

REPORT OF THE CHIEF FIRE OFFICER

SHROPSHIRE PARTNERSHIP

1 Purpose of Report

This report informs Members of the Fire Authority's invitation to become a member of the Shropshire Partnership; the benefits of being a member; and the costs. The report also provides information about the actions and targets officers plan to deliver in support of the Local Area Agreement (LAA).

2 Recommendations

Members are asked to consider the report and:

- a) Agree to join the Shropshire Partnership Board and find £10,000 for 2006/07 from the General Reserve and commit £10,000 per year for next two years to be met as a prior commitment on those years' budgets;
- b) Task the Deputy Chief Fire Officer (DCFO) and one Member to sit at board level and gain maximum benefit for the Fire Authority through the Partnership; and
- c) Agree to the document 'Supporting Shropshire's Local Area Agreement 2006 - 2009' (attached as an appendix to this report).

3 Background

The Shropshire Partnership is the Local Strategic Partnership for Shropshire, with all local authorities working with other public sector agencies, business, the voluntary and community sectors to improve significantly the quality of life in the County. Through leadership, vision and action the Partnership ensures that there is a strong voice for Shropshire at regional and national level. The Partnership comprises the Standing Conference, a Management Group (the DCFO provides representation at this level) and Public Service Board and is chaired by Alan Smith, Bishop of Shrewsbury. The Partnership has good, informal working relationships with neighbouring Telford, Herefordshire and Worcestershire.

The Partnership structure reflects local circumstances. In particular, the two tier local government arrangements led to the establishment of a Public Service Board in February 2005, comprising the Leaders and Chief Executives of Shropshire County Council, Bridgnorth, North Shropshire and South Shropshire District Councils and Oswestry and Shrewsbury and Atcham Borough Councils, together with the Chairs and Chief Executives of the Learning and Skills Council and Shropshire Primary Care



Trust, a member of West Mercia Police Authority (Vice Chair of the Partnership) and a representative of the Chief Constable. The Fire and Rescue Service was not invited to be a partner at executive level, although officers represented the Service at operational / practitioner level.

Increasingly Government funding is allocated through partnerships, recognising that people's needs cannot be met through separate agencies acting in isolation. The Public Service Board comprises the bodies, which deliver the key public services in Shropshire worth hundreds of millions of pounds per year. The Board is the executive group charged with the development and delivery of Shropshire's Local Area Agreement (LAA), which aligns partner actions, innovation and resources, focussing on services that will make a real difference to the local community. The LAA delivers the priorities evidenced in the Shropshire Partnership's Community Strategy (2005-10). The Board has invested 30% of Local Partnership Service Agreement 1 (around £2M) reward monies to pump prime the LAA from April 2006. This is a serious commitment to partnership working on a long-term basis.

Through the LAA, members of the Public Service Board exercise significant influence on the prioritisation of public expenditure in Shropshire and have a clear role in improving and delivering services through partnerships that really matter and will make a difference. From 2007 certain money from Central Government, initially £25,000 through the Home Fire Safety Check Initiative, will be funnelled through the LAA and not given directly to the Service.

The Partnership, hosted by Shropshire County Council, its largest supporter, has a team of three and an annual budget of around £250,000. All Public Service Board members contribute, either through an allocation from second homes council tax or, in the case of the Police, Learning and Skills Council and Primary Care Trust £10,000 per year.

In addition to holding three standing conferences each year, open to all community partners across Shropshire (providing a wide consultative base), the Partnership has a key role in drawing together Shropshire's Black and Minority Ethnic and other equality and diversity communities with partner agencies through the Equalities Forum, which has an operating budget of £65,000 per year, providing a valuable source of funding to help develop capacity, fund events and foster community cohesion. Some partners have made additional contributions to this Forum.

4 Membership of the Partnership

With Local Area Agreements now the chosen method for the Government to deliver modernisation to local public sector delivery it could be seen as essential for the Fire and Rescue Service to be a senior partner in the group. Officers have been lobbying for some time to have a seat on the Board so that the Service could have a voice. Our omission from the Board during the early stages of the LAA in Shropshire means that there are no specific fire-related targets in the LAA, although all of our own targets certainly support the delivery of the LAA outcomes. With suggestions of moving Shropshire to a unitary authority it is also vital that we sit at an influential level to ensure any changes to local authority structure do not negatively impact on the delivery of our service.

