Prevention - Community Safety Activities

We know life’s not always predictable – Get ready for the unexpected, we do!

We aim to help support everyone who is able to take responsibility for their own safety and provide the resources to make those less able as safe as possible. We will provide advice which, if followed, will reduce the risk of fires and other emergencies happening. If necessary we will also visit you and may supply you with smoke detectors and other risk mitigating equipment such as fire retardant furnishings or a domestic sprinkler system, to make you and your family safer from fire in your home. Our Community Safety and Inclusion Strategy describes our intent to provide prevention and protection activities for all individuals, whatever they may be doing, at every stage of their life. These activities are based upon the risk in a geographical area, or the risk to an individual or individual household due to their personal circumstances. In the most cost effective way possible we aim to:

- Reduce the incidence and impact of fire and other emergencies.
- Continually improve public safety and wellbeing.
- Help our communities to prepare to deal with emergencies themselves to the best of their abilities.
- Help our communities recover following any emergencies which do occur.

We engage closely with our local authority, community and emergency service partners. This ensures a collaborative approach to protect life and property and improve our communities. Our approach makes full use of all the tools available to us, including:

- Computer based risk profile modelling.
- Statistical analysis.
- Safety education in schools.
- Interaction with young people.
- Targeted intervention to those most vulnerable within our communities.
- Provision of home safety guidance, smoke detectors and domestic sprinkler systems.
- Partnership working, intelligence sharing and integration of strategies with other agencies responsible for community safety and wellbeing.
- Interaction with other fire and rescue services to share best practice and provide comparative data.
- Social marketing, aimed at changing the behaviour of those most vulnerable from fire or other emergencies.

Our targeted approaches include:

**Changing Behaviour to Save Lives Programme (CBSL)**

We aim to reduce the number of accidental fire deaths and injuries as well as other incident types that we attend, by influencing the behaviour of the members of our communities who are most at risk. We will use our intelligence and risk data to identify ‘at risk households’ within our communities. CBSL has improved our effectiveness because there is now a clearly defined process to scope out the profile of risk which then enables us to identify appropriate activity and partner engagement to address the risk. CBSL has also improved our ability to record and identify effective activity for future reference allowing us to be more efficient and targeted towards our most vulnerable.

This is making a positive difference to the safety of our staff and our communities. We have gathered data and statistics, analysed community issues and delivered the right services, to the right people in the right way.
Further CBSL information can be found on our website here

Dementia
We are continually working to be a 'Dementia Friendly' organisation by working in close partnership with the Alzheimer's Society, Age UK and dementia charities. We engage with existing local and regional Dementia Action Alliances. We will help to ensure that families and carers are aware of the fire risks associated with the care and protection of people living with dementia, to help them stay safe and independent in their own homes. The effects of fire can be devastating for families, but with correct advice and guidance, we can help people make small changes that make a big difference to their safety.

School Education and Youth Engagement
School education is based on a local needs risk based programme. This allows the Service to provide the appropriate education and information relevant to the risk highlighted. Fire is our primary prevention concern however, local risk may deem that water safety or further road safety is provided. All schools will be supported dependant on the risk and their requirements.

Operational crews are regularly involved in education and diversion activities. They are supported by the Support and Education Centre and Community Safety CPU advocates.

The Support and Education Centre along with firefighters host numerous courses and sessions such as BTEC and Prince's Trust. Our Safeguarding Children and Vulnerable Adults policies are facilitated by the Support and Education Centre and are an integral part of service delivery.

The Support and Education Centre

The Support and Education Centre (formally known as the Learning Centre) is an integral component of Public Safety Central Support. The activities of the centre align with the Community Safety and Inclusion Strategy priorities.

The Support and Education Centre operates through an organised and targeted approach to accomplish service objectives in accordance with the 2014-2020 vision. The principles of ‘Changing Behaviour to Save Lives’ is integrated into the content of all safety education provision delivered to our partners and the public.

The Support and Education Centre includes primary work streams focused on the following:

- Planning, delivery and evaluation of safety education throughout the community
- Collaborative work with Community and Public Safety partners to inform activities
- Development of staff to ensure efficient and effective service delivery
- Proactively engage with young people in accordance with local, regional and national influences
- Proactively work with vulnerable people and partners to reduce the risk of fire and /or other emergencies
- Deliver road safety interventions to influence a reduction in fatalities and injuries

The structure and direction of the Support and Education Centre provides a centralised hub of service, pivotal in promoting a network of informed, tested and evaluated safety activities which includes:
Engagement Activities & Partnerships

The Support and Education Centre’s delivery of engagement activities are commissioned primarily by partner agencies facilitated through the use of external funding, which includes:

- **BTEC Level 2 Fire and Rescue Services in the community**
  
  Education and training for young people linked to the National Agenda for Public Services and Health. The programme presents learners with the opportunity to achieve a nationally recognised vocationally specific qualification with the potential to support their progress towards further education provision including Public Services. The programme also provides learners with the skills knowledge and understanding needed to work in the emergency services sector. Opportunities exist for learners to develop skills in teamwork, communication, problem solving, and personal development.

