

Foreword

This business plan relates to the area of South Shropshire District Council and Bridgnorth District and Borough Council and it links into the Station Performance Action Plan, and our Safer Communities Core Strategy. **It develops a clear link to Shropshire Fire and Rescue Services Performance Plan.** But most importantly it helps all of us in South District to understand how every member of the Service in Shropshire is helping us to deliver that service to the public of Shropshire.

It is our **Policy** document and commits us to continuous improvement ensuring that every individual can and does participate constructively, efficiently and effectively in the Brigades vision of "Putting Shropshire's Safety First". The plan is not produced in isolation but has clear links with the higher strategic plans and in particular our IRMP process.

The plan has been developed in simple terms to ensure that we:

- Adopt a uniform approach that will deliver the best possible service to our customers;
- Demonstrates that we challenge all the old concepts to ensure that the way we do things is in the best way and not just the normal way, aware of an ever changing world and the threats that this brings;
- Ensures good communication between all personnel, our partners and members of the public;
- Demonstrating our commitment to the development of individuals and the team to ensure effective use of resources within a learning environment that develops new skills maximising our availability and cost effectiveness;
- Shows we are committed to providing assured professional emergency response to meet the needs of our community;
- Demonstrates that we are driven by excellence in the pursuit of performance in reducing deaths and injuries from fire and other emergencies;
- A main stream player in community safety within South District supporting all of our local Councils playing an active part in reducing Anti Social Behaviour, Substance Misuse, Crime and the Perception of Crime;
- Demonstrating that although we collaborate on a wider stage we will be clearly distinguished by our local community as 'Their Fire and Rescue Service'.

Aims and Objectives

The aim of this business plan is to facilitate a structured model to cover the period of twelve months, through which South District will positively contribute towards the achievement of the Services corporate vision of:

Putting Shropshire's Safety First.

But what does that mean?

The Community Safety teams of Shropshire Fire and Rescue Service strive to deliver a number of key outcomes. Many of these are shared with other organisations that work with, and serve, the people of South District. Indeed we can only deliver our Purpose by collaborating with other public and private organisations and with the support of the people we serve.

We believe that the **key outcomes** of the work we do are:

A Safe South District Area – where all residents and visitors to the area are safe from fire, fire related anti social behaviours and other hazards whilst at home, work, study, during leisure activities, travelling through our County or being cared for by others.

A Prosperous South District Area – where all of our wealth creating organisations are safe from the dangers of fire and other emergencies and where the wealth creators of the future, our children, have an education undisrupted by fires in schools and colleges.

An Attractive South District Area – where the environment is sustainable, healthy, clean and attractive to both residents and visitors; and where the rich natural and built heritage within the area is protected from fire and other emergencies.

A Cohesive South District Area – where all people work together at a neighbourhood or local level to improve and maintain a tolerant and diverse society, where we all respect the freedom of the individual and accept the responsibility of living in a free society. Where Social exclusion is reduced and the most vulnerable people are supported and protected.

To achieve these ambitions South District must work towards set Corporate Strategic Aims. Of these the ones relevant to our work are listed in the Safer Communities Core Strategy Document and our methodology of support is laid out in this plan and our station action plans.

This business plan is directly supported by the Station Action Plan which deals with the performance of the station and lays out the actions that will be carried out to ensure our plans are implemented, monitored and reviewed by the Station and District Management Team (SDMT) at their quarterly meetings. An audit, consultation and review of our actions will be laid out in each station assessment annual report.

STRATEGIC AIM's 1 & 2

Reduce the risk to life and material loss from fire and other emergencies in the community.

Protect life, property and the environment from fire and other emergencies.

Strategic Aim's 1 and 2 are dealt with in each station action plan listing out the individual station achievements in the terms of up to date data in respect of deaths in fires, injuries and damage to property in fires. They outline the actions the stations are taking to reduce incidents involving fire and the monitoring mechanism adopted to measure their performance.

