



Buckinghamshire & Milton Keynes Fire Authority
MAKING YOU SAFER
PREVENTING PROTECTING RESPONDING
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BUCKINGHAMSHIRE & MILTON KEYNES FIRE AUTHORITY

PREVENTION STRATEGY 2014/15 TO 2016/17

PREVENTION STRATEGY

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OUR VISION

That Buckinghamshire and Milton Keynes are the safest areas in England in which to live, work and travel.

To achieve this vision we will engage in activities and partnerships that will contribute to community well-being and promote better levels of safety by:

- Prevention** - Providing education on how to prevent, prepare for and respond to emergencies.
- Protection** - Enforcing, advocating and campaigning for high standards of safety.
- Response** - Where risk levels remain intolerable, despite our efforts to educate, engineer and eliminate them, providing appropriate high quality response services.

Our Prevention Strategy directly underpins our Service's Corporate Plan. It provides a clear plan, for our own staff, our partners and the community to show how we are contributing towards making the communities we serve safer.

The Fire and Rescue Service has a role to fulfil across a broad safety agenda. This requires us to continually improve our prevention, protection, intervention and education activities; making them appropriate, meaningful and accessible to our diverse community.

We will help people take responsibility for their own safety, identify risks and put effective control measures in place to prevent any potential harm, loss or damage.

The Fire and Rescue Service also has a role in building more sustainable communities and we strive to play a full and active part in achieving this. As part of this process, we recognise the strategic areas where issues of health inequality and social deprivation align with issues of fire safety and community safety in general and we will proactively take these issues into account.

This strategy has been written to be cognisant of and reflect CFOAs over-arching prevention publications and provides strategic guidance towards Directorate and Station Plans. This is reflected in the Services' Prevention Strategic Aim and Priorities:

AIM

"We will improve the safety of the community by identifying 'at risk' groups and work with effective partners to help prevent fires and other incidents occurring."

PRIORITIES

1. To reduce the risks to people from fire in the home, targeting those most at risk.
2. To work with effective partners on education programmes which reduce risks to people from accidental and deliberate fires.
3. To reduce the numbers of road traffic collisions in Buckinghamshire & Milton Keynes, working with effective partners to improve education, targeting young people and those most at risk.
4. To work with effective partners to deliver programmes to reduce anti-social behaviour and improve wider social well-being in the community through education for young people and youth diversion programmes when capacity permits.

We will also work with our partner agencies to improve our 'risk intelligence' to assist us to locate and quantify some of the more vulnerable elements of the population that we serve, such as recent migrants, using socio-demographic risk profiling tools.

We will also:

- Give priority to parts of the community identified both as high risk and falling outside the areas that we can typically reach within 10 minutes of being called to an incident (the target we set for the attendance of the first response on 75 per cent of occasions).
- Continue to work with our partner agencies to support road safety programmes.

Our Prevention Strategy outlines the key activities that Buckinghamshire Fire and Rescue Service will undertake in the period between April 2014 and March 2016, and brings together the following four overarching environments in which prevention can be applied:

- 1. Homes.**
- 2. Communities and Community Facilities.**
- 3. Roads.**
- 4. Business and Commercial.**

Activities will be detailed within Station Plans with the emphasis on local engagement for local risks. We will use our fire stations, operational personnel and volunteers to meet this local need, ensuring that everyone involved is trained to the highest standard. Community Safety Co-ordinators (CSCs) employed in the three service areas; Milton

Keynes, Aylesbury Vale and Chiltern and South Bucks, are strategically placed to assist the stations to deliver these local interventions.

The Central Prevention Team at Service Headquarters will provide guidance where necessary to ensure consistency in approach across the Service and that the stations are provided with the "tools" to carry out their activities.

1 Homes

We will improve safety, health and well-being and reduce the impact that fire and other incidents have on people living in their homes. This will include providing policy guidance and:

- Concentrating on those individuals and communities that are most vulnerable.
- Improving the understanding of the risks to our communities.
- Educating the community to enable them to be equipped to make safe preventative action against risks.
- Promoting engagement with partners to reduce the incidence of inappropriate lifestyle choices that result in increased vulnerability.
- Applying the lessons learnt from fire investigations.
- Reducing the number of deliberate fires (arson).
- Lobbying for greater use of sprinklers especially in social housing and high rise buildings.
- Improving electrical safety.
- Working with partners to improve safety within social housing.

