

Cumbria Fire & Rescue Service

# Prevention Strategy

2024 - 2028



Making Cumbria a safer place for all



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## Contents

03	<b>Executive Summary</b>
04	<b>Introduction</b>
05	<b>Responsibility</b>
06	<b>Review &amp; Evaluation</b>
07	<b>Fire Standards</b>
08-13	<b>Background</b>
14	<b>Serious Violence Duty</b>
15	<b>Emerging Technologies</b>
16	<b>Current Approach</b>
17	<b>Our People</b>
18-22	<b>Our Objectives</b>
23	<b>Implementation</b>

## Executive Summary

Prevention is about saving lives through knowing our communities, identifying risk, vulnerability, and evaluating demand and data. We seek the views of others (staff, partners, and the community) about service quality and effectiveness to identify ideas for improvement (evaluation of initiatives, post-Home Fire Safety Visit feedback).

### Putting our communities first

We work collaboratively with colleagues and partners to improve the service to the public e.g Road Safety Partnership, Water Safety Partnership. We look to solve problems in different ways to improve the service we provide. e.g. virtual reality, social media.

### Dignity and Respect

We deliver person-centred intervention (HFSV) in a composed and respectful manner. We create an environment where people can be themselves and the best they can be; for example, community engagements. We communicate responsibly and with sensitivity and respect for others, e.g use of translator services, engaging with diverse communities for guidance and advice. We build trust with others, creating constructive working relationships to achieve goals; for example, community safety partnership, vulnerable persons and groups.

### Equality, diversity and inclusion

We deliberately create an environment where people can be the best they can; for example, diverse teams, joint department work. We value our teams and know how to make best use of our diverse skills and strengths; for example, station-led initiatives, act on feedback from crews, CSA and partners. We value and appreciate differences in people and treat everyone with kindness and respect; for example, day-to-day interactions in the community, feedback from HFSV and community engagement. We prepare our staff for engagements through training, briefings and information sharing.

### Integrity

We celebrate success with our teams and communities through award ceremonies, national awards, and community engagements. We create a learning environment and reflect to ensure improvements and better outcomes for the communities of Cumbria.

We always strive to deliver against our commitments (targets). We persist in the face of obstacles and demonstrate a sense of personal responsibility for delivery of interventions that identify and assist the most vulnerable members of our communities; for example, safeguarding referral.

We engage with our communities to ensure the offer we deliver meets the expectations of the community we serve.

### Leadership

We pride ourselves on our Prevention offer and the difference we make in our communities. We value inclusion and set a positive example of appropriate behaviour for everyone, consistent with our Core Code of Ethics. We look after our people, including welfare support following traumatic incidents and occurrences. We create conditions where team members feel confident to suggest and implement creative ideas, e.g CFRMIS. We make decisions based on evidence and consider all risks (Prevention Strategy).

## Introduction

### Prevention is achieved through education. Education saves lives.

Cumbria Fire & Rescue Service (CFRS) is committed to 'Putting our communities first and making Cumbria a safer place for all.'

The purpose of this Prevention Strategy is to provide a framework to direct the delivery of CFRS resources for the purpose of preventing:

- ▶ Fire fatalities or injuries
- ▶ Accidental dwelling fires
- ▶ Deliberate fires
- ▶ Fatal or serious injuries on the road
- ▶ Fatal or serious injuries on or near water
- ▶ Risk-taking behaviours by children and young people

This plan is underpinned by the following key principles – we will:

- 1 Ensure our operational crews and Prevention staff engage with our communities to inform and educate people.
- 2 Ensure our people have the relevant skills, training, and equipment to deliver high quality, value for money interventions to the communities of Cumbria.
- 3 Work with partners and our communities to protect those most at risk through targeted local risk reduction interventions.
- 4 Understand and know our communities to help us to prioritise delivery to those most vulnerable and in doing so meet the needs of the diverse communities across Cumbria.
- 5 Evaluating and Quality Assuring our service delivery to ensure that it continues to meet the needs of a continually changing landscape of the communities within Cumbria.
- 6 Transforming and implementing successful practices with the introduction of technology whilst adhering to NFCC work streams, and the adoption of pathways into local policies and procedures.

This strategy will be predicated on an intelligence led target approach to Home Safety, Road Safety, Water Safety and Youth engagement activity. As a service, we remain committed to working more efficiently and effectively by refining our Plan even further, to ensure that we “make every contact count” in line with Public Health principles.

Our success is centred around our dedicated and professional teams of people, who are highly skilled, motivated and engaged as a workforce. People who strive for excellence in delivering services to the communities of Cumbria.

## Responsibility

### Responsibility for the delivery and monitoring of this Strategy rests with the following:

Area Manager for Prevention is accountable for the delivery and review of this Strategy.

Group Manager is responsible for the development and delivery of all policies and procedures to support this Strategy and for monitoring the achievement of Plan on a Page (POAP).

Community Safety Team Leader is responsible for the delivery of the Home Safety POAP. They will also be responsible for being the conduit between Home Safety and Head of Safety and Assurance for safeguarding.

