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**Enquiries to: Mrs P Zutic**  
**Telephone: 01768 217734 (op2)**

**Our reference: PZ**

**Date 09 July 2024**

**CUMBRIA POLICE, FIRE & CRIME COMMISSIONER'S PUBLIC ACCOUNTABILITY CONFERENCE**

The Police and Crime Commissioner's Public Accountability Conference will take place on **Thursday 18<sup>th</sup> July 2024, at 14:15.**

The purpose of the Conference is to enable the Police, Fire and Crime Commissioner to hold the Chief Fire Officer to account for operational performance.

If you would like to join the meeting as a member of the public or press, please contact Paula Zutic on [paula.zutic@cumbria.police.uk](mailto:paula.zutic@cumbria.police.uk) Following the meeting papers will be uploaded on to the Commissioner's website.

**G Shearer**  
**Chief Executive**

**Attendees:**

Police, Fire & Crime Commissioner	- Mr David Allen (Chair)
OPFCC Chief Executive	- Ms Gill Shearer
Chief Finance Officer	- Mr Steven Tickner
Chief Fire Officer	- Mr Rick Ogden

# **AGENDA**

## **PART 1 – ITEMS TO BE CONSIDERED IN THE PRESENCE OF THE PRESS AND PUBLIC**

**1. APOLOGIES FOR ABSENCE**

**2. URGENT BUSINESS AND EXCLUSION OF PRESS AND PUBLIC**

To consider (i) any urgent items of business and (ii) whether the press and public should be excluded from the Meeting during consideration of any Agenda item where there is likely disclosure of information exempt under s.100A(4) and Part I Schedule A of the Local Government Act 1972 and the public interest in not disclosing outweighs any public interest in disclosure.

**3. QUESTIONS FROM THE PUBLIC**

An opportunity (not exceeding 20 minutes) to deal with any questions which have been provided in writing within at least three clear working days before the meeting date to the Chief Executive.

**4. DISCLOSURE OF PERSONAL INTERESTS**

Attendees are invited to disclose any personal/prejudicial interest, which they may have in any of the items on the Agenda. If the personal interest is a prejudicial interest, then the individual should not participate in a discussion of the matter and must withdraw from the room unless a dispensation has previously been obtained.

**5. MINUTES OF MEETING**

To receive and approve the minutes of the Public Accountability Conference held on the 15<sup>th</sup> February 2024.

**6. PERFORMANCE**

To receive an update from Cumbria Fire & Rescue Service in relation to performance

**7. THEMATIC PRESENTATION – COMMUNITY ENGAGEMENT**

To receive and note a Cumbria Fire & Rescue Service presentation in relation to 'Community Engagement'.



**CUMBRIA POLICE, FIRE & CRIME COMMISSIONER  
PUBLIC ACCOUNTABILITY CONFERENCE**

**Peter McCall  
POLICE, FIRE & CRIME  
COMMISSIONER**

Minutes of the Public Accountability Conference held on  
Thursday 15<sup>th</sup> February 2024  
In the Community Room, FRS HQ

**PRESENT**

Police, Fire & Crime Commissioner - Peter McCall (Chair);

**Also present:**

Deputy Police, Fire & Crime Commissioner (Mike Johnson);  
Chief Finance Officer (Steven Tickner);  
Chief Fire Officer (Rick Ogden);  
Deputy Chief Fire Officer (Brian Steadman);  
OPFCC Executive Support Officer (Paula Zutic) - taking minutes

Also in attendance – member of public

**PART 1 – ITEMS CONSIDERED IN THE PRESENCE OF THE PRESS AND PUBLIC**

**001. APOLOGIES FOR ABSENCE**

Apologies for absence were received from the OPFCC Chief Executive (Gill Shearer); the Bluelight Collaboration Manager (Steph Stables); and the CFRS Head of Performance & Assurance (Mark Clement);

**002. QUESTIONS FROM MEMBERS OF THE PUBLIC**

No questions had been received in advance of the meeting from any members of the public

**003. URGENT BUSINESS AND EXCLUSION OF THE PRESS AND PUBLIC**

There were no items of urgent business to be considered by the Committee.

**004. DISCLOSURE OF PERSONAL INTERESTS**

There were no disclosures of any personal interest relating to any item on the Agenda.



## 005. MINUTES

The Chair presented the minutes of the CFRS Public Accountability Conference held on the 7<sup>th</sup> December 2023 which had previously been circulated with the agenda. The minutes were agreed as an accurate record and signed by the Chair.

**RESOLVED,** that, the

- (i) Minutes of the CFRS Public Accountability Conference held on the 7<sup>th</sup> December 2023 be confirmed as a correct record and signed by the Chair;

## 006. FINANCIAL SUMMARY 2023/24 – QUARTER 3 TO DECEMBER 2023

The presentation was given by the Chief Finance Officer.

The Q3 Revenue Budget showed an Underspend (£0.472m) (1.89%).

The forecast underspend is comprised of a forecast underspend on staffing budgets of (£0.852m), offset by overspends on transport fleet budget £0.100m, SLA Occupational Health recharge costs £0.250m and £0.030m income shortfall.

The underspend on staffing budgets is due to a high number of vacancies that are now in the process of being filled. There is potential for increased operational costs over the winter months which may impact on the forecast underspend.

The MTFP included an expectation of Treasury Management Savings of £0.250m to be achieved through decreased debt management costs and income from investment activity. As at the end of Q3, there is an anticipated saving of £0.078m due to no new borrowing being required to finance the capital programme and forecast income from investment activity is anticipated to be £0.510m.

The cash-flow position is also better than expected due to reimbursement of amounts to the unitary authorities not being requested and lower than anticipated capital expenditure.

There has been £0.643m expenditure on capital as of 31st December 2023.

Following a discussion, the report was noted.

**RESOLVED,** that

- (i) The report be noted;



### **007. TREASURY MANAGEMENT ACTIVITIES 2023/24 QUARTER 3 (OCTOBER to DECEMBER 2023)**

The presentation was given by the Chief Finance Officer.

During the period 01 October 2023 and 31 December 2023, the treasury function has operated within the treasury and prudential indicators set out in the Treasury Management Strategy Statement and in compliance with the Treasury Management Practices. Compliance with the prudential and treasury indicators are shown on page 3 of the report, which is available to view on the Commission's website.

The Investment Interest Forecast has a revised budget of £250k.

- Interest earned to 31/12/23 - £409k
- Current Forecast for year - £570k

The CIPFA (Chartered Institute of Public Finance and Accountancy) Code of Practice for Treasury Management recommends that regular reports are presented with regards to treasury management activities. This quarterly report ensures the Police, Fire and Crime Commissioner is implementing best practice in accordance with the Code.

Following a discussion, the report was noted.

**RESOLVED,** that

- (i) The report be noted;

### **008. DECISION – CAPITAL INVESTMENT STRATEGY 2024/25**

The presentation was given by the Chief Finance Officer.

The objectives of the Capital Investment Strategy are to:

- Provide an overview of the governance process for approval and monitoring of capital expenditure;
- Provide a longer-term view of capital expenditure plans;
- Provide an overview of asset management planning;
- Provide expectations around debt and use of internal borrowing to support capital expenditure;



- Define the authority's approach to commercial activities including due diligence and risk appetite;
- Defines the available knowledge and skills to the authority in relation to capital investment activities.

Capital spending is strictly defined and is principally incurred in buying, constructing or improving physical assets such as buildings, land and vehicles, plant and machinery. It also includes grants and advances to be used for capital purposes. The Service's policy on capitalisation is included in the Financial Regulations and in the Accounting Policies of the Statement of Accounts. The policy states that items of vehicle, plant and equipment over £10,000 will be capitalised and expenditure on land, buildings and other structures over £20,000 will be capitalised. Expenditure under these limits is deemed to be a revenue cost.

Following a discussion, the report was noted, and the Capital Investment Strategy was approved in accordance with the detail set out within the report.

**RESOLVED,** that

- (i) The report be noted; and
- (ii) The Capital Investment Strategy was approved in accordance with the detail set out within the report.

**009. DECISION – TREASURY MANAGEMENT STRATEGY STATEMENT 2024/25 (inclusive of Investment Strategy; Borrowing Strategy; MRP Statement)**

The presentation was given by the Chief Finance Officer.

The Chartered Institute of Public Finance and Accountancy's Code of Practice for Treasury Management in the Public Services (the CIPFA TM Code) and the Prudential Code require Local Authorities (including PCCs) to determine the Treasury Management Strategy Statement (TMSS) on an annual basis.

The TMSS presented complies with the latest code and accompanying guidance notes. The TMSS also incorporates the Investment Strategy. The document is available to be viewed on the Commission's website.



### Recommendations

The Cumbria Commissioner Fire and Rescue Authority is (noting the uncertainties and the need to review this strategy as more information becomes available) asked to:

1. Approve the Borrowing Strategy for 2024/25 as set out on pages 9-10.
2. Approve the Investment Strategy for 2024/25 as set out on pages 11-14.
3. Approve the Treasury Management Prudential Indicators as set out on pages 15-18.
4. Approve the other Prudential Indicators set out on pages 18-22.
5. Approve the Minimum Revenue Provision Policy Statement for 2024/25 as set out on page 23.
6. Note that the detailed Treasury Management Practices (TMPs) have been reviewed and updated as required by the Code of Practice and will be published alongside the TMSS on the Commissioner's website.
7. Delegate to CCFRA's Chief Finance Officer any non-material amendments arising from scrutiny of the strategy by the Joint Audit Committee.

Following a discussion, the report was noted, and the Treasury Management Capital Statement 2024/24 was approved in accordance with the detail set out within the report.

**RESOLVED**, that

- (i) The report be noted; and
- (ii) The Treasury Management Capital Statement 2024/25 was approved in accordance with the detail set out within the report.

### 010. DECISION – 2024/25 BUDGET AND MEDIUM-TERM FINANCIAL FORECAST

The presentation was given by the Chief Finance Officer, and the document is available to view on the Commissioner's website.

### Recommendations

The Commissioner is RECOMMENDED to:

- a. Approve the revenue and capital budgets outlined in this report, having regard to the Statutory report of the Chief Finance Officer outlined at Appendix A.
- b. Set the budget requirement for 2024/25 on the basis of the amount included within the Budget Resolution at Appendix B;
- c. Approve the Council Tax for a Band D property at £93.24 for 2024/25, an increase of £2.70
- d. Approve the Reserves Strategy outlined at paragraph 5 of Section 2.
- e. Approve the Charging Policy attached to this report



There are a number of significant factors affecting the budgets that are currently unresolved. In particular, the following are key to the budget process and details on these will be considered as the budget process progresses:

- Local Government Finance Settlement – provisional figures were announced on 18 December 2023 with final figures due in January/February 2024;
- Confirmation of tax base and Collection Fund Surplus / Deficit positions from Unitary Council's for both Council Tax and Business Rates.
- Further changes and announcements in other government grants from Home Office;

Following a discussion, the report was noted, and the 2024/25 Budget and Medium-Term Financial Forecast was approved in accordance with the detail set out within the report.

**RESOLVED,** that

- (i) The report be noted; and
- (ii) The 2024/25 Budget and Medium-Term Financial Forecast was approved in accordance with the detail set out within the report.

