



Classification	Official		
Meeting	Performance and Resources Board	Agenda No.	8
Meeting Date	27th August 2024		
Report Authors	Andrea MacAlister – Head of Prevention		
Presented By	AM Dan Partridge		
Subject	Prevention Strategy Update		
Type of Report	Information		
PFCC Action Point No.		For Publication	Yes

RECOMMENDATION(S)

To note the current work and progress made against the delivery of the Essex County Fire and Rescue Service (ECFRS) Prevention Strategy 2020-24 and future plans.

EXECUTIVE SUMMARY

This report provides the Performance & Resources Board with a high-level progress update against the implementation of the Prevention Strategy and achievements made since the launch of the strategy in April 2021.

It also highlights work to date on the Community Risk Management Plan (CRMP) in preparedness for a new Prevention delivery plan, to fulfil objectives within the new Fire and Rescue Plan and CRMP.

BACKGROUND

The development of the Prevention Strategy clearly defined ECFRS approach to delivering against the National Fire Chief’s Council (NFCC) Person Centred Approach & NFCC Prevention Standard, whilst delivering targeted interventions to address those individuals most at risk from harm; therefore, meeting the priorities outlined in:

- The Police Fire and Crime Commissioner (PFCC) Police, Fire and Rescue Plan,
- The ECFRS Annual Plan,
- NFCC Prevention Standard and
- The Integrated Risk Management Plan

To enhance delivering the Strategy within ECFRS the Area Manager Prevention and Protection was appointed as the NFCC Regional Prevention Chair in January 2024.

PREVENTION ACTIVITIES AND STRUCTURE 2024 & BEYOND

Between January 2024 and to date, ECFRS Prevention Department continued with activity defining and supporting the Community Risk Management Plan and reviewing our current Prevention delivery requirement to support it.

As recognised by His Majesty's Inspectorate of Constabulary and Fire & Rescue Services (HMICFRS) 2023 Inspection, the Prevention Strategy 2020-2024 successfully achieved its desired outcomes. As the CRMP 2025-29 assumptions emerge, an emphasis on communities and prevention as the first focus for the whole service is becoming apparent. The subsequent realignment of the Department will focus on Person Centred and Place Based functions, with emphasis on partnership/systems approaches to deliver credible, viable, and adaptive plans to complex challenges.

Since the prevention review began in early 2024, The following people arrangements have taken place:

- A new Area Manager Prevention and Protection has been appointed
- Head of Prevention has been successful appointed into role,
- Operational Prevention Manager has been successfully appointed into role.
- The Safeguarding function has been separated from Prevention and placed under Assistant Director Culture, Inclusion and Wellbeing as a standalone department.

The Prevention Department realignment focus remains:

- Centralisation, streamlining and creating efficiencies of processes with the creation of a dedicated Business Centre Function which improves end to end processes, customer experience, data quality, reporting and evaluation, Civica Community Fire Risk Management Information System (CFRMIS), Data Quality and Evaluation.
- Dedicated resources focusing on key priorities including:
 - NFCC Person Centred Framework,
 - ECFRS responsibilities under the Serious Violence Duty,
 - Targeted interventions focussed on those most vulnerable
 - Fire Setter Interventions (Adult and Child),
 - Training Function – supporting Operational Crews delivering increased number of Home Fire Safety Visits (HFSV), targeted interventions, community events and Road & Water Safety interventions,
 - Multi Skilled Prevention Officers to respond to targeted interventions including Home Safety, Road & Water, (possibly Apprentices)
 - Campaigns content development aligned to, and with support of Corporate Communications.

