

Status of Report: Public

Meeting: Corporate Governance Committee

Date: 22 November 2023

Subject: Service Development Programme and 'Our Plan 2020-24' – Appendix A tasks

Report by: Callum Faint, Chief Fire and Rescue Officer (CFO)

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For: Information

Purpose

1. The purpose of this report is to inform the Corporate Governance Committee (CGC) of progress made since September 2023 in the delivery of projects within the Service Development Programme and the tasks included in Appendix A of Our Plan 2020-24.

Recommendation

2. The Corporate Governance Committee is asked to note the progress made since September 2023 in the delivery of projects within the Service Development Programme and the tasks that are included in Our Plan 2020-24.

Executive Summary

3. Progress is reported in respect of 13 projects that are currently in various stages of development or implementation. The report also includes progress against the 20 tasks from Appendix A of Our Plan 2020-24.

Background

4. A summarised update is provided on the status of the projects that are currently being delivered by staff and officers.

Service Development Programme - Project Updates

Views Replacement

5. The project will replace the decommissioned 'views system' previously used for performance management and will seek to implement additional planning, risk management and project monitoring capability.
6. A number of reports are currently in varying stages of development in the data warehouse, and the final stages of user acceptance testing. New Power BI reports covering life risk and non-life risk response times has been developed

and tested in addition to a Service Overview Report providing an overview of key Service metrics and links to supporting data. Power BI licencing options are currently being reviewed to identify an affordable solution to provide improved functionality to end users.

FireWatch Project

7. This is a project to develop and improve the functionality of FireWatch, the HR and personnel recording system.
8. It has now been identified that a cloud solution for FireWatch would not allow data to be surfaced for the replacement mobilising system, and as a result the original project deliverables have been paused whilst an updated approach, which will support the new system is being implemented.

Learning Management System (Oracle) Project

9. This is a project to develop a comprehensive Learning Management System.
10. It has been acknowledged that the Oracle system could be more user friendly and would benefit from additional work and to embed champions across stations and automate data transfer between Oracle and other systems. This work is being progressed and has begun with the role out of a new Personal Development Discussion process for all staff.

Microsoft 365 Migration Programme

11. A Programme of 3 projects to migrate LFRS to cloud based M365 in the Cloud. The individual projects are:
 - Exchange Migration – which is now complete
 - Microsoft 365 Information Architecture and Governance
 - SharePoint Migration, OneDrive and Teams
12. The three projects will be governed by the same Programme Board and each of the projects will have an individual Project Initiation Document (PID) and separate project teams appropriate to the project. The PID for the final project within the programme; SharePoint Migration and Rollout was approved by SMT Project and Programme Board in January 2023. The programme has been extended to January 2024.

SharePoint Migration and Rollout Project

13. This project is the final project in the Microsoft 365 Programme, and will complete the migration of Officers OneDrive's, introduce a new intranet, and migrate SharePoint team sites for support departments and stations.

14. All station team sites are now live and the migration of the crewing process was successfully completed on 6 November. Migration of support department sites is continuing with 21 of the 34 sites completed and all remaining sites due to complete by the end of November. All individual "R drives" have now been migrated to OneDrive and training provided for all employees with video training accessible to all those unable to attend an in-person session.
15. Corporate meeting sites are being migrated to Microsoft Teams. Additional resource provided by the Health and Safety team is assisting with the migration of data into Microsoft Teams, to enable this work to be completed by the end of November. A design for Corporate Project Sites has been agreed and work has commenced with a view to completing all project sites by the end of November.

Corporate Workwear Project

16. This is a project to procure replacement corporate workwear and undress uniform provision.
17. Following consultation with both the Tactical Management Team and the Staff Consultation Forum the revised Corporate Workwear Procedure has been approved and published.
18. Corporate Workwear was rolled out across the Service from 1 October following an extended period of supplier issues. A supplier contract review meeting has recently taken place to discuss these issues. Predicting establishment figures significantly in advance, particularly where numbers and sizing are required with a degree of accuracy, has proved challenging particularly due to the lengthy manufacturing lead time on specific items. A project meeting with suppliers is scheduled for November 2023 to agree a sustainable way forward.