Shropshire partnership has now invited Shropshire Fire and Rescue Service to have a seat on the Public Service Board. However, this invitation requires us to put £10,000 per annum into the central delivery pot, the same sum as the Police Service



the Learning and Skills Council and Primary Care Trust. We are invited to nominate one officer (DCFO) and one elected Member to sit on the Board. **It is suggested that, in order to prevent any conflict of interest, the Member should come from the Borough of Telford & Wrekin.**

5 Impact on Service

There would be a number of impacts on the Service through this decision.

If the Fire Authority decides to join the Board:

- Positive – we would have a voice, both at officer and elected Member level, at the LAA executive level, thus influencing direction of the LAA.
- Positive – moving into possible reorganisation, we would be at a level where we could influence direction for the benefit of the Fire Authority.
- Positive – there are many areas where the LAA can increase the effectiveness of our service delivery across the County.
- Positive – we would have a say in how the Home Fire Safety Check money is spent from 2007.
- Negative – Cost of £10,000 per year currently not identified within budget.
- Negative - The LAA is now almost complete and has no fire-related targets, so it could be argued that we have little to influence until the writing of the next LAA in three years' time.
- Negative – currently we do not pay to sit at Executive Level on Telford & Wrekin Local Strategic Partnership Board. They may well ask us for money, if we give money to Shropshire Partnership.

If the Fire Authority decides not to join the Board:

- Positive – we would save £10,000 per year.
- Positive – we would still sit at a lower level in the Shropshire Partnership.
- Negative – we may well become isolated as the only significant public service not represented at Board level.
- Negative – Being out of the Executive Level we may suffer in the unitary government discussions.

6 Legal Comment

It is possible that the Member representing the Fire Authority at a meeting of the Shropshire Partnership may find him or herself presented with a conflict of interest. If this does happen, legal advice should be sought and will be available to ensure that all appropriate steps are taken.

7 Financial Implications

If Members agree to the recommendations, the cost of £10,000 for 2006/07 would be met from the General Reserve and £10,000 per year for next two years would need to be met as a prior commitment on those years' budgets.

8 Equality and Diversity Implications

The LAA has significant links with Black and Minority Ethnic and other hard to reach groups and as such should be very beneficial in the delivery of our service.



9 Appendix

Supporting Shropshire's Local Area Agreement 2006 - 2009

Implications of all of the following have been considered and, where they are significant (i.e. marked with an asterisk), the implications are detailed within the report itself.

Balance Score Card		Integrated Risk Management Planning	
Business Continuity Planning		Legal	*
Capacity		Member Involvement	*
Civil Contingencies Act		National Framework	
Comprehensive Performance Assessment		Operational Assurance	
Equality and Diversity	*	Retained	
Efficiency Savings		Risk and Insurance	
Environmental		Staff	
Financial	*	Strategic Planning	
Fire Control/Fire Link		West Midlands Regional Management Board	

For further information about this report please contact Alan Taylor, Chief Fire Officer, on 01743 260201 or Paul Raymond, Deputy Chief Fire Officer, on 01743 260205.



SHROPSHIRE FIRE AND RESCUE SERVICE

**SUPPORTING SHROPSHIRE'S
LOCAL AREA AGREEMENT
2006 - 2009**



INTRODUCTION

Shropshire Fire and Rescue Service have worked successfully in partnership with the local authorities throughout Shropshire for many years. In that time we have together achieved a great deal in making the communities and individuals within the County safer. Through working on Local Public Service Agreements we have also become better at working in partnership and have learned how to get the most from our diverse organisations to deliver an improved service to all, and particularly the hard to reach.

Moving forward under the new Safer Shropshire Partnership we intend to be a hard working partner that is fully involved in delivering the vision of the LAA which is:

To improve significantly the quality of life for Shropshire people by working together

How the Fire and Rescue Service's Aims match the Vision

Our Purpose is to *save life, protect property and the environment and reduce the risks from fire* or put more simply Shropshire & Wrekin Fire Authority are:

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 the County of Shropshire. 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 Shropshire – where all residents and visitors to the County 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 Shropshire – 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 Shropshire – where the environment is sustainable, healthy, clean and attractive to both residents and visitors; and where the rich natural and built heritage within the County is protected from fire and other emergencies.