Key Areas

This district plan refers to a number of key areas which will require attention in our station action plan throughout the year, namely:

- Recruitment
- Staffing issues including leave and sickness
- Health and Safety
- Personnel and appliance availability
- Community Fire Safety
- Training requirements
- Operational intelligence including water supplies and 1(i)d inspections
- Incident Reduction including false alarms

Recruitment

Ideally, each station will have a full establishment with as many personnel as possible providing full cover. Where it is not possible to recruit enough firefighters on full cover the establishment may have to be increased. Station personnel throughout the District must participate in recruitment for the station, supporting the District Officer and the Retained Human Resources Officer by responding to approaches from potential recruits and informing the District Officers so that further action can be taken.

Leave

Leave will be allocated in accordance with the Brigade Order Personnel No 3 Part 9. Retained Leave Allocation. Leave will be authorised by the Officer in Charge who will take into account staffing levels, skills and experience required to ensure appliances are correctly staffed at all times. From time to time leave will be requested that may affect staffing levels if they cannot be resolved at station level they should be referred to the District Officer or the Contingency Officer for authorisation.

All stations will strive to maintain sufficient personnel on Stations to enable leave to be taken. This may be affected by those personnel who are committed to set holidays at their normal employment. There will be an ongoing review as the year progresses.

Development Training

Development training needs are monitored continually, and training requirements are identified throughout this document. The Station Management Team will ensure that areas of need are addressed promptly and pre-planning used to maintain continuity of development training throughout.

Station Establishment

The annual payroll check will be carried out by the Officer-in-Charge in December. This will include a review of cover rates, other employment details, and requirements for drivers and incident commanders.

COMMUNICATING BOTH WAYS

The success of our District Plan and the management of our station's performance depend upon effective communication.

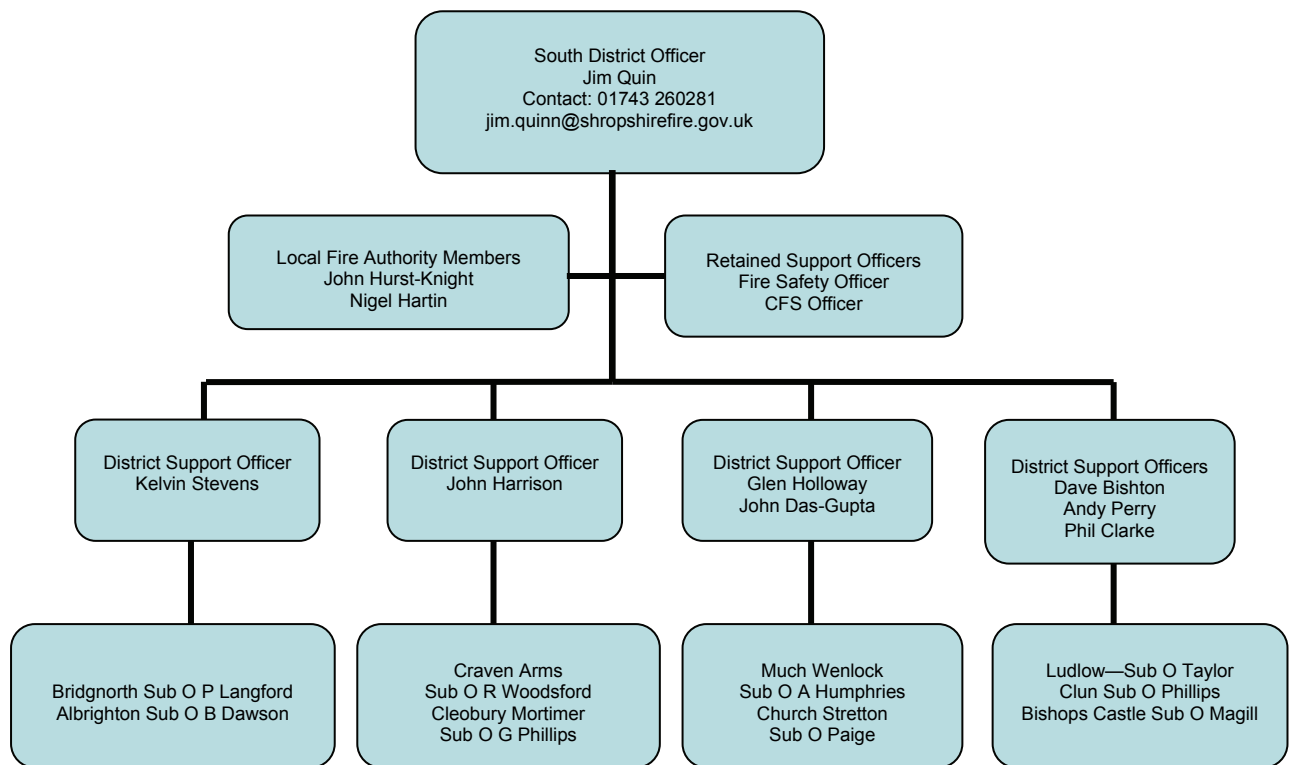
Several methods are used to achieve effective two-way communication.

