



Buckinghamshire & Milton Keynes Fire Authority

Meeting and date: Fire Authority – 12 October 2022

Report title: Prevention Strategy 2022 - 2025

Lead Member: Councillor Simon Rouse

Report sponsor: Simon Tuffley – Area Commander Prevention, Resilience & Response

Author and contact: Joanne Cook – jcook@bucksfire.gov.uk

Action: Decision

Recommendations: That the Prevention Strategy 2022-2025 be approved.

Executive summary:

Whilst the existing Prevention Strategy (appendix 1) was still within its review period, developments in Prevention with the introduction of the Prevention Fire Standard (July 2022), the National Fire Chief Council's (NFCC) Prevention Strategy (July 2022) and the findings of the internal Prevention evaluation and Her Majesty's Inspectorate of Constabulary and Fire and Rescue's (HMICFRS) tranche two report, have necessitated the review and update of the Prevention Strategy, which now aligns to the Public Safety Plan (PSP).

The twelve requirements of the [Prevention Fire Standard](#) include:

A fire and rescue service **must**:

3) develop a Prevention Strategy and plan with the flexibility to proactively respond and adapt to the changing needs of its community, and for this to be supported by a named lead for Prevention from within the service

Key changes to the Prevention Strategy from version 2.0 comprise:

Section six

Prevention activity split into the four areas of

- Safer homes
- Safer neighbourhoods
- Safer roads
- Safer environments

Work with children and young people is not detailed as a separate area of focus because it is intrinsic to the four foci. Whilst the NFCC launched the Early Intervention Implementation Plan on 19 September 2022, work on addressing

vulnerability and resilience in children and young people (CYP) will sit within subsequent guidance on how the Service intends to fulfil the statutory requirements of the Serious Violence Duty.

The layout has been amended to clearly show the

- Inputs
- Processes
- Outputs

within each of the four areas of focus and how achievement against them will be evidenced.

Section 8

Outlining how activity within the Prevention arena will be evaluated for effectiveness and efficiency in line with requirement 8 of the Prevention Fire Standard.

Section 9

Recognition of the inevitability of emerging risks, with some of those with a likely impact on Prevention activity identified.

Once approved, Version 3.0 will supersede the Authority's Prevention Strategy 2018 – 2023 which was approved by the Authority at its meeting on 17 October 2018.

Financial implications:

There are no financial implications directly associated with the approval of this strategy. However, the increased costs of core prevention equipment have necessitated a growth bid to be submitted in line with standard processes, to facilitate the planned increase of preventative Home Fire Safety Visits to grow to be in line with the national average.

A decision is in progress on the three-year funding agreement for the Safety Centre delivering safety education to children and young people from Buckinghamshire and Milton Keynes. If agreed this has an associated financial implication which is already budgeted for.

Risk management:

Progress against the Prevention Strategy will be monitored on a regular basis. Where linked to a recommendation in the Prevention Improvement Plan, progress will be recorded there and reported through the Prevention Improvement Plan dashboard and highlight report presented to Performance Monitoring Board (PMB).

Where progress is statistical in nature, departmental Key Performance Indicators have been identified which enable the risks associated with non-delivery to be

identified at the earliest point. This aligns to the Prevention Fire Standard requirement:

A fire and rescue service **must**:

8) demonstrate how it monitors and evaluates the effectiveness and efficiency of its prevention activity

Any risks will be added to the departmental risk register and escalated to the corporate risk register where appropriate.

Legal implications:

Legal assurance will be obtained in advance of, or during, the implementation phases of the respective strands of the strategy.

Privacy and security implications:

Where personal identifiable data is shared, relevant data impact assessments and information sharing agreements are in place.

Duty to collaborate:

Details on legislation relevant to Prevention work are identified in section five of the Prevention Strategy and also in the Prevention Fire Standard.

Health and safety implications:

No implications identified.

Environmental implications:

None linked to the activity reported on.

Equality, diversity, and inclusion implications:

Equality Impact Assessment discussed and included within the Prevention Strategy.

Consultation and communication:

The strategy was developed following consultation with relevant stakeholders within the administrative support team, and the Central Prevention Team. After initial feedback was considered, the Prevention Strategy was presented to the Joint Consultation Forum and underwent a period of open consultation within service.

Once approved, the Prevention Strategy and HMICFRS update presentation will be shared to relevant teams and departments to ensure there is a cohesive understanding of Prevention activity across the service.

Background papers:

[Fire Authority Minutes - 17 October 2018 - Item 8 Prevention Strategy 2018 - 2023](#)

Appendix	Title	Protective Marking
1	Prevention Strategy v3.0	



Appendix 1

1. Changes since the last version

Version:	3.0 draft
Information Asset Owner:	Head of Prevention, Resilience & Response
Author:	Community Safety & Safeguarding Manager
Approval:	
Date:	

Version three of the prevention strategy aligns the content to the service's Public Safety Plan (PSP), taking account of external direction set by the National Fire Chiefs Council (NFCC) Prevention Strategy, the Prevention Fire Standard, and the State of Fire report.

The duration of the Prevention Strategy has been amended to align to the PSP, however if the PSP is reviewed mid-term, the prevention strategy will be reviewed and updated accordingly.

Please note that as Service Documents are frequently updated, if you print a document, its accuracy cannot be guaranteed. Always check the intranet for the latest version.

2. Index

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3. Purpose and scope

The purpose of the Prevention Strategy is to clearly define the core principles and strategic objectives of prevention activity, providing detail on how it will be prioritised, developed and delivered over the period defined, to ensure Buckinghamshire and Milton Keynes Fire Authority (BMKFA) can deliver the most effective response to the risks and challenges set out in the 2020-2025 PSP.

A breakdown of the activities that are required to drive and achieve continuous improvement reflective of the recommendations identified through Her Majesty's Inspectorate of Constabulary and Fire & Rescue Services (HMICFRS), internal Prevention Evaluation and the Prevention Fire Standard is contained in the Prevention Improvement Plan, separate to this document.

