



West Yorkshire
Fire & Rescue Service

Safer Communities Prevention Strategy 2017-2022



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1 Introduction

The Fire and Rescue Services Act 2004 placed a statutory duty on West Yorkshire Fire and Rescue Service (WYFRS) to promote fire safety, placing fire prevention activity at the heart of what we do.

Our vision, **Making West Yorkshire Safer**, continues to be our main focus. The success of our fire prevention programme has, over the last 10 years, seen a significant decrease in the number of fire related incidents and a dramatic increase in the number of homes with fitted smoke detectors.

In 2016, a [National Consensus Statement](#) signed by NHS England, Public Health England, the local Government Association, the Chief Fire Officers Association and Age UK, described how the health and well-being outcomes for people could be improved by working together on intelligence-led, early intervention and prevention strategies. The report, [Working Together](#) also challenges local health and social care services to maximise opportunities by contacting their local fire and rescue service, identifying common risk intervention criteria around those vulnerable people who are also at a higher risk of fire and using our trusted brand to gain access to those homes.

By working with the NHS foundation trusts, local authorities and other agencies within West Yorkshire, we will use our collective capabilities and resources more effectively to support a wider prevention and early intervention agenda, improving the health and well-being of people, reducing preventable hospital admissions and avoidable winter pressures and deaths.

The Government, through the Police and Crime Act 2017, has also made provision for discussions across the emergency services to consider models of collaborative working wherever it is in the interests of further efficiencies and effectiveness of service delivery.

We will continue our focus of Making West Yorkshire Safer by:

- Supporting individuals to be safer within their homes
- Working with our partners to identify and improve the safety, health and well-being of the most vulnerable people within our communities
- Providing a range of community safety activities including targeted home visits, school education sessions, social media campaigns, awareness sessions within local communities, specialised individual support and group activities for children and young people and targeted campaigns aimed at high risk groups.

2 How will we achieve our goals?

To achieve success and deliver our vision we will:

- Use a shared **intelligence-led approach** to improve our basic understanding of risk to identify vulnerability. Using quantitative and qualitative data and intelligence supplied by our partners, via information sharing protocols, we will analyse our existing data and utilise it more effectively.
- **Target our resources** towards those who are at the greatest risk of injury or death from fire or road. We will ensure that these resources are used effectively and efficiently and achieve **best value**.
- Be **consistent** in our service delivery across West Yorkshire but we will also be **flexible** in our approach at a local level so that differing needs of diverse communities can be met.
- Be **professional** in our approach, ensuring our staff are informed, confident and skilled to deliver a high quality service.

- **Learn** from our experience. We will actively seek feedback from our partners and the people of West Yorkshire, and use it, to continually improve our service offer. We will evaluate what we do so that we can assess the impact of our services.
- Aim to be **innovative** in our approach encouraging our staff and local communities to suggest new ideas and create local solutions. We will explore examples of cross-sector good practice to help inform the way forward.
- Improve our **accessibility** through the effective use of technology and social media to improve our ability to communicate with individuals and communities.

3 What we will deliver

Our **Safe and Well Visit** programme was launched in April 2017. We are continuing to deliver fire prevention safety advice but will extend our focus to include the identification of additional risk factors and vulnerabilities that may have an adverse impact on an individual's health and well-being.

We will offer different services to individuals according to their level of identified risk. Those who are at low risk of fire, because they have working smoke detectors and no other identified lifestyle risk factors, will be offered fire safety advice via the internet, email, telephone, post or on the doorstep. For those where the identified risks are higher we will offer to carry out a Safe and Well visit in their home. This visit will result in the fitting of appropriate interventions or equipment, tailored advice and information and referrals to specified partners so that support can be offered at the earliest opportunity. The additional areas of risk that we and our partners in West Yorkshire have identified are:

- Falls and Mobility
- Smoking cessation
- Cold homes
- Crime prevention
- Social isolation

4 Road and Water Safety

We currently play a key role in the delivery of consistent road and water safety messages across West Yorkshire and work collaboratively with our partners to ensure the improved safety of all road users and those enjoying or venturing near our waterways.

We support the development of road safety forums across the five districts of West Yorkshire and are active participants in the development of joint agency plans to improve road safety.

We will continue to promote and support innovative practice in the delivery of road and water safety education information, initiatives and campaigns within our communities.

5 Partnership Working

Our positive impact, in creating safer and healthier communities within West Yorkshire, will be dependent on the success of our relationships with partners. We will ensure that we maintain strong partnerships with local authorities and other statutory services and develop new relationships with other public and third sector organisations.

Working collaboratively with our partners, we will develop:

- A person-centred service based on an assessment of an individual's risk of injury or death in the home by fire.

- Shared referral pathways which ensure our interventions are integrated and delivered at the earliest opportunity and in the most effective way.
- Data and intelligence sharing protocol agreements which will enable us to share and exchange information so that we can target resources effectively and evaluate our activity to demonstrate we are delivering best value.
- Joint training programmes which will ensure our staff and partners are able to identify high risk and vulnerability cases appropriately.
- Community based initiatives which will improve the safety of the people of West Yorkshire on our roads and on or near our waterways.

6 Who will we work with?

We will work with anyone at a medium or high risk of fire within their homes to improve their safety and well-being; we will use a filtering system to assess those who are at the highest risk and may have additional vulnerabilities. This will include providing advice and identifying further support for older people, people experiencing poor mental health, people with disabilities, those experiencing domestic abuse and troubled families with children. We will proactively and increasingly use our resources to identify and support older people, those with complex needs and longer term conditions such as dementia.

Working with key partners, we use shared intelligence and information to target our resources to vulnerable people and increase the proportion of Safe and Well visits carried out in the homes of people over the age of 65; older people are twice as likely to die in a fire than those under age 50.

We continue to identify and raise cause for concern reports where vulnerable adults or children are experiencing abuse or neglect; we do this in line with the Safeguarding Adults Multi-Agency Policy and Procedure for West and North Yorkshire.

We regularly and consistently train our staff so that they are knowledgeable and confident recognising mental ill health, health and lifestyle vulnerabilities and know how to access additional support from our partners and other agencies.

We continue to lead the way in our engagement with children and young people, receiving an Excellence in the Fire Service Award in 2016 for innovative partnership working. Through our successful Youth Interventions programme, we specialise in challenging the behaviour of vulnerable young people and acting as a catalyst for change – improving their safety, health and well-being.

We also educate children young people through our school visit programme delivering key fire safety messages.

7 How will we measure success?

We will monitor our overall service performance through a set of key performance indicators that are reported to Members of the Fire Authority. These indicators, such as the number of dwelling fires and the number of fire-related injuries, are also monitored in each of the local authority areas across West Yorkshire.

In addition to these indicators, our service plan outlines key priorities and objectives which we aim to deliver in each district area. Through a set of measurable outputs and outcomes we will evaluate the impact of the services we deliver.

We will monitor all early intervention and prevention activities and encourage teams to deliver localised solutions. We will use quantitative and qualitative data and feedback from our partners, customers and staff to support the evaluation of our community safety activity and to ensure that we deliver best value.

For further information or comment email: information@westyorksfire.gov.uk