  The delivery of the BTEC frequently supports young people in the local community disengaged from formal education with social, emotional and behavioural challenges. The BTEC utilises the reputation and role model principles associated with Fire and Rescue Services to proactively engage and develop young people in supporting their personal development and progression onto a positive destination. This BTEC furthermore plays an integral role in delivering key safety education messages to targeted groups and individuals.

  The Support and Education Centre underwent an external audit by the Standard Verifier for the awarding body Pearson (Edexcel) receiving an excellent report which commented ‘The centre could show a few establishments how to do it’ with no recommendations to change practice.

- **The Prince’s Trust Team Programme:**
  
  The Support and Education Centre are actively engaged with the Prince’s Trust as a delivery partner of the ‘Team’ programme. The Team programme has been delivered 15 times between both Grimsby and Scunthorpe. The ‘Team’ programme brings together unemployed young people, 16 to 25 years of age, from different backgrounds and with varied levels needs.

  Team’ seeks to improve social outcomes through changing behaviours from reducing crime and anti-social behaviour, to improving health and wellbeing. Furthermore ‘Team’ purposefully seeks to develop positive relationships with socially marginalised young people, evolving them into proactive members of their local community, supporting their progression into further education, training and employment. The proactive engagement of young people also evidence’s a positive social return on investment.

  As a full-time twelve week personal development programme ‘Team’ engages with each young person aiming to progress their confidence, motivation and skills. ‘Team’ is categorised into seven distinct modules of work: Planning for personal development, Residential, Community Project, Work Experience, Career Planning, Supporting Others in the Local Community, Final Presentation event.

<table>
<thead>
<tr>
<th>Prince’s Trust Team programme statistics and achievements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total number of completed Teams completed</strong></td>
</tr>
<tr>
<td><strong>Average Team Size</strong></td>
</tr>
<tr>
<td><strong>Average Retention Rate</strong></td>
</tr>
<tr>
<td><strong>Qualifications</strong></td>
</tr>
<tr>
<td><strong>Annual Quality Review Programme Rating</strong></td>
</tr>
<tr>
<td><strong>Quality Assurance Verification Award</strong></td>
</tr>
<tr>
<td><strong>Teaching &amp; Assessment Observation Rating:</strong></td>
</tr>
</tbody>
</table>
**Get Started:** The established relationship with the Prince’s Trust has extended with the introduction of the ‘Get Started’ programme. The programme targets young people 16-25 using an emergency response theme to engage with learners during a full time one week course. The aim of the programme is to motivate and direct young people towards a positive destination. This has included to date the delivery of two programmes in Grimsby and Hull respectively, where a total of 27 young people have successfully completed the programme.

- **Bespoke Programmes**
  The Support and Education Centre, in partnership with other agencies and educational institutes, deliver a range of bespoke training services. This includes supporting initiatives such as the National Citizenship Scheme and teambuilding programmes for employment / training agencies. The aim of such partnerships is to contribute towards a young person’s personal development through the integration fire safety awareness and education.

- **Partnerships**
  The delivery of engagement activities are accomplished through effective partnership work across the service area. The format of the partnerships requires the Support and Education Centre to generate external funding to facilitate the delivery of activities. In the delivery of the partnership objectives it enables the priority objectives detailed in the Support and Education Centre delivery plan and Community Safety and Inclusion Strategy to be accomplished. The diversity of partner organisations the Support and Education Centre have and continue to work with includes:

**Partnerships:** DWP Job Centre Plus, Schools, Academies, Colleges, Skills Funding Agency, Local Authorities, European Social Fund, and the Prince’s Trust.

**Education Support and Resources**
Working in collaboration with the Service’s community safety teams the Support and Education Centre contribute towards the direction and creation of supporting resources in relation to fire safety activities. This includes the development of learning packages and resources, information aides and teaching materials uploaded and reviewed through a designated portal page. The types of learning materials developed include information aides to support home safety visits and advice services along with Key Stage learning and Firesetters intervention packages. Specific resources and intervention packages are further supported though training facilitated by the Support and Education Centre for Service personnel

To inform the content of the materials produced the Support and Education Centre liaise with internal and external partners in consultation through Engagement Group meetings. In support of community safety activities information, advice and guidance is provided to partners to inform priorities concerning fire safety information and activities.

