
By: Sean Bone-Knell – Assistant Director Service Delivery,
Kent Fire & Rescue Service

To: Kent Community Safety Partnership (KCSP)- 17 July 2013

Subject: KFRS Focus On Your Safety Strategy

Classification: Unrestricted

1. Purpose

- 1.1 To inform and seek comments from the KCSP on Kent Fire and Rescue Service (KFRS) draft new five year community safety strategy titled '*Focus On Your Safety*'.

2. Background

- 2.1 At the KFRS Authority meeting on 17 October 2012, Members approved the approach being taken to develop five new primary strategies relating to the safety of people(*Focus on your safety*), businesses, responding to emergencies, caring for the environment and the workforce strategy. The five strategies will lay the foundations for future developments to the Service and underpin the Corporate plan. This draft strategy will be taken back to the Full Authority meeting in October 2013 for final approval.
- 2.2 The *Focus on your Safety* strategys key aim is to reduce the risk to the public from fires in the home & outside, road traffic collisions and incidents of flooding or water safety.

3. Focus On Your Safety Strategy 2013-17

- 3.1 The Strategy attached at **Appendix 1** outlines the research and activity which underpins KFRS approach to reducing risk and creating safer behaviours.
- 3.2 Chapter one of the Strategy provides a commentary on how the previous Community Safety Strategy was successful in achieving significant reductions in fires and road traffic collisions in recent years.
- 3.3 Chapter two describes how KFRS seeks to understand the communities it serves and the risks facing them.
- 3.4 Chapter three summarises these risks into key action areas.

- 3.5 Chapter four explains the steps that will be taken to deal with the risks identified, and how KFRS will know if it is being successful in its prevention activities. It describes how KFRS will place the people of Kent and Medway at the centre of its services and provide prevention advice tailored to the needs of those individuals or groups identified as being most at risk, with a view to changing their behaviour in the longer term.
- 3.6 This approach has been prompted by the outcomes of the human behaviour research which has focused attention on the actions of people (including KFRS staff) before, during and after an incident. Fundamentally, sustained behavioural change is a key objective for KFRS as it is the most effective way to reduce risk and create safer lifestyles.

4. Implementation

- 4.1 Over the next five years prevention services will be redesigned as new information or ways of engaging with people emerge. The overriding focus will remain on improving the safety of people in Kent and Medway by reducing the risks of fire, road collisions and flooding/drowning.
- 4.2 It is important that the opportunities are maximised to provide people with the information and skills needed to minimise the impact of any emergency incident and improve the outcomes from such incidents. This will involve reviewing all existing services to ensure they are effective and efficient, and improve outcomes for people.
- 4.3 It is also important that the Authority keeps pace with technological advances in how messages are communicated to those most at risk.

5. Recommendations

- 5.1 KCSP members are asked to note the KFRS *Focus On Your Safety* strategy.
- 5.2 To recognise how this assists the wider objectives of the KCSP and how all partner agencies can continue to work together in the future.
- 5.3 To provide feedback on the Strategy ahead of its final approval at the Fire & Rescue Authority meeting in October 2013.