- a) The District Officer will visit a station on a quarterly basis to discuss the progress of their plan and facilitate the exchange of information regarding local and national issues.
- b) A District Support Officer (Wholetime Officer) will visit their station on a monthly basis, or as requested by the District Officer, to support the Officer-in-Charge with the day to day running of the station and to assist with personnel matters.
- c) The District will operate two types of Officer-in-Charge meetings:
 1. Annual District meeting held at a South Station within the District Area During Jan to March of Each year.
 2. Quarterly Station Needs Meetings on the Following dates.
 - First Quarter 24 May, Bridgnorth
 - Second Quarter 11 September, Ludlow
 - Third Quarter 4 December, Craven Arms

The meetings will commence at 1900 hours and will last normally until 2100 hours. The meetings will be attended by the Officer in Charge or a nominated representative, and the Station will inform the District Officer of the person attending.

- d) The current Service issues are promulgated on a weekly basis on the "Pink" which should be brought to the attention of all of your station personnel.

South Shropshire Management Structure



Our Community Safety Group is headed by the District Officer Responsible for South Shropshire. Supported by a team of highly experienced and qualified managers the District consists of almost 130 staff working from the Headquarters in Shrewsbury and at 8 other locations across South District Area.

Functionally our District is made up of Operational Response and Delivery Teams. Our Management support is there to ensure all of us in the modern Fire & Rescue Service share the roles of Prevention, Protection and Response.

This District Plan links into the Safer Communities Core Strategy ensuring that all of our personnel are committed to deliver the high quality service and to continue to develop as a High Performance Team. To that Endeavour we are committed to the Nine Cs'of:

- **Capability**
- **Comprehension**
- **Competence**
- **Confidence**
- **Commitment**
- **Collaboration**
- **Communication**
- **Climate and**
- **Culture**

For management purposes we keep lines of communication as short as possible whilst maintaining manageable role size and locus of control for each manager.

STRATEGIC AIM 3

Secure the highest level of safety and welfare for all staff and Authority members by providing effective leadership, training, equipment and systems at work

SERVICE OBJECTIVE 7,8 and 9

- Maintain and improve the health, safety and welfare of all members and employees.
- Ensure that all members and employees are competent and able to perform their role.
- Ensure the provision and availability of appropriate equipment, resources and supplier support.

Health, Safety, Welfare, Equality and Fairness

The District Management Team will identify any health, safety, welfare, equality and Diversity issues to the District Officer and the Health and Safety Service Risk manager.

Levels of sickness will be closely examined and individuals will be offered the maximum support by the Service to ensure they are able to return to operational duties at the earliest opportunity.

It is important that the policies on the control and monitoring of sickness absence as outlined by Brigade Order Personnel No1 Part 1 Control and Monitoring of Sickness Absence are fully implemented.

Our station accommodation will be maintained to a high standard. Station asset management plans, produced by the Head of Support Services, are available from Technical Support, or on line (plans of

individual station in the District are held in the **Contractors** Register and Information File held on stations); personnel should monitor the programme to ensure a satisfactory standard is being maintained. New recruits will be made aware of their responsibilities under Health and Safety legislation, as detailed in their probation training log.

<i>Outcomes</i>	<ul style="list-style-type: none"> • <i>Reduced number of accidents on and off station.</i> • <i>Improved crewing levels.</i> • <i>Improved morale.</i> • <i>Compliance with legislation.</i>
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OBJECTIVES 8

- Ensure that all employees are competent and able to perform their role.

Training, Personal and Professional Development and Operational Intelligence

The District has adopted competency based training and uses individual development records. These will enable the Officer-in-Charge of stations to monitor and plan training requirements. The Service is also moving forward with the implementation of IPDS.

