



**GREATER  
MANCHESTER**  
**FIRE AND RESCUE SERVICE**

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# Prevention Strategy

## 2022 - 2025

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## **1. Introduction**

**This document is Greater Manchester Fire and Rescue Services Prevention Strategy and sets out how we will develop and deliver our prevention functions to support our communities to adopt safer practices, improving their safety and wellbeing.**

Preventing fire and other emergencies from happening is the most effective use of Greater Manchester Fire and Rescue Service (GMFRS) resources and remains the most effective way to save lives and improve the outcomes for the people of Greater Manchester.

The delivery of this strategy enables GMFRS to meet its core functions under the Fire and Rescue Service (FRS) Act to promote fire safety, placing the prevention of fires and other emergencies at the heart of our activity. In addition, the strategy supports the requirement for FRS to promote prevention to those households and communities at greatest risk from fire in the home, and those most likely to engage in arson or deliberate fire setting as required by the Fire and Rescue National Framework (2018).

**This Prevention Strategy supports the Fire Plan for Greater Manchester (2021-25), which identifies six priorities for the Service.**

- 1.** Provide a fast, safe and effective response
- 2.** Help people reduce the risks of fire and other emergencies
- 3.** Help protect the built environment
- 4.** Use resources sustainably and deliver the most value
- 5.** Develop a culture of excellence, equality and inclusivity
- 6.** Integrate our services in every locality, with those of partner agencies

The strategy covers the period 2022-25 and primarily supports the delivery of Priority 2 of the Fire Plan. The strategy also supports the delivery of the other priorities where applicable.

The Prevention Strategy also supports the ten priorities of the Greater Manchester Strategy, 'Our People, Our Place'. It places GMFRS at the centre of the communities it serves, ensuring that Greater Manchester is a place that thrives whilst supporting safer and stronger communities to start well, live well and age well. The person centred approach to prevention that GMFRS has adopted supports the Greater Manchester model by putting the individual at the centre of all the things that we do as a Service.

Our primary prevention offer focusses on reducing accidental fires and associated injuries and deaths through a targeted Home Fire Safety Assessment (HFSAs) delivered by all front line workers, including volunteers and our partners. We also work closely with a range of other partners to reduce deliberate fires and anti-social behaviour.

GMFRS undertakes a wide range of prevention activities which reflect risk to local communities including road safety, water safety, height and entrapment risk, wider crime and disorder related incidents and a comprehensive programme of engagement with at-risk groups of all ages to build and support resilient communities.

This Prevention Strategy is built on a series of commitments to our communities and our partners. Our commitments are captured throughout the document in red boxes.

## **2. A Person Centred Approach to Prevention**

We commit to adopting a person centred approach to prevention and will publish a prevention action plan for Greater Manchester.



Put very simply, by adopting a person centred approach to prevention, GMFRS has committed to focusing support on the needs of the person and designing the service that we deliver around these needs.

GMFRS believes that the development of a consistent, professional and evidence based prevention function for all its delivery staff to meet the needs of our most vulnerable individuals, is the way to reduce fire and emergency incidents. This approach will adhere to the national Prevention Fire Standard as advocated by the Fire Standards Board and will ensure that we are targeting our prevention capacity to benefit those most at risk of fire and other related injuries as a result of an emergency.

We commit to adopting an all-age approach to our Prevention offer.



The Fire Plan commits to engaging all our communities in the development of local plans, and to embedding a "Start Safe, Live Safe, Age Safe" approach. GMFRS commits to adopting an all age approach to its Prevention Strategy that recognises the importance of engagement with children and young people, adults and older adults to ensure that prevention messages and approaches are tailored to the needs of all of our communities through the life course.

We will work with our public, private sector partners, voluntary and community sector groups to ensure that the needs of the individual are fully addressed as we seek to reduce fire and wider risk.