**Meeting concluded at 13:50**

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

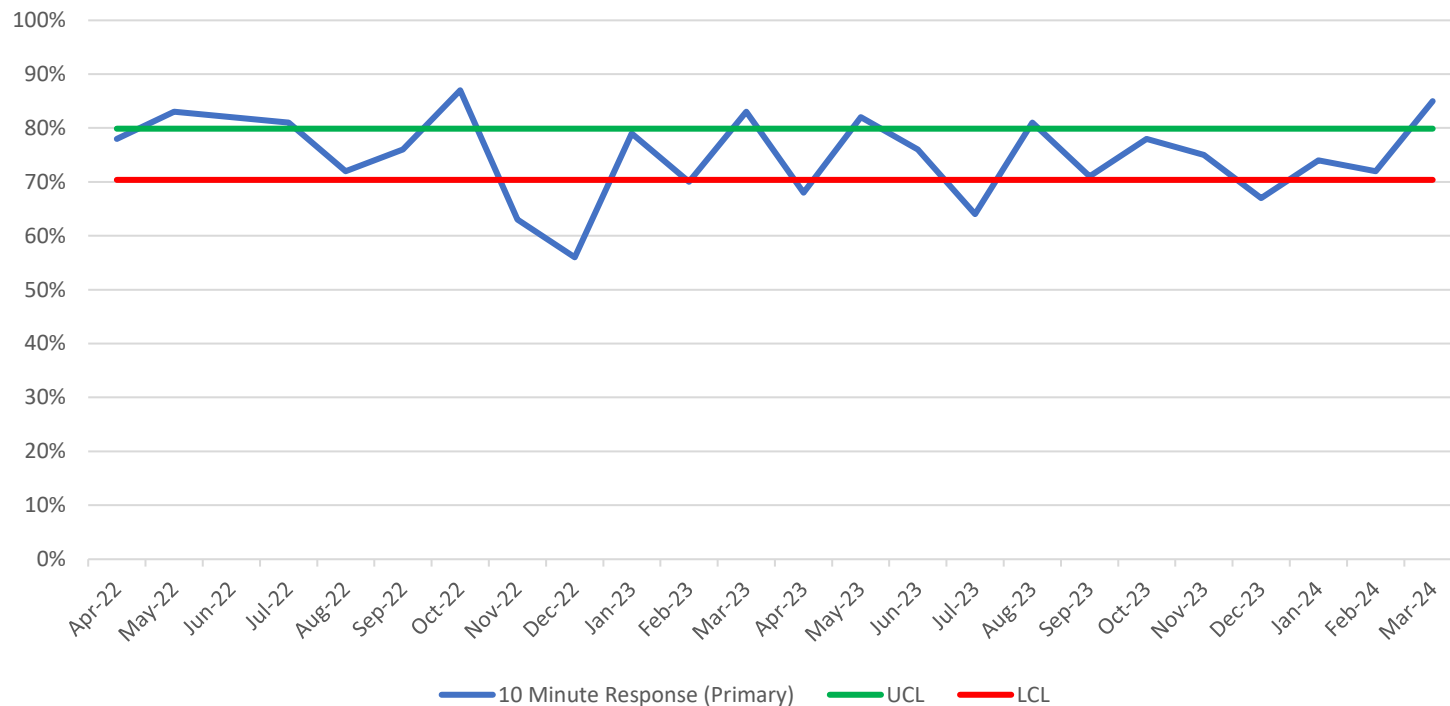


# Performance Update



# Response Standards – 10 Minute

Service 10 Minute Response

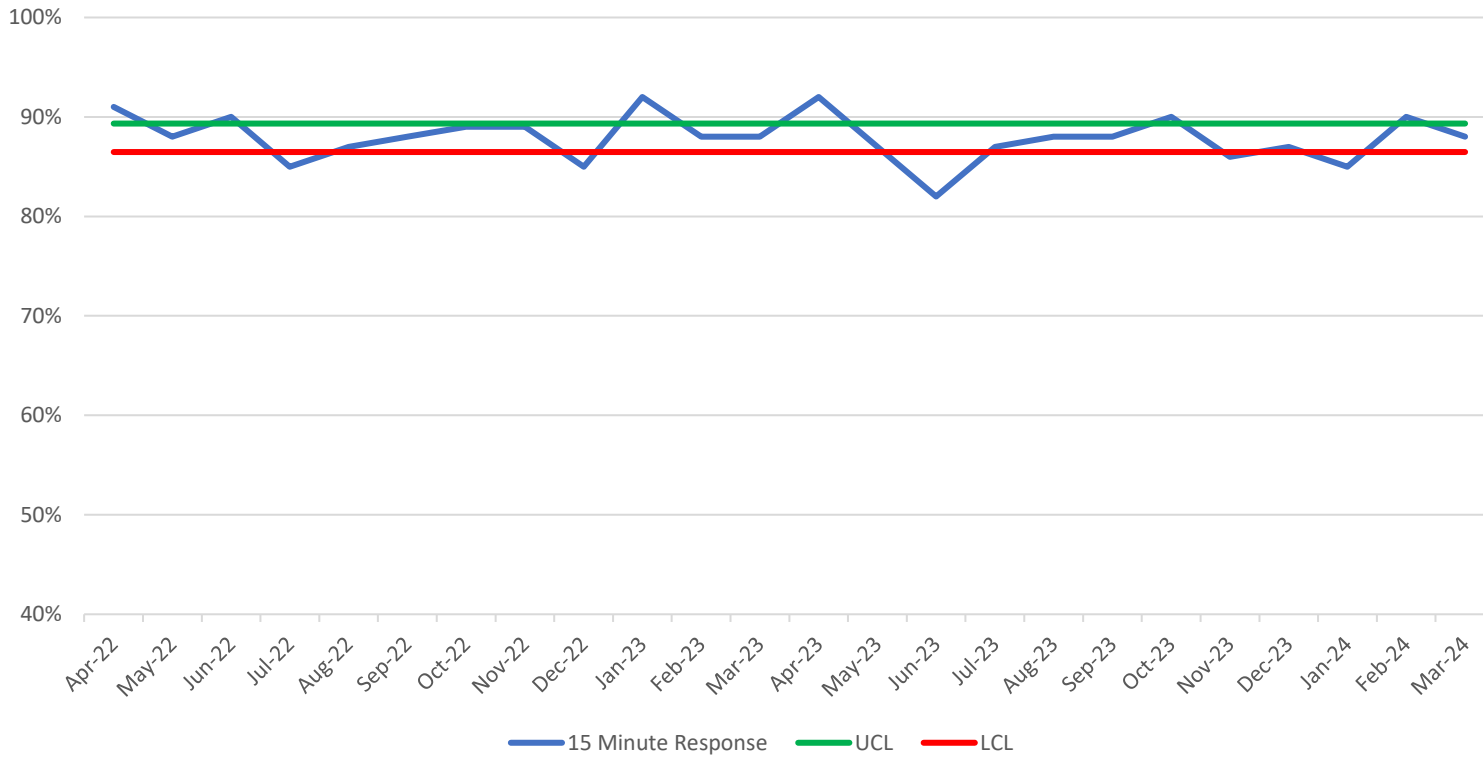


	22/23	23/24	Target
Performance	76%	74%	80.0%



# Response Standards – 15 Minutes

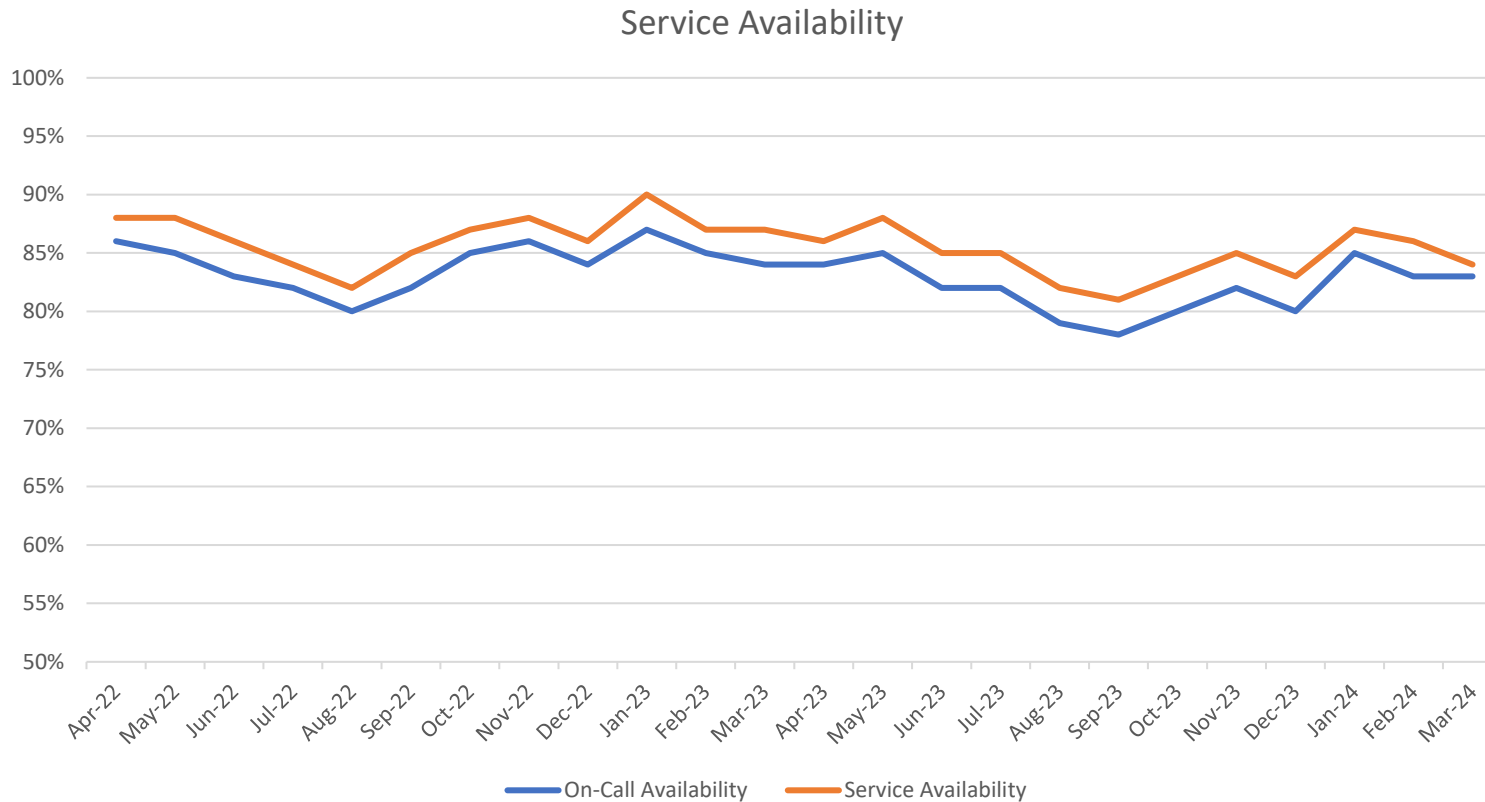
Service 15 Minute Response



	22/23	23/24	Target
Performance	88%	88%	80.0%



# Response Station Availability



	22/23	23/24	Target
Avg Avail On Call	84%	82%	
Avg Avail Service	86.5%	84.6%	90.0%



# Response - Exercise Profile

- Exercises in 23/24 145, up from 118 in previous year
- Mix of Categories
  - 0 – 3 Pumps
  - 4 – 5 Pumps
  - 6 – 9 Pumps
  - 10+ Pumps
  - Manager Only
- Involve use of National Assets



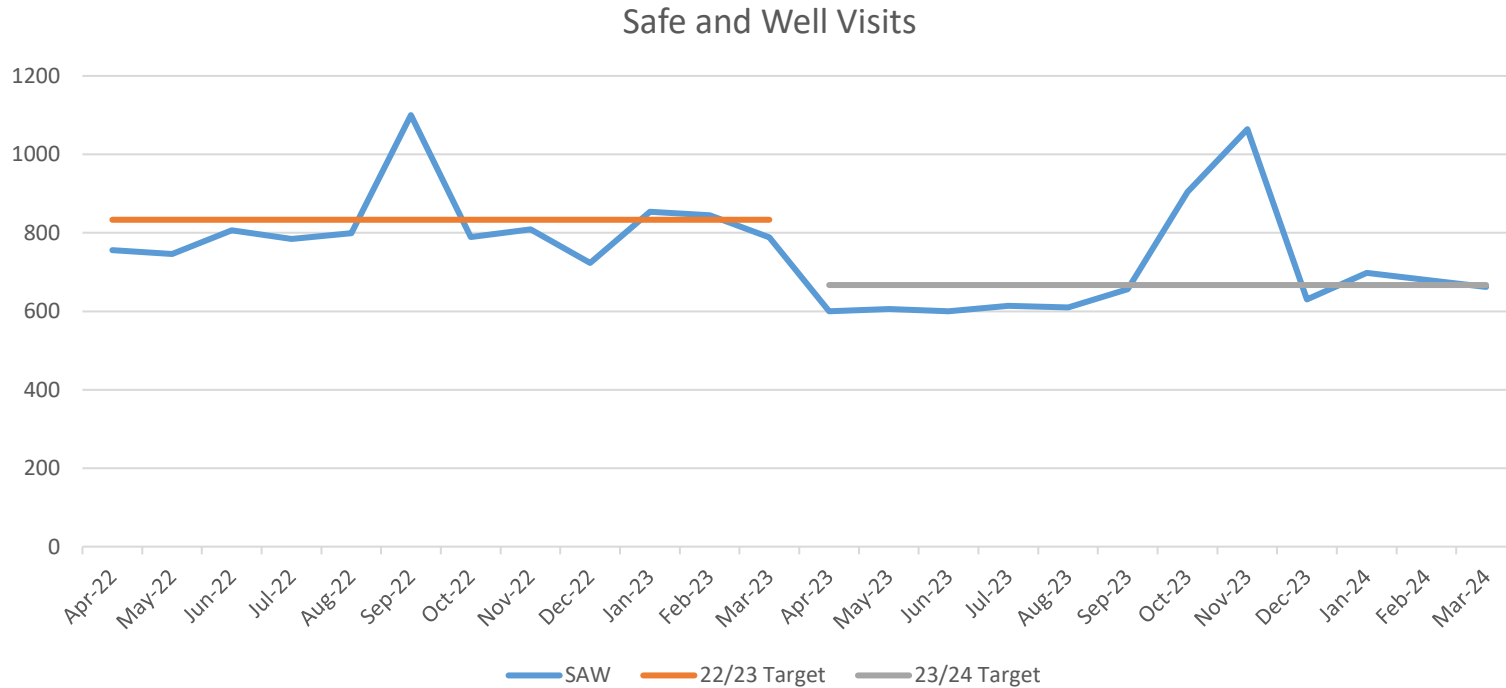
# Response - Over the border

Last 24 mths	The Number of Resources Going					
	In to Cumbria			Out of Cumbria		
	Alerted	Mobile	Attended	Alerted	Mobile	Attended
Service	Alerted	Mobile	Attended	Alerted	Mobile	Attended
Durham & Darlington	5	1	1	0	0	0
Lancashire	47	43	21	118	104	45
Manchester	6	6	0	0	0	0
North Yorkshire	1	1	1	15	13	9
Northumberland	6	5	3	26	25	20
Scotland	10	6	4	115	114	80
<b>Total</b>	<b>75</b>	<b>62</b>	<b>30</b>	<b>274</b>	<b>256</b>	<b>154</b>

Examples include the deployment of specialist equipment that another Service may not have (Water Rescue) or the provision of extra appliances at a large scale incident



# Prevention Indicators – S&W



	22/23	Target
Delivered	9,799	10,000
Delivered	8,338	8,000

- Target reviewed in 2023 to allow increased focus on High Risk individuals



# Prevention Indicators - Referrals

2,344 referrals from other agencies in 23/24, up from 2,255

Top five referral sources

- Adult Social Care
- Health Care Professionals
- Oxygen Providers
- Safe Lincs
- Pat (Police Arson Threat)

All high risk referrals added to CFRMIS for visit



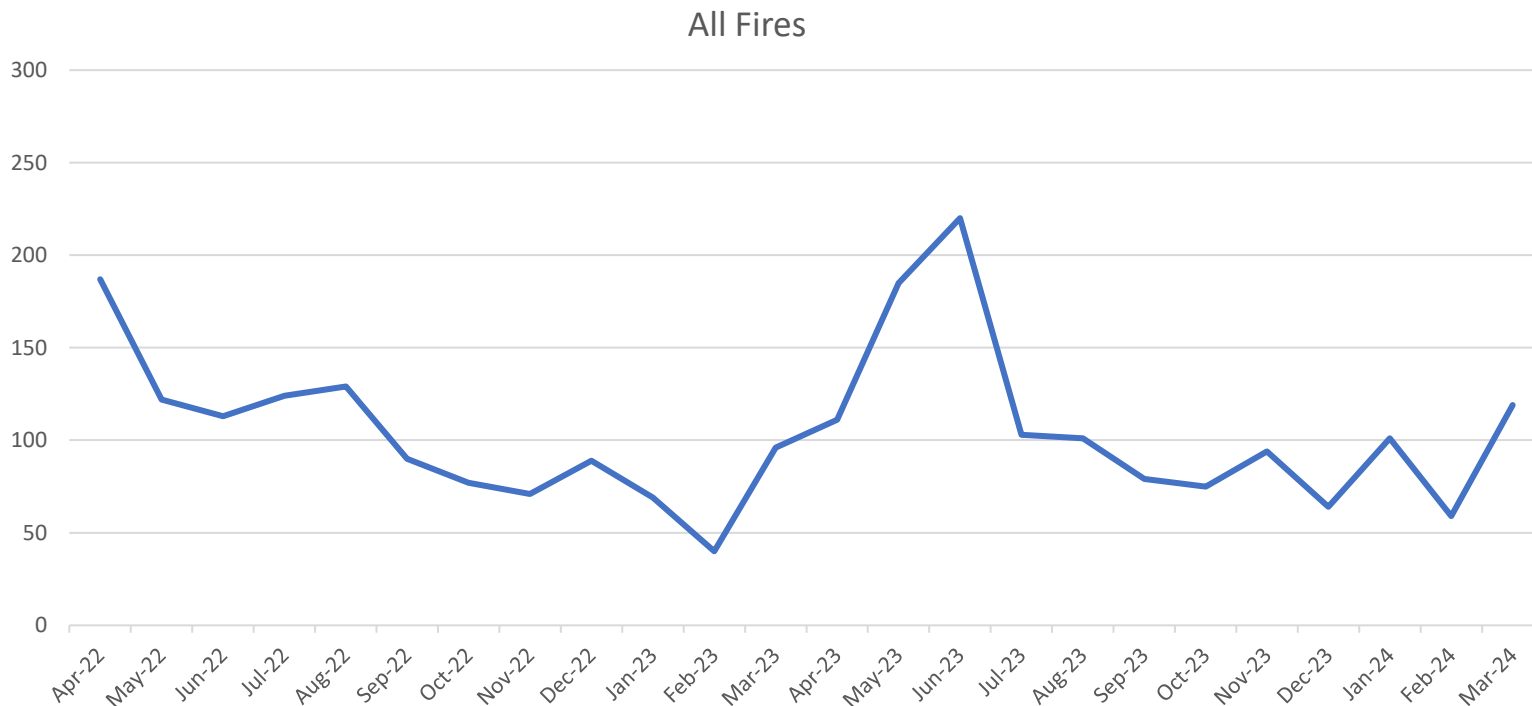


# Demand Profile

	22/23	23/24	Movement
Primary Fires	566	588	3.9%
Secondary fires	641	723	12.8%
All fires	1207	1311	8.6%
Deliberate fires	470	490	4.3%
RTC	245	236	-3.7%
Flood	111	81	-27.0%
Water rescue	45	43	-4.4%
Hazmat, spills and leaks	87	79	-9.2%
Other Special Service	181	240	32.6%



# Demand - Total Fires



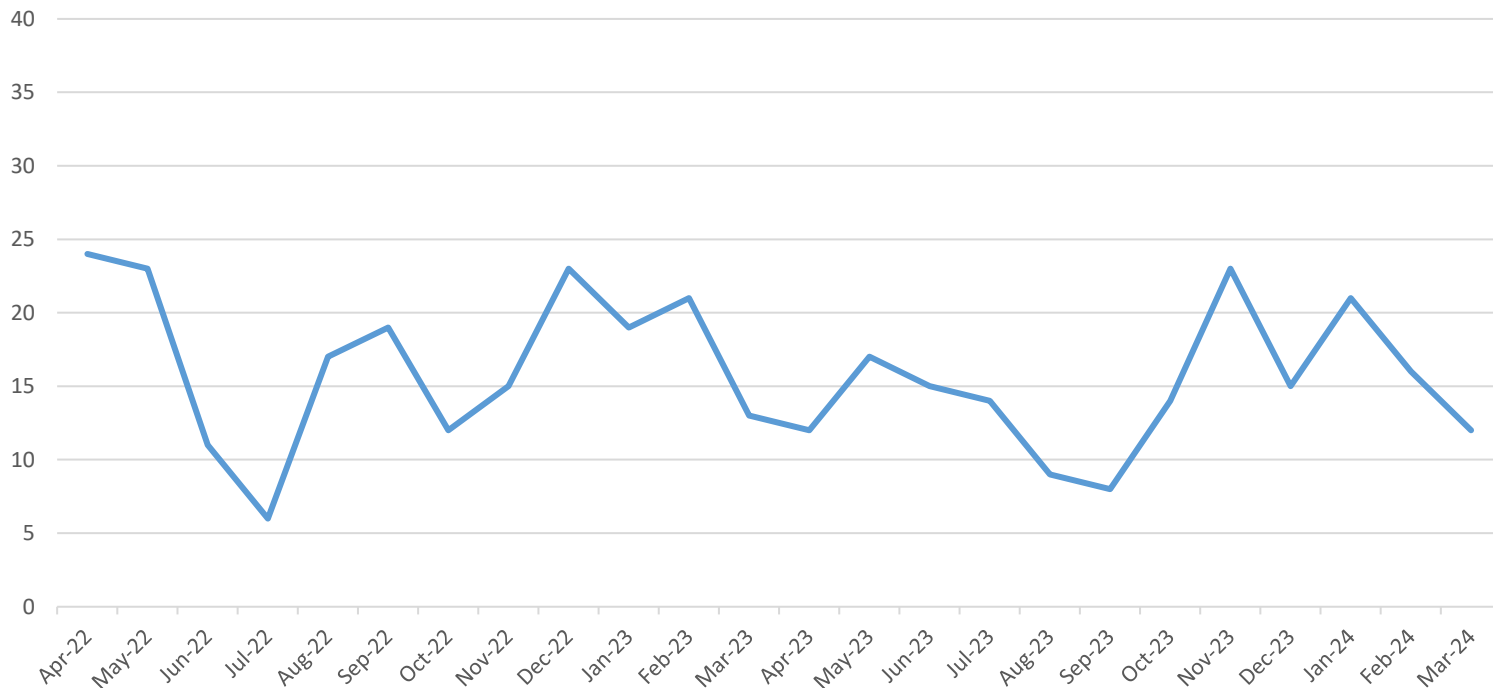
	Fires	Target
22/23	1207	1401
23/24	1311	1437

