

**To: All Members of the Community Safety and Protection Committee
(and any other Members who may wish to attend)**



The Protocol and Procedure for visitors attending meetings of Merseyside Fire and Rescue Authority can be found by clicking [here](#) or on the Authority's website:

<http://www.merseyfire.gov.uk> - About Us > Fire Authority.

**J. Henshaw
LLB (Hons)
Clerk to the Authority**

Tel: 0151 296 4000
Extn: 4112 Helen Peek

Your ref:

Our ref HP/NP

Date: 8 April 2015

Dear Sir/Madam,

You are invited to attend a meeting of the **COMMUNITY SAFETY AND PROTECTION COMMITTEE** to be held at **1.00 pm** on **THURSDAY, 16TH APRIL, 2015** in the Temporary Meeting Room at Merseyside Fire and Rescue Service Headquarters, Bridle Road, Bootle.

PLEASE NOTE: There will be a Learning Lunch for Members, which will be on Operational Planning Arrangements, preceding this meeting at 12pm.

Yours faithfully,



Clerk to the Authority

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MERSEYSIDE FIRE AND RESCUE AUTHORITY
COMMUNITY SAFETY AND PROTECTION COMMITTEE

16 APRIL 2015

AGENDA

Members

Linda Maloney (Chair)
Robbie Ayres
Roy Gladden
John Kelly
Jimmy Mahon
Barbara Murray
Steve Niblock
Tony Robertson

1. Preliminary matters

Members are requested to consider the identification of:

- a) declarations of interest by individual Members in relation to any item of business on the Agenda
- b) any additional items of business which the Chair has determined should be considered as matters of urgency; and
- c) items of business which may require the exclusion of the press and public during consideration thereof because of the possibility of the disclosure of exempt information.

2. Minutes of the Previous Meeting (Pages 1 - 4)

The Minutes of the Previous Meeting, held on 23rd October 2014, are submitted for approval as a correct record and for signature by the committee chair.

3. Update on Estates Projects (Pages 5 - 12)

(CFO/028/15)

To consider Report CFO/028/15 of the Deputy Chief Executive, concerning progress on the Prescott merger and to ask for appropriate delegated permissions to ensure projects can continue to move forward speedily.

4. FIRE FIT UPDATE REPORT 2014/15 (Pages 13 - 44)

(CFO/027/15)

To consider Report CFO/027/15 of the Deputy Chief Fire Officer, concerning the continued development of Firefit activity across Merseyside for the financial year 2014/15 in keeping with the delivery plan for 2013/2016.

5. Road Safety Report 2014 (Pages 45 - 48)

(CFO/029/15)

To consider Report CFO/029/15 of the Deputy Chief Fire Officer, concerning performance surrounding road safety engagement/ education during 2014/15.

If any Members have queries, comments or require additional information relating to any item on the agenda please contact Committee Services and we will endeavour to provide the information you require for the meeting. Of course this does not affect the right of any Member to raise questions in the meeting itself but it may assist Members in their consideration of an item if additional information is available.

Refreshments

Any Members attending on Authority business straight from work or for long periods of time, and require a sandwich, please contact Democratic Services, prior to your arrival, for arrangements to be made.

MERSEYSIDE FIRE AND RESCUE AUTHORITY

COMMUNITY SAFETY AND PROTECTION COMMITTEE

23 OCTOBER 2014

MINUTES

Present: Cllr Linda Maloney (Chair) Councillors Robbie Ayres, John Kelly, Jimmy Mahon, Barbara Murray, Steve Niblock, Tony Robertson and Roy Gladden

Also Present: Les Byrom

Apologies of absence were received from:

Chairs Announcements

Prior to the opening of Agenda business, the Chair requested any members of the Press or Public present, with intention to record the proceedings of the meeting, to make themselves known to the Chair.

The Chair confirmed to all present that Mr and Mrs Brace would be filming the proceedings, and extended a welcome to the couple.

Members were reminded to ensure any private, confidential or exempt information was not on display.

Announcement from the Chair of the Authority:

After considering Members feedback in relation to the time change of the next Authority meeting, the Chair of the Authority has confirmed that the Authority meeting 16th December 2014 will be held at the earlier time of 11.00hrs. Political pre group meetings are to be held at 10.30hrs if required.

It was noted that both Councillors Gladden and Mahon may need to leave the meeting early, to enable attendance at another meeting outside of this Authority.

1. Preliminary matters

Members considered the identification of declarations of interest, any urgent additional items, and any business that may require the exclusion of the press and public.

Resolved that:

- a) no declarations of interest were made by individual Members in relation to any item of business on the Agenda

b) no additional items of business to be considered as matters of urgency were determined by the Chair; and

c) Agenda item 5 - CFO/109/14 JCC Update, required the exclusion of the press and public during consideration thereof because of the possibility of the disclosure of exempt information. *This report contains Exempt information by virtue of Paragraph 3, of Part 1 of Schedule 12A to the Local Government Act 1972*

2. Minutes of the Previous Meeting

Members considered the Minutes of the previous meeting held on 29th July 2014

Resolved That:

The Minutes of the previous meeting held on 29th July 2014 were approved as a true record, and accordingly by the Chair.

3. IRMP Supplement 2015-17

Members considered report CFO/108/14 of the Deputy Chief Fire Officer regarding the IRMP supplement for 2015 to 2017.

Discussion took place regarding objectives and targets for working with Social Landlords and the possibilities of being able to do similar in relation to Private Landlords. Members were advised that although the Service does and will continue to, work with Private Landlords as much as possible, Officers could only plan objectives using the data available. Such data relates to Social Landlords at the moment.

Members advised that the Liverpool Charter for Private Landlords would help to create a register to identify problems moving forward.

The Chair asked if consultation would be the same as usual consultations. It was confirmed that there would be public, staff, and representative body consultation as well as a Merseyside wide forum through Opinion Research Services.

Resolved that:

The content of 2015/17 Integrated Risk Management Plan (IRMP) Supplement subject to a period of 12 weeks consultation prior to implementation, be approved.

4. Operational Recruitment Strategy 2014/15

Members considered report CFO/110/14 of the Deputy Chief Fire Officer regarding the operational recruitment strategy for 2014/15, seeking endorsement of the proposed contractual terms to be applied.

The Chief Fire Officer provided an overview of the background to the financial position the Authority are faced with in relation to Budget cuts in recent, current and future years, and the decisions the Authority have taken to maintain wholetime Firefighters, and moving forward, the importance of increasing wholetime retained contracts to maintain the 4 appliances at the stations subject to merger or outright closure proposals.