A system of training support for retained stations is provided by District Support Officers, Associate trainers, the Training Department, and wholetime watch based personnel. This is intended to allow the Officer-in-Charge of a station to highlight their training requirements and to receive full and meaningful assistance to ensure the station's training needs are serviced.

South Training courses are administered on an annual basis. It is the responsibility of the individual station Officer-in-Charge and the individual to ensure attendance on courses. Good use of these resources is vital to ensure that training opportunities are not wasted and resources under utilised due to lack of attendees.

Each station has an annual programme of 1(i)d visits. **The current programme will be subject to a thorough review in conjunction with Incident Command during the year.**

<i>Outcomes</i>	<ul style="list-style-type: none"> • <i>Improved levels of competency through training.</i> • <i>Better liaison between retained and wholetime crews</i> • <i>Courses fully attended</i> • <i>Improved operational intelligence.</i> • <i>Improved progression planning.</i>
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The Officer-in-Charge of each station within the District in conjunction with The District Officer will ensure effective progression planning for personnel to cover junior officer, incident command and driver training requirements.

Qualification requirements (Service Expectations)

All station personnel will have received Community Fire Safety training.

All junior officers and four firefighters (on one pump stations) six firefighters (on two pump stations) will be Incident Command trained.

The table below reflects the normal driver requirement for stations with one or two appliance Retained Stations. Where a station experiences difficulty in providing driver cover at certain times of the day or week, special arrangements may be made to qualify additional numbers of staff.

	Minimum	Maximum
EFAD Fire appliance One pump stations	4	5
EFAD Fire appliance Two pump stations	7	8

All personnel will receive Phase 1 Line Safety Training and 75% of the station's complement will be qualified to Phase 2 standard.

The Fire Service college allocation will be decided at District level when the requirements of your station are balanced against those of the Service and taking funding into account.

STRATEGIC AIM 4

Provide a service that demonstrates quality and Best Value in service provision.

OBJECTIVE 10,11,

- Promote a partnership approach in pursuance of continuous improvement, having regard to a combination of economy, efficiency and effectiveness
- Ensure the provision of a service that meets the needs of the community.

Supporting the Partnership Structure

Shropshire Fire and Rescue Service is an active partner in the community of South District area. We have taken the opportunity to analyse our Community Safety work in South District area and to realign it to the direction of both the partnership and the delivery structure of South Shropshire District Council, and Bridgnorth.

Our new structure ensures that the correct level of support will be provided to each area of the partnership.

The District Officer will support the Local Strategic Partnership and will represent the Authority on the Executive;

Our Youth Officer will support Children and Young People Activities within the District;

Our Business Fire Safety and Crime Reduction Manager will enhance our Crime Reduction Activities by supporting South District Personnel in Local campaign activities;

Our Community Safety Manager will support the Substance Misuse- Alcohol and Drugs Task Group; and

The District Officer South will support the Safer Communities Task groups and will provide resources to the Safer Communities teams.

We will ensure that each of our delivery teams in the District have geographical safety responsibilities that match the boundaries of the Key Wards and maintain liaison with all partners within these areas.

Supporting the Major Themes

Shropshire Fire and Rescue Service will support the partnership in all of their 5 major themes:

- Anti Social Behaviour;
- Substance Misuse;
- Crime against the person;
- Property Crime; and
- Fear of Crime.

Each of these themes is briefly explored below. More detailed exploration, together with targets and objectives are set out in the next section.

Anti Social Behaviour

Working with the Police and District Council Safety Personnel we will help reduce the incidence of anti social behaviour within the community and perception of it by:

- Reducing anti social fire related behaviour and improve management of the community through effective education and enforcement.

Substance Misuse

We will support the partnership in reducing the harm caused by substance misuse in our communities and the perceptions of drugs activities by:

- Helping prevent substance misuse amongst adults and young people;
- Promoting sensible drinking and reduce the harmful effects of alcohol abuse and;
- Reducing the impact of substance misuse by parents on children and young people.

Crime Reduction

The areas where we will be particularly involved in reducing crime are; Criminal Damage, Vehicle Crime, Domestic Violence and Hate Crime.