A Cohesive Shropshire – 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 we have set ourselves a number of Corporate Strategic Aims. Of these the ones relevant to our work within the LAA are:

Number	Corporate Aim
1	Reduce the incidence of deaths and injuries in the community.
2	Reduce the incidence of fires and false alarms.
3	Ensure the effective enforcement of Fire Safety legislation.
4	Ensure the provision of an appropriate risk based response to fires.
5	Ensure the provision of an appropriate response to non-fire emergencies.
6	Minimise the effect of our intervention actions on the environment.
10	Promote a partnership approach in pursuance of continuous improvement, having regard to a combination of economy, efficiency and effectiveness.
11	Ensure the provision of a service that meets the needs of the community.
14	Provide a fair and equitable service to the communities of Shropshire.

In delivery of these objectives we will support the overarching LAA theme of community cohesion but in addition we will continue work towards:

- Greater access to services
- Addressing the needs of people who live and work in a rural county
- Deliver services in the most efficient and effective way as possible

SUPPORTING THE LAA DELIVERY STRUCTURE

The arrangements for developing the agreement have been based on simplification not complication. The structures within the LAA that we will support can work quickly and effectively to performance manage our desired outcomes. Within the ‘Shropshire Partnership’ we will deliver our identified outcomes and will support other partners in the achievement of theirs wherever we are able.

- The Director of Community Safety (Deputy Chief Fire Officer) will support the Local Area Agreement and will represent the Authority on the Public Service Board;
- Our Head of Prevention will support the partnership and will sit on the Management Board and the Safer and Stronger Communities Group.
- Our Youth Officer will support the Children and Young People stream;
- Our Older Person’s Officer will support the Healthier Communities and Older People stream;
- Our Community Fire Safety Manager will support the Sustainable Communities stream; and

- We will ensure that each of our delivery teams in the County have geographical safety responsibilities that match the boundaries of the Boroughs and Districts and maintain liaison with all partners within these areas.

SUPPORTING THE MAJOR THEMES

Shropshire Fire and Rescue Service will support the partnership in all 4 major delivery Blocks:

- Children and Young People;
- Healthier Communities and Older People Partnership;
- Safer and Stronger Communities Group; and
- Sustainable Communities Group.

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

CHILDREN AND YOUNG PEOPLE

The young people of today will be the householders of tomorrow, they will be the life force of our economy and the future of our country. Young people are too often the victims of fire, suffering painful and disfiguring burns that affect them for their whole life and impact on them socially and often financially. Young people can also be the cause of many fires within communities, many resulting in severe damage to buildings and local economies.

We must therefore do all we can to influence, educate and safeguard this group if we are to succeed in our aims and ambitions in the long term.

The Crime and Disorder Act 1998 and the Police Reform Act 2000 also influence our involvement in working with children and young people in addressing the issue of deliberately started fires.

Shropshire Fire and Rescue Service has worked for many years educating children about the dangers of fire. We will use this experience and our large number of well trained staff to support the outcomes of the LAA.

- ***We will work with partners to educate children and young people about the harmful effects of alcohol. (LAA 1).***

We will continue to deliver education initiatives through our contact with schools throughout the County. Through our 'Be Cool Be Safe' schools quiz we will give information to young people on the dangers of alcohol.

- ***We will involve children and young people in local democracy through young people's panels concentrating on community safety and fire service issues. (LAA 2).***

- ***We will continue full engagement with the Child index, common assessment framework and Team Around the Child model in all our dealings with children involved in fire related behaviours. (LAA 3).***

Shropshire Fire and Rescue Service is the first brigade in the country to engage fully with these issues and we will continue to work with child protection agents.

- ***We will improve the long term prospects of young people in Shropshire by ensuring they are well protected at home, play and whilst in education.*** (LAA 5).

In addition to the education initiatives identified above we will continue to carry out Home Fire Risk Assessments in ‘at risk’ households fitting smoke alarms where required and educating families so they can keep themselves safe from fire. We will work with other agencies to ensure that we also look for other hazards to young people in the home and report these as necessary to the relevant agencies.