Station Manager is responsible for the delivery of the Road, Water, ASB and Youth Engagement POAP.

Prevention staff are responsible for supporting the development and delivery of all policies, procedures and protocols that support this Strategy.

All operational managers have a role to play in terms of supporting the implementation of this Strategy and they should work in collaboration with the Prevention Team to assist in delivering improved outcomes for individuals and communities.



## Review & Evaluation

This Strategy will be reviewed on an annual basis to ensure that it continues to meet the needs of the Service, business community and the people of Cumbria. Evaluation will be undertaken both internally and externally with independent and/or academic evaluation sought.



Evaluation of prevention activities is built in from the beginning of any activity or project. Whether it is business as usual as our statutory duty or new projects, they will be evaluated utilising NFCC products, partner agencies and academic support. This will ensure our intervention remain efficient and effective.

Examples of evaluation, for project that were undertaken prior to this Strategy, have influenced our evaluation processes and methods. Following engagement with the NFCC, we have trained prevention staff to be able to understand the importance of evaluation, the skills to implement evaluation and the support to deliver successful evaluation methods. This has been in conjunction with NFCC and received excellent feedback.



## Fire Standards

The Fire Standards Board has been established nationally to oversee the identification, organisation, development and maintenance of Professional Standards for Fire and Rescue Services in England. As described by the Fire Standards Board, National Professional Standards are a key component of continuous improvement, they can form a point of focus against which performance can be measured and further improvement identified.

Prevention activities are key for educating communities to adopt safer behaviours, thereby improving the health, safety and wellbeing of communities. The Person Centred Framework (PCF) supports all FRS to deliver a standardised and evidence-based approach to Home Fire Safety Visits. The PCF has been developed by NFCC in consultation with UK FRS and support of the Home Office.

NFCC has endorsed a person centred approach to prevention and recognise how it supports the Prevention Fire Standard. The Prevention Fire Standard requires all English Fire & Rescue Services to adopt a person centred approach that places the individual and the community it serves at the core of its prevention activity.

The Prevention standard aims to support fire and rescue services in delivering their prevention activities, including by ensuring that they are targeting the right people; delivering consistency in the approach taken across fire and rescue services; and ensuring that fire and rescue services are evaluating their Prevention activities. We are committed to meeting the standard and delivering a standardised and evidence-based approach to Home Fire Safety Visits. This will be achieved through our planning and delivery of the criteria outlined in the Prevention Fire Standard.



## Prevention Overview

As outlined in the introduction, Prevention covers several key areas, Cumbria Fire and Rescue Services Prevention team cover the following disciplines.

Home Safety	Community Safety
<ul style="list-style-type: none"> <li>▶ HFSV</li> <li>▶ High risk visits</li> <li>▶ Safeguarding</li> </ul>	<ul style="list-style-type: none"> <li>▶ Road Safety</li> <li>▶ Water Safety</li> <li>▶ Anti-Social Behaviour/Wild Fires</li> <li>▶ Youth Engagement</li> </ul>