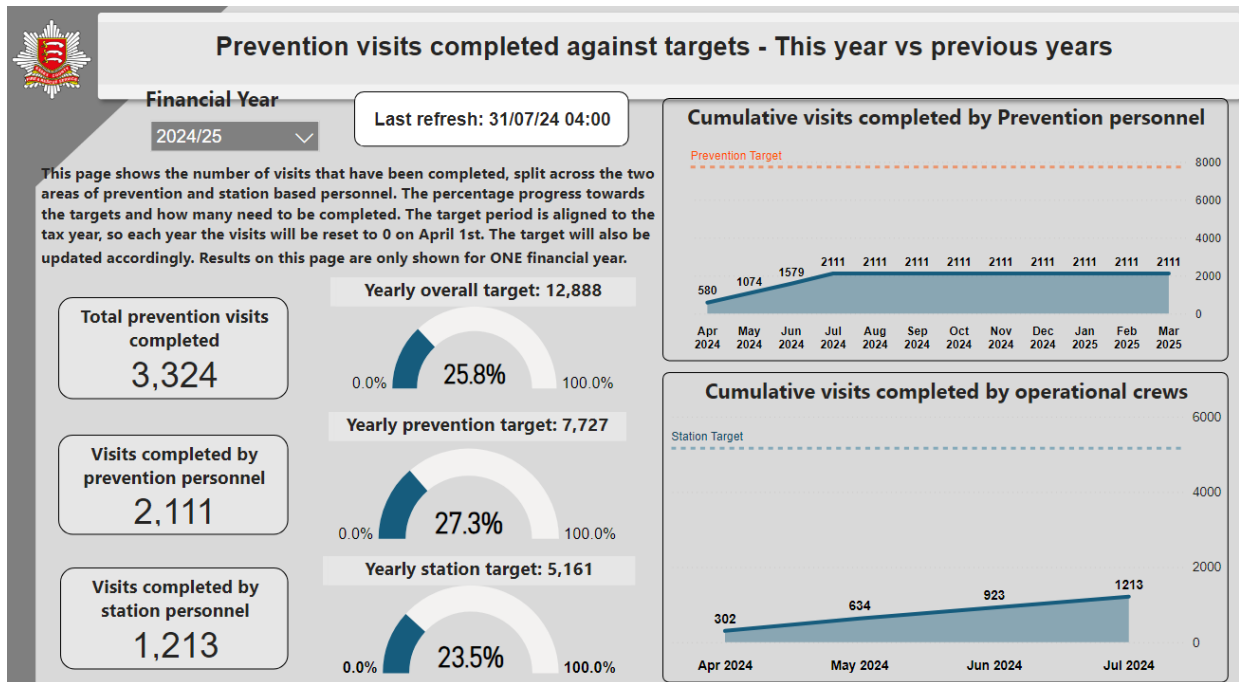
A paper will be submitted to SLT and P&R setting out the Structure, delivery plan and timelines of implementation by the Head of Prevention during Q2 of 2024.

HFSC PROGRESS AGAINST TARGET ECFRS

Based on analysis commissioned by the Head of Prevention in 2021, ECFRS Data and Performance Team identified the threshold for the delivery of HFSV to reach the National Benchmark is **12,888**.

Target by Resource to achieve the National Benchmark is outlined below:

- Non-Operational Resources HFSV Target 7727
(5161 Central Prevention, 2,000 Safeguarding)
- Operational Crews HFSV Target 5161 (rounded to 5200)



Demonstrated the Service has completed 25% of the target visits in the first 4 months of the financial year

Live Safe / Home Safety (Continuous Improvement):

The department continues to grow our partnerships with care providers via Adult Social care (ASC), Integrated Care Boards (ICB) and Primary Care Networks to drive referrals.

Safe and Well Officers and members of Home Safety Information Team received Sensory Champion training delivered by Essex Cares Ltd (ECL) to support and develop their understanding of the challenges faced by those with sensory impairments.

A revised Home Fire Safety Visit process has been introduced that places the responsibility for managing communication and rebooking failed appointments with responsible officers. Local team management will effectively identify and address any individual performance issues.