- ***We will work to discourage children and young people from becoming involved in crime and will work to support those young people most at risk of fire related offending.*** (LPSA 1).

We will continue with our current youth intervention schemes for fire setters and juvenile offenders.

HEALTHIER COMMUNITIES AND OLDER PEOPLE

Within Shropshire County Council Area there is a population of some 283,000 people spread over 3,000 square kilometres in market towns, scattered villages and hamlets. 54,000 of these people are aged over 65 with 8.5% of the population being over 75.

We have long recognised that those citizens over 65 are more likely to suffer from the effects of fire than the population as a whole and so it will be our goal to improve the safety of older people within our community both by protecting them from fire and also in supporting our partners in making older people safer in their home in other ways.

By doing this we will ensure that older people can maintain an active role in our local communities and a valuable resource to the whole of society. To do this we have to think carefully about the kinds of service we provide now and in the future to ensure that we tackle the fire related issues that older people feel are important.

A key aspect of this approach will be the development and implementation of the Home Assessment Protocol whereby any public/voluntary sector worker who enters a home can carry out simple assessment of total need and has access to systems that informs all relevant agencies about the findings. For example a firefighter carrying out a Fire Safety assessment can identify the need for mobility aids and home security – and then report these directly to the relevant agencies.

Many of the unhealthy lifestyles and habits exhibited by our citizens are recognised as having chronic health issues associated with them. Most people however, do not recognise that smoking or drinking can kill – not over decades but almost instantly. Many fire deaths and injuries are caused by excessive drinking or careless smoking habits, many deaths on the road also are related to alcohol consumption. Increasingly we are identifying that illegal drugs are also a significant causal factor in fires and fire deaths. For this reason we will be fully involved in the healthier communities’ agenda.

We will work with partners throughout Shropshire to:

- ***Improve the health of the population, increasing life expectancy and reduce health inequalities through education and information.*** (LAA 7).
- ***Helping vulnerable older people to remain independent through home safety audits and extra safety support.*** (LPSA 3 and supports LAA 9 and 10).
- ***Improve the quality of life and independence of vulnerable adults through extra safety support in their home.*** (LPSA 4).

SAFER & STRONGER COMMUNITIES

We will continue to work with partners around the county to make our communities even safer and by ensuring that people in our county have a say in the delivery of their fire and rescue service we will support the strengthening of communities.

We will strive to empower communities to make fires within their neighbourhood a failure. In the same way that governments have made smoking and eating fat socially unacceptable we will work with local communities to make them feel responsible for the fire safety of their neighbours. We will at the same time give people around the county the skills and tools to make safety a reality within their town or village. Local wardens will act as safety advocates and advisors and with the support of local fire-fighters will ensure that localities achieve increased safety for all the residents.

We will:

- ***Improve the quality of life of the people of Shropshire by reducing crime (LAA11) and anti social behaviour.*** (LAA12).

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 Safer Shropshire Partnership we will support the reduction of crime in Shropshire by 20% over the next 3 years by:

- Reducing the level of Criminal Damage by fire;
- Reducing vehicle crime;
- Reducing the number of domestic burglaries;
- 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; and
- Reducing anti social behaviour.

- ***Improve the quality of life of the people of Shropshire by reducing the harm caused by illegal drugs.*** (LAA 13).

Many drug users expose themselves, their families and people living around them to danger not only by taking illegal drugs but in the paraphernalia associated with drug taking. Open flames, candles and solvents are all used and together make a lethal fire ‘cocktail’ that is increasingly a cause of fires within Shropshire. Obviously this danger affects the drug user and other occupiers of their home. Working with local drug action teams and the PCT we will ensure that registered drug takers have the safety support they need to make sure that they and their families are safe.

- ***Empower local people to have a greater voice in the delivery of public services.*** (LAA 14).

We will reassure the community and build community involvement at a local level by:

- 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.

- ***Improve the quality of life of the people of Shropshire through improved public spaces.*** (LAA 15).

Shropshire is known for its beauty and natural environment, it is why many people choose to live and work in the county. We will ensure that both the natural environment and the built heritage is protected from fire through education, enforcement of legislation and active fire fighting measures.

