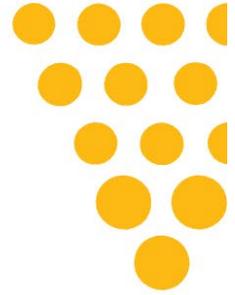




**CORNWALL**  
**FIRE & RESCUE SERVICE**  
A service of Cornwall Council



# Prevention Strategy 2022 - 2023



## Introduction

This strategy sets out how we will deliver the prevention activities outlined within the Cornwall Fire and Rescue Service Community Risk Management Plan (CRMP) 2022-2026. It details how we are reducing risk and improving safety to support our commitment to protecting our vulnerable communities. This will be delivered through education, awareness and engagement.

Our prevention activities will be centred around the individual with intervention schemes and programmes which are effective and evaluated. We are developing and delivering training for operational colleagues and partners to ensure a consistent and quality approach to prevention and preventative safeguarding for the people of Cornwall.

The Prevention Strategy is part of a suite of strategies (see below diagram) which jointly demonstrate how we aim to respond to reduce and mitigate the risks we have identified for Cornwall. The CRMP sets out key risk objectives we aim to achieve over the next four years, and we have indicated in our strategies how our activities are linked to those risk objectives.



**Our CRMP risk objectives are:**

- Reducing the impact on risk groups from fire and other incidents
- Reduction in fire deaths and injuries
- Reducing incidents where people are killed or seriously injured
- Mitigating the social, economic and environmental impact of fires and other incidents through the services we deliver
- Increasing the diversity of our workforce to improve the accessibility of our services through our understanding of community vulnerability and social inequality

This strategy provides an overview of our current provision and how we will deliver the objectives and projects from the CRMP 2022-26 aligned to our resources. Details of how specific groups of staff, teams and individuals will support these objectives will be captured in team plans.

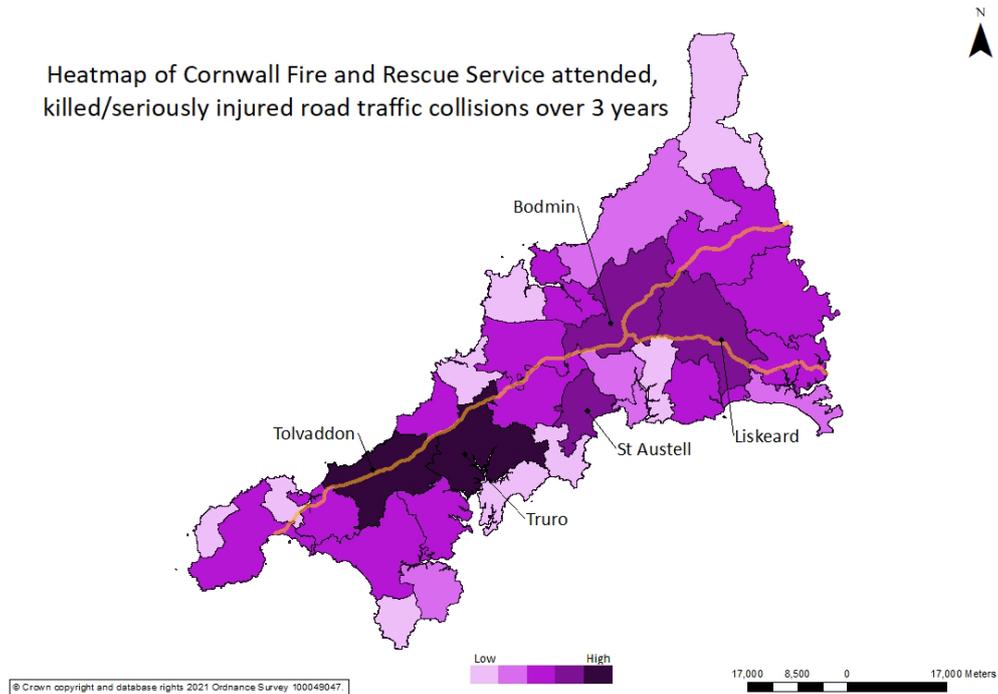
As part of our CRMP development we have reviewed, considered and captured the key influences and considerations which direct how we work. The full [operating context](#) document is available on our website, and we have outlined below the primary legislation and which supports and drives our prevention activity:

- Fire and Rescue National Framework for England 2018
- Fire and Rescue Services Act 2004
- Civil Contingencies Act 2004
- Her Majesty's Inspectorate of Constabulary and Fire and Rescue Services (HMICFRS)
- National Fire Chiefs Council (NFCC) Toolkits and guidance statements

## Risks

Due to the high likelihood and consequence scores, fatal special service calls are ranked as the highest risk theme in the [community risk profile](#) closely followed by serious injury special service calls. A high proportion of these are road traffic collisions (RTC). In the last five complete financial years, we have attended 55 fatal RTC compared with 13 fatal fires.