Western Station Redevelopment Project

19. This is a project to refurbish Western Fire and Rescue Station to update and futureproof facilities.
20. Following completion of the main project works, final elements of snagging are currently being managed and addressed by the external professional advisors, YMD Boon. A 3-month project extension to allow final snagging works to be completed was agreed in October. There are just four areas of work which remain outstanding, and discussions are currently taking place to agree the most appropriate way to address these.
21. A formal opening ceremony took place at the station on the 24 October. The event was attended by the Lord Major and CFA member, Cllr Dr Susan Barton.

Fleet Replacement Project 2022-2024

22. This project includes: seven new appliances, the provision of Variable Response Vehicles (VRVs), ten electric vans, replacement of the estates and workshop vans and a refurbishment of one command support vehicle.
23. Scania has confirmed that the 7-appliance chassis are expected to be delivered to the body builders by the end of November meaning that vehicles are expected to arrive in Service around the end of the financial year.
24. Issues with the initial Variable Response Vehicle (VRV) have now been resolved, training requirements have been established and the vehicle is now operationally available as part of a trial at Market Bosworth Station. The second variable response vehicle is scheduled to be received in service imminently with radio installation planned for 13 November.
25. Discussions are ongoing with the Community Safety Support Team to identify a suitable vehicle to replace existing electric service vans.

Contaminants Project

26. The project will oversee the implementation of tasks, identified from several sources, in relation to reducing the potential impact of contaminants on staff, partners and members of the public who are in contact with effluents during or following fire related incidents.
27. The second month of the contaminants second stage trial is progressing well with good engagement from all five stations. Since the start of the trial, there has been a sharp increase in the number of contaminant reports submitted (122 to date); these provide detail regarding duties undertaken during contamination exposure and the exposure time and also details of the methods of decontamination and PPE (personal protective equipment) worn.
28. Training and education materials are being produced for release during the later stages of the project. These will include instructional videos providing best practice for decontamination post incident. The project board is also considering how best to communicate this to the wider operational workforce. Guidance will likely recommend that the subject be covered as part of initial skills acquisition and potentially during annual fitness testing and following a Breathing Apparatus reaccreditation.

Market Bosworth Station Refurbishment Project

29. The project will implement the refurbishment of Market Bosworth Fire Station.
30. Following completion of a tender process Charles Henry and Sons has been selected for the build stage of the project. A pre-start meeting with contractors took place on 26 October confirming that enabling works are to commence on 13 November, followed by one week for the removal of identified asbestos, prior to work beginning on 4 December. Practical completion is planned for the end of April 2024. The Senior Leadership Team has approved an exception timescales to August 2024 to allow for post build works to be completed.

Community Risk Management Plan Project 2024-2028

31. This project will develop proposals for the Community Risk Management Plan 2024-28. The project will develop and complete a public consultation regarding the proposals and analyse and present the outcomes of the consultation to the Combined Fire Authority (CFA) for review and approval.
32. A public consultation exercise is currently underway and is due to end on 24 November. Significant communication has taken place to encourage engagement and raise awareness. To date, more than 114,000 individuals have been reached through leaflets, social media and email campaigns. A targeted communication, issuing approximately 16,000 leaflets via the Royal Mail to households in identified areas of low engagement, is scheduled to take place over the next 2 weeks and includes the areas of Belgrave, Evington and Oadby.

Water Rescue Capability Uplift Project

33. This project will carry out a trial to identify suitable equipment and specialist PPE before facilitating additional water rescue capability at Loughborough, Birstall, Oakham and Wigston.
34. Stage 1 of the project has been successfully completed. PPE trials have identified alternatives and procurement arrangements have been determined through an established procurement framework. Training plans have been developed and resourcing identified for stage 2 of the project. Initial work to update mobilising arrangements for water rescue resources has been deferred to stage 2 of the project to avoid resource conflicts with the Replacement Mobilising Project, this will not affect delivery of subsequent stages.