**Safeguarding**
The function of safeguarding is operated through the Support and Education Centre. This includes the coordination of received referrals and recording information through the CFMIS CCR data base. Safeguarding furthermore facilitate the following activities;
- Support the processes, recording and evaluation of the Firesetter intervention programme
- Deliver Safeguarding training to Service personnel
- Respond to safeguarding referrals in line with policy

Road Safety Team

HFRS is a key member of Safer Roads Humber. Working together, the overall aim of the partnership is to make our roads safer. We are able to do this in a number of ways; from engineering solutions, raising awareness about road safety issues, delivering educational initiatives to a range of road users, to enforcing the law. Through effective partnership working, we strive to ultimately reduce the number of casualties and crashes across our region.

Through the effective use of collision data we are able to direct our resources ensuring that we target our highest risk educational facilities throughout the service area. By cross referencing crash locations and casualty home postcodes we are able to identify the school catchment areas where we are most likely to be able to engage with young people who are at most risk of being killed or injured in a road traffic collision.

Our interactive road safety presentation 'Drive4Life' has been developed to be delivered to young people in educational establishments, with our main focus targeting students in the final years of secondary school, college or university. The presentation links directly to the Key Stage 4/IAG and citizenship curriculum.

'Drive4Life' has been developed to assist young people to manage their own risk when travelling in a motor vehicle. We offer advice, hints and tips on how to stay safe to encourage young people to come up with their own coping strategies for tackling risky situations they may face, not only as a young driver but as a passenger too.

'Drive4Life' also covers the five core offences identified as major factors in fatal and serious road traffic collisions – drink driving, drug impairment, failing to wear seatbelts, speeding and using mobile phones whilst driving. Created in a modular format, 'drive4Life' can easily be adapted to suit the needs of the audience and covers other driving related issues such as maintenance and vehicle checks, and distractions and fatigue.

Work is now under way with our partners within Safer Roads Humber to develop an innovative flagship project that will assist us in continuing to engage effectively with our high risk groups. The new project will replace our iCar experience and consider improvements to the ways in which we engage with our target audiences and how meaningful, positive behaviour change techniques can be incorporated into the project, in line with the Safer Roads Humber (SRH) Young People’s Road Safety Strategy 2014-2018.

As a Central Support function, sitting within the Support and Education Centre, HFRS’ Road Safety Team is also able to offer guidance to assist our operational crews and dedicated community safety teams in the delivery of targeted and innovative road safety initiatives.


The Centre focuses on the needs of disaffected young people and has built up strong links with partner organisations. These organisations include; Tigers Trust, Grimsby Institute, Job Centre Plus, Skills Funding agency, and Alternative Learning providers among many others. The Centre also works with charities to assist them in supported living. We work with sensory
impairment charities such as RNIB and RNID as well as CHANGE (for individuals with learning and literacy disabilities) and the National Autism Society to ensure that all material produced is as appropriate for learners as we can make it.

The Centre delivers BTEC Level 2 qualifications through the use of operational firefighters and qualified support staff. This contributes to raising aspirations and expectations of young people and diverts them from crime and anti-social behaviour. They have the opportunity to learn life skills such as first aid (run in partnership with St John’s Ambulance), food hygiene, employability skills, equality and diversity and driver safety. Another important module on the course is home safety led by community safety advocates. The Centre supports the Princes Trust and has recently received a Grade 1 Outstanding award by OFSTED.

The Centre underwent an external audit by the Standard Verifier for Edexcel and received an excellent report which contained the comment “the centre could show a few establishments how to do it”

**Further information regarding the BTEC programme can be found here.**

**Deliberate Fires, or Arson, Reduction Initiatives**
Deliberate fires are a huge problem to society costing over £1.7 billion a year nationally. The estimated cost of Deliberate Fires in Yorkshire and the Humber is £235 million and the average response cost to fire services is approximately £2699.00 per incident. To combat this problem arson reduction activities take place across the service area in partnership with other agencies, including the Police, probation teams and Local Authorities.

**Advice on reducing the risk of an arson attack on your property can be found here.**
Further information regarding the costs to the national economy from fire can be found here: Economic Cost of Fire Research and Statistics - Communities and Local Government

**Home Safety Visits**
We continue to visit vulnerable members of our communities, provide safety advice and install domestic smoke detectors, where they are required. To find out if you qualify for a free Home Safety Visit please visit our website to apply through our online format or call us on 0300 303 8242.