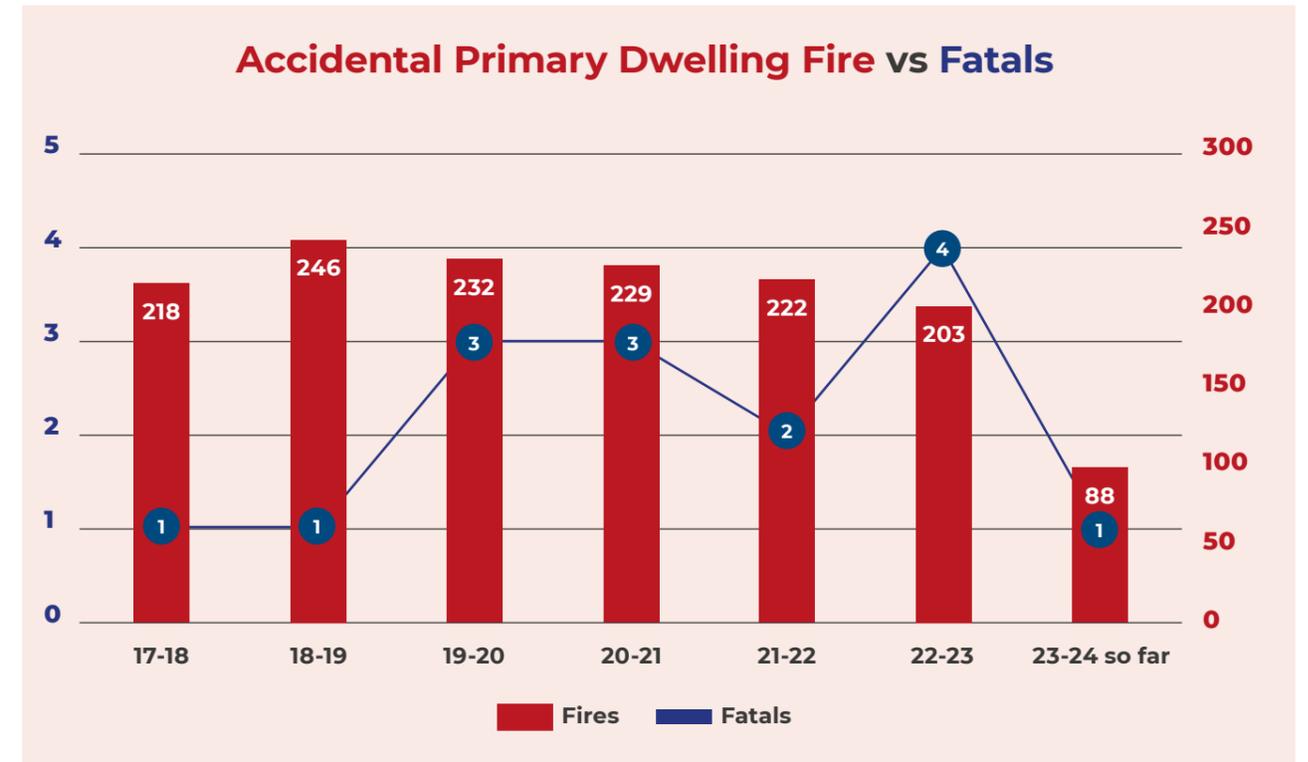
### Home Safety

Since 2017 there have been 23 fire fatalities in Cumbria. 60% of fatalities that occurred, occur during winter months (November – March). We have seen a 17% reduction in accidental dwelling fires from 2018/19 – 2022/23. The risk of accidental dwelling fires increases with age, with those aged between 80-99 were involved in 53% of fire fatalities compared to the age range 0-79 accounting for 47%.

Key contributors to the cause of the fatal fires were:

Smoking Materials	Cooking methods	Heating	Plugs/Wiring
<ul style="list-style-type: none"> <li>▶ Smoking in bed</li> <li>▶ Careless disposal</li> </ul>	<ul style="list-style-type: none"> <li>▶ Chip pan</li> <li>▶ Deep fat fryer</li> </ul>	<ul style="list-style-type: none"> <li>▶ Person or items too close to heat source</li> </ul>	<ul style="list-style-type: none"> <li>▶ Faulty appliance</li> </ul>

- ▶ In 80% of properties where a fatal occurred, a smoke alarm was fitted.
- ▶ From 2017/2018-2022/2023 there were 90 incidents that involved a person injured (not including 15 fatalities).
- ▶ 79% of injuries involving an injury had a smoke alarm fitted.



The data collected from these incidents allows us to identify common factors and use this information to influence the direction of our Plan and the way we deliver our frontline preventative services. A fatal fire review is conducted after every fatal fire. These reviews allow a joined up approach to reviewing the incident, working with partners and delivering consistent reassurance engagement with our communities affected by these incidents.



## Community Safety

Community Safety encompasses Road Safety, Water Safety, Anti-Social Behaviour and Youth Engagement.