Ensuring equality of access to the services that GMFRS offers is central to the work that we do to engage all our communities. GMFRS commits to adopting the National Fire Chiefs Council (NFCC) Inclusion, Equality and Diversity Strategy which encourages FRS to undertake and strive to improve their assessment levels within the national Equality Standard for Local Government, thereby ensuring that all individuals and community groups can easily access our services and feel valued as we work together to promote safer communities.

We commit to adopting the NFCC Inclusion, Equality and Diversity Strategy.



### **3. Engagement and Locality Working**

The Fire Plan commits to working in a more integrated way with partners to deliver joint responses to local problems, including the resourcing of place-based teams and joint initiatives where appropriate. Our Prevention Strategy is guided by our joint working with key strategic partners and the engagement of all our communities across Greater Manchester. If we are going to make our communities safer and more resilient then we must work in partnership with those same communities to deliver a person centred approach to prevention. This is in support of our core mission of 'Saving Lives, Protecting Communities, Working Together'.

Our operating model for all engagement and partnership working will be based upon locality working and will support the wider Greater Manchester Strategy, 'Our People, Our Place'.

We commit to developing locality plans to prevent fires and other emergencies, recognising the factors that drive increased fire and safety risk.



### **4. A Targeted Approach to Assessing Risk**

All GMFRS prevention activities will be led by an accepted risk stratification model as part of the Community Risk Management Plan that targets those most at risk from fire and other emergencies in the home or other relevant setting. Individuals and groups that are at lower risk will still receive support, but this will be through targeted campaigns, online resources and telephone calls where appropriate.

Our prevention model will primarily focus our resources on those people and communities that the available data identifies as having a range of needs which places them or those they live alongside at 'increased' risk of fire and other emergencies. At the same time, we recognise that our risk stratification models need to identify those with 'lower' risk profiles so we can engage earlier and maximise models of self-help and empowerment through an enhanced digital solution.

The Fire Plan commits to working in a more integrated way with partners to develop a shared understanding of vulnerability, improve referral processes and deliver safety work where it is needed most.

We will work with appropriate strategic partners to strengthen our approach to the risk stratification of fire risk and other emergencies for Greater Manchester.

We will continually monitor research currently suggesting that the risks associated with home fire safety fall into three categories.

- Risk of having an accidental dwelling fire
- Risk of being a casualty in an accidental dwelling fire
- Risk of being killed in an accidental dwelling fire

We commit to producing an annual risk profile using available data sources to inform our prevention interventions in each locality.



We commit to producing an annual risk profile using available data sources and processes in a number of ways;

- Utilising MOSIAC, Exeter and other partnership and organisational data to identify at risk households
- Agreeing data sharing protocols through participation in place based teams
- Working with key partners who work with identified at risk groups
- Utilising data and information presented within the GMFRS fatal fires report
- Working with our Fire Investigation Team to identify any common trends or themes which may be a causal factor in the increased risk of fire
- Undertaking liaison with GMFRS locality teams to integrate Prevention data into area plans, aligned with local partnership objectives

We commit to establishing data and intelligence sharing agreements with our key strategic partners to support locality working.



The Fire Plan commits to implementing a risk-based approach to home fire safety assessments, freeing up resources to focus on the most vulnerable. As we move from a universal offer GMFRS will develop a range of tiered intervention approaches that will lead to reduced fire and safety risk, whilst recognising that other risks including road safety and water safety will also need to be modelled in a similar way. The model in figure 1. illustrates the national tiered approach as approved by the NFCC that will be adopted as part of the GMFRS Prevention Strategy with regards home safety.

As part of the development of the Prevention Strategy we commit to adopting the national Standard Data Collection Framework for home fire safety. This approach includes a consistent approach to data collection and a more joined up approach to measuring and aggregating the outcomes of fire and safety prevention interventions in the home setting.

We commit to adopting the National Standard Data Collection Framework for home fire safety.