Many of these crimes are precursors to, or result in fire related incidents so it is essential that we are involved. Additionally, as a local authority, we are morally obliged to eliminate hate crime and support those suffering from domestic violence.

Working with organisations in the Crime Reduction Partnership we will support the reduction of crime in South District:

- Reducing the level of Criminal Damage by fire;
- Reducing vehicle crime;
- Reducing the number of domestic burglary;
- Taking action with children and young people who are or may become young offenders;
- Building confidence in the reporting of hate crime and take action to prevent it;
- Reducing the incidence of business crime; reducing anti social behaviour; and
- Improving the management of the community.

Shropshire Fire and Rescue service will also help to promote reassurance in the community by involvement in the community at a local level by:

Local delivery

- Delivering coordinated local action and planning to improve responses on the ground;
- Encourage involvement and empowerment to build community involvement in decision making; and
- Improve 'liveability' by building confidence and reassurance amongst local communities through rapid response to local issues.

Children and Young People

We will work to discourage children and young people from becoming involved in crime by:

- Promoting a healthy, drug free lifestyles within schools;
- Encouraging involvement in personal and social development and recreation amongst young people;
- Promote positive citizenship amongst C&YP; and
- Deter anti social and fire setting behaviour.

In addition to the above we will also continue to carry out:

- Home Fire Risk Assessments;
- Fitting smoke alarms in at risk housing; and
- Increase the work with elderly and disabled groups and other activities related to community fire safety that are not directly related to the key outcomes of the partnership.

<i>Outcomes</i>	<ul style="list-style-type: none">• <i>Continuous development of communications</i>• <i>Effective utilisation of resources</i>• <i>Increased contribution to Service committees.</i>
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Priority 1 – Anti Social Behaviour	
To reduce the incidence of anti social behaviour within the community and the perception of it.	
Objectives	Approach // Key Actions
<p>Reduce Anti Social behaviour – through multi agency approaches.</p>	<p>Reduce the number of deliberate secondary fires. (fires in bins,, undergrowth etc)</p> <p>By:</p> <ul style="list-style-type: none"> • Raising the profile of nuisance fires within the community; • Educating young people through school visits and Crucial crew; and • Supporting hotspot initiatives. <p>Target:</p> <ul style="list-style-type: none"> • 15% reduction in secondary fires
<p>Improve management of the community – through effective education and enforcement.</p>	<p>Support a planned programme of “clean ups” in key locations.</p> <p>By:</p> <ul style="list-style-type: none"> • Involving local teams in clean up days. <p>Targets:</p> <p>Reduce the frequency of malicious false alarms to emergency services.</p> <p>By:</p> <ul style="list-style-type: none"> • Introducing a regional policy on false alarms; and • Working with Police to bring about prosecutions and publicising these. <p>Target:</p> <ul style="list-style-type: none"> • 5% reduction in malicious calls year on year.

Priority 2 – Substance Misuse

To reduce the harm caused by substance misuse in our communities and perceptions of drugs activity.

Objectives	Approach / Key Actions
<p>Prevention, education & awareness – help prevent substance misuse amongst adults and young people</p>	<p>Promote drug free lifestyles within schools and the wider community and educate people about the dangers of drugs.</p> <p>By:</p> <ul style="list-style-type: none">• Encourage full participation of year 7 pupils in the “Be Cool Be Safe” quiz;• Engage with drug action teams; and• Share data with DAAT and ensure homes of known dependants are made safe from fire. <p>Target:</p> <ul style="list-style-type: none">• All secondary schools to take part in the quiz.• All homes of known drug dependants provided with suitable fire protection.
<p>Alcohol abuse – promote sensible drinking and reduce the harmful effects of alcohol abuse.</p>	<p>Deliver better education and communication to promote sensible drinking in the community.</p> <p>By.</p> <ul style="list-style-type: none">• Encourage full participation of year 7 pupils in the “Be Cool Be Safe” quiz. <p>Target:</p> <ul style="list-style-type: none">• All secondary schools to take part in the quiz.• Stronger links with local Licensing activities developed to ensure that the prevention of alcohol related crime, disorder and public nuisance is highlighted. <p>By:</p> <ul style="list-style-type: none">• Engaging with neighbourhood action teams and Community Support Officers. <p>Target:</p> <ul style="list-style-type: none">• All Action Teams and CSOs are aware of the increased risk of fire to people under the influence of alcohol.• Forge closer links with Neighbourhood Action Teams and Community Support Officers via Crime and Disorder Partnerships <p>By:</p> <ul style="list-style-type: none">• Working with alcohol awareness safety groups; and• Targeted Fire Safety Campaigns. <p>Targets:</p> <ul style="list-style-type: none">• Closer links developed with Alcohol advisory groups and a targeted fire safety campaign is delivered.• All homes of those known to be dependant on alcohol have adequate fire safety provision.