Develop Shropshire as an inclusive place to live and work for all to achieve a greater level of community cohesion. (LAA 16).

As a public service the Fire and Rescue Authority must work with partners for the general benefit of all the people who live and work in our County. Inclusive and cohesive societies are safer, stronger and more affluent places to live. We will support the achievement of this LAA objective by:

- Ensuring that we deliver a service fairly and equitably to all people within the county;
- Ensure we employ a workforce representative of the communities we serve;
- Ensure that all hard to reach communities including BME residents and immigrant workers in the county have the best opportunity to access our preventative and protective services; and
- Working within local communities to support community cohesion and supportive localism.

SUSTAINABLE COMMUNITIES

The Shropshire Fire and Rescue Service understand the importance of ensuring that our communities are sustainable. Vibrant rural communities in particular are important to us as it is from these rural areas where we recruit over 70% of our staff who need to work and live within 5 minutes of our Community Fire Stations. In support of the LAA we will work with partner agencies to:

- ***Improve workforce skills, particularly in rural and deprived urban communities, to enhance employment prospects (and thereby raise income levels.)*** (LAA 17).

We will achieve this by investing in the training and development of our part time (Retained) staff that live and work within these communities. We have already qualified many of these staff with skills that are useful to us in our business but also enable these members of staff to improve their earning potential.

- ***Improve the quality of the environment in which people live.*** (LAA18).

Burnt out buildings, cars and blackened play areas; rubbish bins burning each evening and fire attacks on neighbours have become a frequent occurrence in many areas across the country. These visible scars on our environment remove people's enjoyment of their environment and act as signals of a community under threat. We will continue to work with partners to ensure that these negative symbols are eliminated across the county. We will implement our community liaison strategy across the county so that local people can have a part in policing their own areas; we will support local wardens and Community Support Officers in managing their areas and we will react quickly to concerns of neighbourhoods in eliminating these community scars.

- ***Improve the quality of life for rural communities by facilitating access to services locally and empower local people to influence service delivery.*** (LAA 20).

The Fire and Rescue Service operates at the heart of the community indeed the majority of our staff live and work within the small towns and villages across the county. Shropshire Fire and Rescue Service is currently investing over £800,000 in these rural areas to ensure that all neighbourhoods get the best possible Fire and Rescue service. Part of this project is to bring our service closer to their communities enabling them to influence the strategic and local direction of their Fire and Rescue service.

- ***Support the growth and sustainability of enterprise and businesses in key future growth, technology and knowledge intensive sectors, capitalising on Shropshire's assets and opportunities.*** (LPSA 7).

Fire destroys business. Over 60% of business that experiences a fire ceases trading, this is especially true for small and start up business. Shropshire Fire and Rescue Service will support business to protect itself from fire through the appropriate application of modern legislation and risk assessed prevention processes. Wherever possible we will apply a 'light touch' legislative enforcement balancing business needs with requirements of the law.

➤ ***Improve the safety for people using Shropshire's roads.*** (LPSA 11).

Road traffic collisions are an ever increasing part of our business, especially in rural areas of the county. Government are requiring us to become more involved in RTC prevention and we will join with partners to use the skills our staff have developed in fire prevention to support risk reduction initiatives. We will continue to work with children and young people in schools on accident prevention through our 'Be Cool Be Safe' quiz and will support other partnership initiatives.

The next section sets out our delivery targets in support of the Local Area Agreement.