- The number of Fatalities from fire has reduced year on year from 6 to 4



# Demand - Accidental Primary Dwelling

Accidental Primary Dwelling Fires

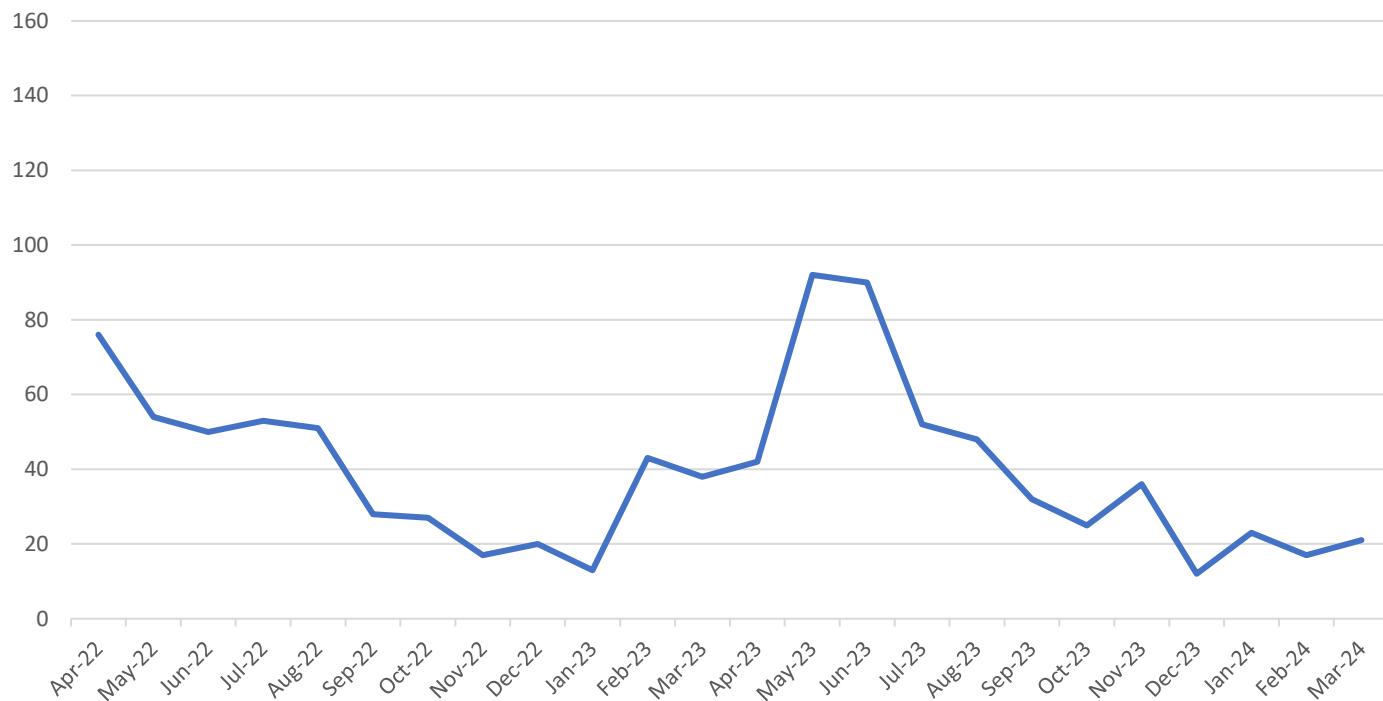


	APDF	Target
22/23	203	217
23/24	176	215



# Demand - Deliberate Fires

Deliberate Fires



	Deliberate Fires	Target
22/23	470	546
23/24	490	562

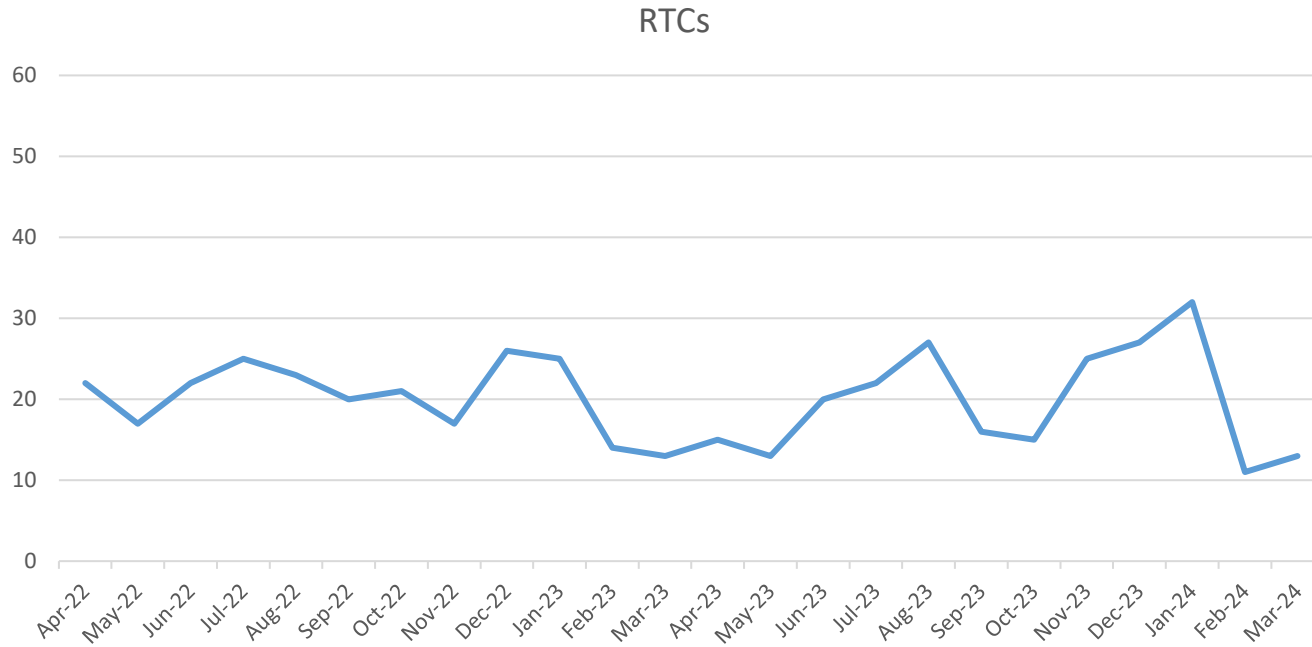


# Non Fire Demand Profile

Special Service Category	Frequency
Assist_Other_Agencies	29%
RTC	15%
Effecting_Entry_Or_Exit	9%
Flooding	6%
Making_Safe_Non_RTC	6%
No_Action_Not_FA	4%
Hazardous_Materials_incident	4%
Other_Rescue	4%
Animal_Assistance	3%
Rescue_Or_Evacuation_From_Water	3%
Removal_Of_Objects_From_People	3%
Lift_Release	2%
Advice_Only	2%
Medical_incident_First_Responder	2%
Suicide_Attempts	2%
Bariatric_Rescues	2%
Medical_incident_Co_Responder	1%
Other_Transport_incident	1%
Spills_And_Leaks_Non_RTC	1%
Evacuation_No_Fire	1%



# Demand - RTCs

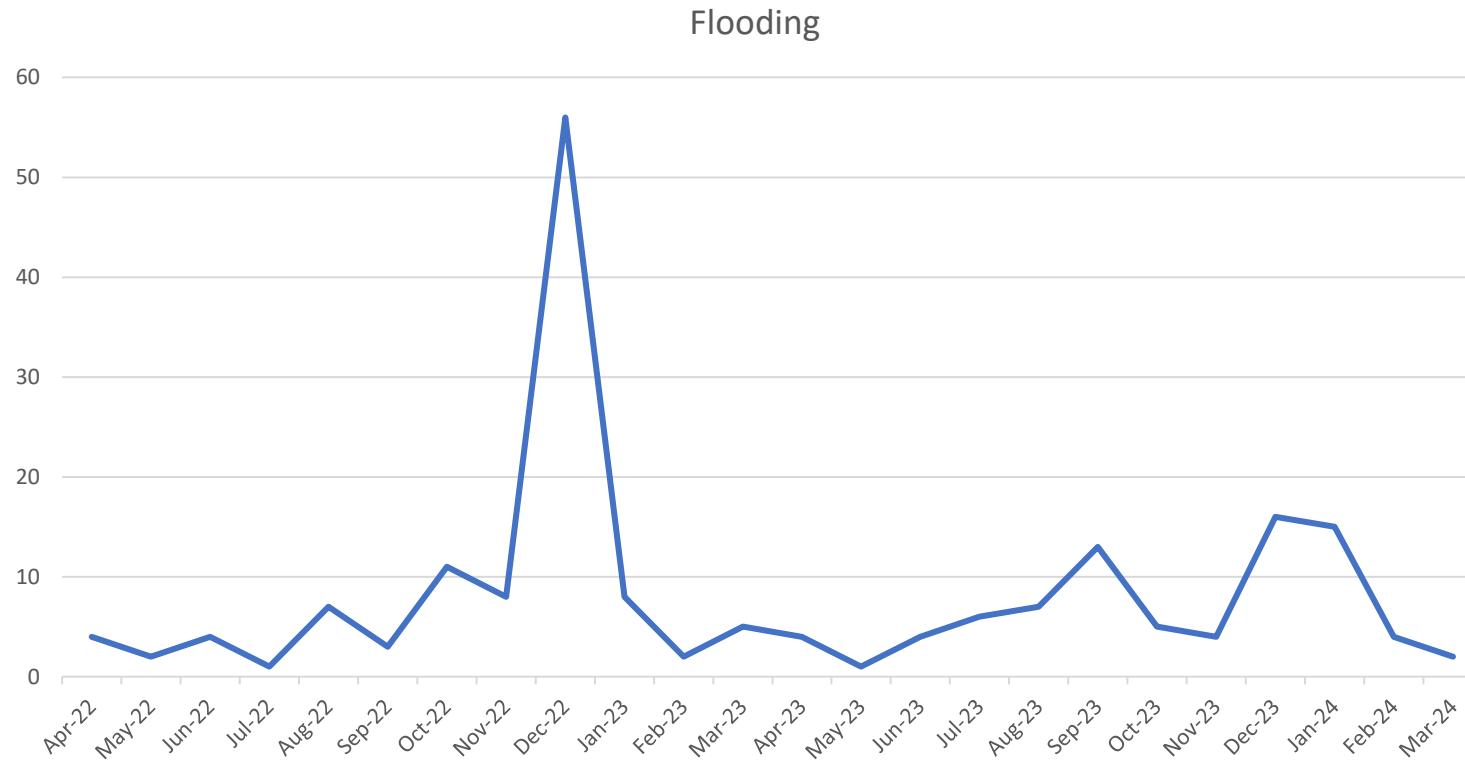


	Number	Target
22/23	245	
23/24	236	238

- The number of fatal RTCs has dropped year on year from 13 to 10
- Currently CFRS attend approx. 9% of all RTCs in the County



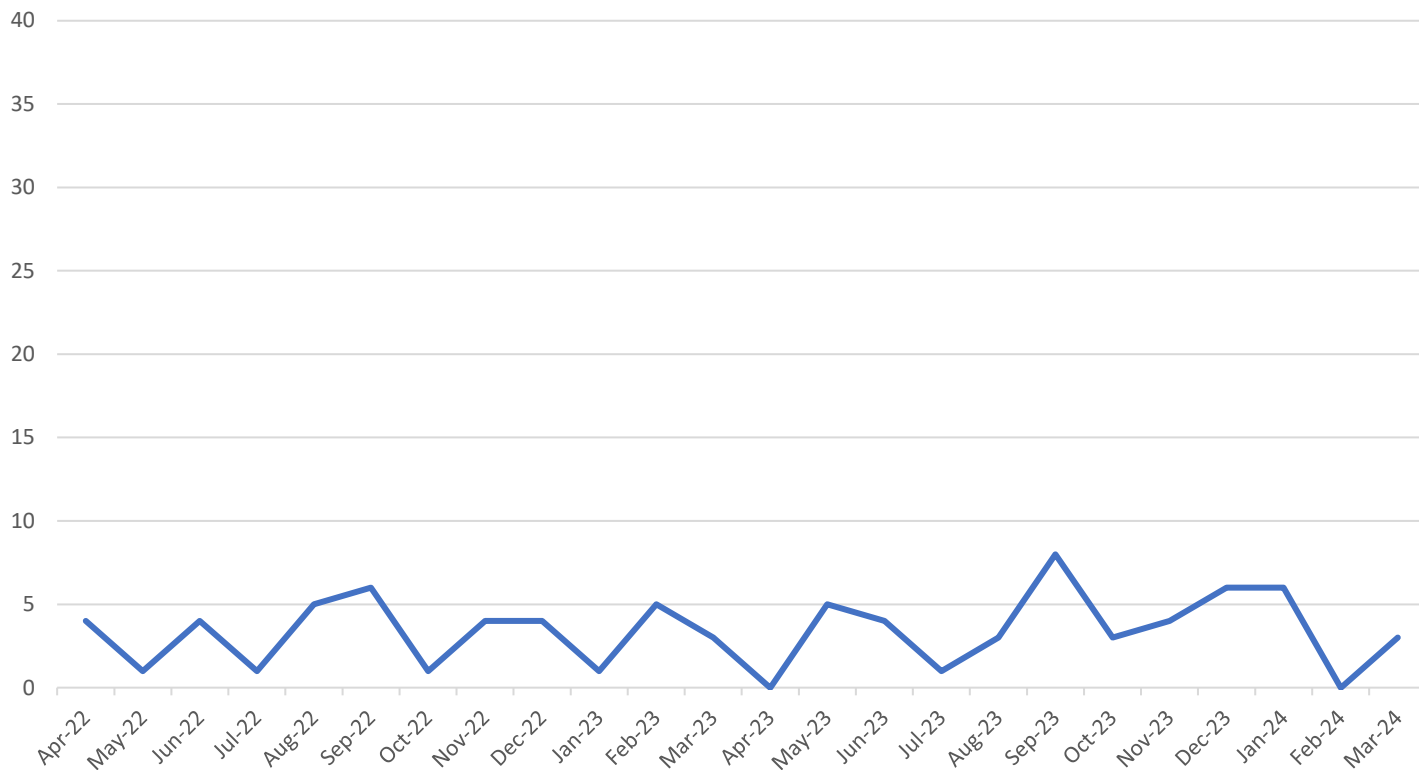
# Demand - Flooding



	Number
22/23	111
23/24	81



# Demand - Water Rescues



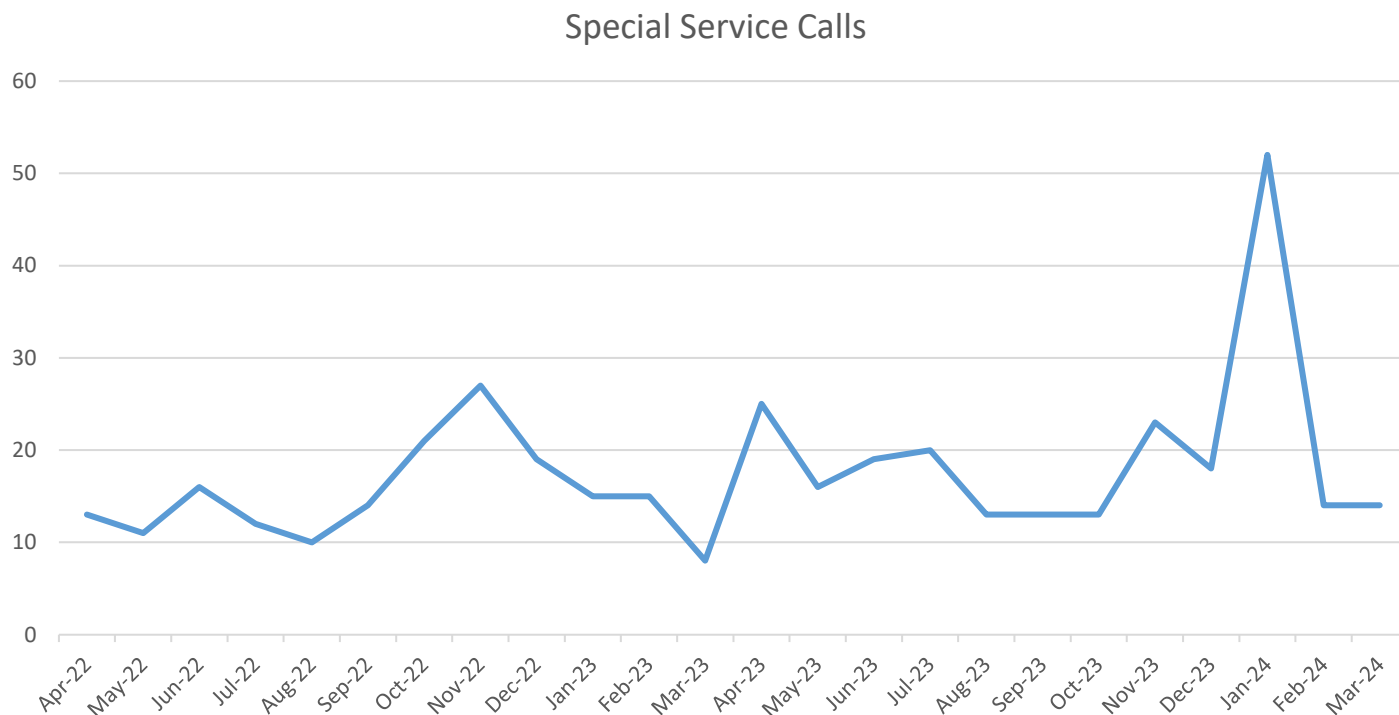
	Number	Target
22/23	45	
23/24	43	46

- Number of fatalities is consistent at 2 over the last two years, Number of injuries has increased from 6 to 8