Regional analysis, reflected in our own data, shows that RTC fatalities are most often aged 20-29, male and are the drivers. The station grounds of Truro and Tolvaddon have seen the most killed or seriously injured RTC.



Data on the most common factors that contribute to people being killed or seriously injured in a road traffic collision in Cornwall are:

- Failed to look properly
- Careless/reckless/in a hurry
- Failed to judge other persons path or speed
- Loss of control
- Poor turn or manoeuvre
- Travelling too fast for conditions
- Impaired by alcohol
- Slippery road (due to weather)
- Exceeding speed limit
- Illness or disability, mental or physical

Serious injury and fatal fires are also one of the high-risk themes from our risk analysis. One of the main incidents to feature in these themes are dwelling fires. The NFCC have developed a standardised framework to support services undertaking home fire safety visits. Their framework shows that those likely to have a dwelling fire and those most at risk of having a fatality in a dwelling fire are different and these are shown below.

#### National risk factors for fire casualties/ accidental dwelling fires:

- Living alone.
- Having had a fire before, and lack of basic fire safety knowledge.
- More prevalent among people in the 40-49 age group.

**National risk factors for fire fatalities:**

- Over 70 years old, particularly in combination with any pre-existing mental or physical impairment including frailty.
- Children under 11 years old, but especially under 5 years who are less likely to be able to self-rescue.
- Being male (particularly when combined with other risk factors)
- Smokers – especially if combined with poor mobility or other health condition.
- Low socio-economic status (SES) i.e., deprivation.
- Disability or long-term health condition (including dementia).
- Mental and/or physical impairment caused by alcohol and/or drugs.
- Non-owned property or mobile home – this may be a proxy indicator for low SES.
- Single-parent families, and households with more children.

Fortunately, the number of fatal fires in Cornwall are low. However, this does mean that it's not possible to carry out robust analysis of our incidents, but we can see that the factors we see in our own data matches that of national data including the those shown above. The following evidence examines 20 fatalities from accidental dwelling fires over the last ten years.

**Accidental dwelling fire fatalities in Cornwall:**

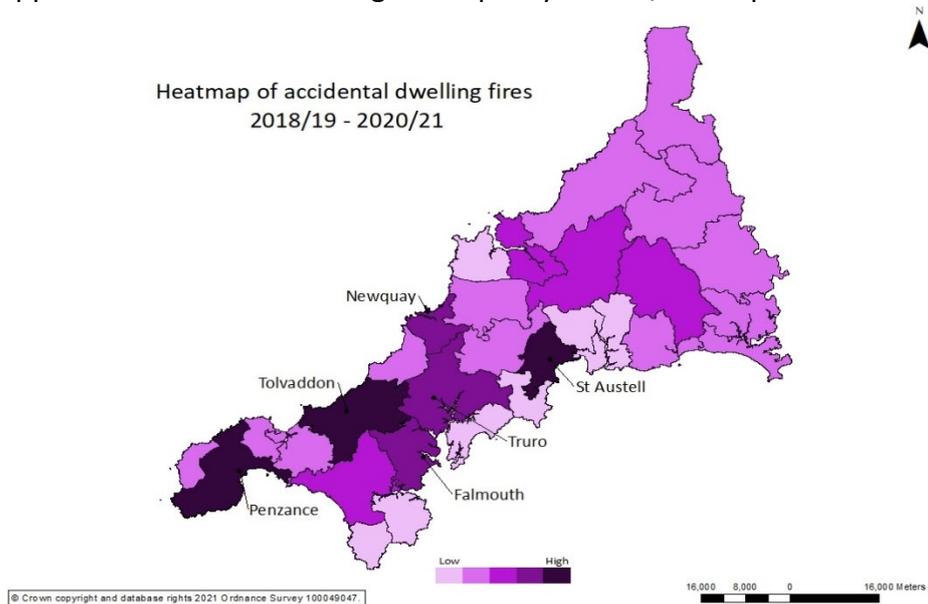
- Average age of 76, 70% of fatalities were aged 70 and over with no recorded fatalities of children.
- 7 of the 20 fatalities were bedridden or had mobility issues. A further 3 were suspected under the influence of alcohol.
- 17 of the 20 lived alone.
- Most were found in the room of origin.
- Over half died due to being overcome by smoke.
- Two thirds had died before the firefighters arrived.
- 80% were in houses and bungalows.
- The most frequent ignition sources for the fire were smoking materials (cigarettes etc.) and heaters/fires.
- The most frequent items first ignited were upholstered furniture and clothing.
- Half of the fires started in the living room and six started in the kitchen.