<p>Hidden Harm – reduce the impact of substance misuse by parents, carers and older siblings on children and young people.</p>	<p>Promote access to fire safety measures in drug and alcohol using homes.</p> <p>By:</p> <ul style="list-style-type: none"> • Working closely with drugs and alcohol teams. <p>Target:</p> <ul style="list-style-type: none"> • Forge closer links with drugs and alcohol advisors via the Community Safety Partnerships.
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<p>Priority 3 and 4 – Crime Reduction To reduce crime in South District by 20% over the next 3 years</p>

Objectives	Approach / Key Actions
<p>Criminal Damage – Reduce the incidence of this through preventative approaches and through a focussed approach to hotspots.</p>	<p>Reduce the level of deliberate primary fires in dwellings, commercial properties and vehicles.</p> <p>By:</p> <ul style="list-style-type: none"> • Educating young people in the dangers of fire; • Providing information to residents; • Supporting business crime initiatives; and • Targeting religious groups. <p>Targets:</p> <ul style="list-style-type: none"> • 10% reduction in deliberate dwelling fires, commercial fires, farm fires and vehicle fires over the next three years.
<p>Vehicle crime – reduce this through public awareness and a targeted approach to hotspots</p>	<p>Reduce the level of criminal damage and deliberate primary fires occurring against vehicles.</p> <p>By:</p> <ul style="list-style-type: none"> • Supporting “car clear” initiatives; • Offering car crime courses for offenders; • Supporting vehicle crime initiatives; and • Targeting hotspots with ‘Crime stoppers.’ <p>Targets:</p> <ul style="list-style-type: none"> • Reduce vehicle arson by 15% over the next three years.
<p>Burglary – to reduce the number of domestic burglaries.</p>	<p>Promote schemes to make the elderly and vulnerable safe at home.</p> <p>By:</p> <ul style="list-style-type: none"> • Supporting home security initiatives. <p>Targets:</p> <ul style="list-style-type: none"> • Local firefighters trained in basic security assessment by the end of 2006; • Domestic Security included in Home Fire Risk; Assessment surveys by the end of 2006; and • Findings of assessments communicated to relevant groups.

<p>Prolific and Priority Offenders – to take action against a small group of individuals who cause a disproportionate amount of crime.</p>	<p>Work with children and young people to prevent them slipping into anti social or offending behaviour by identifying and targeting those most at risk of offending with appropriate intervention programmes.</p> <p>By:</p> <ul style="list-style-type: none"> • Working with partners in hotspot areas; • Increasing investigation profile where necessary; • Placing nuisance fires within the Crucial Crew arena; • Juvenile intervention scheme; and • Juvenile vehicle crime course. <p>Target:</p> <ul style="list-style-type: none"> • 15% reduction in deliberate nuisance (secondary) fires. • Prevent the most at risk young offenders from becoming the prolific offenders of the future through appropriately targeted interventions. <p>By:</p> <ul style="list-style-type: none"> • Juvenile interventions scheme; and • Juvenile vehicle crime course. <p>Targets:</p> <ul style="list-style-type: none"> • Consolidating existing referral arrangements. • All referrals dealt with by trained staff.
<p>Hate Crime – to build confidence in the reporting of hate crime and take action against it.</p>	<p>Continue to build community confidence in reporting hate crimes.</p> <p>By:</p> <ul style="list-style-type: none"> • Supporting crime and disorder partnership strategies; and • Supporting neighbourhood action teams. <p>Targets:</p> <ul style="list-style-type: none"> • Closer liaison with neighbourhood action teams. • All staff trained to react appropriately to community reports of hate crime. • All teams have access to information on hate crime and are aware how to report suspected hate crimes involving fire. <p>By:</p> <ul style="list-style-type: none"> • Fully engaging with minority groups. <p>Targets:</p> <ul style="list-style-type: none"> • Take up of Community Fire Safety initiatives by Minority Ethnic communities increased over 3 year period from 2005 levels.
<p>Business Crime – to reduce the incidence of business crime.</p>	<p>Reduce the level of deliberate commercial fires.</p> <p>By:</p> <ul style="list-style-type: none"> • Enforcing fire safety legislation; and • Educating business owners in arson avoidance.

