

From: Sean Bone-Knell, Director Operations Kent Fire & Rescue Service

To: Kent Community Safety Partnership – October 2014

Subject: Joint Winter Safety Campaigns 2014

Classification: For Information

Past Pathway of Paper:

Future Pathway of Paper:

Electoral Division:

Summary: This report provides the Kent Community Safety Partnership with an outline of this year's joint winter strategy. Last years meeting agreed that there should be a more joined up approach to winter safety across the partnership and this paper highlights the arrangements planned.

Recommendation(s):

The Kent Community Safety Partnership is asked to:

Consider and note the integrated approach towards the winter 2014/15 community safety activities.

1. Introduction

1.1 Following on from discussions last year and with the advent of the collaborative scoping work that has started within the Kent Community Safety Partnership (KCSP) there is strong desire to transform service delivery to achieve better outcomes for the people of Kent.

1.2 The appetite remains amongst strategic partners - principally Kent County Council (KCC), Kent Fire & Rescue Service (KFRS) and Kent Police (KP) - to cooperate across a number of areas in response to financial pressures and to realise business benefits from working in a much more collaborative way.

2. Financial Implications

2.1 Following on from last years successful joint media/marketing campaign the plan is to go further and commit to joint education and advisory events in 2014/2015. This will share the burden of cost and consolidate the savings made last year for any single agency and ensure consistency around key preventative messages.

3. Bold Steps for Kent and Policy Framework

3.1 By working more closely together and exploring new ways of joint working across the partnership, the concept supports the objective stated in 'Bold Steps' which reads *"will require public authorities across Kent to rethink how services are designed and delivered. We must remove duplication and inefficiency that exists not just within authorities, but also between different authorities"*.

4. Planned Joint Working

4.1 The lessons learnt from last year's campaign, entitled "Getting Ready for Winter" have identified a number of campaigns and events that can all assist in a more collaborative approach to winter safety across Kent. These include the following:

- UK Ageing Safely Week – 29 September to 6 October
- UK Older People's Day – 1 October
- Winter Road Safety event – 30 October
- Electrical Fire Safety Week – 10-16 November

4.2 UK Ageing safely week - Age UK will continue to work in support of this campaign. Their work includes various activities throughout the county, specifically centred around Maidstone. Age UK Maidstone covers the whole of Maidstone and Malling areas and has around 50 paid staff and 100 volunteers and offers a free information, advice and advocacy service which has access to charitable funds for cases of hardship, as well as disability travel vouchers and an extensive range of other (chargeable) support services to its clients.

4.3 UK Older Peoples Day - Plans include a pop up shop in the Mall, Maidstone where Fire-Officers and partner representatives will give talks and offer advice to members of the public to identify Vulnerable People (VP).

4.4 Winter Road Safety event - Joint work with KCC's winter gritting awareness events. Events are planned in Ashford, Westwood Cross, Thanet and Maidstone where agency assets will be on show to reassure the public of gritting plans and key routes across Kent.

4.5 Electrical Fire Safety week - KFRS delivery team will be visiting high risk vulnerable people during this week to specifically assess their electrical safety in the home. There is a definite link between mental health, Dementia and elderly poverty causing fires so a multi-agency approach can help reduce unnecessary incidents and improve safety in the home.

5. Communications and Marketing

5.1 There are a number of partner campaigns where joint work has been committed to via leaflets/literature, safety shops, website signposting or social media messaging. These include:

- KFRS Winter Fire Safety Campaign – 1 September to 1 March
- Public Health England stop smoking campaign – 1 to 28 October "Stoptober"

- KCC and NHS Keep Warm Keep Well campaign – 1 November
- Kent Police Drink Drive Campaign – 1 December - 1 January
- KCC Winter Service Campaign – 10 October onwards
- Bonfire and Firework Safety – 27 October - 9 November
- National Road Safety week (Brake) – 17 - 23 November
- Christmas Safety – 24 November

5.2 Some of the above campaigns have more detailed partnership arrangements confirmed whilst others will take advantage of the joint media/marketing agreements and relationships developed last year.

5.3 KFRS Winter Fire Safety Campaign – A campaign to link in with partners to identify new and existing vulnerable people and groups who require fire safety advice via a Home Safety Visit (HSV) and the fitting of a smoke detector where appropriate.