Members considered the four options which the Chief Fire Officer had presented as follows::

1. Community retained Firefighters,
2. 21 hour contracts,
3. Retained with additional hours (0 hours contract) or
4. 32 hour contract combined with a 42 hour wholetime retained contract

Cllr Byrom left the meeting 13.25 hrs

The Chief Fire Officer advised Members that his preferred option was option 4. However he did advise that Officers would continue negotiations with representative bodies to attract more existing Firefighters to sign up to wholetime retained contracts, and should sufficient numbers of existing Firefighters sign up, recruitment would be reviewed, though it was important to be mindful that some recruitment will be required at intervals moving forward to ensure there is succession planning.

Discussion took place regarding maintaining high levels of training and competence and ensuring that hours worked are pensionable.

Cllr Gladden left the meeting 13.30hrs

Resolved that:

Members note and endorse:

- a) the recruitment process contained within the report.
- b) the recruitment of trainee firefighters under the flexible contractual arrangements specified within the report specifically a combined 32 hour wholetime / 42 hour wholetime retained Contract (averaged over a 7 day period).
- c) that the feasibility of recruiting Firefighters onto a 120 hour retained contract is explored in order to future proof recruitment and maximise flexibility.

- d) the development of an apprenticeship model for future recruitment to be the subject of a further report to the Authority at such a time when further information is available.

5. JCC UPDATE

Members considered Report CFO/109/14 of the Deputy Chief Executive, who provided an update of progress in relation to the outstanding works on the Joint Command and Control Centre (JCC).

This report Contains Exempt information by virtue of Paragraph 3, of Part 1 of Schedule 12A to the Local Government Act 1972.

Resolved that:

The award of the JCC Stage C construction contract to SPIE and approve the allocation of contingencies to the budget for the works as set out at in the report, be approved.

Close

Date of next meeting Thursday, 16 April 2015

Signed: _____

Date: _____

MERSEYSIDE FIRE AND RESCUE AUTHORITY			
MEETING OF THE:	COMMUNITY SAFETY AND PROTECTION COMMITTEE		
DATE:	16 APRIL 2015	REPORT NO:	CFO/028/15
PRESENTING OFFICER	KIERAN TIMMINS, DEPUTY CHIEF EXECUTIVE		
RESPONSIBLE OFFICER:	KIERAN TIMMINS	REPORT AUTHOR:	KIERAN TIMMINS
OFFICERS CONSULTED:	CHIEF FIRE OFFICER		
TITLE OF REPORT:	UPDATE ON ESTATES PROJECTS – DELEGATED AUTHORITY		

APPENDICES:	APPENDIX A	COMBINED TRAINING FACILITY
	APPENDIX B	MAP OF THE PRESCOT SITE

Purpose of Report

1. To update members on progress on the Prescott merger and to ask for appropriate delegated permissions to ensure projects can continue to move forward speedily.

Recommendation

2. It is recommended that;
 - i. Members note the contents of this report.
 - ii. Grant delegated authority to the Chief Fire Officer (CFO) in consultation with the Chair, to negotiate the purchase of additional land with Knowsley MBC.
 - iii. Grant delegated authority to the CFO to undertake all actions necessary to minimise the delay to the project.
 - iv. Direct the CFO to bring back a 'go/no go' report as soon as practical with an agreed cost plan, including partner contributions.

Introduction and Background

3. Members will be aware that they have approved (subject to consultations as appropriate) the following programme of station mergers and closures in order to set a balanced budget;
 - Huyton and Whiston merging at Prescott (approved)
 - Upton and West Kirby merging at Saughall Massie Road (under consultation)

- Eccleston and St Helens merging at St Helens town centre (subject to consultation)
 - The outright closure of Allerton (approved)
4. In developing these proposals there have been extensive and very positive discussions with Merseyside Police and North West Ambulance Service (NWAS) about the options for working jointly together.
 5. Members will recall that they have received a grant of £1.7m towards joint service working at Prescott and a further £4.5m grant in support of a programme of co-location with blue light colleagues around the other mergers.

Prescot

The following key activities have happened to date;

- Pre-planning application has been submitted to Knowsley BC by Wates/Ryder 26th January 2015.
- Date for meeting with Planning Officer put on hold pending further clarifications over building size, training facilities and available land given the implications of having additional emergency service partners on site.
- Heads of Terms with Knowsley MBC for land purchase/development lease are almost complete (although size of site required may vary - see below - which will require amendments to agreed heads of terms).
- Planned site investigation works were deferred to ensure a contract was in place with Wates and indemnities & collateral warranties apply without the need for separate agreements. These works started on site on 26th March 2015.
- Topographical and nesting bird surveys have now been carried out on site.
- NWAS are keen to develop a 'hub' sites at Prescott. This would probably mean at least two additional bays and the infrastructure to support a 'Make Ready Hub' given the proximity to Whiston hospital.
- Merseyside Police have expressed a desire to co locate at Prescott. Several meetings have been held to discuss their requirements which are for a neighbourhood police station of about 160m2. They also wish to develop the concept of shared training facilities (see Appendix A).
- Meetings have been held with Youth teams to understand their requirements & discuss some sharing of station facilities between PTV and Fire Cadets.

- Prevention & Protection have itemised their requirements.
- 10 The next step for negotiations with partners is to design a building in full with a cost plan.
 - 11 As a result of the positive response from partners it is recognised that additional land may be required at the site and Officers have approached Knowsley MBC to establish if the Authority can purchase the whole site. It is anticipated that the whole site would likely cost some £500k against £200k for the current site. This would allow the extra space needed for all of the partner requirements. It is important to progress with the land acquisition to keep the project on track. A map of the full site is attached as Appendix B.
 - 12 It is requested that delegated Authority be granted to the CFO in consultation with the Chair to negotiate the purchase of additional land with Knowsley MBC.
 - 13 Since Wates are now engaged as design and build contractors on the project this means that they are incurring costs and that delays to the programme overall should be minimised to reduce these costs. Resources are therefore predominantly focused on this joint project with the aim to develop the legal agreements, ways of working and knowledge to act as a blue print for the other proposed station mergers. Members are asked to grant delegated Authority to the CFO to undertake all actions necessary to minimise the delay to the project.
 - 14 The CFO will bring back a 'go/no go' report as soon as practical with an agreed cost plan including partner contributions.

Equality and Diversity Implications

- 15 None arising from this report. The station mergers programme is the subject of a full equality impact assessment.

Staff Implications

- 16 None arising immediately from this report. The station mergers is an element of the structural changes proposed to reduce the number of firefighting staff overall to deliver budgetary savings whilst maintaining wholtime crewing.

Legal Implications

- 17 Appropriate agreements will be required with Police and Ambulance once formal decisions have been made that they will join the project. The partner's involvement will need to be managed to ensure that this does not delay the project and/or incur costs under the building contract.

- 18 Project governance and decision making needs to be considered once formal notification from partners is received that they have committed to the project. This will ensure that there is no financial loss to MFRA.