SECTION 2 LAA SUPPORT TARGETS

Major Theme: Children and Young People	
Objectives	Approach / Key Actions
Reduce the harmful effects of alcohol abuse amongst young people. LAA 1.	<p>By: Delivering the alcohol education programme as part of the 'Be Cool Be Safe' youth quiz to year 7 pupils in County schools</p> <p>Targets:</p> <ul style="list-style-type: none"> • All public sector schools using the quiz for year 7 pupils within Shropshire. • All students scoring high marks (over 70%) for alcohol danger questions within the quiz, demonstrating knowledge and understanding.
To involve children and young people in local democracy to improve the quality of decision making and to begin habits of democratic involvement. LAA 2.	<p>By: Including the Shropshire Young People's panel members within our consultation for Integrated Risk Management Planning.</p> <p>Targets:</p> <ul style="list-style-type: none"> • Holding a consultation meeting with the young people's panel each year for our IRMP. <p>By: Involving young people in our democratic process during young democracy week.</p> <p>Targets:</p> <ul style="list-style-type: none"> • Young people invited to Combined Fire Authority Meeting linked to Democracy Week.
To improve efficiency and effectiveness of services by implementing a Child Index, common assessment framework and Team Around the Child model to support the delivery of fully integrated prevention services across multiple agencies to meet the needs of children and young people. LAA 3.	<p>By: Continuing to operate child protection measures within service, cooperating with youth agencies and departments across the county.</p> <p>Targets:</p> <ul style="list-style-type: none"> • All cases identified successfully dealt with through systems. • Trained staff attends all TAC meetings when required. • Trained staff responds to all requests for support in fire related child issues.

<p>Improve long term prospects of young people in Shropshire. LAA 5.</p>	<p>By:</p> <ul style="list-style-type: none"> • Continuing to carry out home fire safety risk assessments in home with young people to ensure their safety. • Educating young people in a wide range of safety subjects to ensure they can keep themselves safe. <p>Target:</p> <ul style="list-style-type: none"> • All at risk households identified. • 70% of at risk homes with young people visited by 2010
<p>To reduce the levels of crime through targeted support of those young people most at risk from offending. LPSA 1.</p>	<p>By: Continuing and improving current youth intervention schemes for fire setters and young offenders.</p> <p>Targets:</p> <ul style="list-style-type: none"> • All referred young fire setters undergo fire setter programme. • Re occurrence rate for fire setting behaviours less than 1%. • All referred young offenders undergo programme. • Re offending rate for fire setting offences less than 5%.

Major Theme – Healthier Communities and Older People

Objectives	Approach / Key Actions
<p>Improve health of the population, increased life expectancy and reduce health inequalities. LAA 7</p> <p>Helping vulnerable older people to remain independent by improving access to specialist equipment. LAA 9.</p> <p>Older people helped to live at home and enjoy full and active lives through preventative services. LPSA 3.</p> <p>Improved quality of life and independence of vulnerable adults. LPSA 4.</p>	<p>By:</p> <ul style="list-style-type: none"> • Improving the safety of over 65 year olds with targeted home safety risk assessments. • Working with partners to identify at risk groups and assess special equipment needs (such as smoke alarms for deaf or domestic sprinkler systems) • Work with partners to deliver joined up home assessment protocols. <p>Targets:</p> <ul style="list-style-type: none"> • Local teams trained and delivering safety initiatives across the county. • 70% of identified at risk elderly households fitted with working smoke alarms. • All identified special needs catered for with specialist detection equipment. • Key partners delivering inspection and referral protocols within county.
<p>Healthier \Lifestyles</p> <ul style="list-style-type: none"> • Healthy eating, emotional well being, personal social health education and physical activity. • Smoking cessation amongst young people in the most deprived communities. LPSA 5. 	<p>By:</p> <ul style="list-style-type: none"> • Including PSHE within education initiatives delivered within schools. • Work with partners to encourage smoking cessation especially in at risk groups. <p>Targets:</p> <ul style="list-style-type: none"> • All year 7 students receive training in safety quiz from trained firefighters. • All non emergency vehicles in service fleet carry quit smoking message.