Introduction

A consistent approach to prevention is being driven by the NFCC and is further embedded in the wording of the Prevention Fire Standard desired outcomes: "contributes to a more consistent national approach to reducing risk and keeping communities safe." The service will support NFCC approaches to prevention activity where local data intelligence evidences the need.

As the community is the core of prevention activity, this strategy dovetails into the Safeguarding procedure in recognising and responding to the needs of the diverse community we serve, and sits alongside the Protection and Response strategies, underpinned by the respective Fire Standards.

The NFCC Equality of Access to Services guidance recognises increased prevalence of fire and other risks within some groups, and in striving to reduce those risks, we will ensure that we deliver prevention activity in a non-discriminatory way, accompanied by EIA and in accordance with national fire standards.

Our Service Vision

Our Vision is to ensure Buckinghamshire and Milton Keynes are the safest places in England in which to live, work and travel.

Our Prevention Aim

Our aim is to improve the health, safety and wellbeing of the community, by identifying those groups who are at greatest risk and effectively work with partners, to help prevent fires and other incidents occurring and safeguarding those who are most vulnerable.



We will achieve this through educating, engaging with and empowering people in our community to be more resilient by raising their awareness of risk and how to address it.

The Challenge

Our PSP describes the internal and external factors that will influence our risk and demand challenges into the future. This includes the challenges of demographic fluctuations across the service area, which place differing demands for prevention activity across the service delivery areas and necessitate the need for localised data in community plans and benchmarking reports.

Our Corporate Plan shows how we will meet the challenges we face and our commitment to delivering consistent improvement and taking a fresh look at how we deliver our services in line with those identified risks and levels of demand.

Our Medium-Term Financial Plan identifies the financial resources required, projected into the future based on the delivery of specific aims and objectives as set out in the PSP and Corporate Plan.

Together these plans establish a responsibility to deliver strategies which meet these challenges and help us to achieve our aim and vision.

Our Values

We will work to target and reduce risk and pro-actively seek opportunities to collaborate with our partners to identify those most at risk of or from fire.

We will treat everyone fairly and with respect, challenging any prejudice or discrimination and respecting people's right to privacy and protecting any personal information we hold.

We place value on diversity within our Service and the communities we serve.

We will create opportunities to develop and learn, encourage innovation and creativity, work honestly to develop trust and strive for excellence in all that we do.

We will accept responsibility and accountability for our performance and actions, being answerable to those we serve.

Our Principles

The Authority will aim to:

- Ensure that all employees are aware of the vision, values and behaviours expected within the workplace



- Improve the Authority's performance through building the skills of a diverse workforce that reflects the community
- Ensure employees have an understanding of how the Service operates, in order to be as effective as possible within their role

4. Roles and responsibilities

Fire Authority: ensuring Public Safety, Strengthening Collaboration, Driving Transformation and Enhancing Effectiveness

Chief Executive (Chief Fire Officer): responsible for leading the Service on its continued journey of improvement in the Service's governance, performance and financial management

Chief Operating Officer (Deputy Chief Fire Officer): responsible for Service Delivery, Corporate Development and Planning arrangements

Head of Prevention, Resilience and Response: responsible for the effectiveness of Prevention, Resilience and Response activities

Group Commander Prevention and Resilience responsible for leading on Prevention, its core functions, roles and responsibilities

Community Safety and Safeguarding Manager: responsible for monitoring and reporting on progress against the Prevention Improvement Plan, developing and sustaining effective collaborative partnerships and driving innovation

Managers: Responsible for the day-to-day management and delivery of fire and rescue service activities

All employees: collectively responsible for upholding the expected values, behaviours and objectives of the Authority

5. Legislative requirements

Buckinghamshire and Milton Keynes Fire Authority (BMKFA) discharge all their functions under a backdrop of some key pieces of legislation. This legislation establishes our duties and obligations to provide an effective and efficient fire and rescue service.

The Fire and Rescue Services Act 2004

Core legislation establishing legal powers and responsibilities as a Fire Authority. The Secretary of State prepares the Fire and Rescue National Framework under



Section 21 of the Fire and Rescue Services Act 2004 to establish a set of key priorities, objectives and direction for fire authorities to follow.

The Civil Contingencies Act 2004

This legislation establishes Buckinghamshire Fire and Rescue Service (BFRS) as a Category 1 responder agency, with specific responsibilities to plan for and respond to defined “emergencies” alongside other agencies. To effectively achieve this we are active members of the Thames Valley Local Resilience (TVLRF) Forum, who collectively plan for a multi-agency response to a full range of incidents across the area.

Policing and Crime Act 2017

The police, fire and rescue and emergency ambulance services now have a duty to collaborate. This Act provides us with a tangible legal framework to increase the scope of collaborative work and keep our communities safer.

Crime and Disorder Act 1998

The key areas of this act, Anti-Social Behaviour Orders, Sex Offender Orders, Parenting Orders, grant local authorities more responsibilities with regards to strategies for reducing crime and disorder, and the introduction of specific laws.

The Police, Crime, Sentencing and Courts Act 2022

This Act outlines The Serious Violence Duty requiring local authorities, the police, fire and rescue authorities, specified criminal justice agencies and health authorities to work together to produce and implement a strategy detailing how they will prevent and reduce serious violence.

The Care Act 2014

This Act Places a general duty on all Local Authorities to promote the wellbeing of all individuals.

General Data Protection Regulations (GDPR) and the Data Protection Act 2018

Following the GDPR coming into force, May 2018, new responsibilities have been placed on BMKFA in relation to the information held and how it is managed. This includes information on employees, other organisations and members of the public.

In addition to this legislation, consideration has been given to the prevention priorities outlined in the Fire and Rescue National Framework for England 2018, prepared by The Secretary of State under Section 21 of the Fire & Rescue Services Act 2004, in developing this strategy and the scheduled 2022 redraft of this.



