



# Delivery Plan 2013 – 16







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# 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



EXIT

# 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**



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