Our Home Safety activities

- **Home Fire Risk Checks** - Free home safety checks which are carried out either by fire crews or Community Safety Co-ordinators, by trained staff from partner agencies or by trained volunteers. These are available to all on request, but are targeted at people assessed as being more vulnerable to the risk of fire. Home Fire Risk Checks currently include the fitting of free smoke alarms and the provision of fire safety information and advice.

Home Fire Risk Checks are a simple procedure that involves us looking for potential hazards in someone's home and suggesting ways of making them safer. This can be as simple as checking or providing smoke alarms and reducing the number of electrical appliances that are running from one socket.

We also concentrate on potential problems in the kitchen, which could result in cooking related fires.

National estimates suggest that approximately 80% of homes now have a smoke alarm but these are not always in the right place or even working. We believe that it is vital that all homes have at least one working smoke alarm that is tested regularly as this substantially reduces the risk of people being killed or seriously injured.

We will aim towards a carrying out a qualitative rather than a quantitative process towards carrying out Home Fire Risk Checks, with an emphasis on the utilisation of relevant data to ensure that we concentrate on the highest risk categories and focus on those more vulnerable.

These will be designed against local need and trends to demonstrate making a difference to the local community with a focus on home safety.

We can do a lot to help people become safe in their homes. However, only when residents themselves think safety first, and take reasonable steps towards home safety, will everyone become safer.

- **Fire Kills Campaign** - By supporting the national media **Fire Kills Campaign** we will offer advice through various channels to raise the awareness of our communities to the risks from fire and the simple measures that they can take themselves to prevent fires and protect their homes. These monthly themes will be planned across the year by each station, reflecting local risk, need and trend.
- **Local Home Safety Initiatives** - Locally, good progress has been made to home fire safety but there is still more progress that can be made. Utilising Acorn Data Systems and accompanying intelligence models, specific residents can be targeted as "at risk" groups. Partnerships will proactively assist us to access "hard to reach" groups to ensure that our message of safety, health and well-being can get to those who need it most. Any initiatives designed to address these risks will be evaluated to ensure productivity and enable learning for further development.

Working in partnership with media organisations we aim to run a series of campaigns which are targeted at those groups of households that have shown an increase in accidental fires, primarily caused by faulty white goods or cooking incidents. This will highlight the risks associated with these two main causes of fire and how we can assist in mitigating this risk.

2 Communities & Community Facilities

We will reduce cost and detrimental impact of fires and other incidents on communities and community facilities by:

- Improving our understanding of the risks to our community facilities.
- Educating the community to enable them to be equipped to make safe preventative action against risks.
- Promoting effective engagement with communities and partner agencies to ensure effective collaborative working.
- Applying the lessons learnt from fire investigations.

- Reducing the number of deliberate fires (arson).
- Lobbying for greater use of sprinklers especially in schools and high rise buildings.

Our Community Safety Activities

- **Community Initiatives** - We will work with effective partners to deliver programmes to reduce antisocial behaviour and improve wider social well-being in the community through education for young people and youth diversion programmes when capacity permits. We already have successful education programmes that tackle these and we are recognised as a highly valued partner with other forms of preventing anti-social behaviour. The unique nature of the Fire and Rescue Service allows us to work with challenging young people on cognitive therapy programmes that help them to recognise the consequences of their own behaviour. We support young people in addressing other behaviours such as aggression, vandalism, anti-social alcohol and substance misuse, the dangers that take place on the roads and our own Firesetter Intervention Scheme (FIS). This offers help and support predominantly to children and young people involved in fire play and starting fires, and on occasion, where appropriate, works with adults who have been convicted of arson or other fire-related crime.
- **Multi-Agency working** - Co-operation and mutual assistance between the Police and Fire and Rescue Service in the investigation of a deliberate fire is not new, but the ethos of the Crime and Disorder Act 1998 embodies the multi-agency approach to tackling crime and disorder. It provides opportunities for the Police and Fire and Rescue Service to develop local initiatives and programmes with a range of partners, including the County, District Councils and Unitary Authorities.

Work will also take place at a local level with station attendance at multi-agency partnership meetings to support community well-being, safety and healthy living.

- **Education** - To work with effective partners on education programmes which reduce risks to people from accidental and deliberate fires and other emergency incidents.

We believe that educating residents of all ages and backgrounds is an investment in the safety of communities in Buckinghamshire. We focus our education programmes on embedding responsible behaviour in people and in helping them to make positive decisions about their own safety and of those around them.

We deliver a range of programmes in line with the Government's Fire and Rescue Service Strategy for Children and Young People. In order to meet these aims we will work proactively with partner agencies, ensuring that the welfare of children and young people is at the core of what we do.