6. Prevention strategy framework

Step 1

Identifying those most at risk

This will be done by

- Identifying risk in our Public Safety Plan
- Working with Community Safety Partnerships (CSP) to understand wider emerging risks at a multi-agency level
- Identifying target groups to reduce the risk of fire fatality or incident drawing on datasets (Experian Mosaic, Exeter, MAST, CrashMap) demographic and incident analysis
- Developing community plans and data profiles to enable Service Delivery Area understanding of prevention needs
- Training partner agencies to recognise and refer risk of / from fire

Step 2

Activity planning

This will be done by

- Identifying service wide objectives / commitments
 - 1) We will target people aged ≥ 80 for Home Fire Safety Visits
 - 2) We will target people living in high-rise or supported living accommodation for Home Fire Safety Visits
- Planning additional Station Objectives at a local level using the insights from community plans and data profiles

Step 3

Prioritising and delivering activity

This will be done by

- Completing a targeted program of engagement with those aged ≥ 80
- Completing a three-year risk-based high-rise engagement program
- Using a revised scoring approach to prioritise referrals for Home Fire Safety Visits based upon risk
- Offering virtual visits where appropriate
- Supporting activity requests linked to station objectives (local data intelligence)

Step 4

Recording, reviewing and reporting

This will be done by

- Recording all attempted Home Fire Safety Visits in the Premises Risk Management System (PRMS)
- Recording local activity through the station planning process
- Reviewing progress monthly against the targeted commitments
- Evaluating station objectives and activities against them for effectiveness and efficiency
- Evaluating engagement programs for effectiveness
- Reporting prevention performance quarterly



6.1 Prioritising prevention activity

The key priority of prevention activity is to prevent incidents that cause harm from happening. We will do all we can to protect people most at risk, homes, public buildings, and businesses from the effects of fire.

To achieve this, prevention activities and campaigns will be based upon data intelligence and analysis utilising:

- national data sets both publicly available and/or sourced at a local or national level
- national or regional research identifying emerging trends in risk
- prevention of future death reports issued by Coroners (formerly known as regulation 28s)
- incident data entered into the national incident recording system (IRS) by response crews
- fire investigation or serious incident review information
- emerging national or geo-political risks
- information on product safety passed from partners in Trading Standards

6.2 Prevention areas

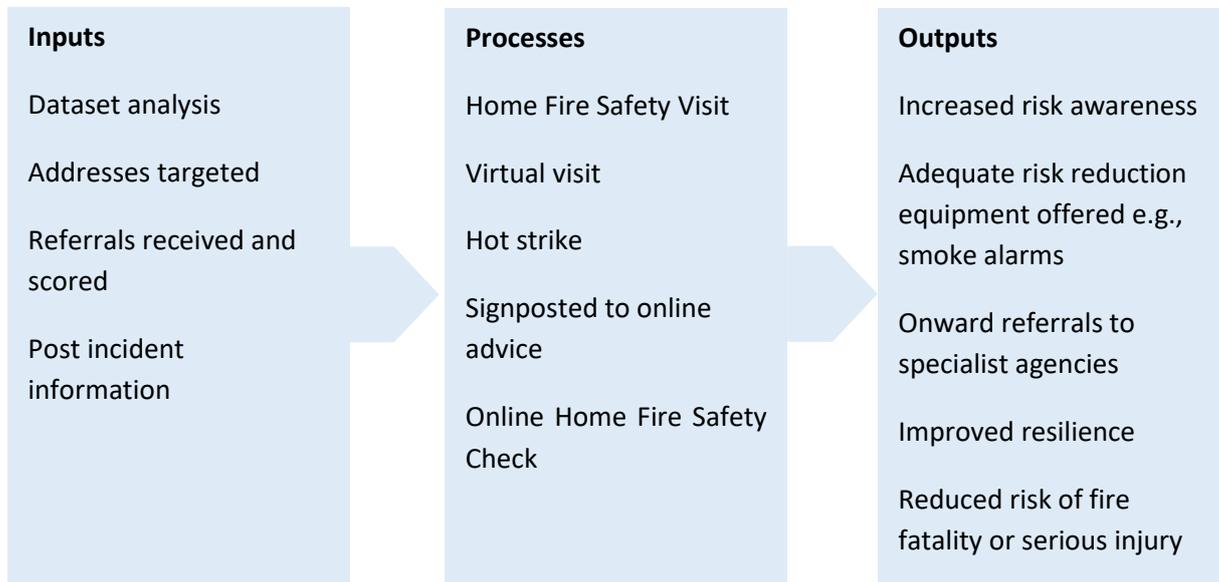
Prevention activity can be separated into four core prevention themes each containing a range of activity which fluctuates in emphasis through the year. Together these themes keep the community at the heart of our work to reduce the risk of fire and other incidents which may cause harm.

- Safer homes
- Safer neighbourhoods
- Safer roads
- Safer environment

Early intervention work with children and young people may pervade all of these areas, dependent on age.



6.3 Safer homes



Home Fire Safety Visits (Fire and Wellness) are delivered by operational crews and the central prevention team to reduce the risk of or from fire to people living at domestic addresses including supported living, sheltered accommodation or retirement flats.

Home Fire Safety Visits are categorised as:

- i. **Reactive** – including referral from partner agencies, self-referral following a previous visit, or self-referral following completion of the Online Home Fire Safety Check
- ii. **Post-incident** – either completed at the address or one in close proximity immediately following the incident, or in response to contact post-incident
- iii. **Proactive/targeted** – originating from data intelligence such as age or medical equipment related risks, or as part of a planned engagement program e.g. to those living in high-rise premises
- iv. **Threat of arson** – a partner agency such as Thames Valley Police (TVP), the Probation Service or Women’s Aid have identified an immediate threat to an occupant linked to serious or organised crime, or domestic abuse

A targeted engagement program is delivered over a three-year period to those living in high-rise premises, informed by discussion with protection officers, the Operational Risk Information Officer and the High Risk



Residential Building Manager. This determines the engagement approach appropriate to each residential high-rise premises taking the building design and construction into account.

High-rise engagement focuses upon ensuring the occupants know the evacuation strategy for the building they reside in, as determined and communicated to them by the responsible person, alongside other core safety messages regarding self-closing doors, balconies and the common parts.

Reactive Home Fire Safety Visits

The service utilises an all-age approach to referrals or self-referrals for Home Fire Safety Visits recognising that the risk of fire, serious injury or fatality is linked to the occupant, not the premises they reside in. Therefore, the aim of a Home Fire Safety Visit is to reduce risk by changing behaviour, utilising a person-centred approach the content of which is aligned to the prevention National Organisational Guidance (NOG).