### Road Safety

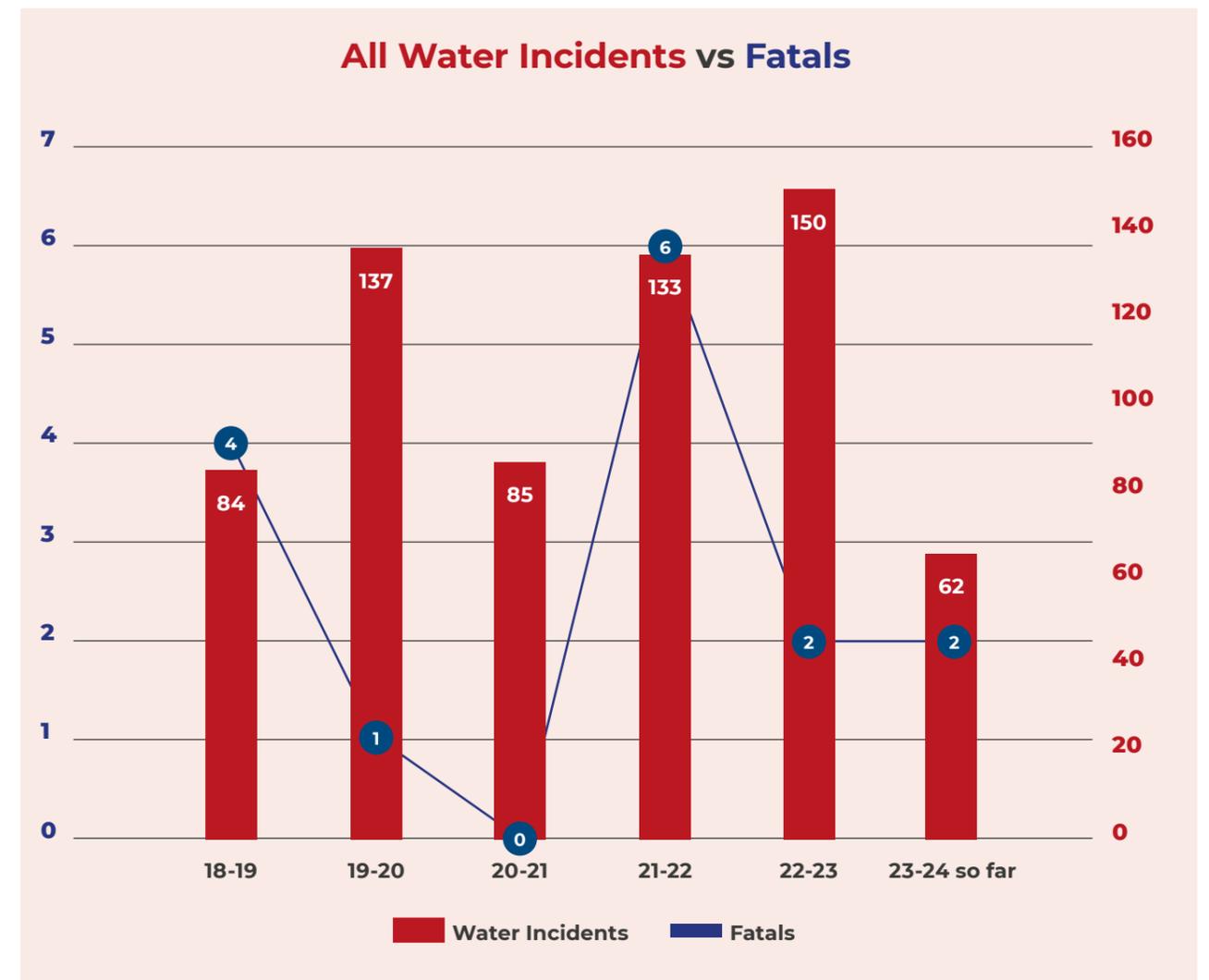
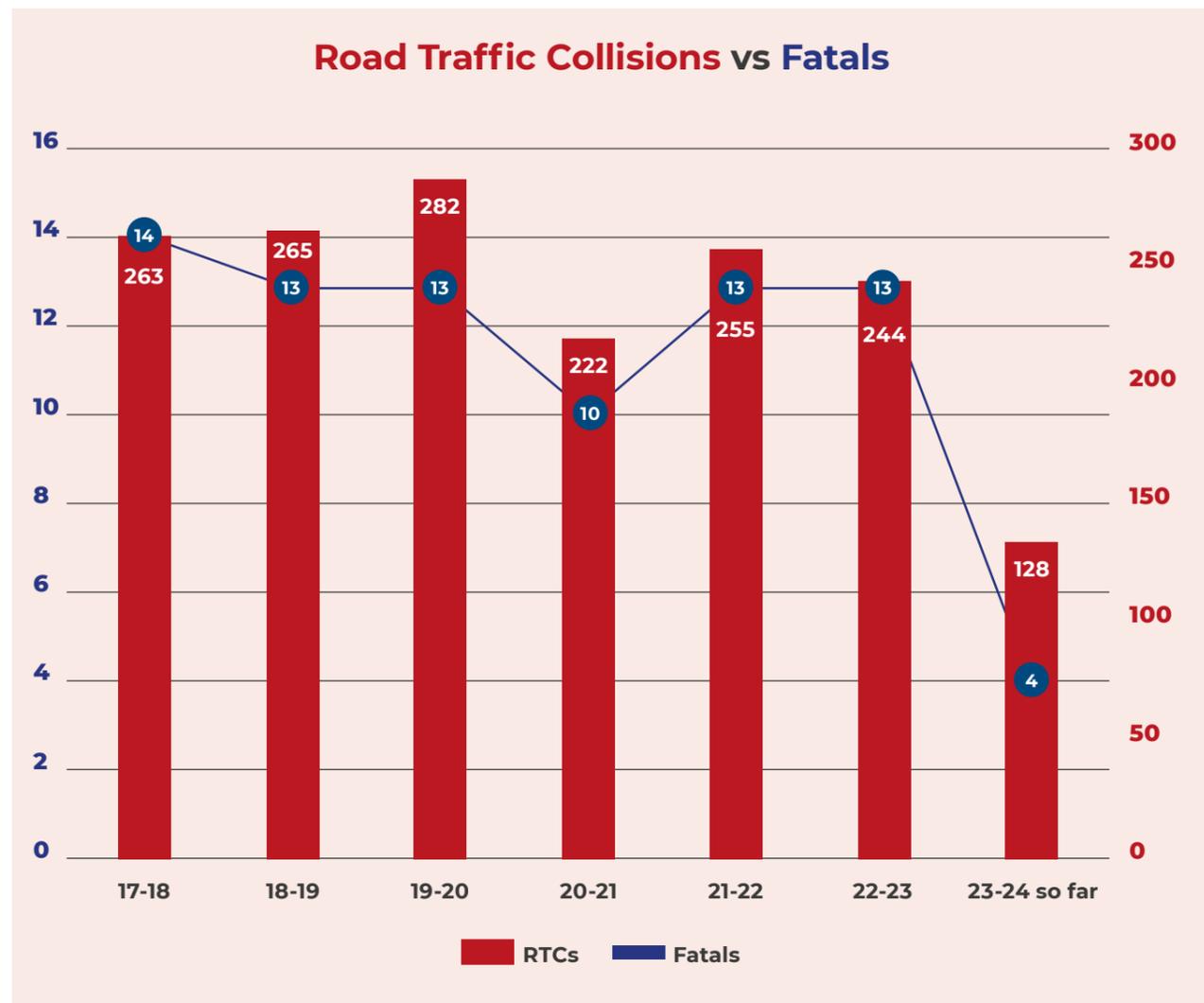
CFRS is committed to reducing the number of people killed or seriously injured (KSI) on our roads, by proactively promoting road safety education, engaging with partners, carrying out campaigns within the local communities and evaluating data to identify and address accident hot spots, and endeavouring to influence behavioural change.