# Demand - Other SSC



	Number
22/23	181
23/24	240

- Spike in data due to significant demand “Making Safe” in Storm Isha



# Protection Fire Audits

High Risk Audits



**Risk Based Inspection Programme runs to October 2024**

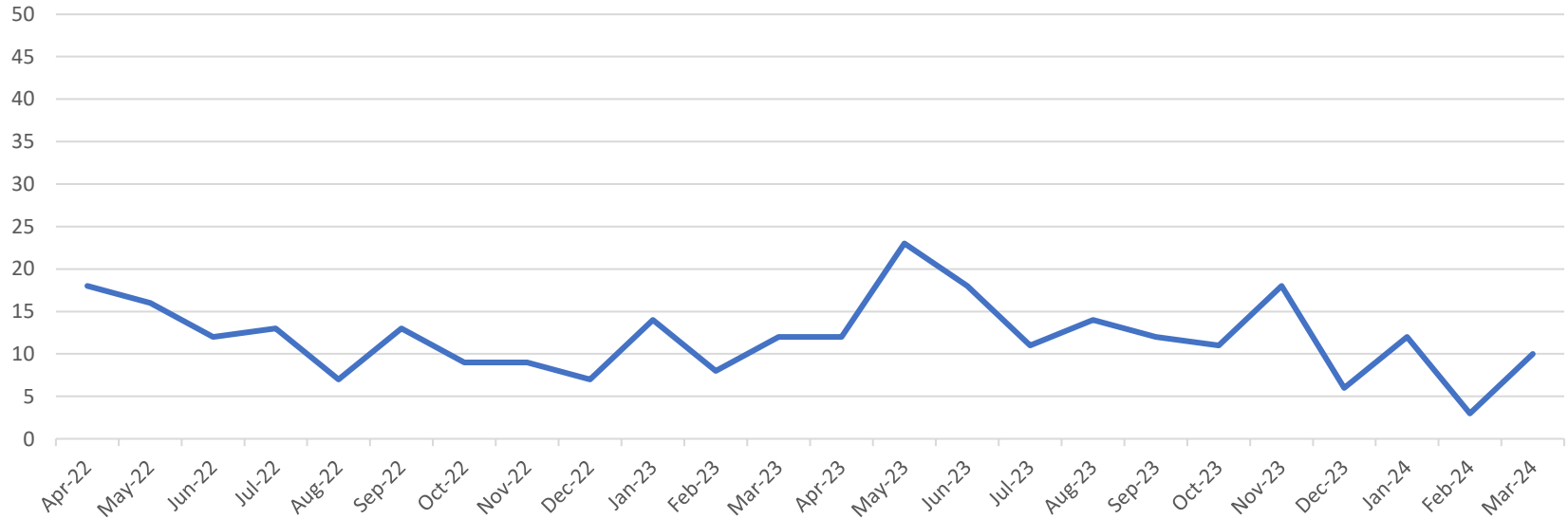
**Currently 46% of all properties have been inspected**

**Top five audit sites are Hotel 17.9%, Shop 10.9%, School 8.1%, Self Catering Let 7.6%, Guest House 6.8%**



# Protection - Commercial Fires

Commercial Fires



	Number	Target
22/23	138	161
23/24	150	156

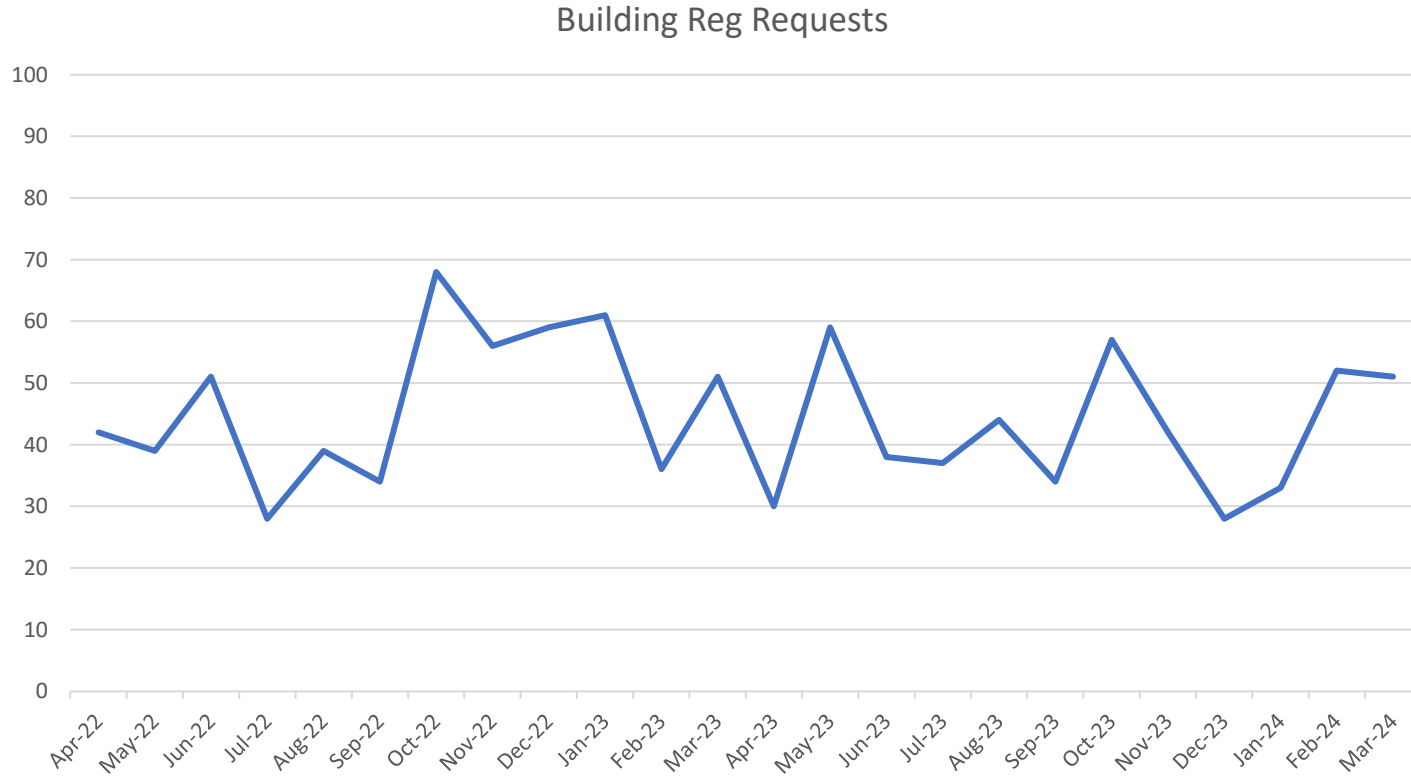
**The number of Commercial False Alarms has fallen from 682 to 489 year on year and currently make up 10% of all Incidents**

**Worst AFA Offenders (April 23 Onwards)**

<b>BAE Systems</b>	<b>39</b>
<b>Barn Close</b>	<b>29</b>
<b>Furness General</b>	<b>34</b>



# Protection - Building Reg requests

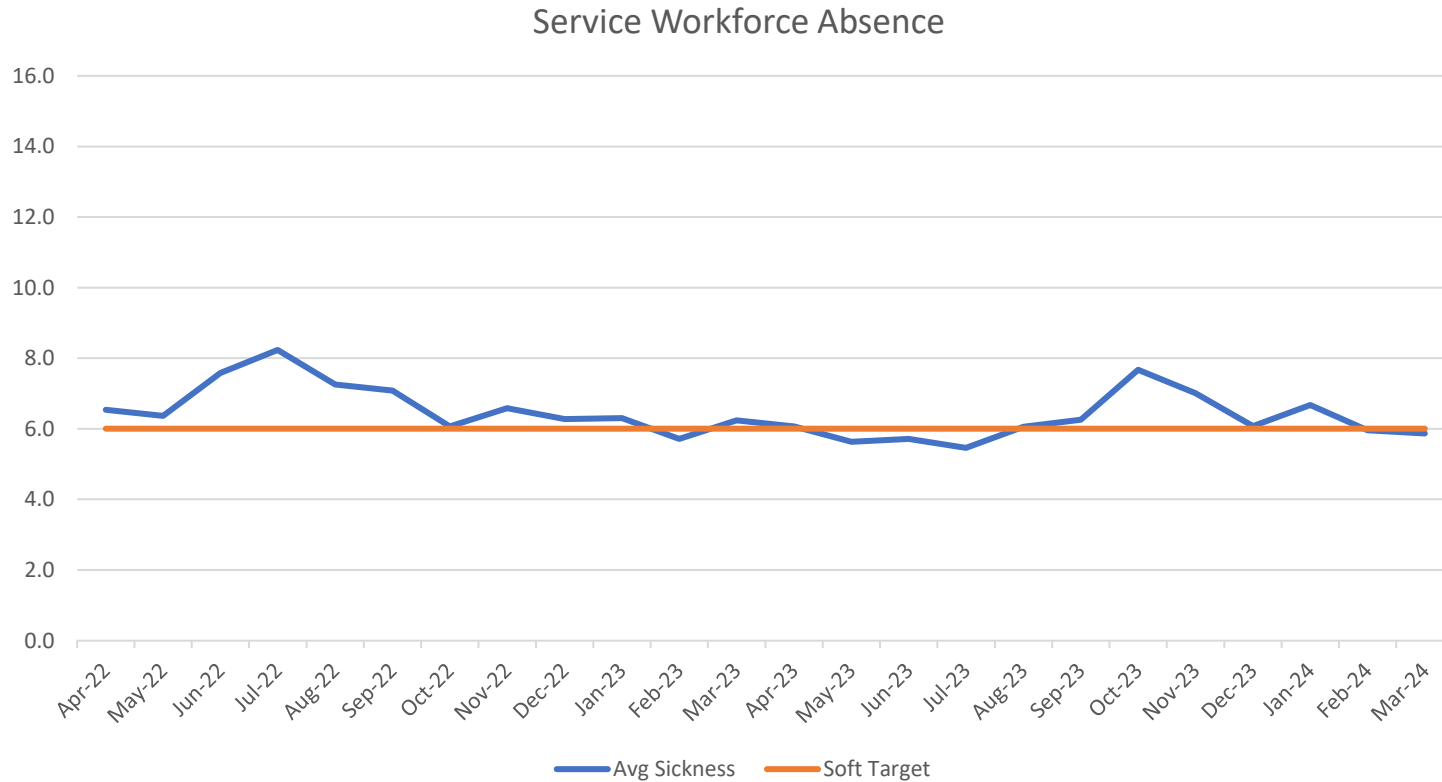


## Requests processed on time

	%	Target
22/23	96.3%	95%
23/24	95.8%	95%



# People – Workforce Absence



	Sickness	Target
22/23	6.7	6
23/24	6.2	6
Movement	-7.5%	

**Long term absence accounts for approx. 27% of all sickness**



# People – Other Indicators

	2022	2023	2024 YTD
Sickness (Individual Long Term Absences)	99	82	53
Sickness (Individual Short Term Absences)	536	294	166
Proportion of Appraisals Complete	53.0%	39.0%	33.0%
New Recruits (Wholetime)	10	7	3
New Recruits (On-call)	24	40	5

**2024 YTD Wholetime due to increase to 19 in September (Wholetime Course of 16)**

**The number of EQIA screenings remains consistent year on year at 27**



# Learning and Development Indicators

- 81% of all staff in date with their fitness assessments
- 99.8% of all Development Plans completed
- Overall satisfaction with L&D 97.3%



# Health and Safety Indicators

Adverse Safety Events	Totals 22/23	Totals 23/24	Target 23/24
Personal accidents (injury absence) + RIDDOR (over 7 days, specified injuries)	7	3	5
Total of all personal accidents (including injury non absence)	26	24	30
Vehicle Damage - Responding Blue Light	7	12	11
Vehicle Damage - Low Speed Manoeuvre	11	4	10
Vehicle Damage – Routine activity	11	7	8
Vehicle Damage – Other (Newly categorised - outside CFRS control)		5	No target
Property/equipment damage	1	1	6
Near Miss	8	10	No target
Violence/ Aggression	4	4	No target
Member of the public	3	3	No target
RIDDOR Dangerous Occurrence	0	1	No Target
Total ASE's excluding near misses	63	61	