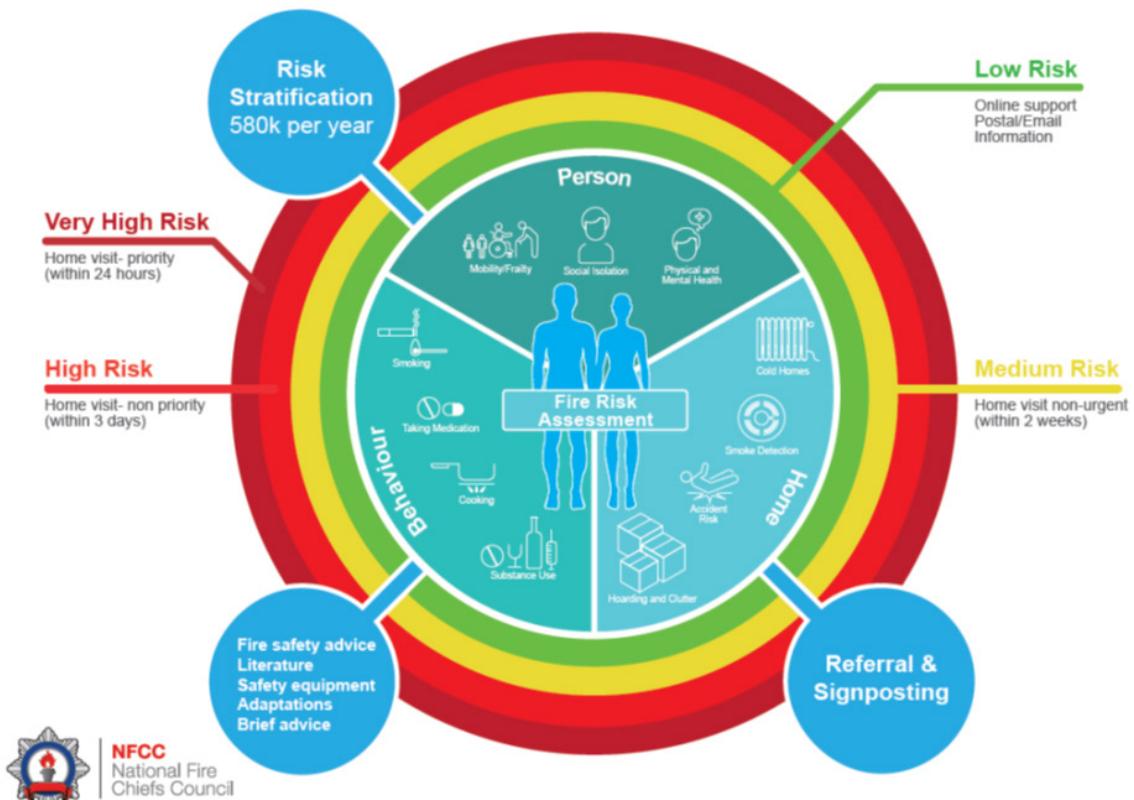


Figure 1 A person Centred Approach to Fire and Safety Risk in the Home Setting

## **5. Safeguarding**

GMFRS will ensure that all staff are trained to recognise the wide range of factors that can increase fire risk, and help residents get the support available to them.

Through our prevention activity, we will ensure that all GMFRS personnel maintain a proper focus on safeguarding and that this is reflected in sound individual practice and in internal policies, procedures, guidance, and training.

All of our safeguarding activity will promote the safety, dignity, and wellbeing of those individuals we are safeguarding and take into account their wishes, beliefs and personal circumstances.



## **6. Our Prevention Offer**

The interventions and programmes we will deliver are not dissimilar to that of many other fire and rescue services. It is important to note that delivery of these interventions will be targeted, risk based and co-delivered with GMFRS Area Based Teams operating within Place Based structures. Further, that delivery will be undertaken by a combination of operational personnel, specialist staff and volunteers as determined by the nature and requirements of that intervention.