Replacement Mobilising System Project

35. The Service has contracted with Motorola to provide a cloud based mobilising system to replace the current Systel system. This will be a Leicestershire standalone solution moving away from the existing Tri Service arrangement.
36. A fault issue has been identified with (Dispatch Communications System) DCS software, which is expected to affect all blue light services. This issue will affect the deployment of the replacement ICCS (integrated command and control software), which was scheduled for the end of December 2023. The testing and training for this element will now be delayed to February 2024, resulting in delays nationally around ICCS solutions. This issue will not affect the later stages of the project transferring from the Systel system, stage one of the project will complete as planned at the end of November and other elements of work are progressing well.

LFRS Website Project

37. This project will revitalise the LFRS website, and will include the gathering of user requirements, selection of a website provider with a refreshed designed website and improved functionality and integration with other LFRS systems. This is in addition to addressing accessibility issues and enabling financial efficiencies for the Service. The project is scheduled to take 6 months to complete and the first stage of gathering user requirements is on track to be completed by the end of November 2023.

Our Plan Action Plan 2020-24 - Appendix A Tasks

Aim 1 – We want to achieve fewer incidents with lower impact

Continue to undertake our education and enforcement activities, targeting those most at risk.

38. From April to September 2023-24 the Fire Protection Team has completed 531 Audits from the Risk Based Inspection Programme from its target of 1040. An additional 113 Audits have been completed following concerns raised by Operational Crews, Members of the Public and Partner Agencies.
39. The Fire Protection Team attempt to target the buildings that present the highest risk to communities. This year this has led to an increase in enforcement activity with 87 action plans, enforcement notices or prohibitions being issued. This has led to an increased in the requirement to complete follow up Audits with all 87 follow up visits being completed.
40. The Building Safety Regulator commenced from 1 October 2023. A regional team has been established which is being led by Leicestershire as it has the most Buildings that fall within the scope of the Regulator. The Regulator will provide a regime of regulation for higher risk buildings and has been established following the Grenfell tragedy.
41. The total number of Home Safety Checks (HSC) completed by Community Educators (CEs) in Quarter 2 was 1115 against a target of 3600. This represents 30% of the annual target. 62% of referrals were received from partner agencies identifying the most vulnerable from risk of fire and requiring a high priority visit.
42. CEs completed 10 schools visits to Year 1 and 5 students providing Fire, Road and Water safety advice and information. In total 1080 students were engaged. Warning Zone was visited by 28 schools with 1220 students receiving input.
43. To highlight the dangers of E-bikes and scooters powered by lithium-ion batteries Community Educators visited hotels identified by partner agencies

which are housing asylum seekers and refugees to conduct fire safety talks with the use of interpreters on the safe usage of these e-bikes and scooters.

44. A Waterside Responder course aimed at businesses near water, and particularly those that sell alcohol, was delivered to 11 staff from the Moorings Public House which is situated next to the River Soar in close proximity to where a fatal incident involving a teenage boy occurred.
45. Biker Down - six courses have taken place in this period with a success story coming to light whereby an attendee has put CPR skills learnt into practice. A project has been launched to create a Biker Down promotional video using this case study working alongside the Corporate Communications department.
46. Level 3 Safeguarding training has been provided by an external provider, who is National Fire Chiefs Council approved. In total 8 LFRS colleagues are now designated safeguarding officers for the Service. New firefighter recruits received safeguarding and hoarding input as part of their induction week with Community safety.

Deliver the required improvements identified in the reports following the Grenfell fire.

47. Six actions remain open against the Grenfell Tower Report within LFRS. All are monitored and tracked monthly via the Organisational Learning Board. It is anticipated that one further action will be closed by the end of 2023. Engagement with East Midlands Ambulance Service is also planned before the end of 2023 to ensure the consistent fire survival Control Room advice is able to be given. This will close a further action. The remaining four actions are scheduled to be addressed during 2024 with additional training, exercising for fires in high rise buildings and to increase operational crews recognition of buildings that may fail when involved in fire.

Ensure effective risk management at incidents by improving assurance processes.