- 97.7% of all Station Audits are up to date





# **New Performance Measures**

**Significantly fewer indicators**

**Based on Northumberland Approach**

**Aligned to latest HMICFRS definitions**

**Significantly fewer indicators**





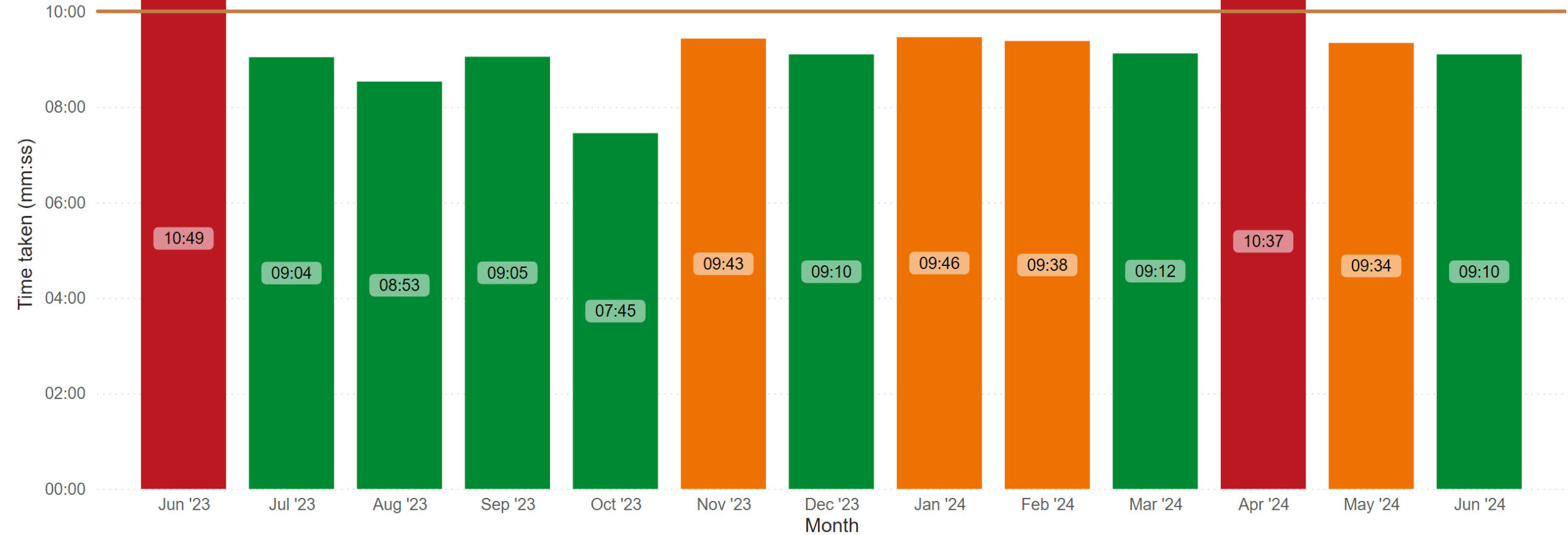
Type

All

# Service Average Response Time (All Fires)

12 Month Average

09:20





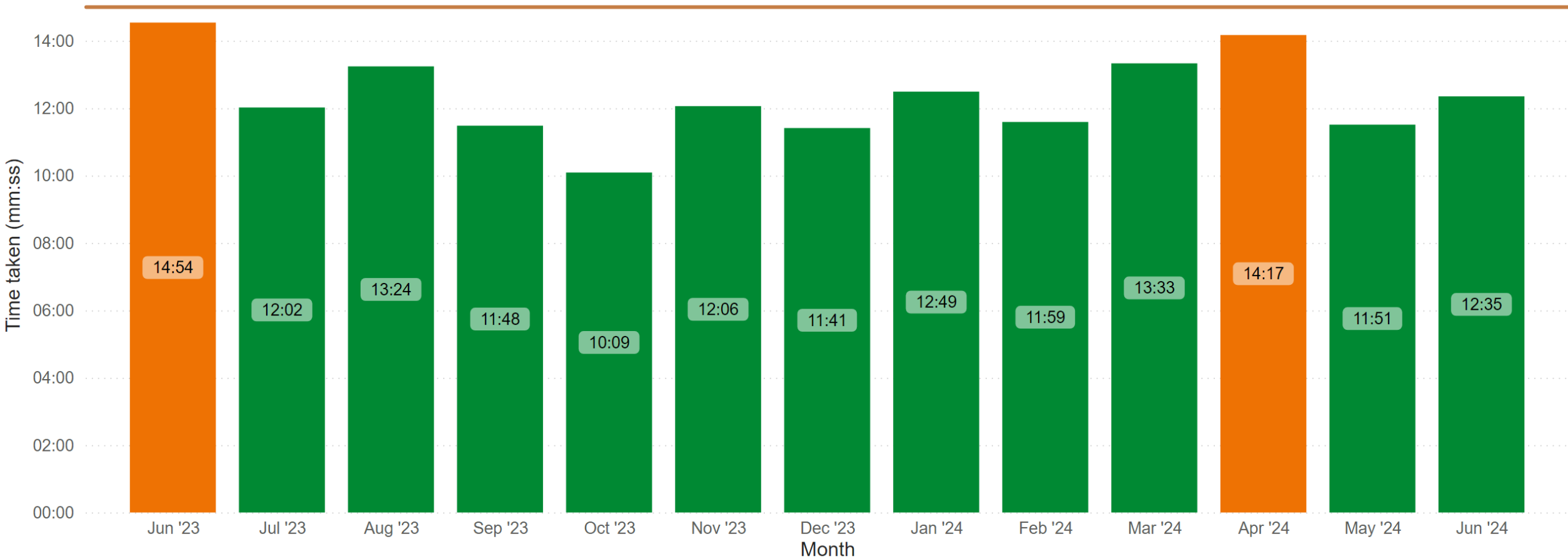
Type

All

# On-call Average Response Time (All Fires)

12 Month Average

12:27

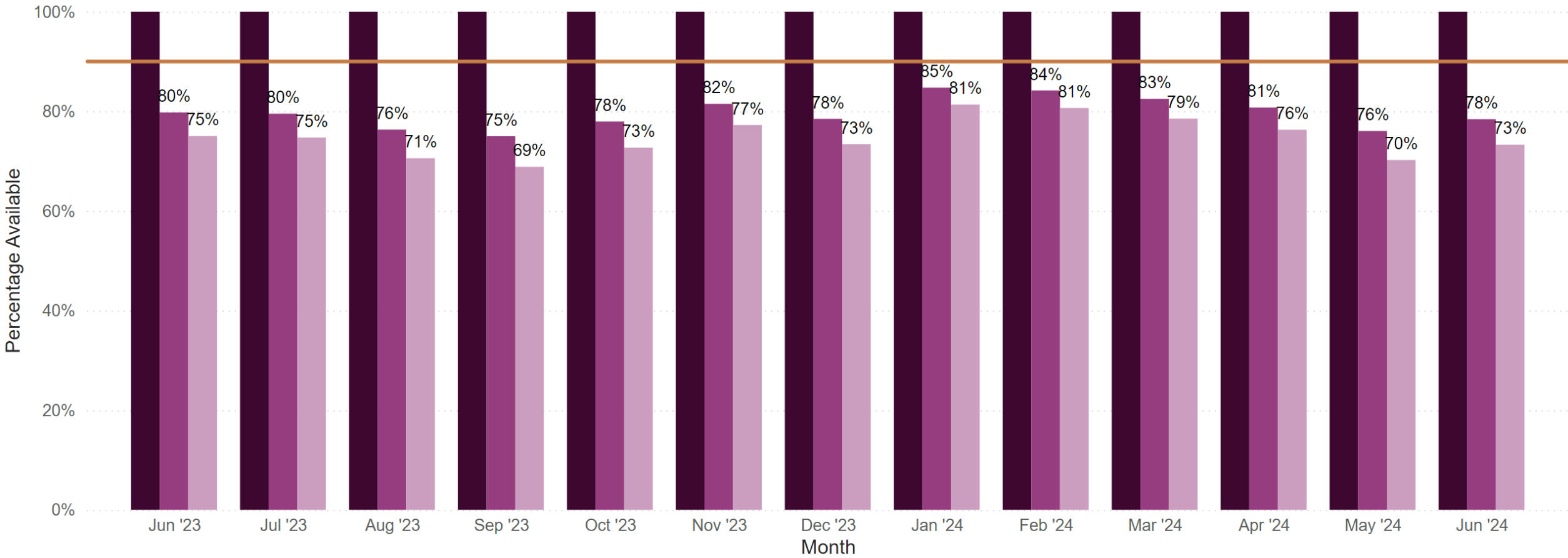




# Availability by Month

It is assumed Wholetime are available 100% of the time

● Wholetime ● Service ● On-call

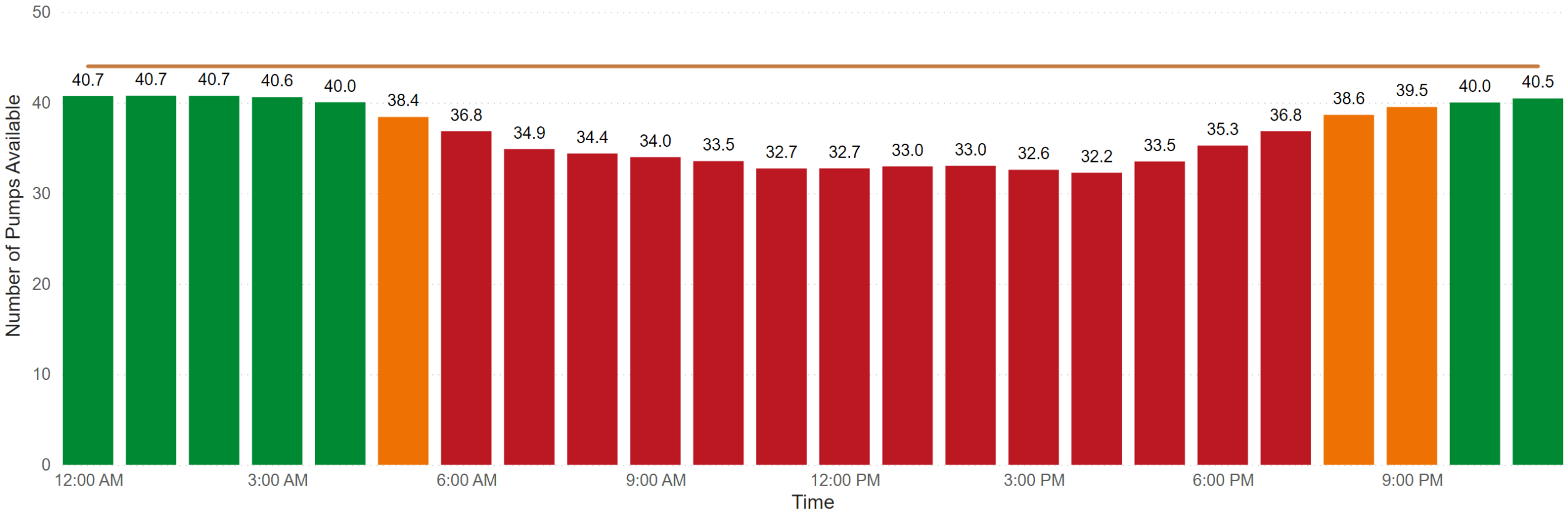




# Availability by Hour

Showing the average number per hour for Jul 23 - Jun 24

● Number of Pumps Available — Optimum (44)





Day Type

All

# Availability by Hour x Day

Showing the number of appliances off the run per hour per day for Jul 23 - Jun 24

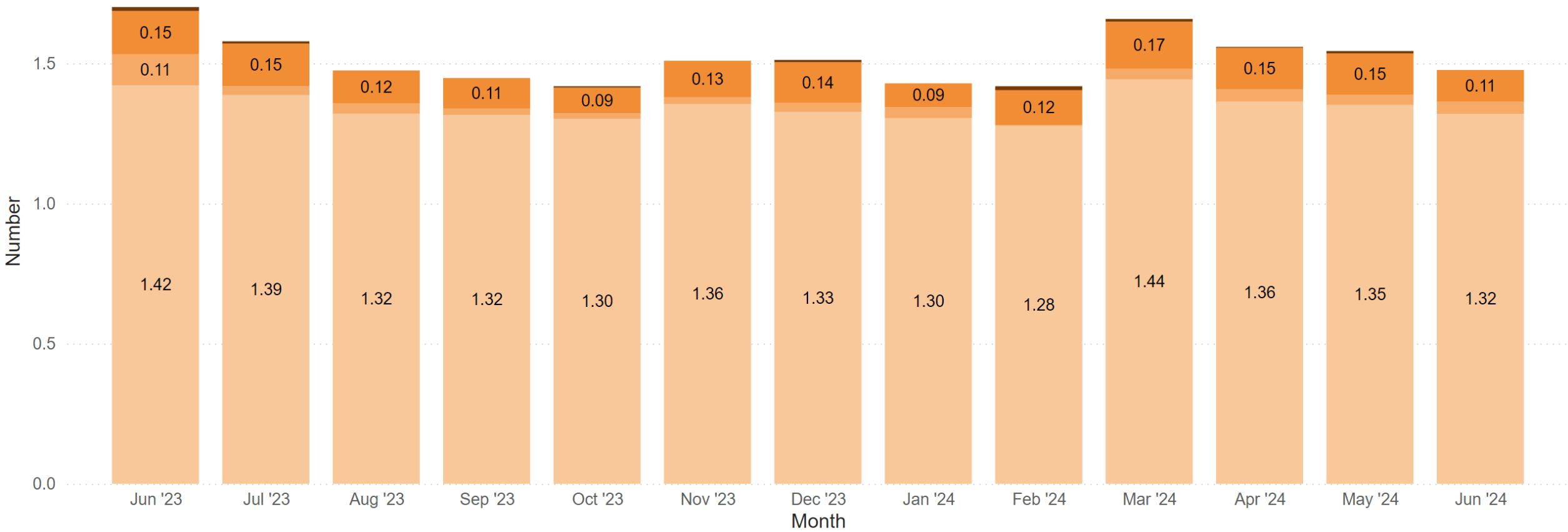
Date (default is most recent first)

	00:00	01:00	02:00	03:00	04:00	05:00	06:00	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
30 Jun '24 - Weekend	7	7	7	7	8	9	10	11	11	11	11	14	17	16	14	11	15	11	10	10	7	5	5	2
29 Jun '24 - Weekend	2	2	2	2	2	2	4	6	6	10	12	11	12	13	13	12	13	14	15	14	7	8	8	7
28 Jun '24	2	2	2	2	2	2	6	10	14	11	11	10	10	8	12	12	12	9	8	8	8	5	4	1
27 Jun '24	2	2	2	2	2	1	6	8	7	6	4	7	9	9	12	10	8	5	4	4	3	3	2	2
26 Jun '24	3	3	3	3	3	3	7	11	9	9	7	8	8	10	11	12	11	8	9	9	2	4	4	2
25 Jun '24	1	1	1	2	5	5	5	7	10	9	8	8	7	9	7	8	6	6	4	5	4	4	4	3
24 Jun '24	1	1	3	3	6	8	7	13	11	7	8	7	8	7	9	10	8	9	4	5	3	3	3	1
23 Jun '24 - Weekend	7	6	6	6	6	8	7	8	6	10	9	14	14	14	13	7	12	12	13	12	6	5	4	1
22 Jun '24 - Weekend	4	4	4	4	5	5	4	8	11	15	16	15	18	17	18	15	17	17	15	15	9	8	8	6
21 Jun '24	1	1	1	2	3	5	7	13	15	14	10	13	14	12	14	17	13	13	10	9	8	7	8	6
20 Jun '24	2	2	2	2	2	3	5	10	12	12	10	9	9	7	9	13	15	13	12	12	5	4	3	4
19 Jun '24	2	2	2	2	2	5	8	7	8	9	11	11	9	8	11	12	11	10	9	9	2	0	0	0
18 Jun '24	2	2	2	2	3	6	6	10	12	9	11	11	11	11	10	14	11	9	5	4	3	2	2	2
17 Jun '24	6	6	6	7	8	10	12	12	15	15	14	11	9	9	12	14	9	12	9	9	6	3	3	3
16 Jun '24 - Weekend	11	11	11	12	12	12	11	14	11	11	14	13	14	16	17	17	19	18	17	17	10	8	8	7
15 Jun '24 - Weekend	6	5	5	6	7	7	8	9	11	15	15	16	15	17	15	17	17	19	21	19	16	14	11	11
14 Jun '24	5	5	5	5	5	6	8	12	9	11	8	9	12	11	11	14	11	10	13	13	12	8	8	7
13 Jun '24	1	1	1	2	2	5	7	8	7	7	9	8	7	6	6	9	9	7	11	10	7	8	7	5
12 Jun '24	1	0	0	1	1	4	6	10	12	10	10	9	10	10	8	9	11	14	9	8	4	1	1	0
11 Jun '24	1	1	1	4	4	5	5	8	11	8	7	11	7	7	8	9	9	7	6	6	1	1	1	1
10 Jun '24	2	2	3	4	4	6	7	6	10	10	9	9	7	5	9	7	10	5	2	3	2	1	1	1
09 Jun '24 - Weekend	7	7	7	7	7	8	8	10	9	8	15	13	12	10	12	9	13	13	11	10	6	5	5	3
08 Jun '24 - Weekend	2	2	2	3	4	5	7	6	7	10	14	16	17	17	18	17	16	16	17	16	9	7	8	7
07 Jun '24	4	4	5	6	6	7	12	12	14	11	11	15	14	13	13	18	15	16	11	8	9	5	5	4
06 Jun '24	6	6	6	6	6	7	11	11	11	11	12	12	12	12	12	14	14	14	10	9	7	6	6	5



# Average Incident Make Up

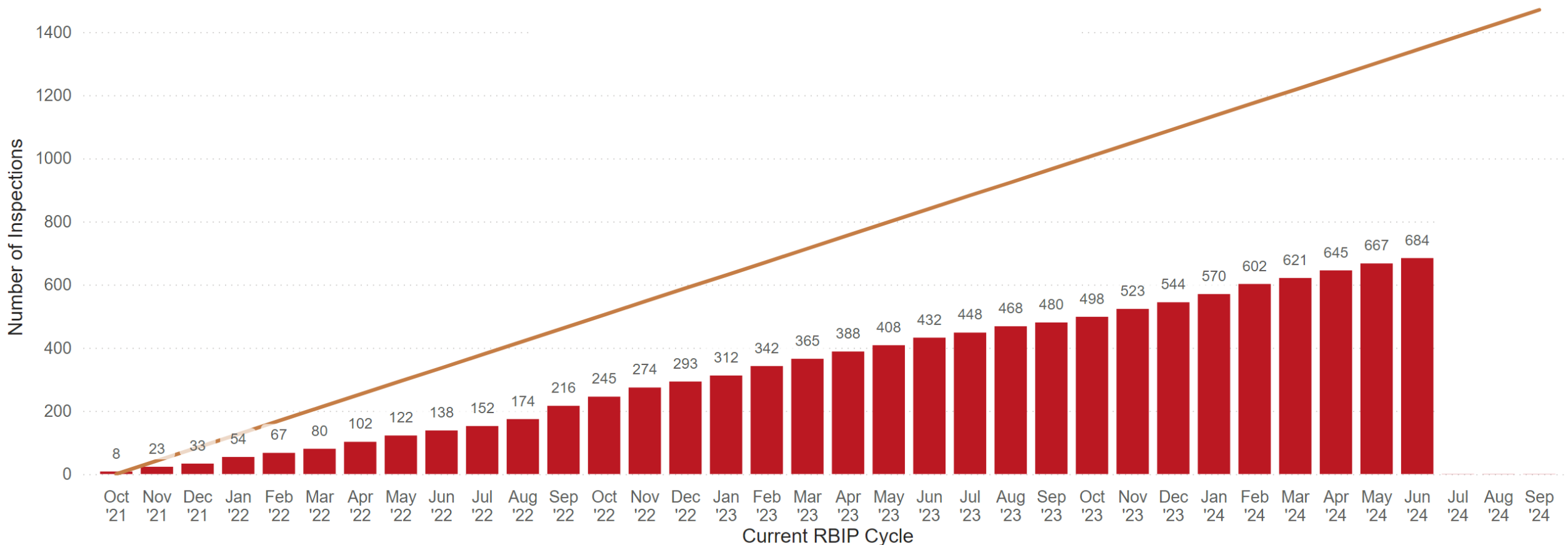
● Pumps/RRVs ● Specials ● Officers ● Over The Border