Research undertaken by UK FRS, in developing a [Person Centred Framework](#) suggests that the risks associated with home fire safety fall into three categories:

- Risk of having an accidental dwelling fire
- Risk of being a casualty in an accidental dwelling fire
- Risk of being killed in an accidental dwelling fire

This research identifies that the characteristics that put people at greater risk of dying in a fire are different to those that put people at risk of having a fire or being injured.

Home Fire Safety Visits are targeted for delivery based upon most of the recognised risk factors of fire fatality:

- age >70 years old in combination with any pre-existing mental or physical impairment including frailty
- male (particularly when combined with other risk factors)
- Children <11 years old, but especially <5 years who are less likely to be able to self-rescue
- disability or long-term health condition (including dementia)



- mental and/or physical impairment caused by alcohol and/or drugs
- smoker – especially if combined with poor mobility or other health condition
- low Socioeconomic Status (SES) i.e. deprivation indicated by living accommodation such as a House in Multiple Occupation
- non-owned property or mobile home (potentially indicative of low SES)

Whilst fire fatalities in Buckinghamshire and Milton Keynes are low, apart from gender and age <11, analysis of the fire fatalities from 2017-2021 aligns to these risk factors of fire fatality. None of the deceased had received a preventative visit from the service prior to the fire.

The recognised risks of fire casualty:

- living alone
- having had a fire before
- lack of understanding or awareness of basic fire safety knowledge
- aged 40-49

are used to inform the scoring of referrals received to determine if in combination they indicate a Home Fire Safety Visit should be provided or if the provision of risk reduction advice is appropriate.

Post incident Home Fire Safety Visits

People who have experienced a fire or near miss are statistically more likely to be injured in a subsequent fire. When attending incidents at domestic addresses, operational crews will consider the appropriateness of offering fire safety advice in line with the hot strike/after the fire procedure or collecting sufficient details to enable a Home Fire Safety Visit to be offered at a later, more convenient time.

We will achieve this through:

- providing fire safety advice focused upon the person which may or may not include smoke alarms, where appropriate following an incident
- utilising local data intelligence to establish where a hot strike may be considered an appropriate action to complete



- where the timing of providing fire safety advice post incident is not appropriate, the address will be flagged for prevention follow up to enable a subsequent offer of a Home Fire Safety Visit to be made

Proactive / targeted Home Fire Safety Visits

In liaison with the Data Intelligence Team, demographic groups considered to be at increased risk of, or from fire will be identified for targeted Home Fire Safety Visits.

Engagement within targeted demographic groups is further prioritised to ensure activity utilises staff in the most effective manner.

In the period of this strategy and the current PSP, this means that whilst 'age over 70 years old in combination with any pre-existing mental or physical impairment including frailty' is a recognised risk factor of fire fatality, targeted activity will initially be focused upon those aged 80 or above.

Due to the duration of the strategy and the PSP, information on targeted groups will be reviewed regularly to ensure ongoing appropriateness to the information accessible to the service such as access to new data sets.

All residents in high-rise residential premises will also be targeted for tiered engagement within a three-year program based upon Protection and site-specific risk information. The information provided during these visits will be reflective of additional risks associated with high-rise residential living including but not limited to:

- awareness of the evacuation strategy of their building
- balcony safety advice
- not obstructing self-closing doors
- closing doors on exiting premises in event of fire
- keeping common parts clear

We will achieve this through:

- actively engaging with those aged 80 or above to offer Home Fire Safety Visits focused upon the person
- actively engaging with all new users of home oxygen to offer a Home Fire Safety Visit focused upon the person



- actively engaging with all existing users of home oxygen whose risk assessment identifies they smoke and/or have no smoke detection to offer a Home Fire Safety Visit focused upon the person
- completing a risk-based engagement program offering Home Fire Safety Visits or relevant fire safety information over a three-year cycle to those living in high-rise accommodation

Accessible safety advice

To build resilience in communities, domestic fire safety advice is provided for people to access when required either to review their own arrangements, to provide support for family members, or to share with those they interact with or care for in a professional capacity.

Prevention activity addressing service delivery area objectives identified from the information in the Service Delivery Area Benchmarking and Community Reports may identify the sharing of safety advice to target groups. Materials required for this will be developed through co-ordination between the Central Prevention, Data Intelligence and Communication and Marketing teams to ensure they address local risk and are appropriately evaluated for effectiveness.

We will achieve this through:

- signposting people who may not be in a targeted group to complete a Home Fire Safety Visit to initially complete an assessment of their home through the Online Home Fire Safety Check (OHFSC) and providing a Home Fire Safety Visit appointment to anyone for whom this triggers a heightened risk
- supporting selected NFCC and 'Fire Kills' campaigns relevant to the service's priorities and local data intelligence which will be detailed on the service's annual prevention campaign calendar
- providing safety advice to the public via the service website and by utilising social media platforms to share safety messages

Onward referrals

Where staff completing a Home Fire Safety Visit identify a particular need, onward referrals to specified partnership agencies may be made.



The number of onward referrals is monitored and reviewed periodically with referral partners to ensure the appropriateness of the referrals made. The service recognises that the outcome of referrals relating to medical need cannot be passed back to the service due to data protection restrictions.