48. Improved engagement with staff to communicate the refreshed positive actions reporting process (formerly near miss event reporting) has increased reporting of incidents whereby positive actions have prevented potential accident or incidents around the organisation. A simple submission process, with the emphasis on the need to report issues in a blame free culture has contributed to the increase in submissions being made. It is expected over time this will contribute to a reduced occurrence of safety events. The engagement with staff in this area has focused on the benefits to the organisation of reporting in this way. Wider engagement to non-operational staff is now planned to broaden the reach of this work.
49. Work is ongoing to improve the incident debrief process which has already led to a significant increase in debrief submissions. Planned work will facilitate categorisation of debrief themes to facilitate effective trend monitoring and analysis to inform future learning and continue to identify good practice. The

process of sharing learning outcomes from larger structured debriefs is under review to ensure the learning is shared in a more engaging and interactive manner.

Develop and maintain plans or procedures for the top 10 risks identified on the Community Risk Register.

50. Work to develop and agree a Community Risk Register on behalf of the Local Resilience Forum is progressing well. The Group, chaired by the LFRS Corporate Risk and Resilience Manager met to agree a risk process and adopt a suitable template upon which the risk assessments can be made. The Group plans to deliver the raw risk data during Q3 of 2023.
51. The regular review of the Corporate Risk Register was completed and the updated Organisational Risk Register was submitted to the CFA Corporate Governance Committee for their information in September 2023. Work is also planned to provide a process through which links can be made between the Organisational Risk Register and the Community Risk Management Plan.

Aim 2 – Respond effectively to incidents

Use our fire engines flexibly, aiming to attend life threatening incidents in an average of 10 minutes.

52. During April to October the Service attended a total of 522 life risk incidents. The average response time is 11 minutes 35 seconds. To assist in achieving this appliances are relocated from their usual base, whilst others crews are committed at operational incidents or whilst they are training. Tactical Response Vehicles and the newly introduced Variable Response Vehicle are utilised at locations where crewing levels are reduced, to help reach life risk incidents as quickly as possible. Within the City areas, attendance is under 10 minutes. Other districts are over the 10 minutes response time due to the travel times.

Use our firefighters efficiently and flexibly to maximise our appliance availability.

53. During the period April to October, to support maximum appliance availability, Firefighters were relocated from their usual work base to support other stations on a total of 2706 occasions. This included On-Call staff working at whole-time stations on 226 occasions, Whole-time staff working at On-Call stations on 257 occasions, and whole-time staff working at another whole-time station on 2223 occasions.

Implement alternative crewing arrangements in the event of the Service moving away from the current Day Crewing Plus (DCP) duty system.

54. The CFA has previously approved changes to the Day Crewing Plus (DCP) duty system operating stations. On 6 February 2023 Coalville Station was the first station to transition from DCP and move to a 12 hour self-rostering shift.

55. Subject to the outcomes of the CRMP, a DCP 2024-2025 transition plan has been produced which will result in a further five stations transitioning to an alternative shift pattern, with the final station transitioning in April 2025.

Undertake Operational exercises with neighbouring Fire and Rescue Services and multiagency partners to test our interoperability and ensure efficient and effective response.

56. This year operational exercises have been completed with other Fire and Rescue Services and partner agencies. These have included; Multi agency Flood Exercise, Prisons, Tall buildings and rail. These types of exercises have also been supported by both Tactical and Strategic Co-ordinating Groups which embeds the multi-agency approach to incidents.

Aim 3 – Deliver value for money quality services

Purchase a second high reach appliance to replace the older one of the two vehicles.

57. The CFA approved the procurement of a replacement high reach appliance in February 2020 as proposal three of the 2020-2024 Integrated Risk Management Plan (IRMP). The vehicle is now operational and is actively attending incidents.

Relocate and centralise our Learning and Development facilities.

58. A report outlining the current progress was presented to the CFA at its meeting on 21 June 2023. A formal project to manage the build of the facility will be established when the location has been finalised and the land purchased.

Continue to collaborate with other blue light services and our partner agencies to support our purpose of 'safer people, safer places'.