Financial Implications & Value for Money

- 19 The estimated cost of the full plot is £0.5m. Any additional cost can be funded from reserves.
- 20 Negotiations are underway with partners to ensure they pay the appropriate amount to cover their costs in full including land costs.
- 21 A full go/no-go report for the Authority will be prepared once costs and partner contributions are finalised. It is recognised that building costs have increased substantially in recent months as demand has increased across the sector.

Risk Management, Health & Safety, and Environmental Implications

- 22 Procuring the whole plot of land minimises the risks of delay in the project overall
- 23 Legal arrangements will ensure that the Authority is not finally committed to the land purchase until there is certainty around partner involvement and agreed cost contributions.

Contribution to Our Mission: *Safer Stronger Communities – Safe Effective Firefighters*

- 24 The station merger programme is the least impactful saving option on operational response.
- 25 The new station will provide much improved firefighter and community facilities.
- 26 Working with Blue light partners improves operational effectiveness.

BACKGROUND PAPERS

Proposal For a combined Training Facility

A proposal for MFRA and MP to work collaboratively on using operational training facilities on stations in an innovative way to add value to both services.

Merseyside Fire and Rescue (MFRA)

MFRA have currently relatively limited training arrangements on stations based on training towers and water provision. Live fire, safe working at height and confined space training is conducted at the Training and Development Academy in Croxteth and is crew based. This requires crews to be on delayed turnout for the training periods and reduces the immediately available resource across the county. This becomes more impactful as the budget cuts have reduced the number of overall appliances available from 42 to 28 and now to 24.

Effectively there is no interim training system for smoke/confined space training without travelling to the academy. Other services have addressed this by having smoke houses provided on station (examples include those provided on the PFI project at Burnley, Workington, Blackburn and Carlisle East fire stations). These facilities effectively replicate a building. The interiors are generally adaptable to provide a range of room layouts and spaces.

The buildings do not provide live burn as experienced at the TDA, but utilise synthetic smoke. Whilst this isn't as realistic as live burn it is much less impactful on the surrounding environment and neighbours. They can also be adjusted to include furniture and obstacles.

In addition, such training facilities can be provided in such a way to allow RTC exercising with blue light colleagues at a station level.

A need has been identified for the provision of at least one of these type of training environments in each of the districts, aside from Liverpool (where the TDA is located). The station merger project can incorporate these facilities.

Merseyside Police

Have excellent range facilities for firearms specialist teams but have limited ability to provide an intermediate level of training and refresher courses, particularly for those teams involved in aggressive assault on buildings as part of the policing operations.

The fire houses are considered to provide an excellent adaptable solution for "buildings" on which teams can maintain and enhance training skills.

Proposal

That MFRA provide a fire house/Fire arms training house at Prescott and St Helens. The specific design of the houses to be undertaken as a joint project by MFRA/MP.

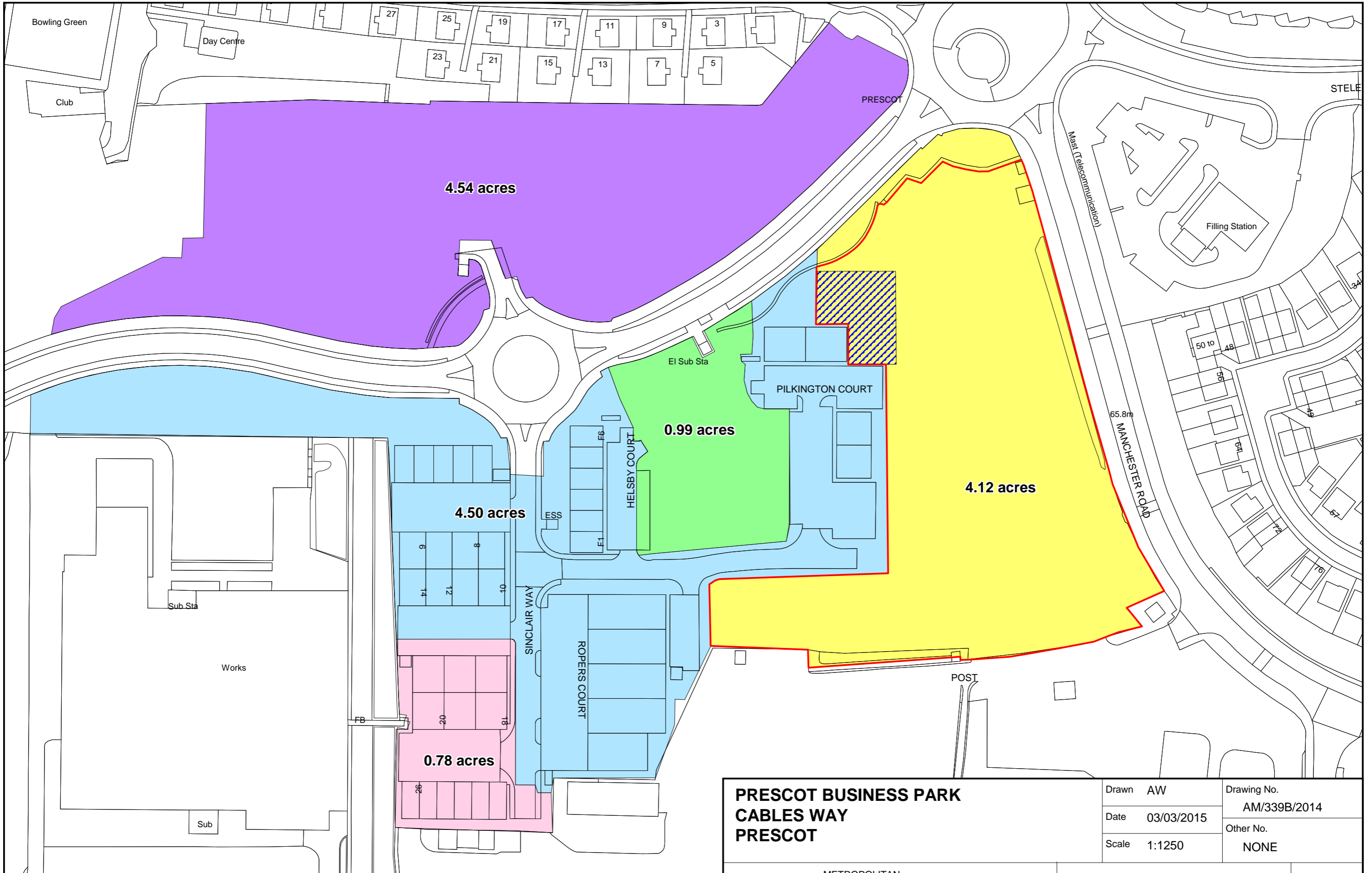
The aim being to develop a template with specialist suppliers that will be applicable for other Fire/Police collaborations around the country.

