

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