Key Theme – Safer and Stronger Communities

Objectives	Approach / Key Actions
<ul style="list-style-type: none"> • To improve the quality of life of the people of Shropshire by reducing crime. LAA 11. • To improve the quality of life of the people of Shropshire by reducing the fear of crime and antisocial behaviour and by building respect in communities. LAA 12 	<p>By:</p> <ul style="list-style-type: none"> • Implementing a range of arson reduction initiatives throughout the County targeted at high risk areas. • Reducing vehicle crime by supporting partners in car clear initiatives and vehicle security information projects. • Taking action with Children and young people who are or who may become young offenders in areas of fire or vehicle theft. • Reducing the incidence of business arson <p>Targets:</p> <ul style="list-style-type: none"> • Reducing the level of criminal damage by fire by 20% over the average of the last 5 years. • Carry out car security initiatives in all supermarket car parks within the county. • See Children and Young People crime targets. • Reduce arson attacks on business by 10% over average of the last 5 years.
<p>To improve the quality of life of the people of Shropshire by reducing the harm caused by illegal drugs. LAA 13</p>	<p>By: Working with DAAT and PCT provide advice and guidance to registered drug users about fire safety in the home.</p> <p>Target:</p> <ul style="list-style-type: none"> • All registered drug users have access to fire safety advice. • No fire deaths related to drug taking practises in households visited under the scheme.
<p>To empower local people to have a greater voice in the delivery of services. LAA 14.</p>	<p>By:</p> <ul style="list-style-type: none"> • Continued operation of people’s panels across the county. • Local fire-fighters making links with local politicians to ensure a strong voice for local people in the decision making of the Authority. • Ensuring rapid response to local issues raised by citizens. <p>Targets:</p> <ul style="list-style-type: none"> • People’s panels operated for all Integrated Risk Management programmes and budget setting issues. • All areas have nominated politician, paired with a fire

Key Theme – Safer and Stronger Communities

Objectives	Approach / Key Actions
	<p>officer.</p> <ul style="list-style-type: none"> • All issues raised by local people dealt with in 5 working days.
<p>Improve the quality of life of the people of Shropshire through improved public spaces.</p>	<p>By: Ensuring that the natural environment, including public spaces is protected from fire damage.</p> <p>Target:</p> <ul style="list-style-type: none"> • Arson attacks on public spaces are reduced by 10 % over last 5 year figures
<p>Developing Shropshire as an inclusive place to live and work for all to achieve a greater level of community cohesion.</p>	<p>By:</p> <p>Building confidence in the reporting of hate crime and taking action to prevent it.</p> <p>Target:</p> <ul style="list-style-type: none"> • All staff trained to identify possible fire related hate crime. • Increased reporting of hate crime through the fire service.

Key Theme – Sustainable Communities	
Objectives	Approach / Key Actions
<p>Improve workforce skills, particularly in rural and deprived urban communities, to enhance employment prospects (and thereby raise income levels). LAA 17.</p>	<p>By: Working directly with our rural workforce of retained fire-fighters to increase the number with increased qualifications and skills.</p> <p>Make local fire stations available for local training initiatives.</p> <p>Targets:</p> <ul style="list-style-type: none"> • Skills training hours for this group of staff increases by 25%. • Number of fire stations being used for local training initiatives increases by 25%
<p>Improve the quality of the environment in which people live. LAA 18.</p>	<p>By:</p> <ul style="list-style-type: none"> • Reducing scars caused by fires in the community. • Increasing the ability of people to prevent fires in their own areas by opening up reporting lines through empowerment of local communities. <p>Targets:</p> <ul style="list-style-type: none"> • Reduction of all fires in the County by 10% over the average of the last 5 years. • Train all Community Support Officers in community fire prevention issues. • Work with partners to extend neighbourhood watch projects to include fire safety and prevention.

RESOURCES

The LAA does not identify any particular Fire Safety areas as needing financial support or rewards so it will be ultimately up to the Fire and Rescue Service together with other partners to fund the projects detailed above. Influenced by the Shropshire Partnership we will ensure that resources in the County area are focussed on the achievement of these objectives. In addition we will, wherever possible, create synergies in the work we do so that resources are shared across the partnership and we create 'more bangs for the buck'.

MONITORING AND EVALUATION

Each nominated Fire and Rescue Service representative on the Groups will be responsible for the monitoring and evaluation of each action. They will report on a frequent basis to their groups and to the Deputy Chief Fire Officer on the targets set out above.

The Service will report annually on the overall achievement of targets.

Shropshire Fire and Rescue Service will also request outside evaluation from other partners wherever partnership money is allocated to any project so that the funding is seen to be used efficiently.

Consultation and Communication

The Fire and Rescue Service has limited consultative structures across the area and these are primarily designed to facilitate Fire Service specific actions. We would, therefore, welcome the opportunity to fully participate in the range of structures available to partners, including the Police Consultative Group to ensure consultation and feedback from communities and hard to reach groups.

This document sets out in clear terms what we wish to achieve over the next three years together with partners on the Shropshire Partnership. If you require further information write to:

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