MFRA to fund the cost of the training environment in full (capital and revenue) through using the transformation and efficiency grant. MP to be granted training access free of charge at times agreed with MFRA.

Risks



Effective design that meets both service needs without compromise.

Planning Permission



PRESCOT BUSINESS PARK CABLES WAY PRESCOT	Drawn	AW	Drawing No.	AM/339B/2014
	Date	03/03/2015	Other No.	NONE
	Scale	1:1250		

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 Knowsley Council	METROPOLITAN Borough of Knowsley Directorate of Corporate Resources	Asset Management Municipal Building, Archway Road, Huyton, L36 9UX	

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MERSEYSIDE FIRE AND RESCUE AUTHORITY			
MEETING OF THE:	COMMUNITY SAFETY AND PROTECTION COMMITTEE		
DATE:	16 APRIL 2015	REPORT NO:	CFO/027/15
PRESENTING OFFICER	DCFO GARRIGAN		
RESPONSIBLE OFFICER:	GM OAKFORD	REPORT AUTHOR:	GM OAKFORD
OFFICERS CONSULTED:	SM KAY		
TITLE OF REPORT:	FIRE FIT UPDATE REPORT 2014/15		

APPENDICES:	APPENDIX A: FIRE FIT DELIVERY PLAN 2013/16
	APPENDIX B: GET MOVING (IOC CASE STUDY)

Purpose of Report

1. To advise Members of the continued development of Fire Fit activity across Merseyside for the financial year 2014/15 in keeping with the Delivery Plan for 2013/2016

Recommendation

2. That Members note the content of this report.

Introduction and Background

3. Fire Fit is the overarching brand name that encompasses all of our sport, healthy eating, volunteering, cultural and community cohesion activity. It is recognised that a healthy community is a safer community and by understanding and tackling the wider social determinants of health and health inequalities we can contribute to creating safer, stronger communities.
4. Fire Fit also recognises the contribution of our own staff by volunteering across a range of activities in the promotion of health & well-being activity in the community and demonstrates our core values.
5. Fire Fit as a brand name continues to grow with activity being undertaken in all five districts of Merseyside, in particular in schools and supporting community events. Assets such as the climbing wall and cage soccer are deployed to provide diversionary activity to support other campaigns, for example, the bonfire period for 2014.
6. The flagship product is the Fire Fit Schools Programme which sees a member of staff embedded into a local school delivering physical education, adding strength to the existing provision in school by increasing physical activity,

improving wellbeing and acting as an enabler for MFRA to deliver other prevention messages.

7. The Authority is currently operating this programme in 10 schools across Merseyside. It is hoped that this will grow to 15 plus schools in the new school year starting September term (2015) with many schools targeted as those with greatest need. Schools actively welcome the programme recognising MFRA's strength as a sustainable partner within the school environment.
8. A number of key performance outcomes have been identified for measuring the success associated with delivering Fire Fit Schools. These are:
 - Increased physical activity
 - Increased attendance at school
 - Improved behaviour
 - Improved confidence and self esteem
 - Instil a sense of achievement
 - Reduction in antisocial behaviour
9. During 2014; these outcomes were evidenced at our 3rd Fire Fit Active Challenge event held at the Fire Fit HUB in Toxteth with the attendance of over 400 children from 15 schools undertaking a range of activity themed around the FIFA World Cup 2014 (Brazil).
10. Once again the Fire Fit Active Challenge is the event that brings young people and the Fire Fit Delivery Team together to partake in sporting activity as a means of celebration and inspiration.
11. The work of the Fire Fit Communities Team also has extensive reach across communities in Merseyside by supporting local events, working with community groups and supporting district teams during the bonfire period.
12. As a continued approach to develop the Fire Fit brand the Service have sponsored the Toxteth Tigers Basketball Team and the FRS England Rugby Union Squad. Sponsorship support has been agreed by developing reciprocal partnership support and free coaching for young people (taster sessions).
13. Through wider stakeholder engagement Fire Fit has successfully been listed as one of forty programmes by the International Olympic Committee on its website as part of the "Get Moving" initiative (Appendix B).

http://www.olympic.org/documents/olympism_in_action/sport%20for%20all/spt-tk-en.pdf

14. As a result of this recognition this will be shared across the UK Fire and Rescue Services through Chief Fire Officers Association to encourage national participation.

Equality and Diversity Implications

15. A full Equality Impact Assessment has been completed.

Staff Implications

16. Fire Fit is continuing to be delivered through the Social Impact Bond mechanism which has proven to be sustainable and cost effective.

17. During 2015/16 the extension of opportunities for staff will be pursued, to support Fire Fit with the introduction of 24 hour / whole time retained working and the new recruit firefighters to utilise their retained hours more effectively.

Legal Implications

18. Fire Fit delivery team members are fully aware and cognisant of the MFRA Safeguarding policy and have either Criminal Records Checks or Disclosure and Barring Service checks status.

19. The FireFit brand is a registered Trademark which protects it as property of MFRA.

Financial Implications & Value for Money

20. Current spend within this financial year is set at approx. £25,000.

21. MFRA continues to deliver Fire Fit through its "Social Impact Bond" concept. This mechanism allows an individual who works with a community group / school to build up hours worked which is then translated into a "value." This value can then be exchanged for a range of assets, for example, a branded football kit, the use of the climbing wall, a Ministry of Food programme, a mini bus for a day to support a local activity as well as a bursary for expenses and training.

Risk Management, Health & Safety, and Environmental Implications

22. Governance of Fire Fit sits with the Group Manager for Prevention.

23. All activity is risk assessed and for those operating in schools a full Health & Safety induction to site is undertaken.

Contribution to Our Mission: *Safer Stronger Communities – Safe Effective Firefighters*

24. Fire Fit contributes directly to the Authority's mission of safer stronger communities and has seen tangible results through our existing and wide ranging community engagement programmes. Youth engagement via Fire Fit contributes directly to the reduction in anti-social behaviour fire related incidents.

BACKGROUND PAPERS

GLOSSARY OF TERMS



Delivery Plan 2013 – 16



The importance of sport to health is well evidenced; it can also harness ambition, engage communities and change lives.



Introduction

Merseyside Fire and Rescue Service (MFRS) has in recent years widened its role in local communities to make them safer and stronger.

We understand that fire has a social dimension. There is also a strong link between inequalities in health and inequalities in other aspects of life such as education, income, housing and well-being.

Communities that suffer high levels of deprivation are more at risk from fire and antisocial behaviour. Deprivation goes hand in hand with poor health outcomes, the communities being typically less active, less mobile, being more likely to smoke and have poor diets, living in areas of high crime and anti-social behaviour.

