews and Safe and Well Technicians are utilising the CFRMIS mobile application, which increases efficiency and supports compliance with legislative requirements.

Conclusion

This Strategy provides a framework in which risks can be identified, vulnerable people or groups highlighted and initiatives such as home accident reduction work, road safety, water safety and youth engagement activities can be delivered. It reinforces the value of partnership working and the significant role that partner organisations can play in the prevention of fires and the protection of vulnerable members of society from other risks helping them to live healthy and fulfilled lives.

The Covid-19 pandemic has created new emerging risks, CFRS will work flexibly to ensure that our resources are constantly assessing increases in risk and focussing on the most at need. We will continue to develop our data and information sources to ensure that local managers can identify their areas with highest risk and deploy the appropriate tactics to minimise this risk and keep people safe from harm.

This Strategy will be constantly reviewed to ensure its effectiveness. A full refresh of the Strategy will coincide with the development of the next Community Risk Management Plan CRMP.



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