# Cumulative High Risk Audits

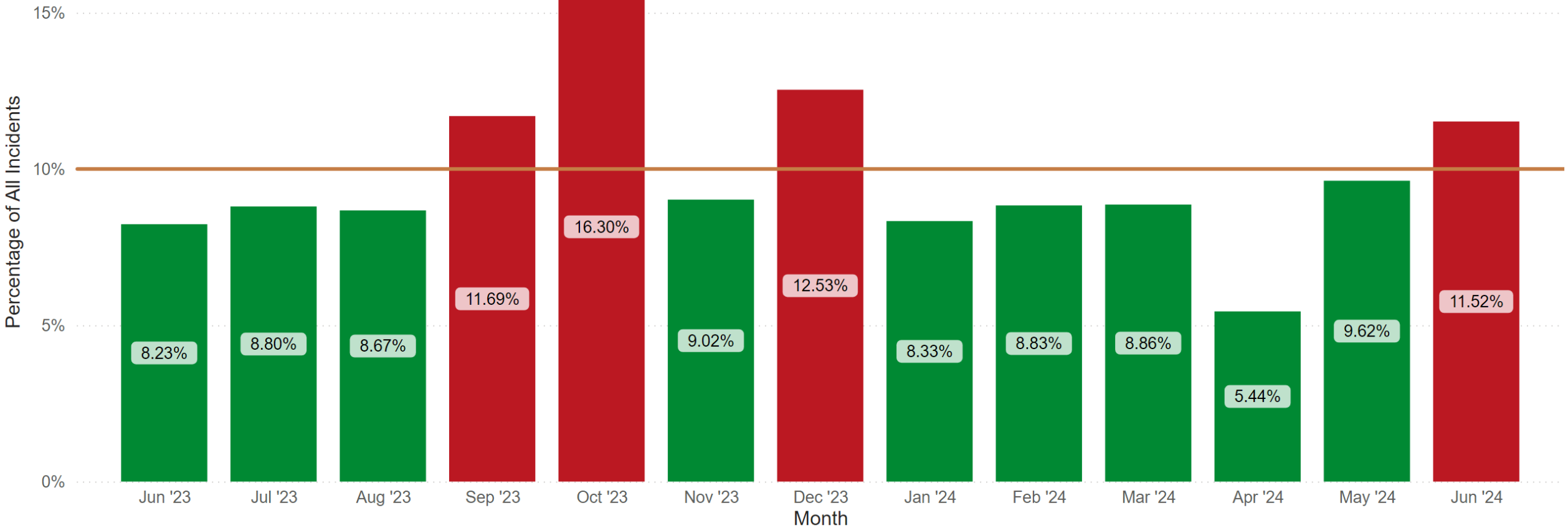
● Cumulative High Risk Audits ● Cumulative Equal Monthly Target