As a result when we work to improve the broader quality of life in communities, building a stronger more cohesive society we are helping to tackle the root causes of deprivation and ultimately reduce the risk from fire in those communities.

Fire Fit is the overarching brand name that encompasses all of our sport, healthy eating, volunteering, cultural and community cohesion activity. Fire Fit is about using the fire service, firefighters and other staff as role models to increase participation in physical and cultural activities.

Fire Fit as a brand name continues to grow with activity being undertaken across all five districts of Merseyside within schools and in the support of community engagement and cultural events.

Fire Fit activity has a direct correlation on the six policy areas central to reducing health inequalities as identified in the Marmot review "Fair Society, Healthy Lives".

Merseyside Fire and Rescue Service through Fire Fit are committed to working with our partners to protect and improve the health and wellbeing of our communities.



Fire

Background

MFRS hosted the World Firefighter Games in 2008 as part of Liverpool's Capital of Culture year. The Games attracted over 3000 firefighters from over 70 countries from around the world.

The Games meant that the Fire Authority and sponsors had to invest money and time to ensure they were a success; but more significantly a crucial part of the plan to host the games was to ensure that there was a lasting legacy.

The legacy of WFG08 would be that the fire service and firefighters would be able to use WFG08 as a springboard to encourage increased participation in sport and exercise amongst our diverse communities in Merseyside.

In particular we were able to encourage our firefighters to become coaches, mentors and volunteers in the community.

Following the WFG08 we set about developing the Fire Fit brand in schools and communities as part of our contribution to Liverpool's Year and subsequently Decade of Health & Wellbeing (2010).

We also recognised the importance of the Olympic Games held in London in 2012 and a significant driver being the Inspire programme, as such we were the first Fire & Rescue Service to achieve the inspire mark via LOCOG; we also encouraged 17 other UK FRS's to achieve the Inspire mark.

The importance of sport to health is well evidenced; it can also harness ambition, engage communities and change lives.

Physical activity delivers benefits in combating cardiovascular disease, overweight and obesity, diabetes and cancer, as well as building musculoskeletal health and physiological wellbeing.

There is a substantial and negative impact on both individual and public health from inactive lifestyles.



Purpose and Vision

The Fire Fit programmes fundamental purpose is to reflect the vision we have for our communities in Merseyside which is to make our community safer, stronger and healthier.



Aims & Objectives

There are several key aims and objectives that act as the central tenants to delivering Fire Fit these are:

- ▶ Promoting physical activity
- ▶ Promoting healthy eating
- ▶ Collaborating with other partners to support community wellbeing events
- ▶ Develop community cohesion
- ▶ Improved confidence and self esteem
- ▶ Instil a sense of achievement
- ▶ Improve social capital
- ▶ Increase attendance and behaviour at school (Fire Fit Schools)
- ▶ An Equality Impact Assessment has been completed for Fire Fit.



Fire Fit – Delivery Model

Fire Fit has become an integral part of our Community Prevention programme, even in times of austerity we have had to work creatively to develop an engagement model that is sustainable and provides value for money.

The approach we have adopted to ensure the continued development of the Fire Fit Delivery Team is based upon a concept explored by the Local Government Association (LGA) “Delivering through People” Workforce Strategy document for 2010; that makes reference to a total rewards offer.

We have developed our financial model by looking at new public service delivery models such as “social impact bonds” and “time banking”.

Our “social impact bond” mechanism allows an individual who works with a school or community group to build up hours worked which is then translated into a “financial value.”

This value can then be exchanged for a range of assets, for example, a branded football kit, the use of the climbing wall, a Ministry of Food programme, a mini bus for a day to support a local activity. The list is limited only by the imagination of those involved.

Each Fire Fit Delivery Team member who provides support for a community based activity does so not for any financial reward but for the reward of knowing that they have personally put something back into the community they serve.

The model is based on good people who have a high level of social empathy and strong personal values that reflect the organisational core values and our wish to make a positive difference to our community.

Being part of Fire Fit has created a real sense of purpose and team cohesiveness within our organisation and as such built networks and social trust that facilitate coordination and cooperation for mutual benefit within schools and communities.

Team members are presented with the opportunity to develop skills and receive training as a result of being part of Fire Fit and whilst involvement in the programme is not driven by financial reward, a bursary is provided to cover costs of subsistence and travel and are paid twice yearly.

Fire Fit – Focus

Fire Fit is organised into a number of strands which are inextricably linked.

Fire Fit Schools is the flagship engagement tool for Fire Fit. Our ambition is to deliver in 20 schools across Merseyside. Schools identified will be those at greatest need. The programme is delivered during term time in addition to the existing physical education programme as part of the national curriculum.

Fire Fit Communities - we continue to be an active and engaged partner in the community – we will support local community events with the use of the climbing wall and smoothie bike to encourage physical activity and offer advice on healthy lifestyles.

Fire Fit Activities - we recognise the importance of the internal relationship with our own staff in the promotion of health and wellbeing and as such have a number of annual campaigns that we support such as Race for life, the Santa dash fun run and Tug of war.

Fire Fit Events - linked to the fire fit schools programme we will deliver 5 themed Fire Fit events – 1 for each district over the course of the year delivered by the District Fire Fit team.

Each year the schools come together for the Active Challenge event delivered at the **Fire Fit HUB**.



Fire Fit Schools

Fire Fit Schools is the flagship engagement tool for Fire Fit.

This sees a member of staff embedded into a local school delivering physical education, adding strength to the existing provision in schools by increasing physical activity, improving wellbeing and acting as an enabler for MFRS to deliver the prevention message.

Through extensive dialogue and consultation we have agreed in principal target schools as those with greatest need.

Our approach is to see the team consistently work with Year 5 children; the purpose for this recognises that the children are weighed at Reception and Year 6 as a requirement of the National Child Measurement Programme.

Data shows that obesity prevalence roughly doubles from 9.5% of children at the start of primary school to 19.2% at the end of primary school (that is between reception year and Year 6).

Correlation between obesity prevalence and deprivation is very strong, with prevalence roughly double in the most deprived areas compared with the least deprived (12.3% vs. 6.8% in reception year and 24.3% vs. 13.7% in Year 6). * Key Findings from NCMP 2011/12.

These trends reiterate the importance of the fire service working in schools and contribute to this national agenda.

“ We are delighted that our school is part of the Fire Fit programme, it is highly engaging and the children look forward to the sessions with enthusiasm. The Fire Service adds real value to the school, this was noted during a recent Ofsted Inspection. ”

Head teacher Kath Honey,
Blueberry Park Primary School, Page Moss,
Liverpool.

The programme runs in line with the school year and culminates in the annual “Active Challenge” event our first being in 2012 based upon the Olympic theme and solely focused on participation.