CFRS is a member of Cumbria Road Safety Partnership (CRSP). CRSP aim to reduce serious injury and deaths on the county's roads by targeting the accident hotspots across the county, formally adopting Vision Zero 2040. Since 2017 there have been 80 fatalities on Cumbrian roads that CFRS have attended. There has been 734 RTC that involved an injury being sustained. That equates to 49% of RTC CFRS attends involving a person injured or fatally injured.

## Water Safety

Cumbria is home to both the deepest and longest lakes in England. Half of accidental drownings in the UK occur when people did not intend to go in the water. The water ways of Cumbria are an immense tourist attraction, and this contributes to the swell in population during peak months. **Cumbria's visitor economy is hugely important to our way of life: the county hosts around 47 million tourists annually which sustains approximately 26% of the county's working population and over 20% of our economy.**

Since 2017 CFRS has attended 791 water related incidents which has resulted in 15 fatalities. CFRS has established a Cumbria Water Safety Partnership, which brings together key stakeholders from across the county to unite in the fight against water related deaths and injury. They will collaborate to target key known hot spots during peak demand periods of public holidays, school holidays and periods of good weather, engaging with our communities and visitors to promote water safety.

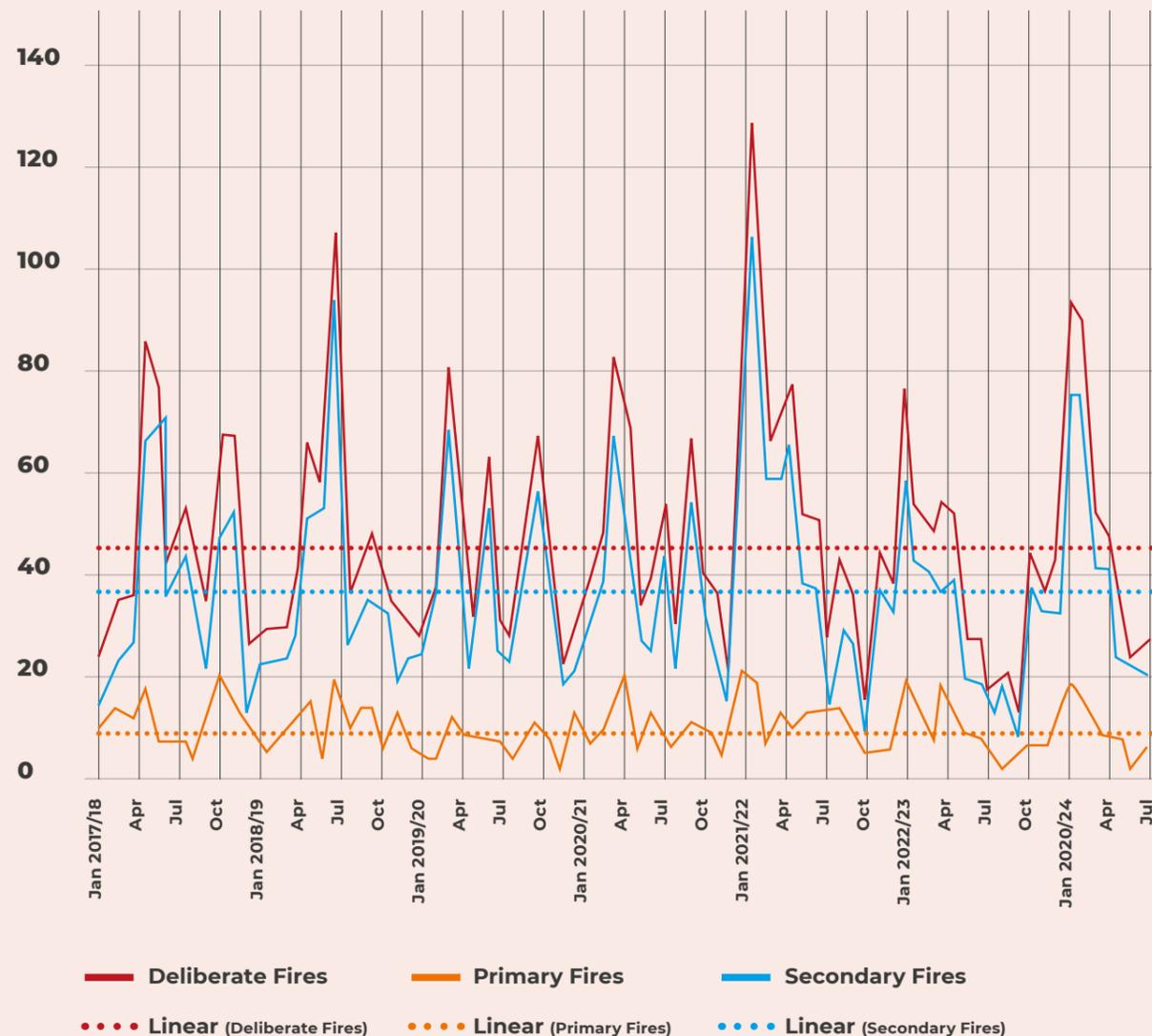


## Anti-Social Behaviour

**Anti-social behaviour (ASB) can span across all areas of prevention. From Anti-Social driving to starting fires deliberately. The cost to government agencies of responding to reports of anti-social behaviour in England and Wales is approximately £3.4 billion per year.**

The economic costs of anti-social behaviour are estimated to be so high that even a 1.3% change across all ASB interventions would be cost effective. Those most likely to be at risk from ASB are in the lower socio-economic groups when compared with more affluent areas. CFRS is committed to working with Partner agencies, Voluntary agencies and community groups to reduce ASB and grow community resilience.

**Deliberate Fires attended between January 2017 and November 2023**



## Youth Engagement

CFRS offers a range of youth engagement interventions from School visits to Fire Cadets.

CFRS Youth engagement offer is delivered in conjunction with StayWise, led by the National Fire Chiefs Council, this programme seeks to join up safety education activity across the UK. StayWise brings together the educational resources of the emergency services and key safety-focused organisations. Our youth engagement offer will include an early intervention program.