	<p>Targets:</p> <ul style="list-style-type: none"> • 15% reduction in deliberate commercial fires over the next three years. • Support businesses to reduce the risk of accidental fire in commercial premises. <p>By:</p> <ul style="list-style-type: none"> • Raising awareness; • Enforcing fire safety legislation; and • Providing information to business on new legislation. <p>Targets:</p> <ul style="list-style-type: none"> • 15% reduction in deliberate commercial fires over the next three years.
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Priority 5 – Perception of Crime	
To reassure the community and build community involvement at the local level.	
Objectives	Approach / Key Actions
<p>Support Coordinated local action and planning – to improve responses on the ground.</p>	<p>Develop locality structures by building on neighbourhood coordination</p> <p>By:</p> <ul style="list-style-type: none"> • Utilising local fire crews to work closely with Neighbourhood Action Teams and local schools. <p>Target:</p> <ul style="list-style-type: none"> • Integrate locality structures into Station action plans • Provide better local information to residents. <p>By:</p> <ul style="list-style-type: none"> • Involvement of fire crews at a local level; and • Full involvement in local partnership activities. <p>Support improved involvement of local councillors.</p> <p>By:</p> <ul style="list-style-type: none"> • Supporting on going links between local councillors and Fire Stations <p>Target:</p> <ul style="list-style-type: none"> • Every team on each local fire station linked with their councillors.
<p>Involvement and empowerment – to build community involvement in decision making.</p>	<p>Extend Neighbourhood Watch initiatives to other areas. E.g. fire safety.</p> <p>By:</p> <ul style="list-style-type: none"> • Establishing local “fire wardens”. <p>Target:</p> <ul style="list-style-type: none"> • Liaise with local Neighbourhood wardens and Community • Support officers to set up protocols and training.

	<ul style="list-style-type: none"> • Develop a coordinated approach to community consultation across agencies. <p>By:</p> <ul style="list-style-type: none"> • Supporting the setting up and training of local Wardens. <p>Target:</p> <ul style="list-style-type: none"> • Ensure community consultation is used effectively to inform the development of strategies and actions. <p>By:</p> <ul style="list-style-type: none"> • Ensuring that strategic planning fully involves local people. <p>Target:</p> <ul style="list-style-type: none"> • Integrated Risk plan consultation carried out through local groups.
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<p>Liveability – to build confidence and reassurance amongst local communities through a rapid response to local issues.</p>	<p>To build confidence and reassurance amongst local communities through a coordinated response to local problems.</p> <p>By:</p> <ul style="list-style-type: none"> • Responding to local needs through partnership with Crime Reduction task groups. <p>Target:</p> <ul style="list-style-type: none"> • Service fully supportive of Safer Communities groups. • Reduce the visible scars to our communities and the local environment by minimising arson. <p>By:</p> <ul style="list-style-type: none"> • Supporting “car clear” initiatives; • Offering car crime courses for offenders; • Supporting vehicle crime initiatives; and • Targeting hotspots with ‘Crime stoppers.’ • Working with partners in hotspot areas; • Increasing investigation profile where necessary; • Placing nuisance fires within the Crucial Crew arena; • Enforcing fire safety legislation; and • Educating business owners in arson avoidance <p>Target:</p> <ul style="list-style-type: none"> • Reduce vehicle arson by 15% over the next three years; • 15% reduction in deliberate nuisance (secondary) fires; and • 15% reduction in deliberate commercial fires over the next three years.
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Actions with Children & Young People is a Key element of Shropshire Fire and Rescue Services Preventative work.

To discourage children and young people from becoming involved in crime.