During the next phase of Fire Fit we will develop 5 competitive events with primary schools at a local level (1 for each of the Merseyside Districts) – we see this as an opportunity to bring young people together to engage with the Fire Service thus mitigating future challenges in areas such as anti-social behaviour.

Each Event will focus on a particular theme or sporting activity such as athletics linked to the Commonwealth Games for 2014 (Glasgow) or Football linked to World Cup 2014 (Brazil) or a ‘999 cooking challenge’ linked to the Big Lunch, this way we look to include cultural elements and diversity into the event.

“ I have always had a passion for sport which has helped me in my role as a firefighter, to be part of the Fire Fit Delivery Team and support a school directly in my community as a Knowsley resident makes me feel very proud. ”

Crew Manager Jennifer Highton –
St Michael & All Angels Primary School,
Kirkby, Knowsley.

Fire Fit Communities

Liverpool
City Council

Demand remains high for our involvement and support of key community events across Merseyside, our assets such as the climbing wall and smoothie bike engender huge levels of interest and also helps continue to develop our brand.

Sport and active recreation can contribute to the four key areas which are the heart of social policy which are:

- ▶ Healthier communities
- ▶ Safe strong sustainable communities
- ▶ Economic vitality and workforce development
- ▶ Meeting the needs of children and young people

Ministry of Food programmes continue to be requested by community groups and are supported at a District Level.

"It takes a great deal of courage
to stand up to your enemies,
but even more to stand up
to your friends"

JK Rowling

Fire Fit Activities

Our own people are the engine room of Fire Fit, they are its future. It is for this reason we look to support them by encouraging participation in sporting events such as the “Race for life” or “Santa dash”.

We also provide opportunities for coaching qualifications as part of their own Continued Professional Development; this investment brings benefits to both the individual and community.



Fire Fit HUB

The Hub is a world class Youth Zone for young people across the City of Liverpool and has a sporting theme threaded throughout the facility.

“Operating as the Liverpool ‘My Place’ Youth Zone during the evening and weekends, the Hub plays host to events for groups and schools across the City. The Hub will continue to act as a focal point for the delivery of Fire Fit for both internal and external activities.



Fire Fit – Governance and Risk Management

MFRS has a dedicated officer that oversees the overall governance of Fire Fit. Measures have been taken to ensure all staff who deliver the programme are suitably qualified, have an enhanced CRB or DBS clearance and are fully conversant with MFRS safeguarding policy. Outcomes are reported internally within MFRS with a full annual report also being produced.



Sustainability and Value for Money

MFRS are fully committed not only to delivering a sustainable programme but also a programme that is aligned to delivering against VFM principles.

The recent introduction of the social impact bond has seen staff commissioned on a voluntary basis with the provision of a bursary to support travelling expenses and subsistence therefore delivering the service on a lower cost model than in previous years.

This innovative approach is a first for a Fire and Rescue Service, if this model is proven then it can be cascaded to other Fire and Rescue Services through the Chief Fire Officers Association (CFOA) for adoption in other parts of the UK.



Brand Development

The Fire Fit brand continues to grow across the Merseyside area in schools and communities and the strength of the brand can be measured by our reputation and visibility.

Our continued ambition is to encourage other UK FRS's to adopt the model which is scalable; this way we believe it becomes a more attractive offer to any Public Health agency or commercial partner.

Our brand carries a unique logo; it is consistent, recognisable and integrated within our business.



Merseyside Costs for 2013 – 2016

Costs for the delivery of Fire Fit locally have been identified in the table to the right; we have received some income from the Primary Care Trust to help with the delivery for 2013/14 and continue to receive further income as part of a cost recovery plan for the *climbing wall with a small surcharge being levied.

Item no	Description	Value £	Comment
1	Social Impact Bonds	87000	2 x £360 x 40 staff (approx.) x 3 years
2	Climbing wall maintenance	5000	Much of this cost is recovered
3	Active Challenge & District Events	10000	Event costs
4	Professional Fees	6000	Training – investment in staff CPD
5	Refreshments/ Substance	2500	
6	Merchandising/ Branding	3500	T-shirts, water bottles, pump bags
7	Tug of War	5000	McMillan Cancer Support
8	Santa Dash/Race for Life	3000	50% contribution
9	Clothing	2000	
10	Sports/Equipment/ Transport	6000	
TOTAL	Total for 3 years	130.000	

Merseyside
FIRE
& RESCUE
SERVICE

Fire **Fit**

For more information contact:

Gary Oakford

Call 07837655426 or email:

garyoakford@merseyfire.gov.uk





INTERNATIONAL
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COMMITTEE

GET MOVING!

THE IOC GUIDE TO MANAGING SPORT FOR ALL PROGRAMMES

WELCOME TO THE INTERACTIVE IOC GUIDE TO
MANAGING SPORT FOR ALL PROGRAMMES

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FIRE FIT

UTILISING ROLE MODELS TO PROMOTE SOCIAL EQUALITY THROUGH PHYSICAL AND CULTURAL ACTIVITY.

Fire Fit expands the role of the local fire service beyond its traditional boundaries in order to make the local community safer, stronger and healthier through the promotion of sport and physical exercise.



Liverpool (United Kingdom)



Organisation	Merseyside Fire and Rescue Service (MFRS).
Start-end date	2010 – ongoing.
Target group	All ages.
Reach	In 2014, Fire Fit Schools reaches over 400 children (aged 10), through engagement at the Fire Fit HUB in Toxteth. In addition, there are over 1,000 memberships and links to other recreational groups.
Partners	Liverpool City Council, the Department of Education, the Health and Wellbeing Board.
Key facts	MFRS was the first Fire and Rescue Service to reach the “Inspire” participation mark set out by the Local Organising Committee for London 2012. Fire Fit went on to encourage 17 other UK Fire and Rescue services to achieve the same recognition.
For inspiration	www.firefithub.org.uk

Summary

The Merseyside Fire and Rescue Service (MFRS) identified the strong link between the threat of fire and the levels of social inequality in the fields of education, housing and income. The incidence of anti-social behaviour, crime and other risk factors directly related to fire are far more prevalent in areas that suffer under these aspects of social inequality (English Indices of Multiple Deprivation ranks Liverpool 1st & Knowsley 5th in terms of levels of deprivation).

The Fire Fit initiative was born out of the need to tackle this inequality within these communities through sport, exercise and physical education, leveraging the expertise and social status of the local fire and rescue service. Fire Fit encompasses sport, healthy eating, volunteering, and cultural and community cohesion activities. It uses the fire service, firefighters and other staff as role models to increase participation in physical and cultural activities.