This shows that our most vulnerable people are elderly, particularly those with mobility issues, smokers and those living alone. Of the 20 fatalities in accidental dwelling fires, five had received a home fire safety check in the five years prior to the fire, ten had fire alarms present and nearly half occurred in on-call areas.

**Risk factors for accidental dwelling fire casualties in Cornwall:**

- People aged over 70, followed by those aged 40-49. However, only 15% were over 70 as cases are more evenly spread amongst age categories.

- Living alone, 41% of fire casualty incidents were for people living alone.
- Over half of fires started in the kitchen, with 45% of fires caused by cooking appliances. Most were in single occupancy homes, but a quarter were in flats.



Our recent risk analysis showed that despite 44% of the population of Cornwall living in on-call community fire station ground areas, three quarters of home fire safety checks carried out since 2015 have occurred in wholetime or day-crewed station grounds. They also found that almost half of the 'people risk', which looks at population; deprivation; age, frailty and modelled data for high-risk groups (ACORN), is centred around the five main stations and towns. These were Tolvaddon, St Austell, Penzance, Falmouth and Truro. It is likely that these wholetime and day crewed stations have the highest concentrations of high-risk people and therefore shows that the service is focussing its prevention activities in the right areas.

The above heatmap of accidental dwelling fire incidents in Cornwall over the last three years, closely aligns with the distribution of 'people' risk identified by the risk analysis. The people metric looked at population, age, fragility and deprivation as factors that increase the risk in a station ground area result of the population and demographics.

## Prevention activities and resources

The central prevention team is a small and dedicated team of specialist intervention officers. The team is made up of:

- Business Operations Manager
- Station Manager Prevention
- Safeguarding Collaboration Officer
- Community Prevention Advisors
- Risk, Engagement, Education and Evaluation Officer

To effectively deliver our strategy we aim to create capacity by effectively utilising service delivery colleagues, the tri-service officers and partner agencies.

Equality, diversity, inclusion (EDI) within our prevention Strategy is both internally and externally focused. As a service we will embed the Core Code of Ethics to make sure our people feel valued and able to be the best they can be in order to provide inclusive, accessible, efficient and effective service. This will be evidenced by the attitudes, professional behaviours and the conduct of our staff.

Cornwall Fire and Rescue Service are the deputy chair for the Southwest Strategic Region prevention committee as well as having representatives across the Southwest tactical prevention committee and NFCC workstreams. Working collaboratively across the region allows us to share knowledge and workflows to maximise efficiency and consistency for our communities in line with shared risks.

Our prevention activity offers the opportunity to engage and educate our communities. We need to ensure we are capturing learning and data from the experiences to allow us to effectively plan and resource to risk in the future.

Our living safe and well process has been designed to collect data on areas we know anecdotally are developing across Cornwall such as hoarding. Using visual aids within our evaluation will allow for a more consistent data set to be collected.

Our community demographics are changing, in line with our service commitment to equality and diversity we are looking to capture and analyse anonymised EDI data at each interaction.

Our Initiatives and Evaluation group commissions and supports initiatives in line with station risk profile to deliver evaluated activities as our service continues to ensure community engagement is at the heart of what we do.

**Through our prevention work we will aim to:**

- Protect vulnerable communities by reducing risk and improving safety through education, awareness and engagement with the aim of reducing the number of incidents attended by operational colleagues.
- Embed prevention and safeguarding standards in line with the National Fire Chiefs Council (NFCC).
- Ensure a consistent and robust definition of high risk and a process to prioritise these which ensures that the needs of the most vulnerable members of our community are met.

**We will:**

- Focus on the individuals and places that are likely to be at highest risk from fire and rescue related incidents.

- Adopt a person-centred approach to reducing risk through intervention, schemes and programmes.
- Carry out home fire safety checks for the people most at risk from a fire in their home.
- Work as part of the Vision Zero South West partnership to develop and deliver road safety education and awareness targeting the high-risk groups.
- Explore opportunities for collaborative working and partnership development to maximise safety messages and campaigns.
- Ensure that following a significant dwelling fire or other significant fire in residential premises, immediate prevention activities are carried out.