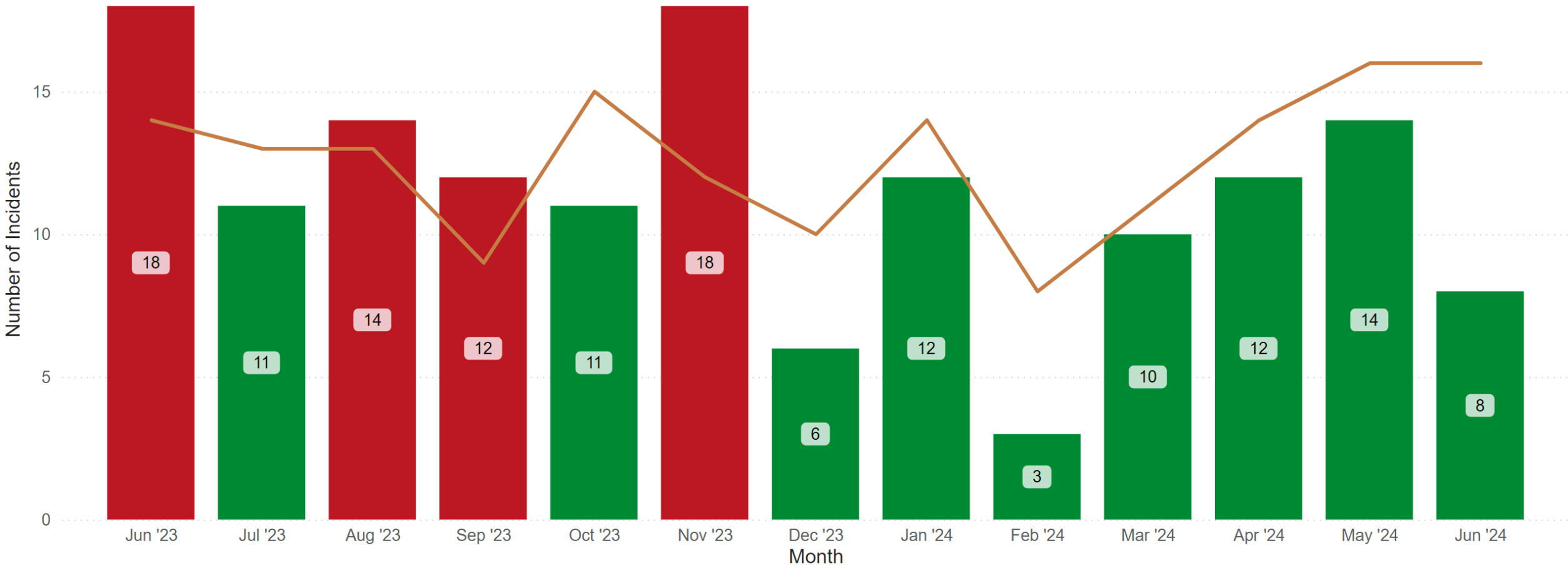


## Commercial False Alarms (Attended)





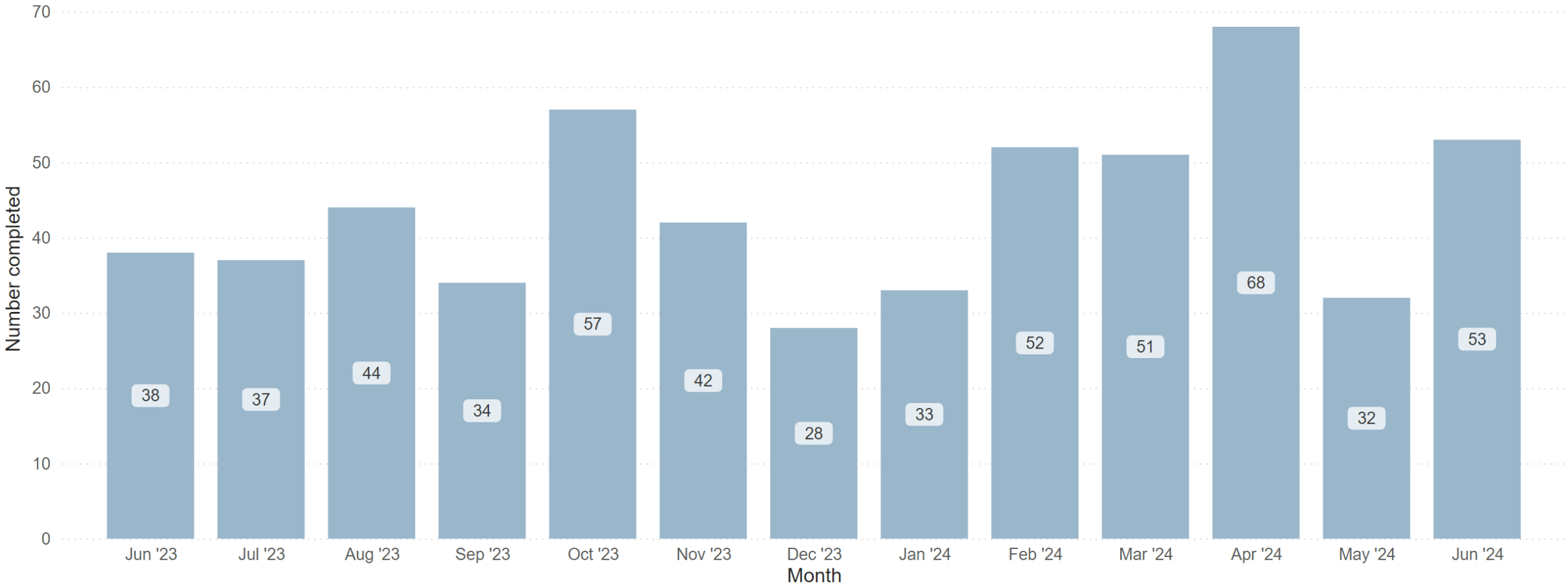
# Commercial Fires





# Building Regulations

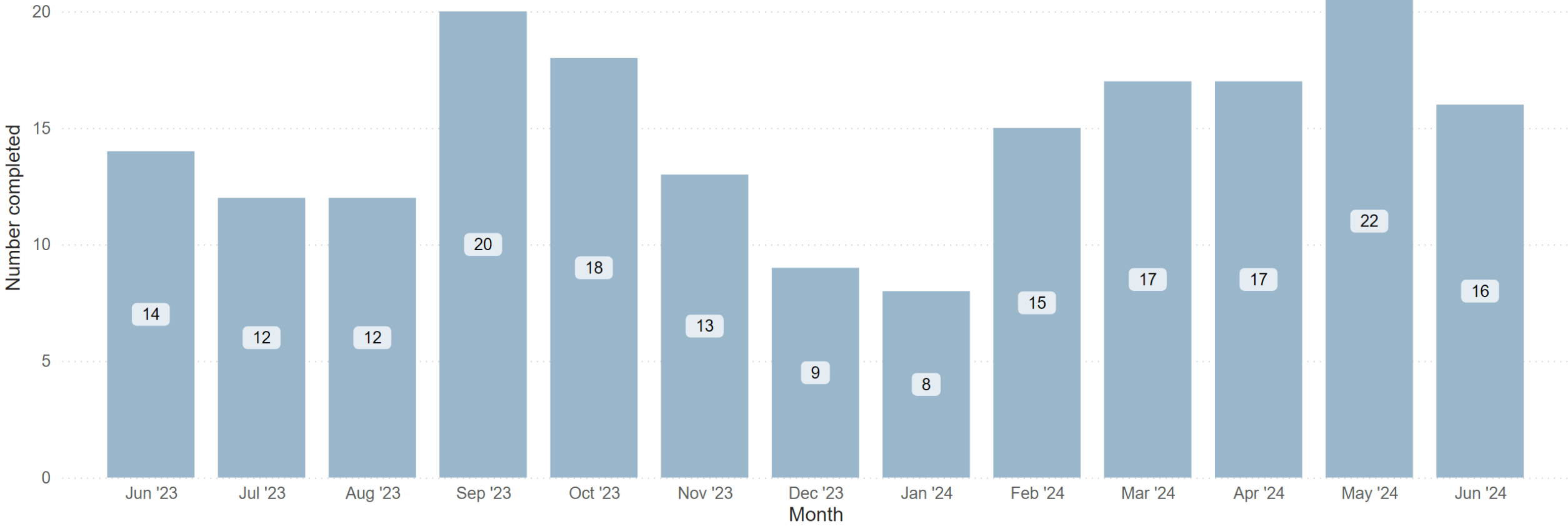
Percentage Complete on Time  
94.4%





# Licensing Regulations

Percentage Complete on Time  
95.9%





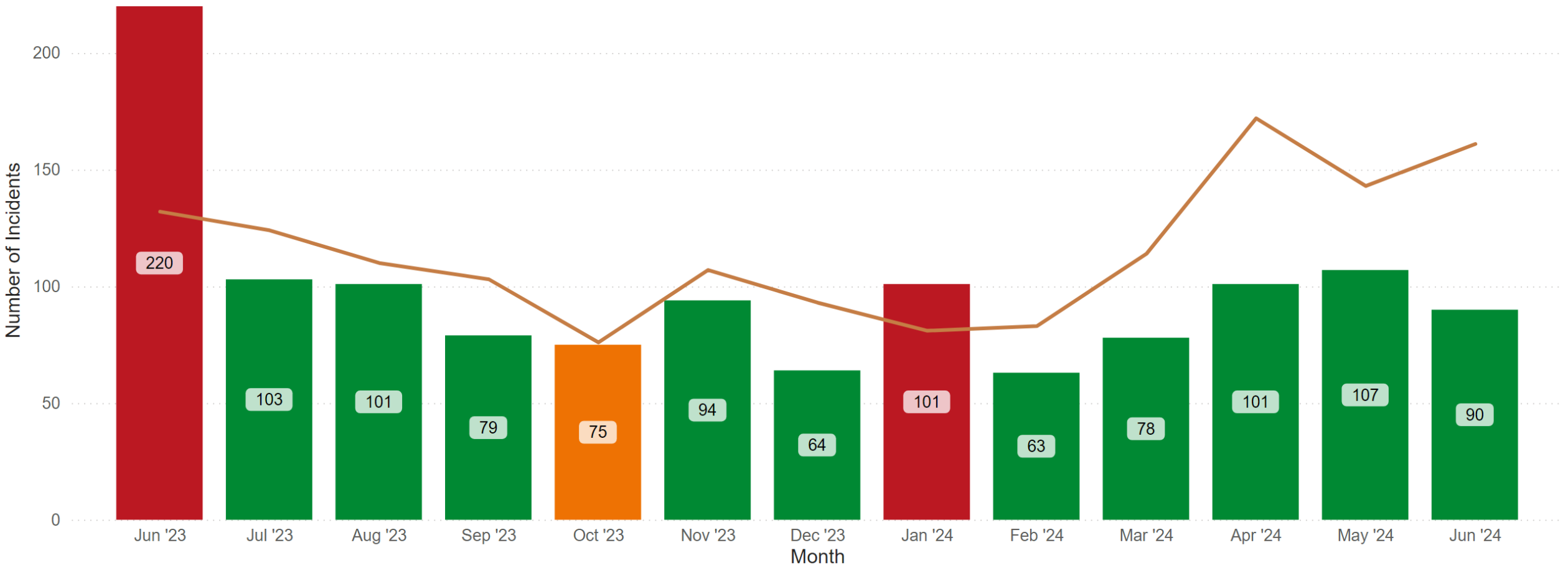
Type

All

Cause

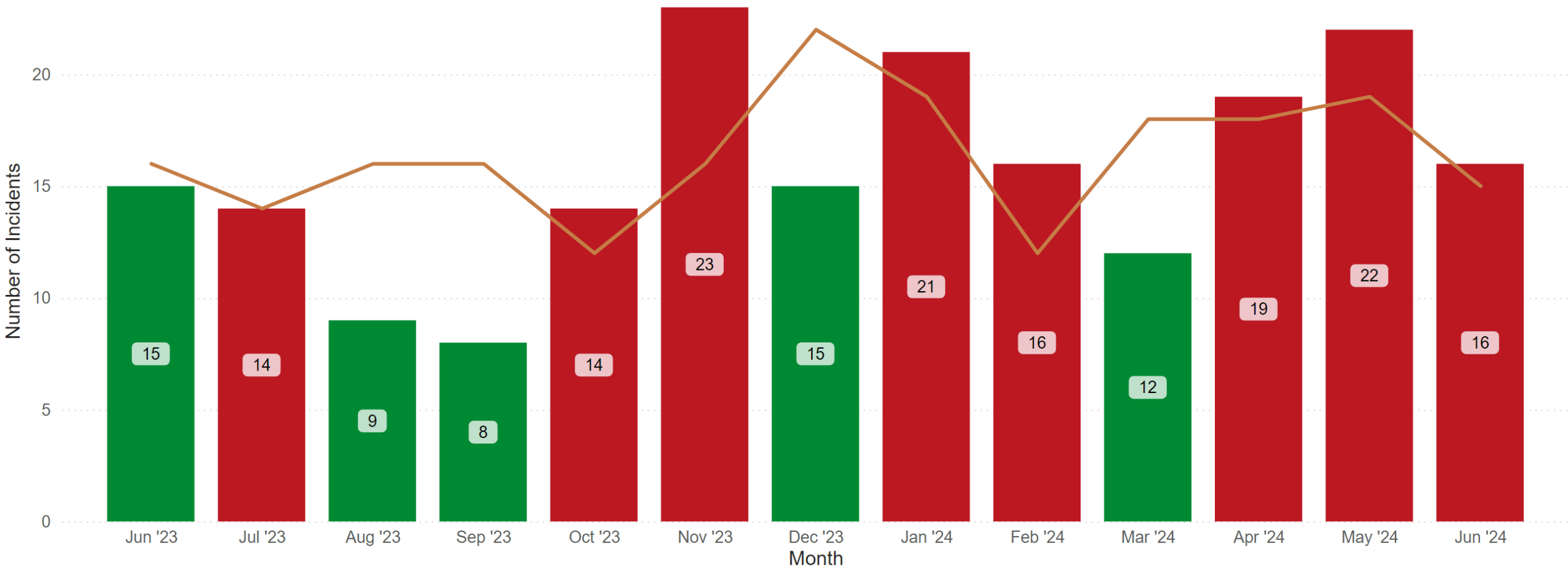
All

# Fires





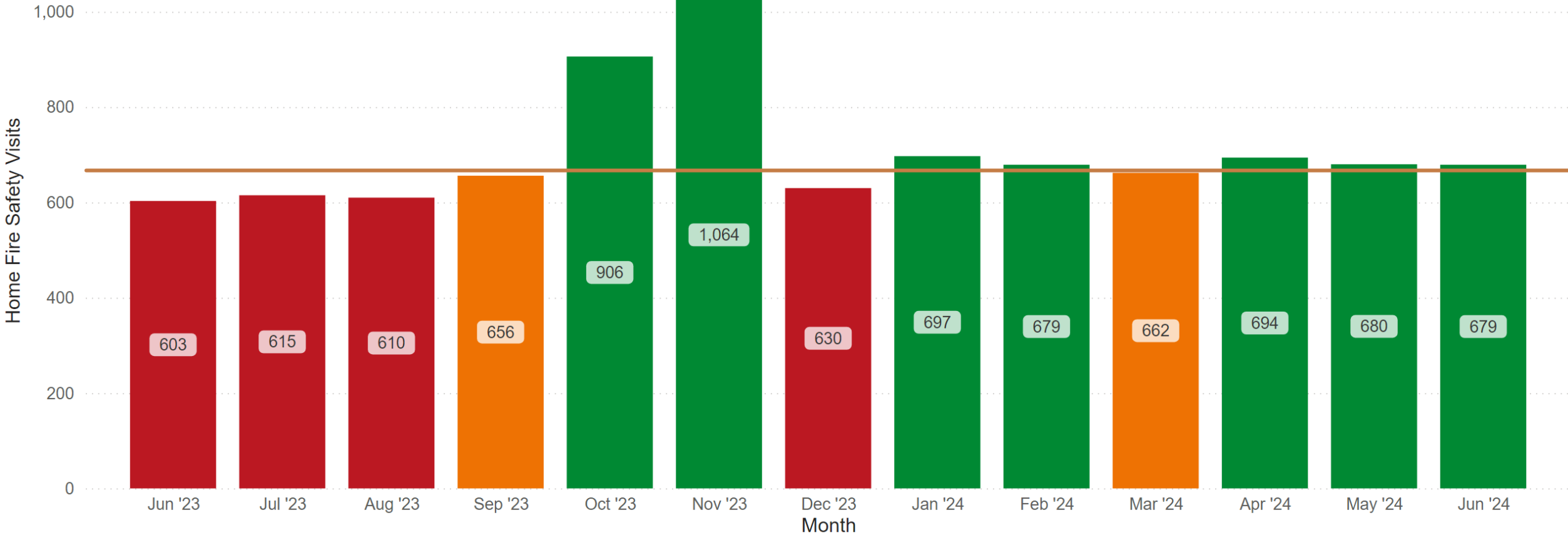
# Accidental Primary Dwelling Fires





# Home Fire Safety Visits

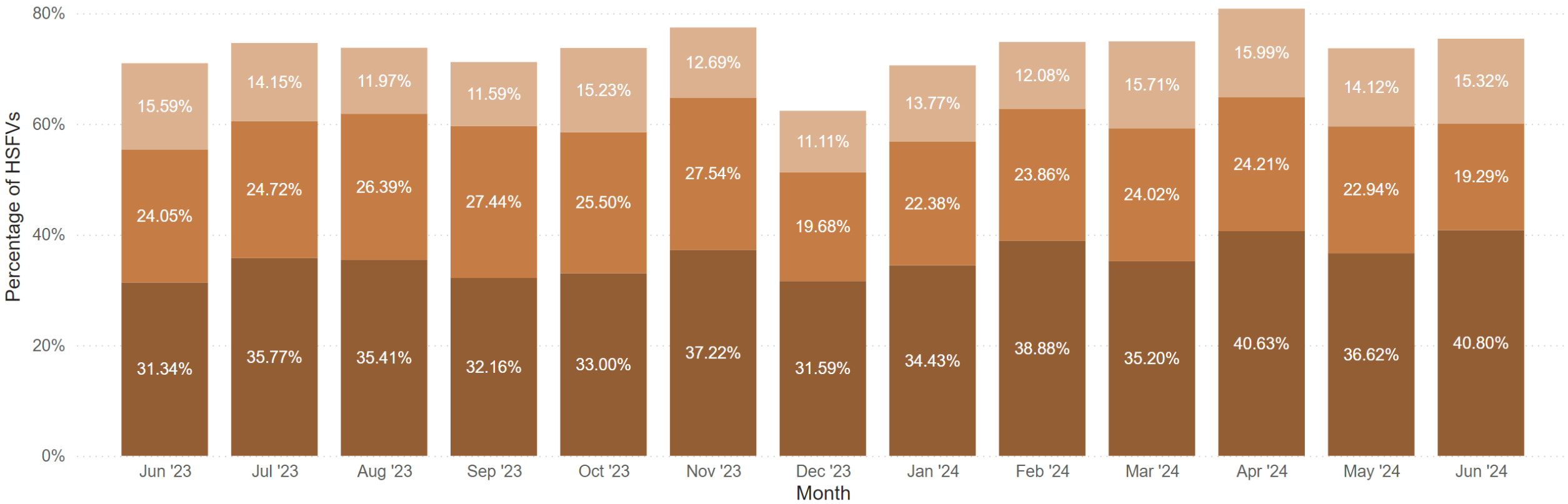
Total HSFVs so far for 2024/25  
**2,255**





# Targeted Home Fire Safety Visits

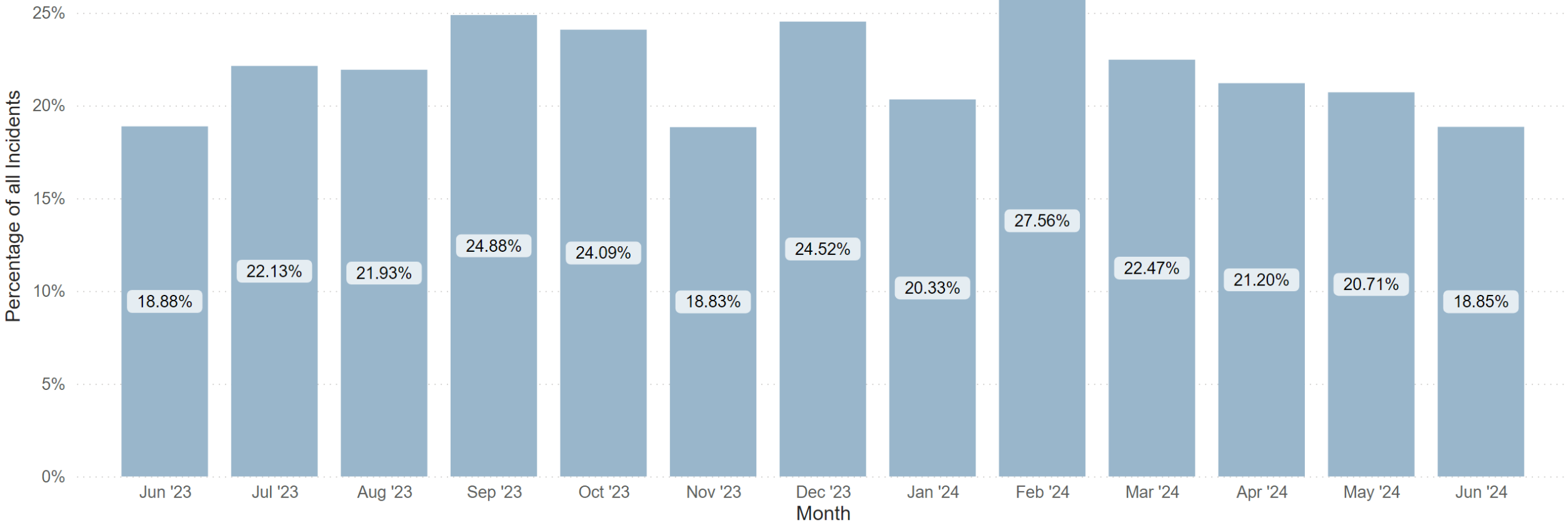
● 65+ Years Old & Disabled ● 65+ Years Old & Not Disabled ● Under 65 & Disabled





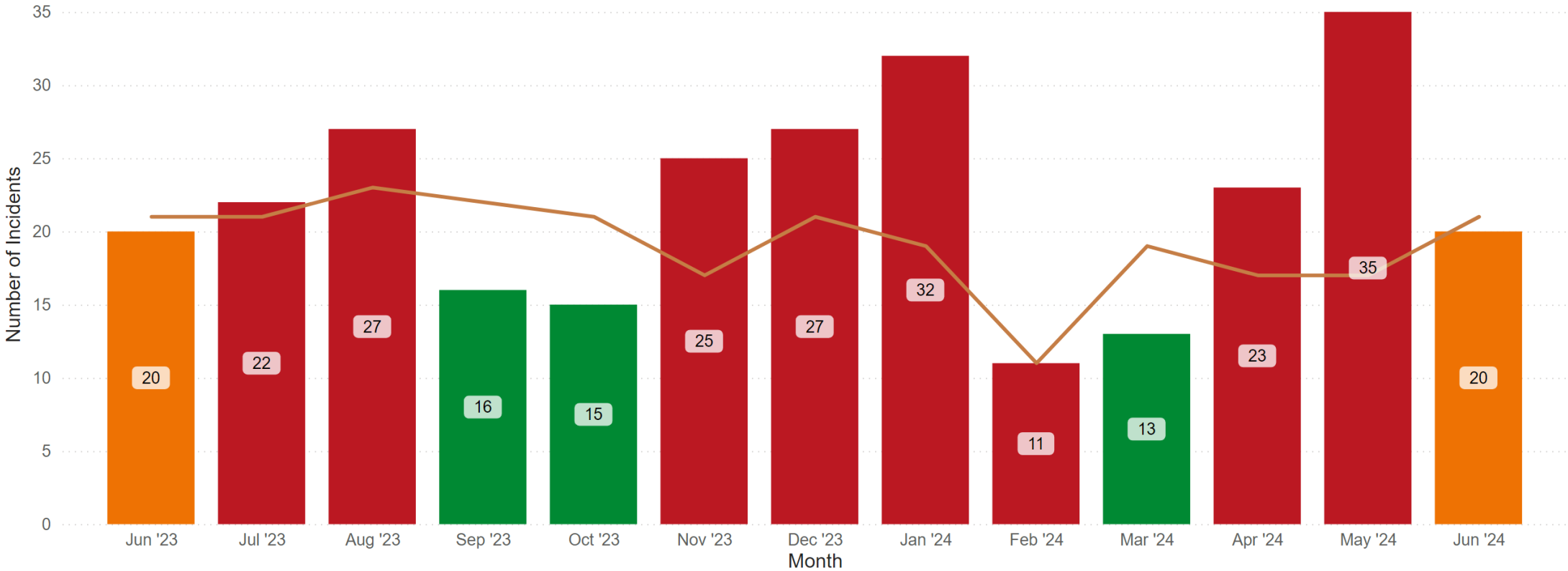


## Dwelling False Alarms (Attended)





## Road Traffic Accidents

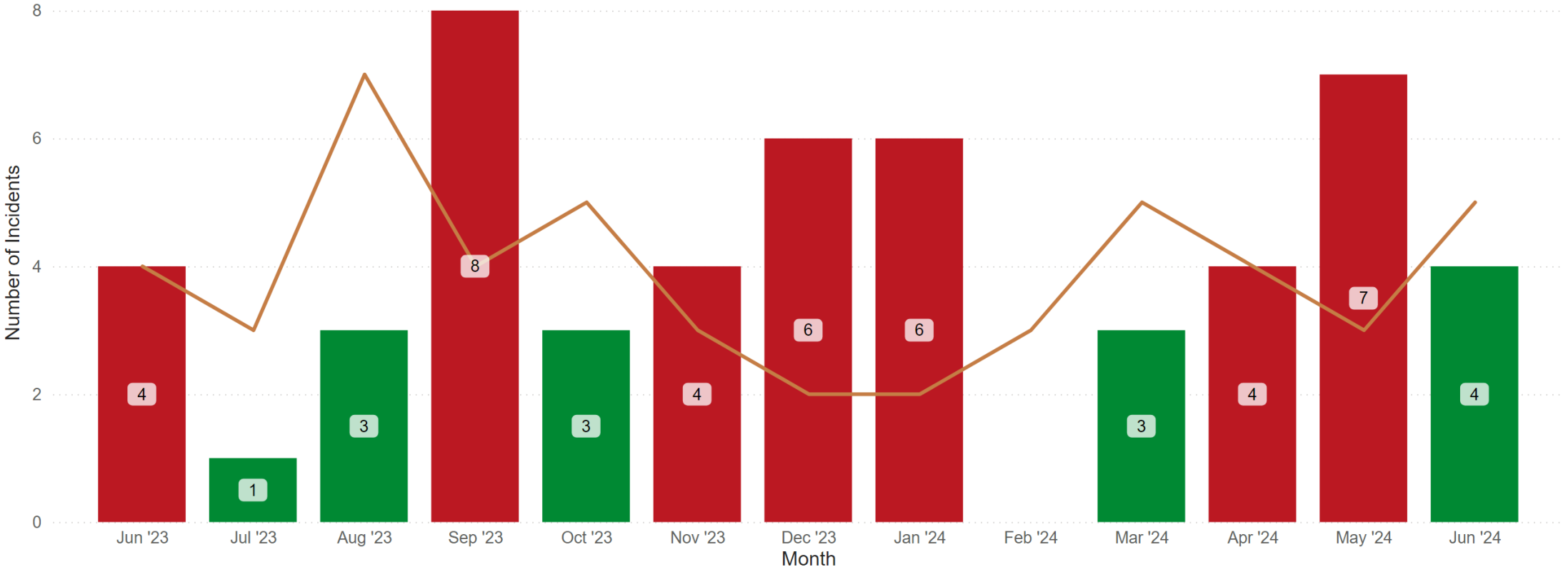


Data Source(s): IRS+ (automatic)