## Fire Cadets

CFRS operates its fire cadet scheme under the National Fire Cadet (NFC) framework. The scheme gives young people the opportunity to participate in fire and rescue service activities and follows a national programme. Cadets complete a range of educational sessions, undertake practical drill ground training and off-station visits. They are also encouraged to complete a L1 fire services in the community award, which offers them the chance to continue their 'cadet career'.

CFRS Cadet unit at Workington are finished 2nd in the National fire Cadet Games 2023 hosted by Merseyside Fire and Rescue Service, winning the Water Rescue element of the competition.



## Serious Violence Duty

The Serious Violence Duty is guidance issued by the Secretary of State as statutory guidance under Chapter 1 of Part 2 of the Police, Crime, Sentencing and Courts Act 2022 (“the PCSC Act”) The Commencement of the Serious Violence Duty was 31 of January 2023.

The guidance also outlines the changes made to section 6 of the Crime and Disorder Act 1998, ensuring preventing and reducing serious violence is a priority for Community Safety Partnerships (CSPs) The serious violence duty requires specified authorities, for a local government area to work together and plan to prevent and reduce serious violence, including identifying the kinds of serious violence that occur in the area, the causes of that violence (so far as it is possible to do so), and to prepare and implement a strategy for preventing, and reducing serious violence in the area. The fire service is named as an authority who must comply with the duty.

*“Fire and Rescue Services should be supported to deliver trauma informed interventions, engagement activities and safety education to targeted children and young people which supports the personal development and social and emotional learning of the child to reduce their vulnerability and increase their resilience in line with current practice and evidence of what works to reduce serious violence.”*

**(Serious Violence duty, Statutory guidance, P99)**

CFRS has contributed to the Cumbria serious violence strategy, we attend the serious violence duty operational group. We will utilise our early help offer as a tool to work with partners to tackle serious violence in Cumbria. This includes fire safety interventions for young people who have been identified at being at risk of exclusion from school and demonstrated risk taking behaviours involving fire.



## Emerging technologies

Emerging technologies provide both advances to the fire sector but also contribute to new challenges and hazards. The popularity of Electric vehicles, in particular bikes and scooters, has seen an increase in the use of Lithium Ion batteries.