We commit to aligning our area management structures and delivery teams with place based partnership structures to deliver a person centred approach to prevention as part of the wider locality plan.



### **Universal Messaging and Campaigns**

We commit to publishing and maintaining a website containing guidance and information designed to support the safety of residents and visitors to Greater Manchester, aligned to the risks identified in our corporate planning documents.

As well as general incident rates we will utilise the number of visits to our web based information as a measure of effectiveness.

We commit to publishing an annual calendar of campaigns aligned to local and national risks, undertaking proactive activities to reduce the number of incidents.



As well as general incident rates we will utilise social media and community engagement to evaluate the effectiveness of our campaigns.

## **Targeted Community Engagement**

The Fire Plan commits to using intelligence to understand and target all our communities with safety messages and campaigns. Where our risk planning processes and locality risk profiling identify high risk groups, we will work to engage with those groups, using the most appropriate process, to undertake specific prevention interventions.

As well as general incident rates we will utilise the number of engagements with identified 'at risk' groups to evaluate the effectiveness of our campaigns.

## **Online Home Fire Safety Check**

We commit to adopting and promoting the NFCC Online Home Fire Safety Check (OHFSC) tool to all residents of Greater Manchester as part of our person centred approach, empowering them to undertake an individual fire risk assessment for their property. We will use the number of GM residents accessing the OHFSC tool as a measure of effectiveness.

We commit to adopting and promoting the NFCC Online Home Fire Safety Check (OHFSC) tool to all residents of Greater Manchester.



We commit to adopting the NFCC evaluation framework to measure the success of our HFSA.



## **Road Safety**

The Fire Plan commits to supporting local and national programmes to reduce the risks posed by roads, water and other threats. As part of the Safer Roads Greater Manchester Partnership, we will work with partners across Greater Manchester to reduce the number and severity of Road Traffic Collisions (RTCs). We will utilise data from our own service and partner agencies to identify the individuals and groups mostly likely to be affected by RTCs, and deliver interventions and support partnership initiatives designed to reduce that risk.

We will do this utilising a variety of methodologies including general education campaigns and targeted events .



We commit to supporting the Safer Roads Greater Manchester Partnership Safe Drive Stay Alive campaign to reduce road traffic collisions.

We will use general incident rates as a measure of effectiveness.

## **Targeted Home Fire Safety Assessments (HFSA)**

We commit to offering and delivering a HFSA to all individuals identified as being at risk from fire, as determined by the OHFSC or through other referrals.



The HFSA will adopt a person centred process, designed to identify, and mitigate fire risk, aligned to the NFCC person centred framework.

We will undertake promotion of the OHFSC tool using a variety of pathways to identify those at risk from fire. We will also target specific addresses using risk analysis and demographic data sets and asking partners to adopt the OHFSC to identify those at risk from fire.

## **Water Safety**

We will work with partners to reduce the number of drownings that occur in Greater Manchester. We will utilise data from our own service and partner agencies to identify the individuals and groups mostly likely to be affected by water incidents, and deliver interventions and support partnership initiatives designed to reduce that risk.



We commit to being active partners in all existing and emerging water safety partnership covering Greater Manchester.

We will do this utilising a variety of methodologies including amongst others general education campaigns and targeted events.

## Wildfire and Environmental Prevention

We commit to working with partners to reduce the number of wildfires that occur in Greater Manchester.



We will support prevention activity in areas of high risk, promoting public space protection orders where appropriate, and supporting the work of the GMFRS Wildfire Working Group with campaign materials and messaging.

We will do this utilising a variety of methodologies including general education campaigns and targeted events.

We will use general incident rates as a measure of effectiveness.

## Prevention Education

The Fire Plan commits to providing resources to schools in Greater Manchester with further face to face support in higher risk areas. This resource will be targeted to those areas, groups and individuals who are identified at risk from fire, aligned to the risks identified in our corporate planning documents.