59. The Corporate Communications Team attended a Resilience Media cell meeting to continue the close working relationship it has with partners across the Police, NHS, EMAS, County Council, City Council and District/Borough Councils.
60. A Memorandum of Understanding has been agreed regarding collaboration with the Salvation Army to provide LFRS with additional catering facilities for protracted incidents.
61. Melton Station attended a Community Trigger Review Meetings to assist the Police and Melton Borough Council in dealing with Anti-Social Behaviour at a local pub which was affecting residents.
62. Oakham Community Room is being used by a member of Community Safety to lead a girl's group, to educate local teenage girls that are starting to get involved with drinking and Anti-Social Behaviour.

63. The Service attended the launch of the Leicestershire Police Strategic Community Independent Advisory Group providing an opportunity to network with new and existing community contacts who are keen to work with LFRS to enhance community engagement, trust and confidence. A number of sessions are being scheduled to allow open dialogue with communities to understand how they perceive LFRS and any barriers to recruitment.
64. The mandatory Zero Suicide Alliance training package has now been completed by just over 67% of the workforce. A Face-to-Face Training package is in development to support attending operational crews where there is a person in crisis. This training is being developed in collaboration with Leicestershire Constabulary and will be designed to reduce potential mental health and trauma impact on LFRS employees, and not for LFRS employees to have formal negotiation skills.

Develop the bistro area of the headquarters building to maximise office and training space.

65. Work on the refurbishment of fire stations is currently taking priority, therefore the Bistro development has been delayed.

Refurbish Western Fire and Rescue Station.

66. Project progress is outlined in paragraphs 20 and 21 above.

Aim 4 – An engaged and productive workforce

Design and deliver learning and development interventions that ensure we have a competent, professional workforce who can help our communities.

67. Regular Equality Diversity and Inclusion (EDI) sessions with crews at stations across the Service are now incorporated as business as usual and are well received and open and honest. Recently visits have been co-ordinated with the Health and Wellbeing Co-ordinator and have provided a platform for discussion where health and wellbeing is being impacted by issues closely aligned to the EDI agenda.
68. A review of the organisational Positive Action statement has been completed and an updated Statement has been approved and shared with members of TEDIB and TMT. It will then signed be made available on the website.
69. The question set to be used in interviews in relation to EDI have been updated following feedback to both the EDI Manager and members of SLT. Work will be undertaken with Recruitment Manager to ensure the positive indicators are appropriate for the questions now being asked.
70. During this period the Hindu Festival of Raksha Bandan took place and members of the service were invited to take part in a ceremony where a Raki is

tied around the wrist. This was undertaken by two members of the community from Harmony House and the event was well attended, including by the newest firefighter recruits.

71. The Hindu festival of Navratri took place in October and together with the Area Manager People and Organisational Development, the EDI Manager attended community events meeting with members of the Dui, Daman and wider Hindu communities and took part in Navratri celebrations.

Implement improvements based on the staff feedback to improve the employee experience.

72. An EDI Maturity Model exercise has been completed using the NFCC maturity model. This will assist in determining key areas of focus and feed into other appropriate meetings/forums to support standards and behaviours. Staff across the organisation have requested access to guidance across the EDI space to support them in their development and progression and in turn support their employee experience. Learning and Organisational Development (L&OD) are leading on the implementation of the maturity models across the service and the EDI manager is working closely with the team to meet deadlines and objectives.
73. A business case has been approved by SLT to change to the way staff engagement is undertaken within the Service. The recommendation will see an empowerment of staff to become part of the solution to create an inclusive environment where staff voice adds a valuable contribution to decision-making.
74. The introduction of EDI champions across the service have been established and the EDI Manager works closely with them to raise awareness of key messages, training events and to ensure they are included in Equality Impact Assessment consultations. They will form an integral part of the EDI Forum.

Develop the knowledge, skills and behaviours of our leaders in order for them to engage and motivate their teams.