**We will do this through:**

### **Living safe and well visits (sometimes known as Home Fire Safety Checks)**

We have revised our process for undertaking living safe and well visits, our new process allows for more efficient and effective ways of working. Offering consistency for our staff and a smoother process for our communities. We have a new online solution for low and medium risk properties that will provide personalised home fire safety check plans and a person-centred approach to living safe and well. These can be used by individuals, partners or our staff.

### **This work will support the delivery of the risk objectives:**

- Reducing the impact on risk groups from fire and other incidents
- Reduction in fire deaths and injuries
- Reducing incidents where people are killed or seriously injured
- Mitigating the social, economic and environmental impact of fires and other incidents through the services we deliver

This work is delivered by:

- Central Prevention team
- Operational Crews
- Tri-Service Safety Officers (TSSO)
- Trusted and trained partners

This work is supported by:

- Critical Control – Out of hours
- Admin

### **Understanding and defining risk categories within our communities with clear parameters**

Following the most recent HMICFRS feedback we are looking to have a more robust process to identify how we are defining risk within individual homes within our communities and allocating an appropriate response time.

### **This links in to the following CRMP risk objectives.**

- Reducing the impact on risk groups from fire and other incidents
- Reduction in fire deaths and injuries
- Reducing incidents where people are killed or seriously injured

This work is delivered by:

- Prevention Leadership Team
- Central Prevention Team

This work is supported by:

- Strategy, Education and Evaluation Team

**Improve safety through evaluated education, awareness and engagement activities which are inclusive and accessible.**

**This links in to the following CRMP risk objectives.**

- Reduction in fire deaths and injuries
- Reducing incidents where people are killed or seriously injured
- Mitigating the social, economic and environmental impact of fires and other incidents through the services we deliver

This work is delivered by:

- Prevention Leadership Team
- Central Prevention team
- Service Delivery

This work is supported by:

- Strategy, Education and Evaluation Team
- Workforce Development Team

**Standardising our education intervention with robust partners training, supporting service delivery to work with risk-based partners in their communities.**

**This links in to the following CRMP risk objectives.**

- Mitigating the social, economic and environmental impact of fires and other incidents through the services we deliver

This work is delivered by:

- Prevention Leadership Team
- Central Prevention team

This work is supported by:

- Strategy, Education and Evaluation Team

**Adopt an inclusive approach considering the needs of vulnerable individuals with no access to internet**

Working with partners across Cornwall Council and the wider volunteer and care sector to upskill knowledge and access for those without internet at home.

**This links in to the following CRMP risk objectives.**

- Mitigating the social, economic and environmental impact of fires and other incidents through the services we deliver

This work is delivered by:

- Prevention Leadership Team
- Central Prevention team

## Consistent safeguarding support with clear routes of escalation

### Continuation of the Safeguarding and collaboration officer post with Devon & Cornwall police

#### This links in to the following CRMP risk objectives.

- Mitigating the social, economic and environmental impact of fires and other incidents through the services we deliver

This work is delivered by:

- Prevention Leadership Team
- Central Prevention team
- All service staff

## Outcomes

Successful delivery the Prevention Strategy relies on the activities and outcomes outlined in the other service strategies.

#### What will success look and feel like:

- Professionalisation of prevention - further embedding Prevention as a key function of Cornwall Fire & Rescue Service
- Increased targeted partnership working
- Evaluated interactions which will allow for trends analysis and data interrogation
- Increased numbers of safeguarding and cause for concern

#### Projects aligned to the 2022 – 2026 CRMP

##### *Year One 2022-2023*

- Fire setter's intervention programme
- Development of eLearning partner packages

##### *Year Two 2023-2024*

- Effective implementation of standardised education offering for partners including evaluation
- Development of interactive eLearning packages for schools and young people
- Review of safeguarding and cause for concern pathways to potentially include health (social prescribing)

##### *Year Three 2024-2025*

- Evaluation of initiatives and interactions conducted to date to consider emerging trends and changes to community risk profiling