The Fire Plan commits to expanding our Prevention Education schemes, increasing the number of people from targeted groups who use our Bury Training and Safety Centre (BTSC) whose behaviour or vulnerability means that they are at increased risk, and developing safety packages for different age groups that can be delivered online or in the community. We will also promote the BTSC as a resource available for partner agencies to support joint educational initiatives.

We commit to develop, deliver, and support a variety of all age education programmes designed to reduce the number and severity of fire related incidents including the adoption and use of the NFCC Staywise web based platform.



As well as general incident rates we will utilise the number of engagements with identified 'at risk' groups to measure the effectiveness of our education programmes.

We commit to the delivery of prevention interventions including Fire Cadets, Firefly and a full educational programme delivered through our Bury Training Centre or within the locality for higher risk individuals and groups.



## Prince's Trust

The Prince's Trust Team programme is a nationally recognised personal development programme for 16-25 year olds. As a delivery partner GMFRS run the 12 week personal development course in five areas of Greater Manchester, offering work experience, qualifications, practical skills, community projects and a residential week to young people. The course is targeted at young people who fall into the category designated as NEET (Not in Education, Employment or Training). The life-changing programme is designed to boost the young people's confidence and open the door to work or further training, improving their opportunities and quality of life. GMFRS utilises its positive brand association to great effect in this programme, while including elements of Prevention education to create brand ambassadors in each young person who passes through the programme. Our ambition during the life of this strategy is to increase our number of teams delivering Prince's Trust programmes from five to ten.



We commit to act as a delivery partner for the Prince's Trust programme in five areas across Greater Manchester to improve the opportunities and life chances for the youth of Greater Manchester.

## **Volunteering**

We commit to recruiting and supporting a widely diverse group of individuals who are representative of our communities as a cadre of GMFRS volunteers to support the delivery of our prevention strategy and the wider GMFRS aims.



We will provide quality opportunities for those individuals to support the aims and objectives of GMFRS, as well as developing personal skills and participating in rewarding tasks.

We will use the number of opportunities for volunteers to add value to the work of GMFRS as a measure of effectiveness.



## **7. Improving our Prevention Services through Evidence**

The Fire Plan commits to aligning our prevention activities with our partners. We will survey our peer and partner organisations to identify innovative practice which may be adopted by GMFRS to increase our success at reducing the incidence and impact of fires and other emergencies across Greater Manchester. We will establish a 'what works' forum comprising prevention, protection and response leads from GMFRS and external partners where appropriate to consider how we reduce fire and emergency incidents in Greater Manchester.

We will identify and evaluate the use of technology to increase our effectiveness such as the integration of the OHFSC tool with the HFSAs process and the use of station based audio visual equipment to undertake remote HFSAs where a home visit is not possible.

We will look to increase our effectiveness by identifying workforce development opportunities, to increase their ability to recognise risk and implement work to prevent fires and other emergencies.

We commit to producing a workforce development plan for all GMFRS service delivery staff to enable them to deliver the eight core components of the HFSAs (as set out in the NFCC Person Centred Framework) in a professional and competent manner.



Each of our strands of prevention work will be subject to a process of periodic and specific review, to evaluate effectiveness, share learning and identify best practice and opportunities for improvement. We commit to producing an evaluation framework for all our prevention work by April 2022.

We commit to continually improving our Prevention Services through the production and evaluation of evidence.



## **8. Measuring Success**

### **The objectives of the Fire Plan are to:**

- 1.** Reduce deaths, injuries and damage caused by fire and other threats to our communities.
- 2.** Deliver the best value to the public with the least impact on the environment.
- 3.** Develop and maintain a diverse, high-performing, and healthy workforce.

The aim of this strategy is to reduce the number of deaths, injuries and damage to property and the environment caused by fires and other threats to our communities.