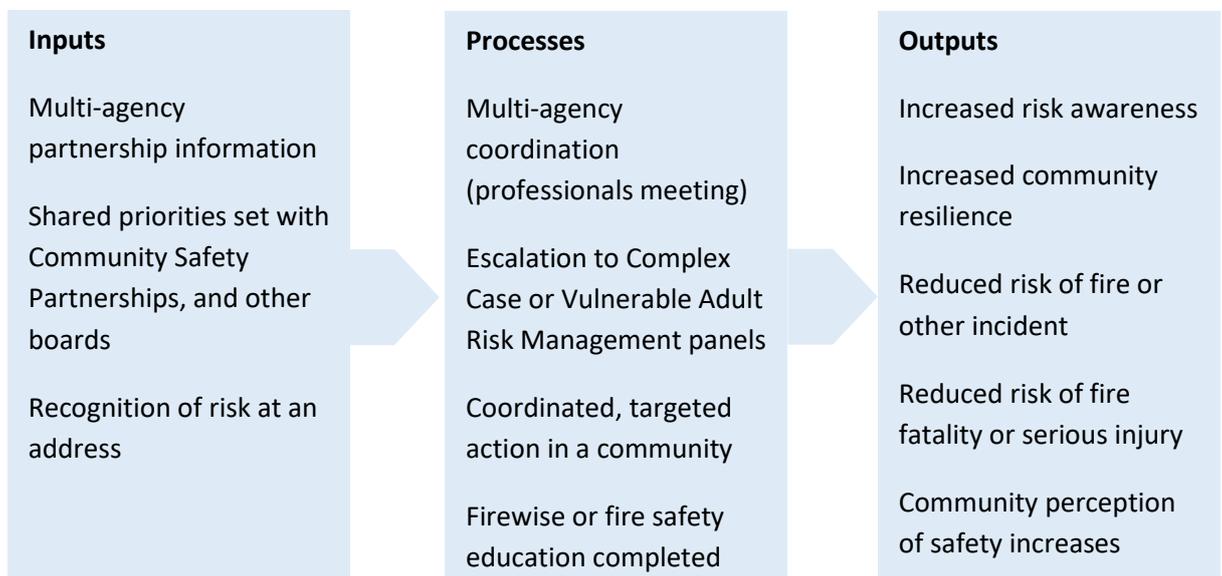
Onward referrals are made for:

- assessment for the provision of sensory equipment
- assessment for the provision of community alarm / telecare equipment
- falls assessment
- smoking cessation
- cold homes / fuel poverty support
- trading standards support with scams / telephone preference
- care needs assessment or safeguarding

We will achieve this through:

- monthly internal review of onward referrals
- quarterly review of onward referrals with referral partners
- annual review of referral partnerships focused upon the appropriateness of the referrals made to identify any training required within the service

6.4 Safer neighbourhoods





Co-operation and mutual assistance between the Police and Fire and Rescue Services (FRS) in the investigation of a deliberate fire is not new, but the ethos of the Crime and Disorder Act 1998 embodies the multi-agency approach to tackling crime and disorder. It provides opportunities for the Police and FRS to develop local initiatives and programmes with a range of partners.

New statutory responsibilities in relation to The Serious Violence Duty have been identified in the Police, Crime, Sentencing and Courts Act 2022, clarification of which will be available in the statutory guidance published in 2023. In preparation for this the service is engaged with the emerging Violence Reduction and Violence Against Women and Girls (VAWG) boards.

The service maintains currency in information about local issues through attending the Counter Terrorism Local Profile (CTLP) briefing and the quarterly serious and organised crime partnership briefings led by Thames Valley Police. Alongside the dissemination of relevant information from these, the service also maintains appropriate representation on the Buckinghamshire and Milton Keynes Prevent boards.

Multi-agency working to reduce risks will be supported where data evidences that it supports service priorities. This may include participation in 'professionals' meetings in response to hoarding that is impacting on the lives of neighbouring premises.

Firesetting behaviour

The service will continue to prioritise early intervention with children and young people who are identified as being involved in firesetting behaviour, or who are at risk of such through 'Firewise' a fire safety education programme the objective of which is to bring about behaviour change. This work is often undertaken as part of a wider support network for the family and child.

Additionally, through the Adult Intervention Scheme, appropriate agencies such as the Probation Service can refer adults identified as a risk to the community through causing harm by fire for support with fire safety education.

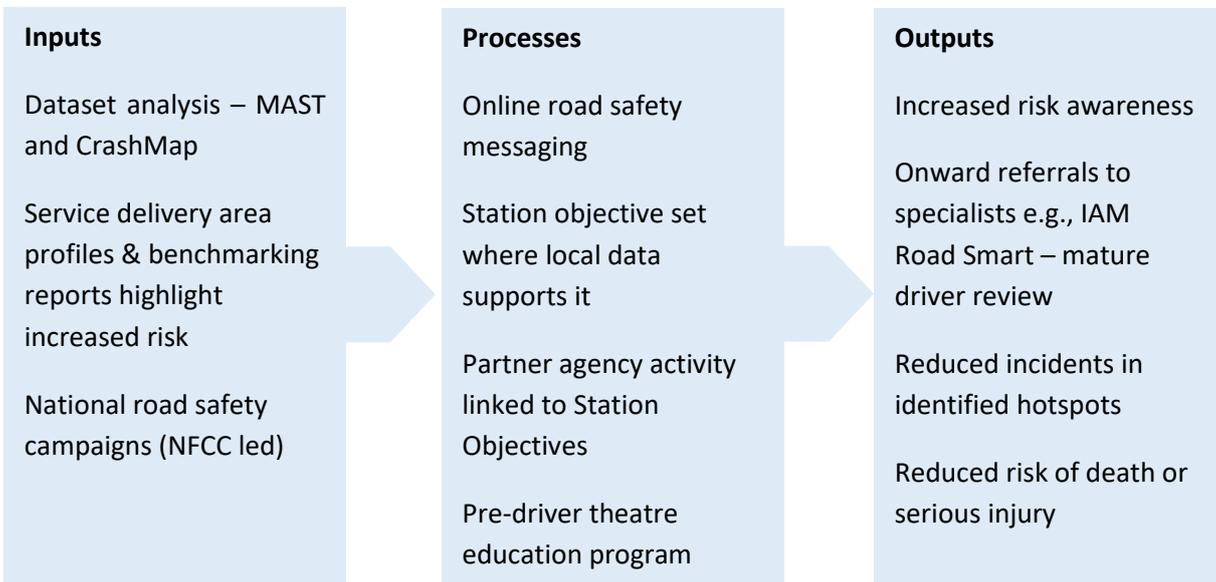
We will achieve this through:

- representation at boards related to the Serious Violence Duty
- working to achieve White Ribbon Accreditation to demonstrate commitment to stand against and speak out about VAWG



- ensuring representation at quarterly partnership briefings by the Serious and Organised Crime Unit (SOCU), disseminating the information as appropriate
- escalating cases to multi-agency panels (Complex Case panel or Vulnerable Adult Risk Management panel) where difficulty in managing risk has been encountered and all partnership routes have been exhausted
- attending 'professionals' meetings to advise on and assist in addressing anti-social behaviour where appropriate
- providing 'Firewise' education to children and young people involved in firesetting behaviour
- providing fire safety education to adults identified as a risk to the community

6.5 Safer roads



In line with the commitment to support the NFCC's aim of developing road safety campaigns which encourage people to 'Be Road Aware', ensuring that all FRS use consistent safety messaging, we will support national campaigns based on local data driven need.