75. Due to demand within L&OD, the work in the creation of bitesize material has been scaled back to allow for priorities to be met. However the topics and base for the material have been created and are available for when work can progress. Phase 2 mandatory training has also been determined following feedback from across the Service and this will be launched in the new year following an EDI interactive session at the upcoming staff engagement event on 6th November 2023.

Introduce a range of interventions that prevent workplace stress and help people manage stressful situations.

76. The first cohort of Peer Supporters are now embedded in the service and a further eight are booked onto the training sessions. The Peer Supporter's role

will now be expanded to include the support of individuals going through and investigation or long-term sickness absence. This provision will replace that previously provided by a Welfare Officer.

77. External Health and Wellbeing support will continue to be provided by an Employee Assistance programme (through AXA Be supported) and counselling by Amica. Reports on usage and reasons for access are provided by both providers and analysed by the Occupational Health and Wellbeing Department to identify trends to influence the health and wellbeing services provided to employees.
78. The Health and Wellbeing Lead is undertaking a programme of station visits to update crews and departments on changes to Critical incident support. This includes the expansion of TRiM to include Critical Incident Wellbeing Support Discussions. This has followed feedback from crew who felt that there was a chance that some individuals who needed support might not feel confident asking for assistance. The Critical Incident Wellbeing Support Discussions are an opt-out session as opposed to an opt-in which will provide a stronger platform to ensure that this does not happen.
79. The Stress Risk Assessment and Support Plan for Individuals is now embedded with accompanying guidance and documentation to support employees to identifying stressors and enable managers to develop effective and appropriate action plans which may include agreed reasonable adjustments.

Take action to get the right people, with the right skills, in the right roles, at the right time and at the right costs who represent the communities we serve.

80. The new Diversity Community Engagement Officer (DCEO) has been in post since 26 June 2023 and engaged with various organisations (around 40-50 in total so far), ranging from local schools, colleges, clubs, and organisations supporting under-represented communities. In addition they have supported the recent Firefighter Have a Go Days, provided additional recruitment advice and support for those interested in both Wholetime and On-Call firefighter roles. Going forward the DCEO will aim to build long term relationships with diverse communities across Leicester, Leicestershire and Rutland.
81. The Recruitment Lead, Station Manager Geographical Support and Corporate Communications team have worked together to promote On-call campaigns by creating new recruitment materials. The On-call recruitment booklet is now in use. New recruitment leaflets have also been created to encompass the support / non-operational roles that are offered.
82. The On-Call 03/23 campaign received 67 initial applications, which is an increase compared to the previous 2022/23 campaign which received 33 applications.
83. The current wholetime campaign is nearing the end of the interview stage, concluding on 24 November 2023. A total of 116 applicants were invited to interview, consisting of 36 existing on-call, 4 transferee and 76 external applicants.

84. The Internship initiative was successfully completed and evaluated. It provided a valuable opportunity to two University students by taking on tasks and applying technology skills to bring creative opportunities and new ideas, also showcased career paths in the organisation and increased brand awareness. One of the interns won “Intern of the Year” at the University of Leicester, and the Service is proud of the support offered to her from LFRS.
85. The On-Call working group has been created with the purpose of addressing current challenges as well as introducing fresh ideas and improved processes to On-Call recruitment.
86. The Station Manager/Group Manager promotion process is now complete. The next Crew Manager/Watch Manager promotion process will start in November/December 2023.

Aim 5 – Provide assurance

Implement the findings from the multiculturalism and fire safety research.

87. The research from the University of Leicester has shaped the Service’s approach to multiculturalism. Many elements of the work are now included within recruitment and positive action activity and will be considered alongside the findings from the numerous reports that have landed since the research from the University of Leicester was completed. These include the HMICFRS Spotlight Report, Core Code of Ethics Report, staff survey and an Independent Report by an external consultant.
88. Work continues on the EDI Calendar, that promotes key religious/belief days, national EDI initiatives/campaigns and other key Inclusion days/dates, and will be utilised as part of strategic planning in 2024 to ensure allocation of resources and sharing of information in line with the EDI agenda.

Implement our HMICFRS Improvement Plan.