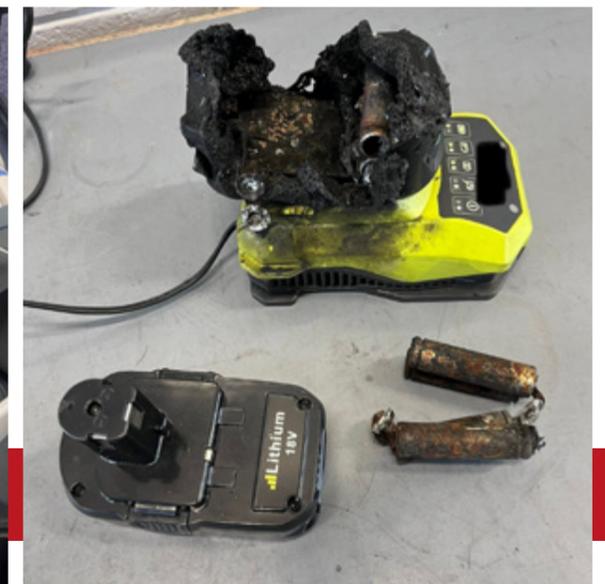
*“The primary risk associated with lithium-ion batteries is thermal runaway. Battery safety and stability depend on maintaining internal temperatures within specific limits. Poor quality and substandard components, flawed design, physical abuse and improper charging or discharging can all cause a battery to become thermally unstable and can lead to catastrophic failure. Even if a fire is extinguished, it is common for the fire to start again, highlighting the dynamic nature of lithium-ion battery fires.”*

**(Electrical Safety first)**

The UK has seen over 190 people injured by incidents involving Lithium ion batteries and over 8 fatalities in a domestic property as a result of a lithium ion battery fire. It is estimated the UKFRS will be responding to at least one e-bike or e-scooter fire a day, up from one per week in 2020.

CFRS will include safety messages for Lithium Ion batteries in its community engagement and prevention activities. We will engage and liaise with regional and national partners and groups to stay informed of developments and appraised on the demand this is placing on the sector.

Emerging technologies, such as Virtual Reality (VR), bring key safety messages to life through immersive experiences. CFRS is working closely with Cumbria Roads Policing team to deliver Road Safety interventions using VR. We will expand on this offer around other key risks, for example water, to deliver interventions that contribute towards making Cumbria a safer place for all.



## Current Approach

**Whilst a targeted and intelligence-led approach has proved successful, the power of a direct referral from a partner agency – detailing the exact issues and vulnerabilities - cannot be underestimated, this will remain a key objective within this Plan.**

Through continued collaborative working we will develop a systematic approach to maximising the impact of all partners' spending power, assets, resources and ways of working. The approach we will take will include.

- ▶ Community Dialogue - creating a platform for CFRS to engage, listen and respond to community priorities and aspirations.
- ▶ Collaborate and align efforts and resources.
- ▶ Utilise data and intelligence from areas not directly linked to our own objectives, for example, reoffending pilot, school attendance, complex lives, to influence and achieve.
- ▶ Identify and share good practice and collective reporting of social value outcomes to internal and external boards.
- ▶ Joined up approach to identify and address threat, harm and risk and utilise the health agenda to influence our deployments.

Making Cumbria a safer place for all is at the heart of what CFRS does and is committed to, in order to help satisfy the ambitions of communities, by delivering against the following objectives:

- ▶ Support places, in order to have safer and thriving communities.
- ▶ Focus on environmental action, in order to create cleaner neighbourhoods and open space.
- ▶ Promote health and wellbeing and help people, in order to have access to the support they need.
- ▶ Create opportunities to allow people to fulfil their potential.



## Our People

### Equality, diversity, inclusion

The benefits of equality, diversity and inclusion are well known. These include additional productivity, increased collaboration, better employee engagement and a positive culture. A team that is reflective of the community it serves will produce better outcomes for that community. We will create equal opportunities, foster good relations, promote equality and celebrate differences.

As a service we understand the communities of Cumbria, and we will continue to improve equality, diversity, and inclusion to better reflect them.

### Welfare

Our key strength is our people. It is important we value and look after our staff. CFRS staff undertaking prevention activities may encounter members of the public with vulnerabilities and chaotic lifestyles. These interactions, whilst key to making the community safer, can also be challenging for our staff. We will ensure welfare support is offered for any traumatic events. We will carry out regular one to ones with staff for both their development and welfare. We will implement lone working practices that maximise the safety of our team members.

### Continuous Professional Development

Continuing professional development (CPD) is defined as learning experiences which help you develop and improve your professional practice. This can include building on your strengths, as well as developing yourself where you have capability gaps.

We are committed to developing our team members to ensure we deliver the best possible prevention outcomes for the communities of Cumbria. We will utilise NFCC events, webinars, and training, we will work with national and regional partners to understand and develop. We will host internal CPD events that aim to develop individuals and the collective team.



## Our Objectives

### Objective One – Reduction of Accidental dwelling fires and those seriously injured or killed in fires.

We will implement an intelligence led approach to our Home Fire Safety Visits, ensuring we target those identified as most likely to be impacted by fire. Our fatal fire report 2011-2023, tells us that over 65s, living alone are most at risk of dying from fire. It also highlights that males are more likely to be the casualty and the main cause of fires in the home is combustibles close to a heat source, with the main ignition source being smoking materials. All this information will form the basis of our home safety intervention with our referral from partners and our active engagement through organised campaigns, being targeted at that demographic.

Theme	% of fatalities (2021-2023)
Over 65	54
Male	59
Lone person over 65	39
Smoking material	30

We will review and refresh our referral pathway to ensure we are getting the most vulnerable members of the communities referred to us by partners.