Objectives	Approach / Key Actions
<p>Being Healthy – choose not to take illegal drugs and lead healthy lifestyles</p>	<p>To promote drug free lifestyles within schools and the wider community and educate people about the dangers of drugs.</p> <p>By:</p> <ul style="list-style-type: none"> • Full involvement at school year 7 in the “Be Cool Be Safe” quiz. <p>Target:</p> <ul style="list-style-type: none"> • All eligible South District area schools participating in the ‘Be Cool Be Safe’ quiz.
<p>Enjoying and Achieving – encourage involvement in personal and social development and recreation.</p>	<p>To engage with young people to deter anti social and fire setting behaviour.</p> <p>By:</p> <ul style="list-style-type: none"> • Promoting the Junior Fire Education Scheme; • Continuing support for Crucial Crew and Safety Scene; and • Promoting “Backfire” project. <p>Target:</p> <ul style="list-style-type: none"> • An increased take up of places on the Fire Education Scheme; • At least one fire related scenario operated in Crucial Crew event; and • Increased take up of places on ‘Backfire’ education programmes.
<p>Making a contribution – promote positive citizenship amongst children and young people.</p>	<p>Make C&YP feel valued as part of the community through consultation and involvement in decision making process.</p> <p>By:</p> <ul style="list-style-type: none"> • Youth Forums. <p>Target:</p> <ul style="list-style-type: none"> • Prevent the most at risk young offenders from becoming the prolific offenders of the future through appropriate targeted interventions <p>By:</p> <ul style="list-style-type: none"> • Juvenile Intervention Scheme; and • Juvenile Vehicle Crime Course. <p>Target:</p> <ul style="list-style-type: none"> • Build and recognise positive images of C&YP in the local media; and • Work to discourage hoax calls to the emergency services.

STRATEGIC AIM 5

Provide a service committed to the highest levels of equality and Diversity.

OBJECTIVE 14

- Provide a fair and equitable service to the communities of Shropshire and other stakeholders.

Station personnel must ensure that all their activities, those in response to emergency incidents and any other activities are carried out in a fair and equitable way towards every section of the community we serve.

Personnel will identify and examine ways in which our service can be improved in areas of need. These will then be brought to the attention of the Equality and Fairness Forum through the Officer-in-Charge or representative bodies.

We will strive to ensure access to our facilities for those who might otherwise find it difficult to contact us.

<i>Outcomes</i>	<ul style="list-style-type: none">• <i>Fair and equitable service for Shropshire</i>• <i>Improvement of service in area of need</i>• <i>Increased areas of services</i>
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OBJECTIVE 15

- Provide a fair, equitable and dignified place of work for all employees and visitors.

All station personnel should be fully aware of the Service's policies on equality and fairness. Everybody must seek to demonstrate this through working practices and achievements. Attention will be paid to your station's facilities to ensure that they are of a good standard and meet the needs of all employees.

Every effort will be made to ensure that station personnel should treat each other and colleagues with dignity and respect. No person shall suffer any harassment, prejudice or unfairness. It must be tangibly evident to any person visiting your station that no prejudice or barriers exist which might otherwise offend or discourage recruitment of people from minority groups.

<i>Outcomes</i>	<ul style="list-style-type: none">• <i>Improved morale</i>• <i>Compliance with legislation</i>• <i>Improved public image</i>• <i>Improved comprehension of Service and national issues</i>
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OBJECTIVE 16

- Seek to employ a workforce representative of the community that we serve.

Your station will assist in the identification and education of those sections of the community who are currently underrepresented within Shropshire Fire and Rescue Service.

We will seek to promote the Service at every opportunity when in contact with the community.

All personnel should be aware of the Service plan to employ a representative workforce. In line with the Service plan and the Retained Review 2005/06, South District has set a target to recruit 6 female firefighters from the additional 18 new recruits required for South District.

Efforts will be made to encourage recruitment of underrepresented groups in all of our Station's local communities in order that we achieve a more representative District team.

<i>Outcomes</i>	<ul style="list-style-type: none">• <i>Increased recruitment of underrepresented community members into our workforce.</i>• <i>Increased knowledge and diversity within service staff.</i>• <i>Broader base enables better contact with community.</i>
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