Community Wellbeing Officers (CWO) and Joint Rural Prevention Officers (JRPO):



Mid and South Essex

Suffolk and North East Essex

CWO Average

01:06:09

AVG ClockStart to Scene h:mm:ss

Trust Average

02:16:41

AVG Response Time h:mm:ss

CWO Average

01:18:10

AVG ClockStart to Scene h:mm:ss

Trust Average

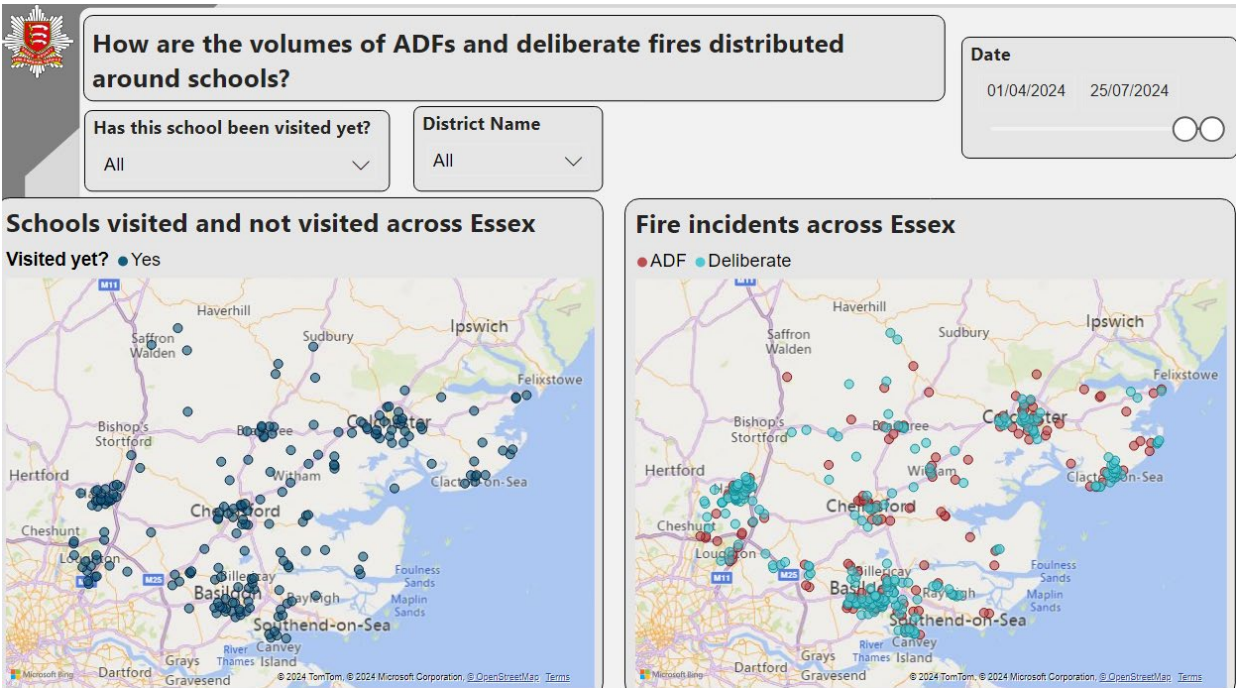
02:11:48

AVG Response Time h:mm:ss

The Essex Community Wellbeing Officers performance has continuously surpassed expectation from East of England Ambulance Service (EEAST), delivering, on average, a service which improves patient response by over an hour. Evaluation of Patient Experience continues, alongside discussions with EEAST on future funding models. Since the inception of the CWO pilot ECFRS have undertaken 233 HFSV generated from an EEAST dispatch. The risk stratification of these unplanned HFSV indicates that 97% of recipients had multiple indices of vulnerability, with 73% in our high-risk “Gold” category.

In addition to HFSVs originating from an EEAST dispatch, CWO’S have undertaken 544 HFSVs allocated from referrals received. Delivery of this pilot has enabled ECFRS to develop our health partnerships and establish a proof-of-concept that there is significant correlation between ECFRS targeted groups and those of our health and social care partners.