The NFCC's Road Safety Group (RSG) support FRS across the United Kingdom in reducing fatalities and serious injuries on the roads through collaborative work with partner agencies.

Central to the work of the RSG is the promotion of the **Safe System** approach to road safety. Unlike traditional approaches, this recognises that human error is no longer the primary cause of accidents. Rather, a failure of the road system is the cause of many collisions that result in death or serious injury.

Pillars of the Safe System

There are five essential elements of the Safe System approach, which reflect a holistic view of road safety:

1. Safe Road Use (people): all road users are expected to use the roads safely and comply with the rules by:

- paying full attention to the road
- adapting to road conditions
- travelling at lower speeds
- not driving too close to the vehicle in front
- not drinking alcohol or taking drugs and driving
- not using a handheld mobile phone
- not driving when tired

Measures to encourage safe road use include promoting the use of active modes of transport such as walking and cycling or the use of public transport rather than their own vehicle

Education interventions will be devised to ensure that road users are equipped with the knowledge to be risk aware and act appropriately to keep themselves safe on the road

2. Post Crash Care: The Department for Transport states that it is vital to work with the emergency services and the National Health Service (NHS) to ensure that road collisions are effectively responded to and investigated

3. Safe Speeds: speed limits in a Safe System are based on aiding crash avoidance and reducing the speed at which impacts occur, to ensure that the body's limit for physical trauma is not reached. The



Safe System also works to enforce existing speed limits and to educate road users to ensure that they comply with speed limits

- 4. Safe Roads and Roadsides:** roads are designed to reduce the risk of crashes occurring and the severity of injury, should a collision occur. One way in which this can be achieved is to segregate different kinds of road users and to segregate traffic moving in different directions or at a different speed. If this is not possible, a speed limit to protect the most vulnerable road users can be implemented

- 5. Safe Vehicles:** vehicles are designed and regulated to minimise the occurrence and consequences of collisions

The service's ability to impact on change predominantly lies within Pillar One - Safe Road Use. However, where consulted, feedback on road design is provided during planning processes as identified in Pillar Four – Safe Roads.

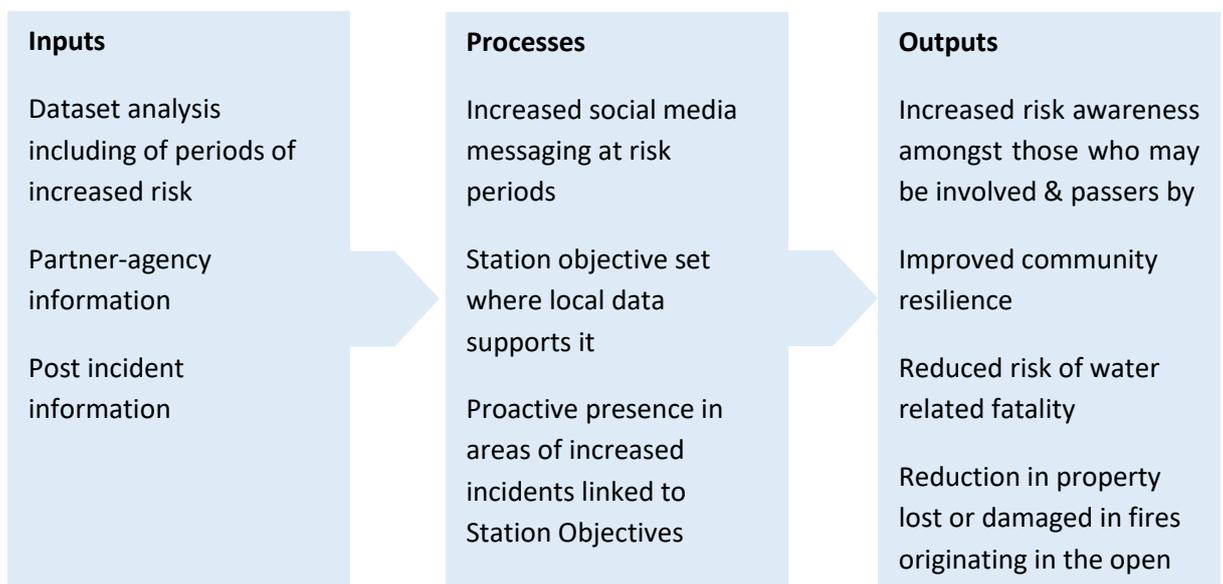
We will achieve this through:

- ensuring appropriate staff within the prevention team are trained to deliver behaviour change initiatives
- utilising specific data sets (MAST and CrashMap) to understand the risks associated with roads and drivers at a local service delivery area level
- providing focused support to the national and local road safety campaigns:
 - BRAKE Road Safety Week
 - NFCC National Road Safety Week
 - Project Edward
 - Walk to School Week
- ensuring consistent 'Be Road Aware' language is used
- working with and in support of our local road safety partners, from Buckinghamshire Council, Milton Keynes Council and TVP to deliver specific road safety initiatives to address local risks including where the Fatal Four (speeding, driver distractions, drink and/or drug use, not wearing seatbelts) are identified as an issue



- supporting partner agencies in their delivery of the 'Safe Drive Stay Alive' pre-driver theatre education program
- promoting road safety advice to smart motorway users, in line with the NFCC smart motorways – road safety considerations position statement

6.5 Safer environment



Whilst drowning fatalities in the United Kingdom (UK) across a five-year period halved between 1985-1989 and 2015-2019, [National Water Safety Forum](#) statistics consistently show that nearly half of people who accidentally drown in the UK never intended to enter the water.