The entire Fire Fit brand can be divided across five main activity areas – Schools, Communities, Activities, Events and HUB. The Schools facet focuses on engaging the youth of the city before they leave primary school, preparing them for a physically and mentally healthy lifestyle. It acknowledges data provided by health officials through the National Weight Management Programme (correct engagement and targeting).



Communities and Activities focus on the promotion of events and initiatives across different communities and the city at large. Fire Fit Events are themed activities run in conjunction with the Schools component over the course of the year, one in each district where the programme is active. Finally, HUB revolves around the running of a world-class youth zone centre in the city.

Operating costs for Fire Fit Schools and Communities are approx. USD 40,000 per annum. Costs for the HUB exceed USD 100,000 per annum while the facility has a bespoke income generation business model.

Keys to success

MAJOR EVENT PLATFORM

The need for a social programme of this type was first conceived during the hosting of the World Firefighter Games in Liverpool, as part of the larger celebration of Liverpool as the European Capital of Culture in 2008. The legacy of this event to the city was a primary concern and the momentum it generated helped in getting the project off the ground and running with the backing of key stakeholders. This effect was bolstered by the approach of the Olympic Games in London in 2012, as the programme was launched in between the two events, giving it a huge level of exposure and coverage.

PHYSICAL LOCATION

As part of the “HUB” component of the Fire Fit programme, a GBP 5 million state-of-the-art, world-class facility for young people was built in Liverpool with the assistance of the Liverpool City Council and the Department of Education. The centre caters for sports, music, culture and other diverse activities, all of which are specifically designed for young people. The HUB also generates revenue by hiring out its facilities to other users. Having a physical centre or “HUB” from which to deliver many of the great initiatives underneath the Fire Fit brand, as well as having a dedicated focal point where the community can gather, assists a great deal when trying to connect with people from the local community and bring them together.



“We are delighted that our school is part of the Fire Fit programme. It is highly engaging and the children look forward to the sessions with enthusiasm. The Fire Service adds real value to the school.”

Kath Honey – Head Teacher – Blueberry Park Primary School

SUSTAINABILITY

Fire Fit is focused on delivering sustainable programmes in the local community. This involves hiring out facilities at the HUB when they are not in use to generate revenue. It has also seen the introduction of a new innovation in the form of the social impact bond scheme. Under this scheme, workers or volunteers within the Fire Fit programme receive bonds for time they have spent in service. These bonds have a financial value in that they can be exchanged for certain goods such as new football kits or the use of a mini-bus for a community programme, for example. The scheme has also seen staff commissioned on a voluntary basis with the provision of a bursary to support travelling expenses and subsistence, thereby delivering the service on a lower cost model than in previous years. This innovative approach is a first for a Fire and Rescue Service. As a result of these initiatives; each team member who provides support for a community-based activity does so in the knowledge that they are personally putting something back into the community.

OUR PEOPLE

Fire Fit's own people are the engine room of the programme. They are its future. The programme looks to support them by encouraging participation in sports events such as the "Race for life" or "Santa dash". Fire Fit also provides opportunities for coaching qualifications as part of its own Continued Professional Development; this investment brings benefits to both the individual and community.



Sport for All objectives

PROMOTE PHYSICAL ACTIVITY AND PARTICIPATION IN SPORT

The programme's core vision is to better the community through the vehicle of sport and physical exercise. This has involved initiatives focusing on active participation as well as the construction of facilities to provide a venue for the practice of exercise and physical activity.

INCREASE HEALTH

Besides the physical benefits that Fire Fit aims to impart to the community, additional health benefits such as improved confidence and self-esteem are integral to the design and delivery of the programme. All activities are centred on instilling a sense of achievement among participants.

INVOLVE SCHOOLS

A key objective of the Fire Fit programme is to increase attendance and behaviour at school. An individual member of staff is embedded into individual participant schools to deliver the programme and act as an enabler for the MFRS to deliver the prevention message.

SUPPORT THE DISADVANTAGED

The Fire Fit model improves social capital and develops community cohesion in the locality. The ultimate aim of the programme is to reduce the level of inequality in disadvantaged communities in order to make them safer, stronger, healthier places.