Education and Specialist Intervention:



- Education Team delivery: April – July 2024
- 238 different schools visited 4 Targeted Campaigns in response to Strategic After Incident Response (SAIR), accidental drowning, Water safety concerns and Operation Sceptre.
- 15 targeted referrals received from partners
- Southend Knife Angel campaign supported by Education officers
- Two Crucial Crew Events attended focusing on Water Safety

Programme Delivered	No of Sessions	Attendance Numbers
Knife Crime	242	6502
Water Safety	173	25237
Home Safety	90	3002
Cyber Safety	85	3356
Summer Safety Campaign	82	14850
Gang Awareness	32	2325

Healthy Relationships	27	1362
Respect Assembly	26	1609
People Who Help Us	18	412
Hate Crime	15	2726
Heat of The Moment	2	306
Winter Safety	1	90
RTC & Pedestrian Safety	1	6
Grand Total	794	61783

- Four Education Outreach events held with a focus on Summer Safety and Water Safety:
 - Kelvedon Park
 - Harlow
 - Grays
 - Halstead
- 10 Firebreaks delivered so far, this financial Year
 - 4 Violence Against Women and Girls (VAWG) Firebreaks delivered with carry over funding from previous financial year. Delivered to schools within target zones identified by the Violence and Vulnerability Unit. 36 Participants
 - 2 Essex County Council Young carers – 2-day Firebreak courses. 20 participants
 - 1 Family Solutions Firebreak- Wivenhoe- Firebreak Respect Course – 9 Participants
 - 1 Extra 21 Firebreak Course –Maldon- 10 Participants
 - 2 Firebreak Respect – Harlow with Rainbow Services. 21 Participants.

Lead Instructors attended Restorative Justice Practitioner training and Advanced First Aid Training.

Fire Safety Interventions:

- Four new Fire Safety Intervention (FSI) Practitioners trained
- 25 Fire Safety Interventions (Previously Juvenile Fire Setter) Referrals. April – July 2024
- 14/25 - Other agencies working with the young person
- 20/25 Referrals have diagnosed Special Educational Needs (SEND)
- 2/25 re-referred
- Most referred age range 12-16 years.

Referrals	Count
an agency working with the child/young person?	10
a parent/relative of the child/young person?	8
the child/young person's school?	3
Children Residential Home	2

Ethnicity	Count of Ethnicity
White British	22
White Any other White Background	2
Black or Black British African	1

Gender	Count
Male	15
Female	8
Prefer not to say	1
(blank)	1

- Successful Bronze and Silver expeditions for Cadet Duke of Edinburgh’s Award (DofE) awards. ECFRS had 40 bronze award cadets take part in the expedition.
- Joint collaboration paper for Restorative Justice reviewed at the collaboration board. Agreement to continue with the current project scope and suggest further collaboration and funding.

Continuous Improvement:

As part of streamlining and finding efficiencies of processes within the department, the schools booking process was embedded within the Home Safety Information Team / Business Support Function. Despite some challenges in fully integrating this workstream all bookings for the current academic year are up to date and work is well underway to book in visits before the summer break for 24-25.

Improvements in CFRMIS functionality and processes will continue to improve efficiencies and accuracies across all booking processes.

New FSI Toolkit created to support the delivery of Fire Safety Interventions that bring delivery in line with new NFCC guidance and NFCC Children and Young People (CYP) Training and Competencies. The Education and Specialist Interventions Manager is a member of NFCC FSI core team that ensures this workstream is delivering best practice. The Education and Specialist Interventions Manager also attends the NFCC working group for new NFCC Working with Children qualification due for release later in 2024.