89. The latest HMICFRS inspection concluded on the 23 June 2022. The Inspection Report has been shared with CFA members, staff and the public. The Service achieved the grades of ‘Good’ for Effectiveness, ‘Requires Improvement’ for Efficiency and ‘Good’ for People. The report was overwhelmingly positive with 9 of the 11 categories being rated as ‘Good’ and only 2 as ‘Requires Improvement’.
90. The HMICFRS Spotlight Report looking at the values and culture in fire and rescue services was published at the end of March 2023. HMICFRS is now reporting on progress made against the recommendations and publishing on the HMICFRS website every 6 months (September and April). Regular reviews and progress updates monitoring delivery of the recommendations and the Areas for Improvements from the last inspection are taking place.

Achieve compliance with the fire standards approved by the Fire Standards Board.

91. The role of the Fire Standards Board is to oversee the identification, organisation, development and maintenance of professional standards for Fire and Rescue Services in England. There are 16 Fire Standards published by the NFCC at present and this will rise to 20 Fire Standards by July 2024.
92. The Fire Standards Board comprising of the Fire Standards Chair, Vice Chair, Non-Executive Chair and the Programme Board manager visited LFRS on 3 November 2023 and met with SLT, Fire Standards Leads and Birstall Fire Station to discuss how LFRS is implementing Fire Standards. This was a positive day with some good learning taken away from both parties.

Improve engagement with our communities.

93. The annual Celebrate Safely campaign is being undertaken in conjunction with the Office of the Police and Crime Commissioner and jointly delivered with the Police.
94. The approach to social media usage has been updated, emphasising the use of video content to provide the public with a more immersive understanding of the Fire Service's work. The integration of Nextdoor alongside other platforms into outreach efforts has yielded great results, enabling the Service to engage with over 139,000 residents in September and 245,000 in October.
95. Coalville station is submitting a monthly feature in its local magazine, reaching over 28,000 households across North-West Leicestershire. There is also extensive collaboration with Community Safety Department and articles have been submitted to the Hinckley and Bosworth Council magazine.
96. The trial of the VRV's are being featured in the Asset magazine with the article due to be published in the December issue.
97. The Business Safety Workshops have been advertised to ensure responsible persons are well informed. This promotion reached over 18,000 people and resulted in over 100 attendees.
98. During this period, the Corporate Communications team has offered crucial support during several significant incidents, notably the St. Clements Court Prohibition Notice, and Belgrave Gate Fire. Numerous media inquiries have been handled and radio interviews arranged to ensure local communities were well-informed about ongoing developments and vital safety information.
99. Over this period various materials have been produced, including social media graphics for Business Safety, Wholetime recruitment, charity posters, station open day promotions, student campaign materials, CRMP documents and materials, and health and wellbeing booklets. Banners and lamppost signage have been produced and more for Stations to promote their activities and campaigns.

100. A new initiative to create a professional video for the BikerDown campaign has taken place. The Service is proud to join National Highways England at Motorcycle Live on Monday 20 November as the new joint campaign with BikerDown, #DoltForDave is launched. The campaign tells the story of Dave, a biker who survived a cardiac arrest thanks to those around who attended a BikerDown course. More people will be encourage to participate and sign up for a BikerDown course.

Report Implications/Impact

101. Legal (including crime and disorder)

Legal issues are dealt with within each project or task. There are no legal impacts arising from this report.

102. Financial (including value for money, benefits and efficiencies)

Financial issues are dealt with within each project or task. There are no financial impacts arising from this report.

103. Risk (including corporate and operational, health and safety and any impact on the continuity of service delivery)

None.

104. Staff, Service Users and Stakeholders (including the Equality Impact Assessment)

Stakeholder engagement is considered within the delivery of each project or task. An Equality Impact Assessment will be undertaken where necessary on all activities.

105. Environmental

Environmental impacts are considered within the delivery of each project or task. There are no environmental impacts arising from this report.

106. Impact upon Our Plan Objective

These projects and tasks are designed to assist the CFA in meeting all of the objectives detailed in 'Our Plan 2020-24'.

Background Papers

None.

Officers to Contact

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