In 2021, 277 of the 616 water related fatalities were accidental. 83 percent of these were male.

In the five-year period 2017-2021 the service attended 18 water fatalities, 66 percent of whom accidentally drowned. Of these only 25 percent entered the water for leisure purposes.

We will provide service wide water safety awareness through supporting a communication campaign defined within the NFCC or Fire Kills annual themes.



Where local data identifies specific risk, we will provide more targeted prevention activity, the emphasis of which may be targeted towards particular age groups identified as most at risk, such as runners and walkers, young adult or daytime drinkers and those away from home.

We may also work with local and national partners such as the Royal National Lifeboat Institution (RNLI), Royal Life Saving Society UK (RLSS), the Parks Trust and the Canal and River Trust, to promote awareness of the dangers associated when near water, supporting their campaigns to provide familiarisation and training in the use of publicly available safety devices such as throw lines, where capacity and need exist.

Wildfires

Most wildfires in the UK originate from human leisure or deliberate activity by people who are unaware of the risks associated with fire. Providing people with knowledge of common triggers will enable them to consider the potential impact of their behaviour on the local environment, with particular regard to the risks associated with:

- discarded cigarettes
- barbecues in parkland and on open spaces
- discarded rubbish, especially glass
- sky lanterns
- and where appropriate, campfires

We will achieve this through:

- educating communities about their behaviour and its potential impact on the environment
- supporting the local councils to address fly tipping through utilising the Fix My Street application to report precise locations
- progressing large scale fly tipping sites to Environmental Health and/or the Environment Agency or Environmental Crime Unit to address as appropriate



6.7 Working in partnership

The service is committed to working in partnership with relevant boards and agencies as this enables it to maximise its resources to positively impact on those identified as most at risk.

Understanding the causes of other emergencies, such as road traffic collisions and accidental drownings, is vital to ensure that the service's resources are utilised to best effect whilst recognising the limitations of capacity to engage with identified risk groups.

Through efficient strategic liaison with agencies who hold a statutory responsibility or have specific expertise in these arenas, we will seek to use shared data and business intelligence to enable us to reduce risk based upon evidence-based decisions.

We will achieve this through:

- maintaining representation on the statutory community safety partnerships (CSPs) Safer Milton Keynes and Safer Bucks
- maintaining representation on the safeguarding partnership boards, MK Together and Buckinghamshire Safeguarding Adults Board, and the affiliated boards MK Assurance, MK Tasking and Buckinghamshire Learning and Development
- designated managers attending relevant national, regional and local boards and partnerships to ensure the service is accurately represented in the development of forward plans, strategies and guidance, enabling activity to be committed to which is reflective of service priorities

7. Coordination

The Service works to Joint Emergency Services Interoperability Principles (JESIP) to work together to save lives and reduce harm on a multi-agency level. Where Joint Organisational Learning (JOL) is recognised, this will be shared.



We will achieve this through:

- **liaison with the Data Intelligence Team** - enabling continuous refinement of how we identify and assess foreseeable risks, providing response and prevention staff with regular benchmarking reports for their Service Delivery Areas along with the specific data required for them to ensure that local risks are assessed and managed in an effective and efficient way through the station planning process
- **liaison with the Protection team and High Risk Residential Building Manager** - prioritising shared risks such as high-rise domestic premises, high risk residential premises, sheltered accommodation or supported living, ensuring co-ordination and relevant information identified by trained staff is recorded appropriately and shared in a timely manner cognisant of the potential for it to be used in legal processes
- **liaison with the Fire Investigation Team** – identifying at the earliest stage emerging risks, co-ordinating reactive prevention activity and utilising shared expertise where information may need to be escalated to other agencies e.g., through the Safeguarding Board for serious incident review or to the Medicines and Healthcare products Regulatory Agency (MHRA)
- **liaison with the Operational Assurance Team** – to share Joint Operational Learning at a national level where appropriate
- **liaison with the Communications, Marketing and Engagement Team** – to provide support in developing education materials and advertising in line with Prevention targeted priorities

8. Measuring success

We will continually monitor and evaluate prevention activity for effectiveness, efficiency and impact using the following criteria:

- how well data intelligence has enabled proactive understanding of our current and future risks, taking national risks and trends into account
- how effective we are at aligning resources to address identified risks, optimising the contribution we make to prevent fires and other emergencies and positively impacting upon the well-being of the community
- how consistently our services are delivered, ensuring that training needs, or system or process changes, are swiftly identified and addressed



- how well we secure an affordable way of delivering the management of risk of fire, and other emergencies now and in the future
- how well prevention activity instigates behavioural change in the community
- how effective signposting or onward referral to partner agencies is in achieving behaviour change

We will achieve this through:

- representation at boards related to the Serious Violence Duty
- conducting behaviour change surveys with a randomly selected group of people who have received a Home Fire Safety Visit
- introducing a quality assurance program to ensure that prevention services are delivered consistently by all relevant staff groups to all areas of our population
- utilising the station preparedness and improvement audit program to sense check staff levels of confidence and knowledge in completing prevention activity and processes
- using the COM-B evaluation model to evaluate all planned activities led by the Prevention team
- presenting a quarterly report on prevention performance to the Performance Monitoring Board (PMB)
- using the insights gained from behaviour change surveys, quality assurance and station preparedness to develop staff knowledge with seven-minute briefings delivered by the central prevention team

9. Emerging risks

Whilst the prevention strategy is timed for three years, new risks will inevitably arise during the period which the prevention team will have to have the agility to flexibly redirect resources and capacity to when the need arises.