Road and Water Safety

Firebike and P2W:

- Advanced Machine Skills Courses 2024 (02/06/24 – 23/06/24) 2 courses; 23 riders trained
- Better Biking Courses 2024 (Jan to dec 2024) 30 courses programmed, 227 riders trained/booked to attend to date

Vision Zero

- The team has attended 5 Vision Zero days to date, although these are now paused whilst SERP redesign approach.
- Year 7 Road safety Assemblies – 4 actioned by Education Team from January to May.

- Public Engagement: We have attended 12 Community Engagement Days. These include the Essex Police Bike Marking events, Police Open Days, Young Farmers show.
- Youth Offending Team (YOT) Sessions: The team have attended a total of 8 Youth Offending Sessions since April, in a range of locations across Essex. They are smaller groups but are very effective sessions. We have connected with the Youth Offending Teams from Basildon, Braintree, Colchester, Halstead, Chelmsford and Southminster. We have booked in regular sessions approximately every few weeks throughout the year.
- Military Dates: The team has received 1 military date this year, which is on Saturday 29th June, this was at Abbey Field, Colchester.
- Post Collision Response / Extrication in Trauma (EXIT project) Meeting with ECFRS & EEAST - Outcomes to share details of EXIT with EEAST for consultation within their organisation.

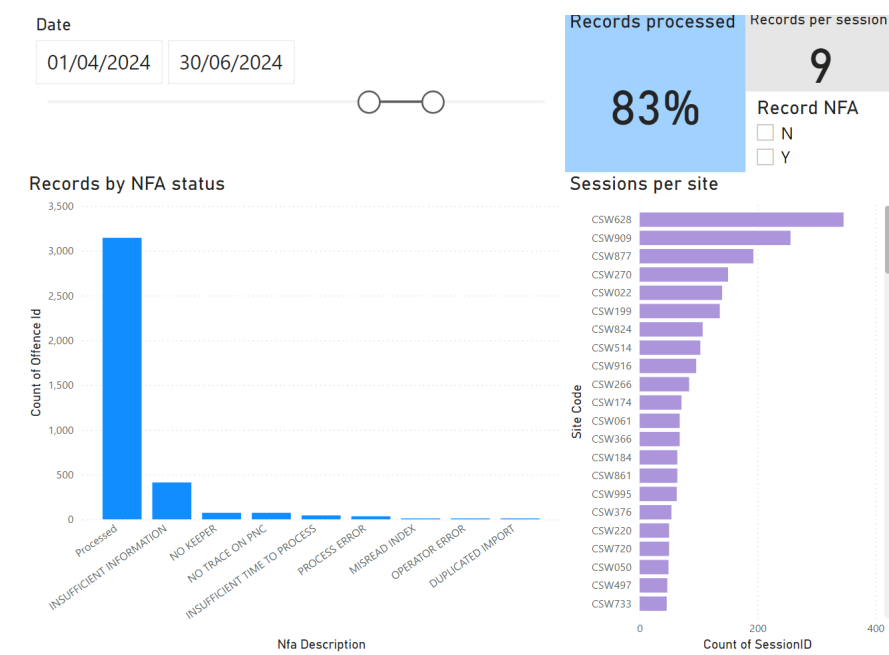
Essex Fire Car Activity:

- Our FireCar has attended 2 cruiser events so far, with a further 3 cruiser/car enthusiast meets upcoming.
- Have successfully linked in with Essex Police for upcoming cruiser events in the Southend area.
- Attendance at MotorFest 2024 in Chelmsford.

Electric Vehicles Sessions with Audi:

- Group 1 Audi Chelmsford have offered a range of dates for June, we are still actively getting these dates booked in with watches across Essex. The 12th June was confirmed, but are awaiting confirmation for the other dates
- Request from Essex Police to resume the EV discussions between our organisations, as Police have progressed their awareness and understanding of EV and it will be useful to have a cross organisation working group.