Our overall strategy for children and young people is to deliver our safety packages across the Key Stages, from Early Years to Key Stage 4:

- To provide appropriate safety education to young people at selected intervals during their school years.

- To address those parts of our Service area that experience higher levels of arson and fire-related antisocial behaviour.
- To support the work of The Safety Centre in Milton Keynes and provide educational inputs that complements and builds on that work.

We will also deliver safety skills to children and young people who are engaged in groups such as Scouts, Guides, Duke of Edinburgh Award Scheme, youth clubs and other community groups.

- **Local Campaigns and Events** - These will be promoted to benefit the safety and well-being of our communities in Buckinghamshire & Milton Keynes. We will engage with a variety of local community groups to provide fire safety messages and support partners at events such as the 'National No Smoking Day'.

3 Roads

We will work in partnership to improve the safety of everyone travelling by road by:

- Improving our understanding of the risks to those groups and individuals that are most vulnerable
- Preventing incidents from happening
- Educating road users

Nationally, good progress has been made in reducing casualties over the last ten years. With our partners, we are actively addressing safety issues because we believe that we have a part to play in reducing deaths and serious injuries on our roads.

We are also in a position to bring significant resources to bear in helping our partners to deliver road safety to children while they are at school. Fire-fighters are seen as very positive role models and they have an important part to play in educating children in road safety and giving them skills that they will use for the rest of their lives.

We will therefore support road safety education in schools; specifically we support the work of the Junior Road Safety Officer (JRSO) schemes that the local authorities operate in both Buckinghamshire and Milton Keynes.

We will focus on specific road users and inconsiderate driver behaviours across our area.

Specific road users include:

- Car drivers, particularly those in the 17 – 24 age group
- Older drivers
- Car passengers, particularly those in the 15 – 18 age group
- Motorcyclists, including young moped and scooter riders.

Inconsiderate driver behaviours include:

- Mobile phone use
- Non-wearing of seatbelts
- Careless and dangerous driving
- Drink and drug driving
- Inappropriate speed.

Our Road Safety Activities

- Continue to work with and support our road safety partners, particularly the Road Safety Teams from Buckinghamshire CC and MK Council.
- Deliver specific road safety initiatives in support of national and local road safety campaigns, including the BRAKE Road Safety Week and the CFOA National Road Safety Week.
- Ensure that 17 – 24 year olds in our schools and colleges receive the 'Safe Drive Stay Alive' presentation and our own 'Learn & Live' presentation.
- Ensure that Year 11 pupils in our schools receive our dedicated Year 11 road safety presentation.
- Provide facilities and support for our partners to deliver road safety education and training.

4 Business and Commercial

We will contribute to improving the competitiveness, safety and prosperity of businesses and reduce the cost of fires and other incidents to business and commerce by:

- Improving our understanding of the workplace risks.
- Effectively engaging with the business community to assist in developing their understanding of how to ensure the safety and prosperity of their organisations.
- Promoting growth and healthier lifestyles through better regulation and increasing awareness of the responsibilities in the fire safety order.
- Applying lessons learnt from fire investigations.
- Working with the business community to help reduce the impact of unwanted fire alarms.
- Encouraging the better management and use of fireworks, explosives and petroleum.
- Lobbying for greater use of sprinklers in business and commercial premises.

Our vision is to achieve safer business and community sectors where preventable fire deaths or injuries in fires and fire losses are reduced to all time minimal levels. We will also provide businesses with consistent and common advice, information and enforcement practices.

We will enhance firefighter safety and sound operational decision making by Incident Commanders through use of training and information exchange between Protection Officers and response departments, focussing on the built environment.

Our Protection Training Strategy document will evolve to reflect national guidance whilst satisfying local need, providing a framework of qualifications and competence for Inspecting Officers and Protection Managers. This will assist in having the appropriate skills to ensure that we promote consistency and common approach of the legislation by delivering clear processes, effective development of staff and up to date guidance to Inspecting Officers and Protection Managers.

This consistency will be enhanced by our involvement in primary partnership authority schemes, with our overall aim to target our protection activities consistently and professionally in support of the economic needs of local and national business.

This aspect of our Service is co-ordinated through our Protection Department and is included to reflect the role that this plays within the wider prevention agenda.

Our Business and Commercial activities are detailed in the accompanying *Protection Strategy Document*.

This strategy document is supported by Service policy, procedure, guidance, information and technical notes. The index for these are located: N/ Common/ Standard Forms/ Templates/ SD Index/ Prevention & Protection.