##### *Lifecycle of the CRMP 2022-2026*

- Fully embed the NFCC prevention and safeguarding standard

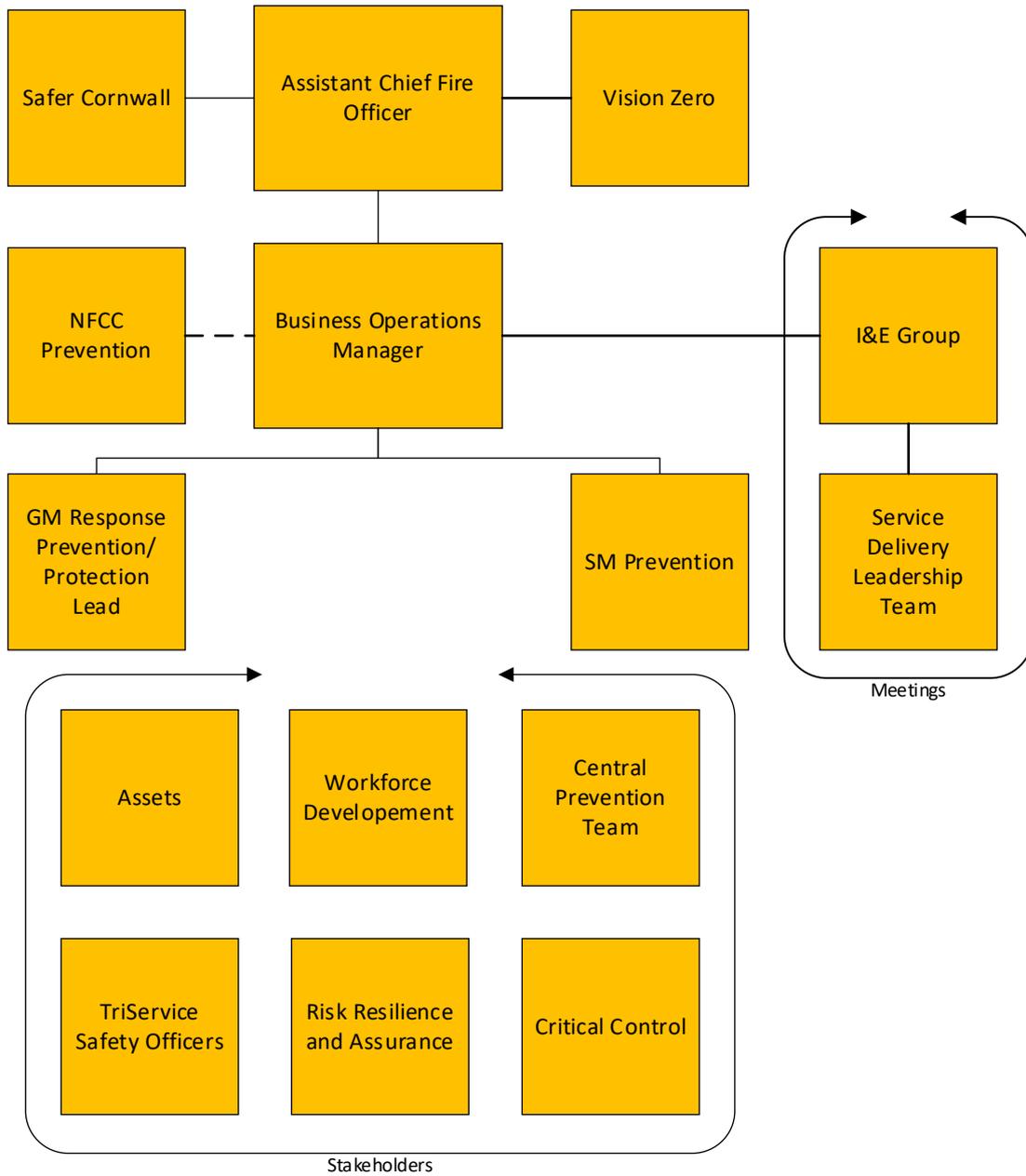
## Measures

We have identified the following performance indicators which will help us understand whether we are achieving against our risk objectives:

Key Performance Indicator	2022-23 Target
Number of accidental dwelling fires	Under 245
Number of home fire safety checks (HFSC) undertaken	3,500
Percentage of HFSC undertaken with high-risk groups	95%

## Governance

The below diagram outlines process for decision making, showing the key meetings where performance, risks to successful delivery of the strategy and emerging issues are discussed and where necessary, escalated to senior management team. Meeting outcomes will be captured through the use of risk and decision logs.



Business Operations Manager	Responsible for overseeing the delivery of this strategy as Head of Prevention
Group Manager Service Delivery Prevention/Protection	Supports strategy delivery
Station Manager Prevention	Will own the strategy
Area Manager Response	Responsible for ensuring this strategy is delivered in the commands by operational crews Performance will be reported monthly Quarterly performance reports will be provided to Service Delivery Leadership Team and Senior Management Team (SMT)

<p>Central Prevention team</p>	<p>Responsible for ensuring the delivery of the strategy within the central team.</p> <p>Performance is reported monthly through prevention team meetings                  Quarterly performance reports will be provided to SMT through the Business Operations Manager</p>
<p>All employees</p>	<p>Will have a role in promoting, championing, and delivering prevention activities</p>

**Safeguarding referral process**