Community Speed Watch Activity:



Date

01/03/2024 30/06/2024



Site icon size reflects number of records, hover over icon for details



- 3,415 Community Speed Watch warning letters were sent to motorists recorded as speeding this financial year
- New sites and training being undertaken as Business as Usual
- Volunteer thank you event held at Kelvedon Park as part of Volunteers Week
- Main concern from Volunteers remains the minimum 3 volunteers rule and additional police enforcement.

Water Safety

The Service has officially launched the Waterside Responder Scheme; a new life-saving water rescue scheme to help tackle accidental drownings.

The Scheme has been designed by the Royal National Lifeboat Institution (RNLI) to provide life-saving training and equipment to hospitality staff, security staff and waterside community members to help prevent drowning around rivers and waterways across the UK and Ireland.

The Service continues to lead The Essex Water Safety Forum, which has seen some significant achievements in research and delivery this year.

To inform our work with children and young people, Essex based schools were invited to complete a short survey to help our understanding of the current offer of water safety education and swimming lessons.

The questionnaire was shared through a variety of channels by our partners at ECC and by ECFRS education team, when attending a school visit.

Our task was to consider and research what some of the possible barriers may be for young people accessing swimming lessons, with a focus on the provision provided by schools.

The results have been shared and discussed with the Water Safety Forum. This provides an opportunity to review recurring trends as well as explore possible opportunities for

the forum to support initiatives that could allow greater access to swimming lessons for young people.

The results showed that whilst primary schools are offering swimming lessons to their students, some of the barriers identified included cost - including transport costs, availability of transport, and time taken out of curriculum.

The University of Essex research team undertook a comprehensive research project for the Forum, summary slide below.

Summary



There is significant gender disparity in drowning fatalities. Males account for 82% of water fatalities, highest among aged 20-29.



Residents and tourists lack understanding of beach flags and whether they indicate danger. As an important safety tool, increasing awareness is key.



Children are at risk due to inadequate supervision, a reliance on co-bathing and fewer children learning to swim.



Climate change is contributing to a range of factors that are likely to increase flooding and drowning risks. Integrating solutions to mitigate this is paramount.



Socioeconomics plays a role in swimming ability and access to swimming owing to high cost of classes and transportation.



A water safety campaign would be considered useful and the **most effective way to communicate with residents is via social media and school programmes.***

**We must consider how to engage non-English speakers, both locals and tourists.*

The forum is now discussing areas which should be prioritised and who would be included in the plan

Events and activity include Crucial Crew presentations, summer safety lessons, World Drowning Prevention Day promotion and support of rail partnership events to top seaside locations.

Operational Prevention Manager

- A new Operational Prevention Manager (OPM) is in post and a review of the Community Safety Officers (CSO) outputs is underway.
- Work has commenced around Station Manager engagement at Community Safety Partnership's (CSP's), and the OPM is working with Data and Performance to create bespoke risk information to support partner activity.
- Contact has been made with Colchester, Tendering and Basildon CSP's and the local Station Manager's.
- The CSO's have 3 Rural Targeted Interventions in the planning stage. These are being debriefed by the Organisational Assurance team.
- Work has commenced on the Targeted After Incident Response / Strategic After Incident Response (TAIR/SAIR) guidance with a view to increasing operational crew activity around HFSVs.

Fatal Fires and SAIR Process

Overview of Fatal fires (From: Fatal Fires Annual Review Paper – April 2024)

Incident No.	Type of fatal fire incident	District	Date	No. of Fatalities
222159349	Dwelling fire	Thurrock	3 rd January 2022	1
222172494	Dwelling fire	Basildon	16 th July 2022	1
222173191	Dwelling fire	Maldon	21 st July 2022	1
222179823	Dwelling fire	Harlow	3 rd October 2022	1
222184563	Dwelling fire	Epping Forest	12 th December 2022	1
223191386	Dwelling fire	Southend-On-Sea	29 th March 2023	1
223191852	Dwelling fire	Thurrock	4 th April 2023	1
223192628	Dwelling fire	Epping Forest	17 th April 2023	1
223194557	Suicide inside car	Tendring	16 th May 2023	1
206953	Aircraft crash	Braintree	21 st August 2023	1
207116	Dwelling fire	Epping Forest	22 nd August 2023	1
216397	Dwelling fire	Castle Point	12 th November 2023	1
219233	Vehicle crash	Thurrock	10 th December 2023	1
230088	Dwelling fire	Braintree	28 th March 2024	1