### **The successful delivery of this strategy will result in:**

- 1.** The reduction of accidental dwelling fires and deliberate fires that occur in Greater Manchester.
- 2.** Fewer people dying or being injured by fire and other emergencies in the home and community.
- 3.** Operating as part of place-based teams engaging with people with known fire and safety risk, based on improved intelligence through collaboration with our partners.
- 4.** The removal of silos and the management and delivery of our prevention strategy by area-based teams, fully supported by a coordination team locally based but centrally managed.
- 5.** The provision of a professional evidence based prevention intervention function in the home and community setting based upon local needs, supported by a quality assurance process.

**6.** A volunteer capability that is active and focussed on supporting delivery of service delivery goals across prevention, protection and response and is representative of our communities to ensure an inclusive and accessible offer.

**7.** The alignment of our Prevention Education offer to the reduction of fire and other risk.

Prevention activity will be monitored and reported in line with a number of associated Key Performance Indicators (KPIs) in line with the GMFRS corporate reporting framework.

Prevention activity will also be recorded as part of the area based delivery plans and measured and reported in line with the GMFRS corporate reporting framework.



## What we do:

<b>Provide a fast, safe, and effective response</b>	<b>Help people reduce the risks of fires and other emergencies</b>	<b>Help protect the built environment</b>
<b>Use resources sustainably and deliver the most value</b>	<b>Develop a culture of excellence, equality, and inclusivity</b>	<b>Integrate our services in every locality with those of partner agencies</b>

## How we do it:

We commit to adopting a person centred approach to prevention and will publish a prevention action plan for Greater Manchester.	We commit to adopting an all-age approach to our Prevention offer.	We commit to adopting the NFCC Inclusion, Equality and Diversity Strategy.
We commit to developing locality plans to prevent fires and other emergencies, recognising the factors that drive increased fire and safety risk.	We commit to aligning our area management structures and delivery teams with place based partnership structures to deliver a person centred approach to prevention as part of the wider locality plan.	We commit to establishing data and intelligence sharing agreements with our key strategic partners to support locality working.
We commit to producing an annual risk profile using available data sources to inform our prevention interventions in each locality.	We commit to adopting the National Standard Data Collection Framework for home fire safety.	We commit to publishing an annual calendar of campaigns aligned to local and national risks, undertaking proactive activities to reduce the number of incidents.
We commit to adopting and promoting the NFCC Online Home Fire Safety Check (OHFSC) tool to all residents of Greater Manchester.	We commit to offering and delivering a HFSA to all individuals identified as being at risk from fire, as determined by the OHFSC or through other referrals.	We commit to adopting the NFCC evaluation framework to measure the success of our HFSA.
We commit to supporting the Safer Roads Greater Manchester Partnership Safe Drive Stay Alive campaign to reduce road traffic collisions.	We commit to being active partners in all existing and emerging water safety partnership covering Greater Manchester.	We commit to working with partners to reduce the number of wildfires that occur in Greater Manchester.
We commit to develop, deliver, and support a variety of all age education programmes designed to reduce the number and severity of fire related incidents including the adoption and use of the NFCC Staywise web based platform.	We commit to the delivery of prevention interventions including Fire Cadets, Firefly and a full educational programme delivered through our Bury Training Centre or within the locality for higher risk individuals and groups.	We commit to act as a delivery partner for the Prince's Trust programme in five areas across Greater Manchester to improve the opportunities and life chances for the youth of Greater Manchester.
We commit to recruiting and supporting a widely diverse group of individuals who are representative of our communities as a cadre of GMFRS volunteers to support the delivery of our prevention strategy and the wider GMFRS aims.	We commit to continually improving our Prevention Services through the production and evaluation of evidence.	We commit to producing a workforce development plan for all GMFRS service delivery staff to enable them to deliver the eight core components of the HFSA (as set out in the NFCC Person Centred Framework) in a professional and competent manner.

## Underpinned by our values:

<b>Excellence</b>	<b>Respect</b>	<b>Professionalism in our role</b>	<b>Inclusive</b>	<b>Honesty</b>
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