Risks that are anticipated are:

- a significant population increase in Milton Keynes in those aged ≥ 65 against a backdrop of it having the second largest population increase in the south-east



- whilst the population was acknowledged as ageing over the period of the last prevention strategy, the impact of Covid on that demographic group is yet to be fully understood. The service has recognised an increase in home oxygen use in younger age groups and is working in partnership with local authority partners to understand and react to the ongoing impact of Covid on groups with care and support needs
- the removal of the energy price cap and the potential increase in fuel poverty may impact on people's domestic risk through the use of alternative fuel sources or the increase in people at risk through cold homes
- the impacts of climate change on the likelihood of the conditions for wildfires to occur

We will achieve this through:

- maintaining awareness of emerging risks through attendance at National and Regional Prevention meetings as appropriate
- working with our statutory Community Safety Partnerships understand and fulfil our role in the three-year community safety strategy and keep abreast of developing/emerging risks

10. Safeguarding

The Care Act 2014 defines the statutory responsibility for the integration of care and support between health and local authorities. Local Authorities have a statutory responsibility for safeguarding, in partnership with the health service they have a duty to promote wellbeing within local communities.

As a Combined Fire Authority, the Act does not place this statutory duty on BMKFA. However, the service sees safeguarding as an essential tool and will ensure that all personnel understand their roles and responsibilities in ensuring the safety and wellbeing of our communities. Creating a strong multi-agency framework for safeguarding, enabling access to mainstream community safety measures and clarifying the interface between safeguarding and quality of service provision.

We will achieve this through:

- having a clear safeguarding policy statement and procedure, compliant with the Data Protection Act 2018 and (GDPR)



- training relevant to role for staff, which may include: electronic learning packages, face to face delivery by staff trained in safeguarding to Intercollegiate Level Four standard, external training courses for staff in specific roles, or by utilising local authority led continued professional development (CPD) for specific role appropriate competencies
- supporting staff to identify safeguarding concerns and make effective referrals
- financially supporting both Buckinghamshire and Milton Keynes Safeguarding Boards for adults and children
- representation at Safeguarding Board meetings and related subgroups as required
- participating in multi-agency Safeguarding Adult, Serious Case or Domestic Homicide Reviews, implementing learning points in a timely and efficient manner
- attendance at Multi-Agency Risk Assessment Conferences (MARAC) where a specific risk or threat of fire is recognised
- effective internal recording mechanisms, compliant with GDPR

11. CONTEST

The national response to counterterrorism is built on an approach that unites the public and private sectors, communities, citizens and overseas partners around the single purpose to leave no space for terrorists to recruit or act.

The CONTEST strategy is the framework enabling us to organise this work to counter all forms of terrorism.

The 2018 review of CONTEST found that the approach should continue within the updated strategic framework of four 'P' work strands:

Prevent: to stop people becoming terrorists or supporting terrorism

Pursue: to stop terrorist attacks

Protect: to strengthen our protection against terrorist attack

Prepare: to mitigate the impact of a terrorist attack



CONTEST's overarching aim remains to reduce the risk to the UK and its citizens and interests overseas from terrorism, so that people can go about their lives freely and with confidence.

We will achieve this through:

- supporting the Prevent work strand, aiming to safeguard people from becoming radicalised or drawn into supporting violent extremism or terrorism
- training and developing staff in Prevent in line with the national Prevent training packages and recognising the signs and symbols of extremism, thereby establishing a competent and professional prevention workforce, willing to exercise professional curiosity when engaging with and safeguarding the public
- building strong strategic partnership working with the Buckinghamshire and Milton Keynes Prevent Boards, Channel Panels and by attending Community Roundtable events to assist and improve delivery within the Prevent work strand
- contributing towards the annual Counter Terrorism Local Profile (CTLP) for both Buckinghamshire and Milton Keynes and disseminating the restricted briefing slides to relevant staff groups

12. Consultation/Publication/Communication

Development of this strategy is supported by engagement with:

Central Prevention team – May 2022

Public Safety Administration team – May 2022

Joint Consultation Forum (JCF) – August 2022

Service – August 2022

Following approval at the Fire Authority, the strategy will be published on the BFRS Document Management System with an externally facing version published on the external website.



13. Equality Impact Assessment (EIA)

A) The Equality impact table

Does the activity have the potential to impact differently on individuals in different groups? To complete the table ✓ the likely impact. If an EIA action plan is necessary, this can be downloaded from the Intranet.

Assessment of impact on groups in **bold** is a legal requirement. Assessment of impacts on groups in *italics* is not a legal requirement, however it will help to ensure that your activity does not have unintended consequences.

Protected characteristic	Positive	Negative	Neutral	Rationale for decision
Individuals of different ages	✓			The service is targeting people aged 80, however people of other ages will continue to be able to access visits where their needs determine, through self or partner referral routes so the differential impact is not negative to them.
Disabled individuals	✓			Having a disability increases a person's risk of fire fatality, and is therefore a scoring criteria in the referral process. Whilst this is positive for those with a disability, it does not preclude anyone without a disability from a visit as there are multiple scoring criteria of which disability is only one.
Individuals transitioning from one gender to another			✓	No discernible positive or negative impact
Individuals who are married or in civil partnerships			✓	No discernible positive or negative impact
Pregnant individuals and new parents			✓	No discernible positive or negative impact



Individuals of different race			✓	No discernible positive or negative impact
Individuals of different religions or beliefs			✓	No discernible positive or negative impact
Individuals' gender identity			✓	No discernible positive or negative impact
Individuals' sexual orientation			✓	No discernible positive or negative impact
<i>Individuals living in different family circumstances</i>			✓	No discernible positive or negative impact
<i>Individuals in different social circumstances</i>	✓			Those living in crowded accommodation or in circumstances indicative of social deprivation may be positively advantaged by increased prioritisation
<i>Different employee groups</i>			✓	No discernible positive or negative impact
<i>Other, please specify</i>				

B) Data Protection Impact Assessment Screening Questions

If the document includes any personally identifiable information (PII) a Data Protection Impact Assessment (DPIA) will be required. This should be discussed with the Data Protection Officer and the DPIA file location referenced at this point in your document.

<N:\Common\Information Disclosure\DPIAs\DPIAs\Compliments, complaints and concerns DPIA.docx>

The Data Protection Officer holds the master copies of all completed DPIA in N:Common/Information Assets/DPIAs.

The DPIA needs to be reviewed periodically to ensure that any PII is adequately considered.

The DPIA template and guidance can be found [here](#).