1. There have been 14 fatal fire incidents attended by ECFRS between the 1st January 2022 and the 30th April 2024.
2. Of these 14 incidents, 11 fatal fires happen in dwellings while 3 fatal fires take place in vehicles.
3. There were a variety of identified causes of fire across the fatal incidents in dwellings, with smoking materials igniting and catching fire being the most common cause (3 out of 11 incidents).
4. In two of the three fatal fire incidents in vehicles, the main reason for the fire was a vehicle crash.
5. Most victims of the dwelling fatal fires are over the age of 70. Nine out of the eleven victims are over the age of 70, and therefore, sit within ECFRS' understanding of 'at risk' age groups.
6. The ages of the victims in two out of three of the fatal fires in vehicles is unknown.
7. Of the 11 victims of the fatal dwelling fires, 6 were males, and 5 were females.
8. Of the 3 victims of the fatal vehicle fires, all of them were males.

Three fatal fires have occurred so far in 2024, each with characteristics matching those in the NFCC Person Centred Framework:

People at greater risk of dying in a fire:

1. Over 70 years old, particularly in combination with any pre-existing mental or physical impairment including frailty.
2. Children under 11 years old, but especially under 5 years who are less likely to be able to self-rescue.
3. Being male (particularly when combined with other risk factors).
4. Smokers – especially if combined with poor mobility or other health condition.
5. Low Socioeconomic Status (SES) i.e. deprivation.
6. Disability or long-term health condition (including dementia).
7. Mental and/or physical impairment caused by alcohol and/or drugs.
8. Non-owned property or mobile home – this may be a proxy indicator for low SES.
9. Single-parent families, and households with more children.

This gives assurance that the service is targeting the right people with its targeted interventions.

The Operational Prevention Manager has worked to improve the SAIR process and now includes case studies and learning for partners. The incidents have initiated new partnerships with care providers, charities and local government colleagues. The process is now under Organisational Assurance with a new Terms of Reference.

OPTIONS AND ANALYSIS

To include proposals, benefits, alternatives

RISKS AND MITIGATIONS

Identified risks should be accompanied by a risk treatment action plan

LINKS TO FIRE AND RESCUE PLAN

Help Vulnerable People Stay Safe
Improve Safety on our Roads
Collaborate with our partners

FINANCIAL IMPLICATIONS

None

LEGAL IMPLICATIONS

None

STAFFING IMPLICATIONS

None

EQUALITY AND DIVERSITY IMPLICATIONS

The actions being taken will not have a disproportionate impact on individuals with protected characteristics (as defined within the Equality Act 2010), when compared to all other individuals and will not disadvantage people with protected characteristics.

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

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

HEALTH AND SAFETY IMPLICATIONS

The road safety team are exploring the possibility of supporting Driving for Better Business with Health and Safety Department and fleet.

CONSULTATION AND ENGAGEMENT

- NFCC Regional Prevention Committee (ECFRS Chair)
- NFCC National Prevention Hub (ECFRS Attendee)
- NFCC East Region Home Safety Committee (ECFRS Chair)
- Fire and Rescue Plan – Protecting Vulnerable People – Speaker
- Fire and Rescue Plan – Road Safety – Speaker
- CRMP Engagement Sessions - Lead

FUTURE PLANS

Realignment / restructure in line with recommendations from CRMP and Fire and Rescue Plan.

LIST OF BACKGROUND PAPERS AND APPENDICES