We will review and refresh our revisit strategy to ensure we are effective and efficient in visiting the most vulnerable members of the community.

We will implement an intervention process that ensures we deal with referrals in a timely fashion, ensuring adequate resource is allocated and partners are updated.



### Objective Two – Reduction of killed or seriously injured at Water or Road related incidents.

We will develop a bespoke road safety training package, using innovative technology to target ASB driving activity. This includes:

- ▶ Development of a Virtual Reality educational resource.
- ▶ Development of additional materials and resources to support the delivery of anti-social driving education.
- ▶ Delivery of educational sessions in schools, to relevant groups and at relevant events.
- ▶ Delivery of educational sessions in identified anti-social driving hotspots.
- ▶ Collaboration with Youth Outreach services in those areas identified as anti-social driving hotspots.
- ▶ Providing update to demonstrate the impact in areas targeted.
- ▶ Making referrals or signpost to other services as necessary.
- ▶ Promoting of the intervention.
- ▶ Evaluation of the project.

We will establish and chair a Cumbria Water Safety Partnership. As part of this partnership, we will:

- ▶ Invite key partners to form the partnership.
- ▶ Establish a terms of reference for the partnership.
- ▶ Agree key dates and campaigns we will contribute to.
- ▶ Allocate adequate resource to ensure delivery of key messages at peak demand periods.



### Objective Three – Explore and embed technology and innovation for improved outcomes.

We will work with partners and stakeholders to explore opportunities to embrace technology and developments that improve efficiency and effectiveness. We will utilise technology to increase our engagement and manage referrals.

Projects that are already progressing with this include the Road Safety work we are undertaking with Cumbria Police supported by the Office of the Police, Fire and Crime Commissioner for Cumbria. This initiative is utilising Virtual Reality to deliver a immersive educational package. We will look to explore other key safety areas where we can utilise this.

We will embed NFCC products to improve our efficiency and effectiveness around our Home Safety referral pathway (SafeLincs).

We will procure and implement an updated version of CFRMIS which will improve information collation, targeted interventions and governance around resident's personal details.

We will seek funding opportunities from our partners for the provision and installation of assistive technology equipment.



### Objective Four – Delivering our prevention plan to align with national priorities.

We will ensure that the evidence gathered from our fires (fatalities, serious injuries and accidental dwelling fires), Road Traffic collisions (killed or serious injured), Water related incidents and Anti-social Behaviour, will continue to inform our service delivery and we will contribute to the local, regional and national agendas with our internal and external partners.

We will continue to engage with partners to identify the most vulnerable individuals living within our communities ensuring there is a clear understanding of the referral pathway.

We will plan and prioritise campaigns, including relevant internal and external partners to raise safety awareness in line with the NFCC and other relevant bodies (RoSPA, HM Government (formerly Fire Kills) etc.).

We will work with our Communications Team to maximise the effectiveness of our communications plan, publicity and marketing to promote our safety messages to the communities of Cumbria and ensure that they are aware of the work and activities we are undertaking to make people safer.



## Implementation

### Objective Five – Youth Engagement

CFRS has three key priorities in relation to Youth Engagement, these are:

- ▶ **Early Help Intervention** - Establish an early help offer that for fills our commitment to the serious violence duty. CFRS will utilise the NFCC Early Help Intervention tool kit to develop, trial and embed its early help offer. This will be implemented across Cumbria based on data and intelligence. We will work with partners to identify vulnerable and at risk groups to engage with.
- ▶ **Fire Setters** – we will review and refresh our fire setters offer. We will establish clear guidance around the different level of fire setters and our intervention offer. We will deliver training to our staff to enable successful interventions to be offered at the appropriate level. We will work with partners to ensure we receive adequate and timely referrals and ensure a two way communication channel is established.
- ▶ **Fire Cadets** – we have a well established and functioning Fire Cadet unit operating out of Workington. This cadet unit has been recognised nationally, finishing second at the National Fire Cadet Games 2023, winning the water Safety event. We have seen successful retention and development of Fire cadets with several going on to be cadet instructors and others gaining full time employment for CFRS. We will evaluate this model to identify best practice. We will evaluate the requirement for other Fire Cadet units across the county and look to establish Fire Cadets where the profile suits.



This Strategy will be underpinned by plans on a page for the following areas:

- ▶ Home Safety ▶ Road Safety ▶ Water Safety ▶ Youth Engagement

Other supporting documents that have contributed and support the strategy include:

- ▶ Fatal Fire report ▶ Cumbria Road Safety Strategy ▶ Cumbria Water Safety Partnership Strategy
- ▶ NFCC Person Centred Framework ▶ NFCC Early Intervention Implementation Framework
- ▶ CMRP ▶ Fire Plan



# Cumbria Fire & Rescue Service

## Our Code of Ethics



Putting our communities first



Dignity and Respect



Equality, diversity and inclusion



Integrity



Leadership

    @cumbriafire

Making Cumbria a safer place for all

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