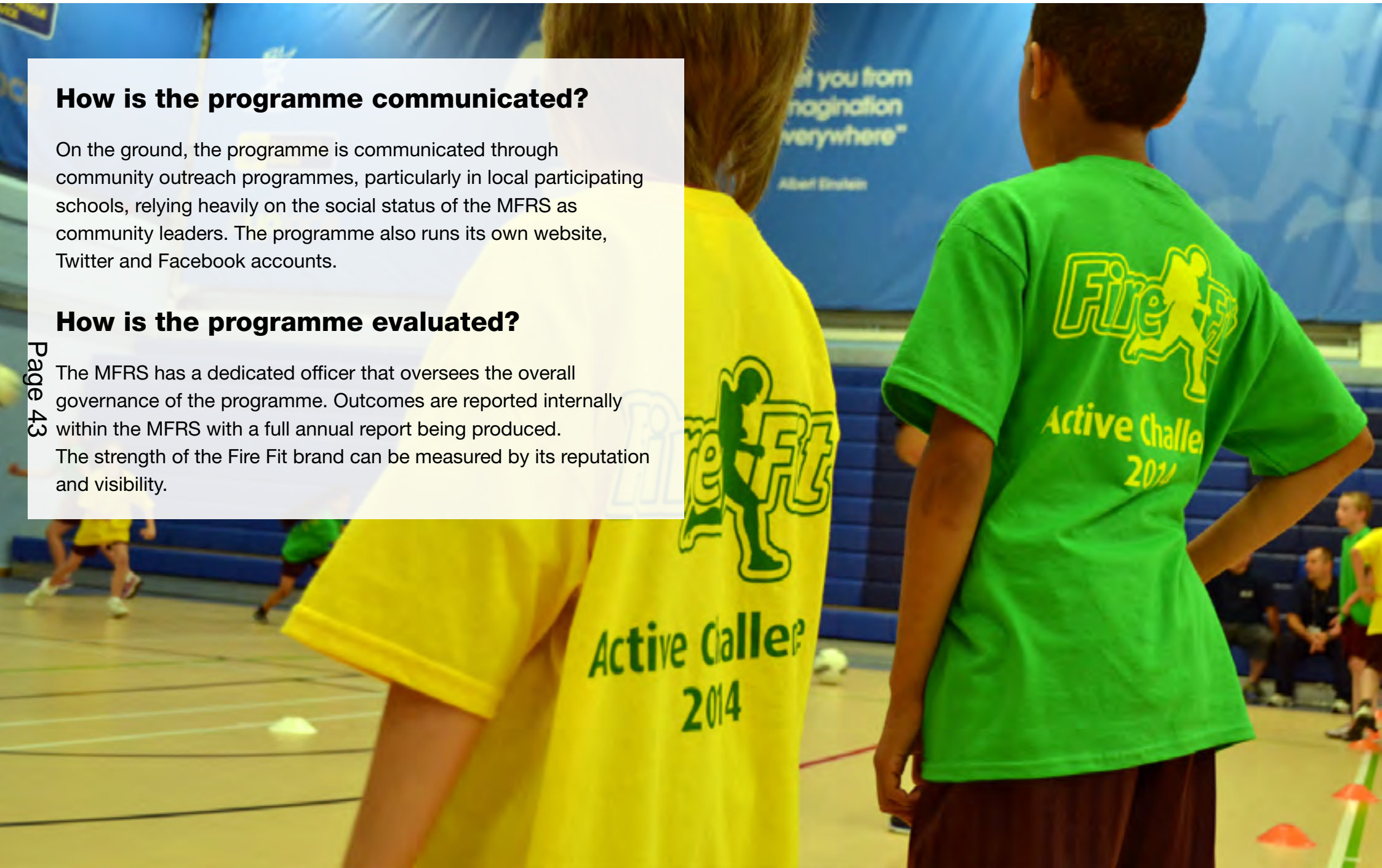


How is the programme communicated?

On the ground, the programme is communicated through community outreach programmes, particularly in local participating schools, relying heavily on the social status of the MFRS as community leaders. The programme also runs its own website, Twitter and Facebook accounts.

How is the programme evaluated?

The MFRS has a dedicated officer that oversees the overall governance of the programme. Outcomes are reported internally within the MFRS with a full annual report being produced. The strength of the Fire Fit brand can be measured by its reputation and visibility.





YOUR TURN NOW?!

MERSEYSIDE FIRE AND RESCUE AUTHORITY			
MEETING OF THE:	COMMUNITY SAFETY AND PROTECTION COMMITTEE		
DATE:	16 APRIL 2015	REPORT NO:	CFO/029/15
PRESENTING OFFICER	DCFO GARRIGAN		
RESPONSIBLE OFFICER:	GM OAKFORD	REPORT AUTHOR:	WM COUSINS
OFFICERS CONSULTED:	SM HILL, WM COUSINS		
TITLE OF REPORT:	ROAD SAFETY REPORT 2014/2015		

APPENDICES:	
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Purpose of Report

1. To inform Members of performance in relation to road safety engagement/education during 2014/15.

Recommendation

2. That Members note the content of the report and the contribution made by the Road Safety Team and Operational crews to improve road safety across Merseyside.

Introduction and Background

3. Merseyside Fire & Rescue Authority (MFRA) has carried out 233 Road Safety engagements in 2014 in which we have interacted with 24,904 15-23 year olds. The intervention tools MFRA have utilised are "Suddenly from Nowhere" (SFN), "Drive to Arrive" (D2A), the 'Crash Car' and extrication displays. This report contains District and pan Merseyside data.
4. The Road Traffic Collision Reduction Team (RTCRT) was created in 2013. Its remit was to align MFRA with the Chief Fire Officers Association's (CFOA) Road Safety strategy in targeting 15 to 23 year old potential / new drivers and passengers who are at risk on the roads. The Team supports the facilitation of two interventions; Suddenly from Nowhere (SFN) and Drive to Arrive (D2A).
5. The RTCRT worked in collaboration with Local Authority Road Safety Practitioners to produce a Road Safety intervention to target school years 10 to 13. The intervention, 'Suddenly from Nowhere' (SFN), is a 45 minute presentation that examines distractions and acceptable behaviour in vehicles.

6. D2A was produced by MFRA and is being delivered by experienced School Liaison Officers (SLO) predominately in St Helens. D2A is also delivered as part of the Youth Offending Programme by a member of the RTCRT.
7. To support these presentations one of two high impact visual tools are used. The 'Crash Car' is a post impact display vehicle, which is used to highlight the reality of a road traffic collision. This intervention is mounted on a trailer and as such can be transported to most locations.
8. Extrication displays are also used to re-enact in real time how crews extricate casualties from crashed vehicles. Often members of the audience will act as the casualty and experience what it is like to be cut out of a vehicle.
9. During 2014 crews from all Districts delivered 233 interventions to a total of 24,904 mainly 15-23 year olds. This in turn dedicated 440.32 hours to the delivery of Road Safety education.

Number of Engagements per District

District	Suddenly from Nowhere	Crash Car	Drive to Arrive	Extrication display
Knowsley	15	3	2	4
Liverpool	37	12	19	3
Sefton	29	7	1	3
St Helens	1	7	47	4
Wirral	35	3	4	0
Overall	117	32	73	14

Time Invested and Number of People Engaged With

District	Road Safety Engagement (hrs.)	Number of Persons engaged with
Knowsley	53.33	5,201
Liverpool	109.42	3,238
Sefton	63.33	1,712
St Helens	127.16	11,971
Wirral	87.08	2,782
Overall	440.32	24,904

10. The updated 2013–16 RTC Strategy 2015 will include a new road safety intervention being created to replace the current package, which is becoming dated. Avenues of financial support to pay for the production of the intervention are being explored via CFOA North West Road Safety Group and the Merseyside Road Safety Partnership.

Equality and Diversity Implications

11. Road Safety engagements are supported by an Equality Impact Assessment.
12. The Road Safety engagements are aimed at all members of the community to include vehicle use, cyclists and pedestrians with a particular focus on those members of the community that are most vulnerable on Merseyside's roads.

Staff Implications

13. To support the central delivery team Officers have utilised an existing Advocate (1/2 post) to recruit a delivery team member on a fixed term 12 month contract.

Legal Implications

14. The Fire and Rescue Services Act 2004 provides a duty under section 8(1) (b) to protect people from serious harm and accidents in its area. This encompasses road safety education.

Financial Implications & Value for Money

15. All activity relating to Road Safety education and engagement is funded from existing budgets.

Risk Management, Health & Safety, and Environmental Implications

16. Road Safety education and engagement for staff and members of the community makes a direct positive contribution to the reduction of risk on the roads of Merseyside and beyond.

Contribution to Our Mission: *Safer Stronger Communities – Safe Effective Firefighters*

17. Road Safety education and engagement directly contributes to outcomes contained within the Integrated Risk Management Plan (IRMP) and the number of road traffic collisions attended by operational crews, thus making members of the community and our firefighters safer.

BACKGROUND PAPERS

18. N/A
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GLOSSARY OF TERMS

2.	MFRA	Merseyside Fire & Rescue Authority
	CFOA	Chief Fire Officer Association
	RTCRT	Road Traffic Collision Reduction Team
	SFN	Suddenly from Nowhere
	D2A	Drive to Arrive
	SLO	School Liaison Officer
	IRMP	Integrated Risk Management Plan