5.4 Public Health England (PHE) Stoptober Campaign – This is the main theme behind this years PHE winter campaign. KFRS will be supporting this campaign via national and local press releases and daily social media to help reduce accidental smoking related fires, which is still one of the highest causes of fires in the home.

5.5 KCC Keep Warm Keep Well Campaign – Keep Warm Keep Well is a Kent County Council campaign to raise awareness of the dangers of cold weather on the health of older people and others who are particularly at risk during cold weather.

5.6 Other joint work includes the Warm Homes scheme which is a partnership project between Kent County Council and district councils to support residents in Kent and Medway to save energy in their home and help reduce energy bills to keep people warmer during winter. Warm Homes support residents to access relevant central government grant funding to insulate their homes or make their heating systems more efficient or signposts to other ways to save energy. We have a specific focus on families on low income and, working with public health, the elderly who may be in fuel poverty or at risk of winter death.

5.7 Winter Drink Drive Campaign – During December Kent Police, KCC and Medway Council are planning campaigns to raise awareness of the impact and consequences of drink driving. Kent Police's response to the National Drink Drive Campaign is in the form of Operation Regent. During this time the campaign is highlighted across the Force, analytical work is undertaken and targeted enforcement activity takes place. The returns are collated to inform the national results. This also compliments the wider on-going work to support casualty reduction through the identification of locations for enforcement / educational activity. Partners will act as additional eyes and ears during their everyday duties and will pass motorists details to the police if considered to be under the influence.

5.8 Bonfire and Firework Safety – Joint work is planned in some areas of Kent to reduce ASB and improve public safety. An example is Ashford CSU, who are planning joint patrolling with KFRS, Kent Police and CSU partners which has proved very successful over recent years in areas of known ASB. It helps to identify areas of concern regarding criminality or fire hazards and from a prevention perspective will help to reduce risk.

5.9 National Road Safety Week – The partners will each be delivering a range of road safety messages during this campaign. For example Kent Fire and Rescue will be launching a campaign with schools and the community encouraging people to ‘look out for each other’ on roads.

5.10 KCC Winter Service Campaign – This well established initiative ‘We’re prepared, are you?’ has been running for the last two years. It sets out how the Highway Authority is gearing up to keep priority car and pedestrian routes open over the winter period, as well as tips and guidance about being prepared to undertake a journey safely.

5.11 Christmas Safety – Elements of all the above campaigns will be reinforced over the Christmas period including the Kent Police drink drive and road safety campaigns. Electrical safety and keep warm campaigns for VP will continue via home visits and social media.

5.12 BeViz – During November KCC and Medway Council will be running a campaign and events to encourage young road users to be visible and wear fluorescent and reflective clothing as the days shorten and start to impact on the school run.

6. Multi agency safety shops

6.1 The Bluewater safety shop is proving pivotal to partnership work on safety awareness and is becoming a hub for joint work. The concept has proved very successful with high footfall and will support this year’s winter campaign especially as it gets busier leading up to the festive period.

6.2 The Chatham, Pentagon safety shop has been confirmed for the 7 week lead up to Christmas. The success of the Bluewater shop has led to the same joint agency approach in an area of higher social deprivation.

6.3 The KFRS Road Safety Experience now under development will be a valuable hub for partner activity in Kent and Medway including future winter safety events.

7. Summary

7.1 Lessons learnt last year have ensured there is still a real and genuine desire from agencies to work together in a different way delivering services and key messages to the public this winter. The KCSP have worked hard to ensure joint working offers a consistent approach throughout all the campaigns with plain English advice being given to the end user.

7.2 A more integrated approach to prevention work is being implemented and this unified approach to the Winter Safety Campaign this year will set a bench mark for us to improve our service to the public of Kent.

8. Conclusions

Conclusion:

The Kent Community Safety Partnership is asked to:

Consider and note the integrated approach towards the winter 2014/15 community safety activities.

9. Contact details

Report Author:

Area Manager Lee Rose, KFRS Head of Community Safety

01622 692121

Lee.rose@kent.fire-uk.org

Relevant Director:

Sean Bone-Knell, KFRS Director Operations

01622 692121

Sean.bone-knell@kent.fire-uk.org