**On Average CFRS attend approx. 9% of all RTAs in Cumbria**



# Water Rescues

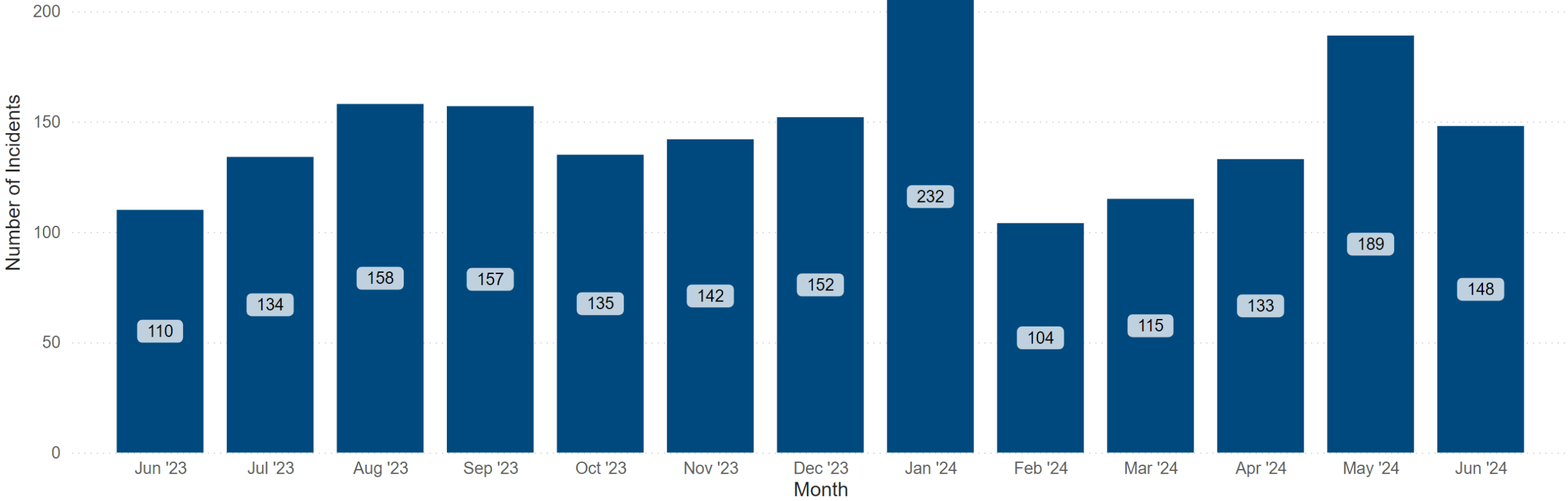


Data Source(s): IRS+ (automatic)

**Work ongoing to separate out Flooding from Water Rescues**

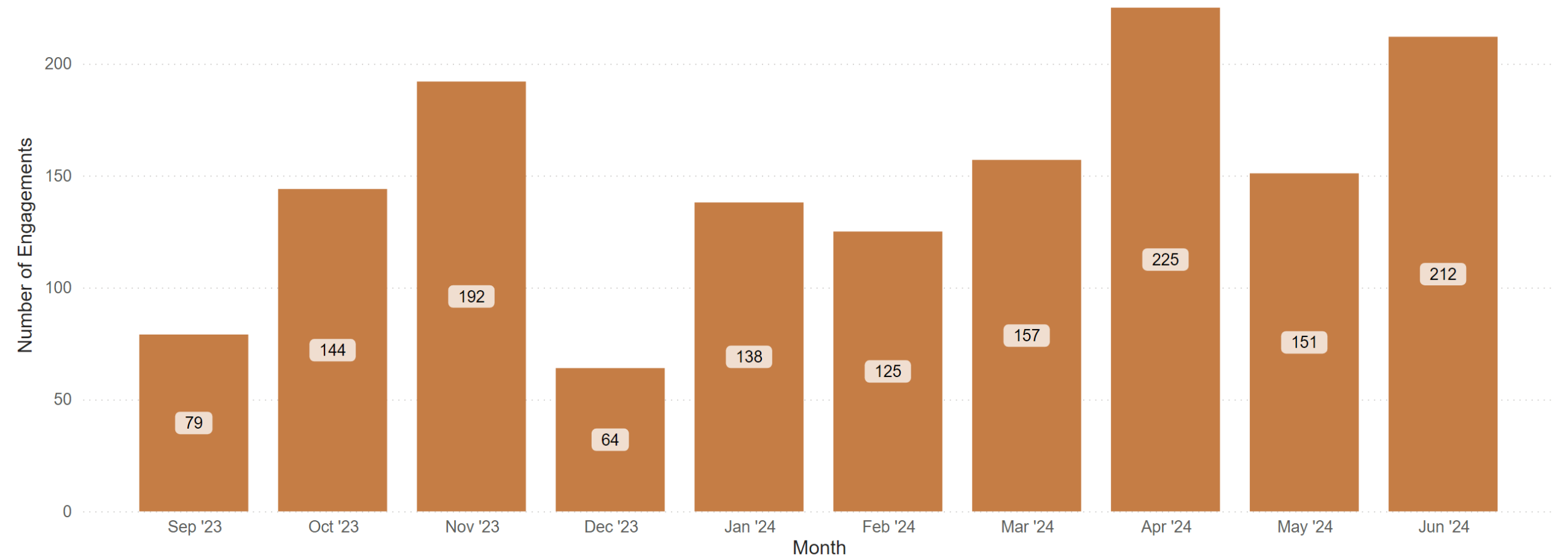


# Non-Fire Incidents





## Community Engagements

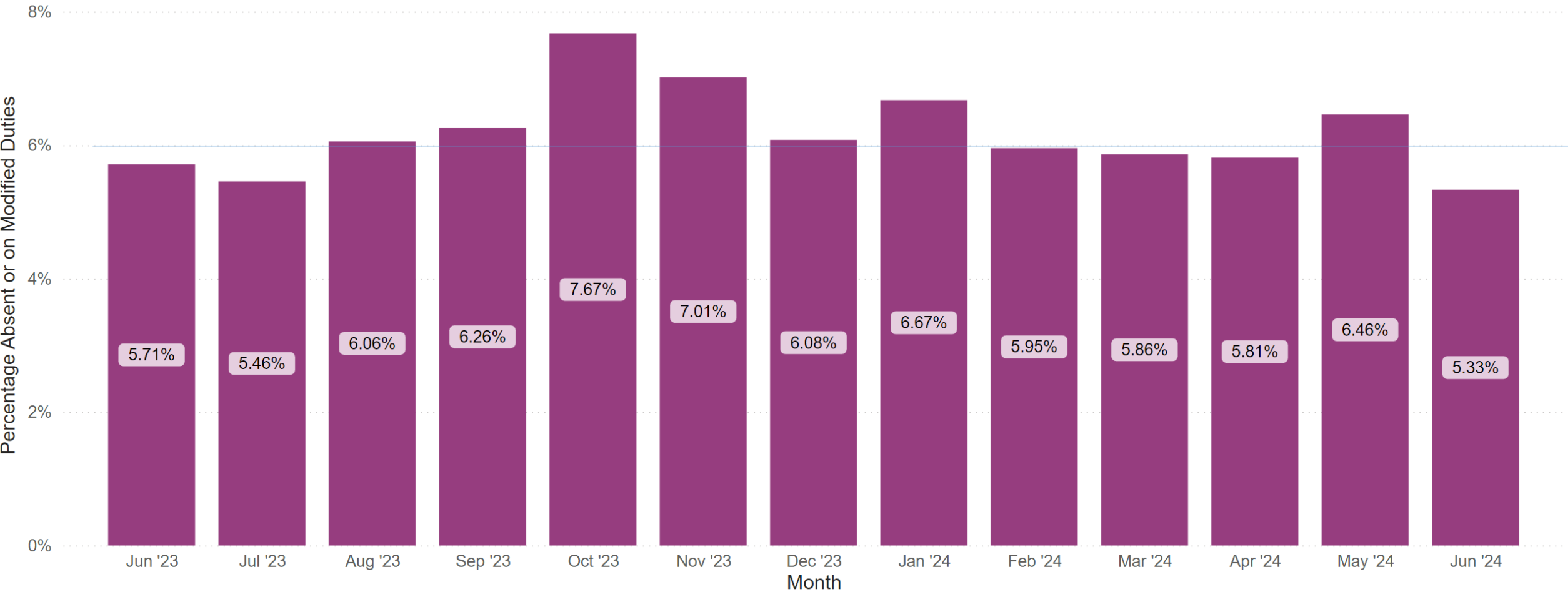




Group

Service

# Service Absence





# Community Engagement





# Aim of Strategy



- Meaningful two-way dialogue with stakeholders
- Communicates in open and transparent way
- Protect and enhance reputation of CFRS
- Communicates safety messages with public
- Inform stakeholders about work and priorities of the Service
- Enhance levels of staff engagement and satisfaction



# Communication Principles

- Visible leadership from CFRS Leadership team
- Consistent, relevant and timely communications
- Professionalism of colleagues
- Recognition of best practice and people involved
- Active engagement of all staff



# Engagement Types

- Prevention campaigns (media, social media, in-person engagement)
- Partnerships
- Community (including young people, vulnerable groups)
- Themed to link in with national awareness campaigns
- Protection
- Recruitment





www.fireengland.uk/fire-safety  
www.ohfsc.co.uk

# FIRE AND RESCUE CAMPAIGN CALENDAR 2024

Key  
■ Fire Kills  
■ Other key dates



Monthly Themes	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Monthly Themes	Smoke Alarm Purchasing	Cooking	Smoke Alarm Testing	Smoking	Escape Routes	Outdoor Fire Safety	Cooking	Smoke Alarm Purchasing	Home Fire Safety	Smoke Alarm Testing	Electrical	Christmas
SATURDAY	1					1						
SUNDAY						2			1			1
MONDAY	1 New Year's Day			1		3	1		2			2
TUESDAY	2			2		4	2		3			3
WEDNESDAY	3			3	1	5	3		4			4
THURSDAY	4	1		4	2	6	4	1	5		1	5
FRIDAY	5	2		5	3	7	5	2	6		2	6
SATURDAY	6	3	2	6	4	8	6	3	7		3	7
SUNDAY	7	4	3	7	5	9	7	4	8		4	8
MONDAY	8	5	4	8	6	10	8	5	9		5	9
TUESDAY	9	6	5	9	7	11	9	6	10		6	10
WEDNESDAY	10	7	6	10	8	12	10	7	11		7	11
THURSDAY	11	8	7	11	9	13	11	8	12		8	12
FRIDAY	12	9	8	12	10	14	12	9	13		9	13
SATURDAY	13	10	9	13	11	15	13	10	14		10	14
SUNDAY	14	11	10	14	12	16	14	11	15		11	15
MONDAY	15	12	11	15	13	17	15	12	16		12	16
TUESDAY	16	13	12	16	14	18	16	13	17		13	17
WEDNESDAY	17	14	13	17	15	19	17	14	18		14	18
THURSDAY	18	15	14	18	16	20	18	15	19		15	19
FRIDAY	19	16	15	19	17	21	19	16	20		16	20
SATURDAY	20	17	16	20	18	22	20	17	21		17	21
SUNDAY	21	18	17	21	19	23	21	18	22		18	22
MONDAY	22	19	18	22	20	24	22	19	23		19	23
TUESDAY	23	20	19	23	21	25	23	20	24		20	24
WEDNESDAY	24	21	20	24	22	26	24	21	25		21	25
THURSDAY	25	22	21	25	23	27	25	22	26		22	26
FRIDAY	26	23	22	26	24	28	26	23	27		23	27
SATURDAY	27	24	23	27	25	29	27	24	28		24	28
SUNDAY	28	25	24	28	26	30	28	25	29		25	29
MONDAY	29	26	25	29	27	31	29	26	30		26	30
TUESDAY	30	27	26	30	28		30	27			27	31
WEDNESDAY	31	28	27				31	28			28	
THURSDAY		29	28					29			29	
FRIDAY			29					30			30	
SATURDAY								31				
SUNDAY												

- Fire Kills
- Electrical Fire Safety Week
- Carers Week
- Water Safety Week
- Chimney Fire Awareness Week
- Road Safety Week
- Bonfire Night
- Halloween
- Christmas

And many more .....



Published by the Home Office. © Crown Copyright 2024



## Christmas Safety Campaign

**Cumbria Fire & Rescue Service**  
Published by Andrew Clarke · 30 December 2023 ·

On-street parking increases over the New Year period as households host gatherings and welcome guests.

If you have more cars than normal parked on your street, please ask yourself if a fire engine could get through in an emergency.

To help us reach you, please park considerately this period, and encourage your visitors to do so.



**Cumbria Fire & Rescue Service**  
8,795 posts


**Cumbria Fire & Rescue Serv** @CumbriaFire · Dec 22, 2023 **Promote** ...

Are you planning to travel this festive period?

Before you set off, ensure your vehicle and tyres are in the best possible working order.

Visit our website for a wealth of information on vehicle and tyre safety:

[cumbriafire.gov.uk/road-safety](https://cumbriafire.gov.uk/road-safety)



**Making Cumbria a safer place for all**  
[cumbriafire.gov.uk](https://cumbriafire.gov.uk)

**Cumbria Fire & Rescue Service**  
Published by Andrew Clarke · 19 December 2023 ·

It's important that you unplug your tree lights when you leave the house.

For more information on the safe Christmas decorations, visit:

<https://www.cumbriafire.gov.uk/>

**Edit**

10 likes · 9 shares

Like Comment Share

Comment as Cumbria Fire & Rescue S...



# Cumbria Water Safety Partnership







# Multi Agency / Joint Working

Operation at a local targeted hotspot for driving ASB specifically around noise and unsafe driving practices in a supermarket car park.

Supported by NPT & RPU who engaged with persons using supermarket car-park for purposes other than parking. RPU patrolled Penrith and directed persons for education rather than prosecution.

Remedi also attended to engage with youths who are regularly involved in ASB in Penrith.

Speaking with NWAS & The Well Communities for future operations in both Penrith & Kendal.





# Road Safety Events



# Road Safety Education



School based education to promote safe road use and highlight the dangers of...

- Careless driving
- Driving under influence of drugs / alcohol
- Driving while using mobile devices
- Speeding
- Not wearing a seatbelt



# Young Farmers

Targeted group of young drivers who have been involved in a number of serious & fatal collisions within Cumbria and draw regular media attention.

Developed road safety package delivered to this group and supported by Sgt Amanda McKirdy of Cumbria Constabulary Rural Crime.



# Protection



- Dedicated Initiatives (Takeaways)
- Operational Business Engagement
- Themed Campaigns
- House Multiple Occupancy Engagement

# Recruitment



- Positive Action Initiatives
- Virtual and In person engagement
- Have a go days
- Consistent support from HR
- New recruitment newsletter





Financial Year, Quarter & Month

2023/24

BCU, LCU & Station

All

[Click Here to Reset Filter\(s\)](#)

Due to a change in recording community engagements, figures will only show from September 2023 onwards

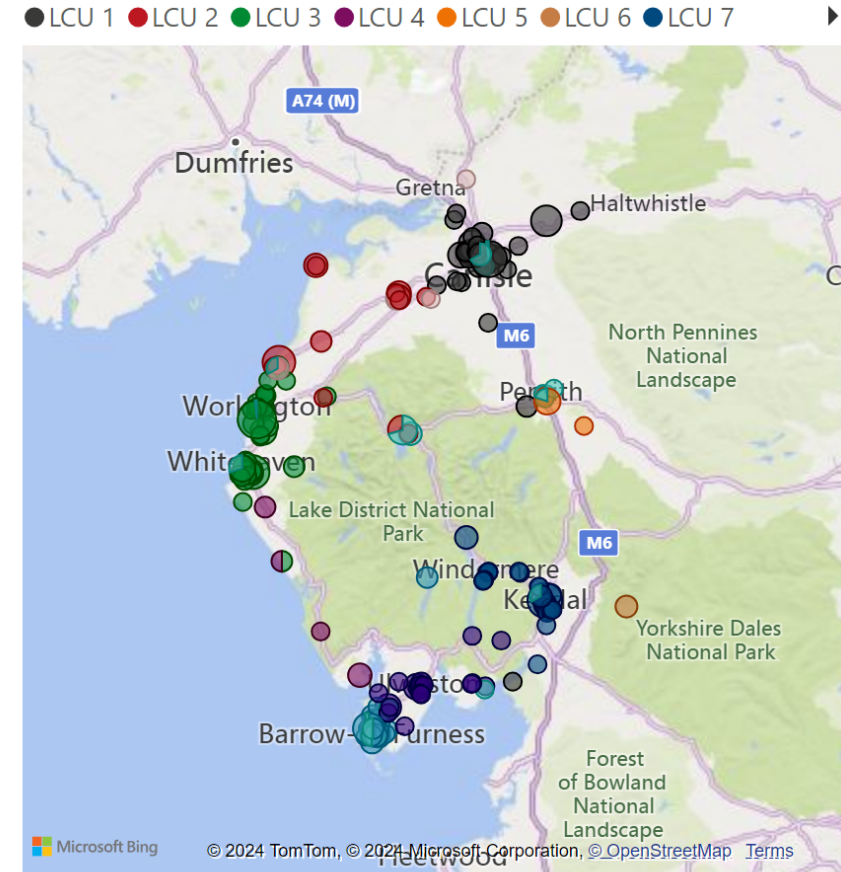
**Community Engagements (Service)**

**899**

**Community Engagements (Watch Only)**

**792**

Activities	2023/24	Total
Community Engagement	161	161
Community Event	31	31
Community Safety	83	83
CPR	160	160
Dwelling False Alarms	2	2
Fire Safety	26	26
Fire Safety Campaign Events	49	49
Hot Strike	38	38
Other	65	65
Partnership Working	60	60
Positive Action	13	13
RATS	68	68
Road Safety	6	6
School Fire Safety Education	90	90
<b>Total</b>	<b>899</b>	<b>899</b>



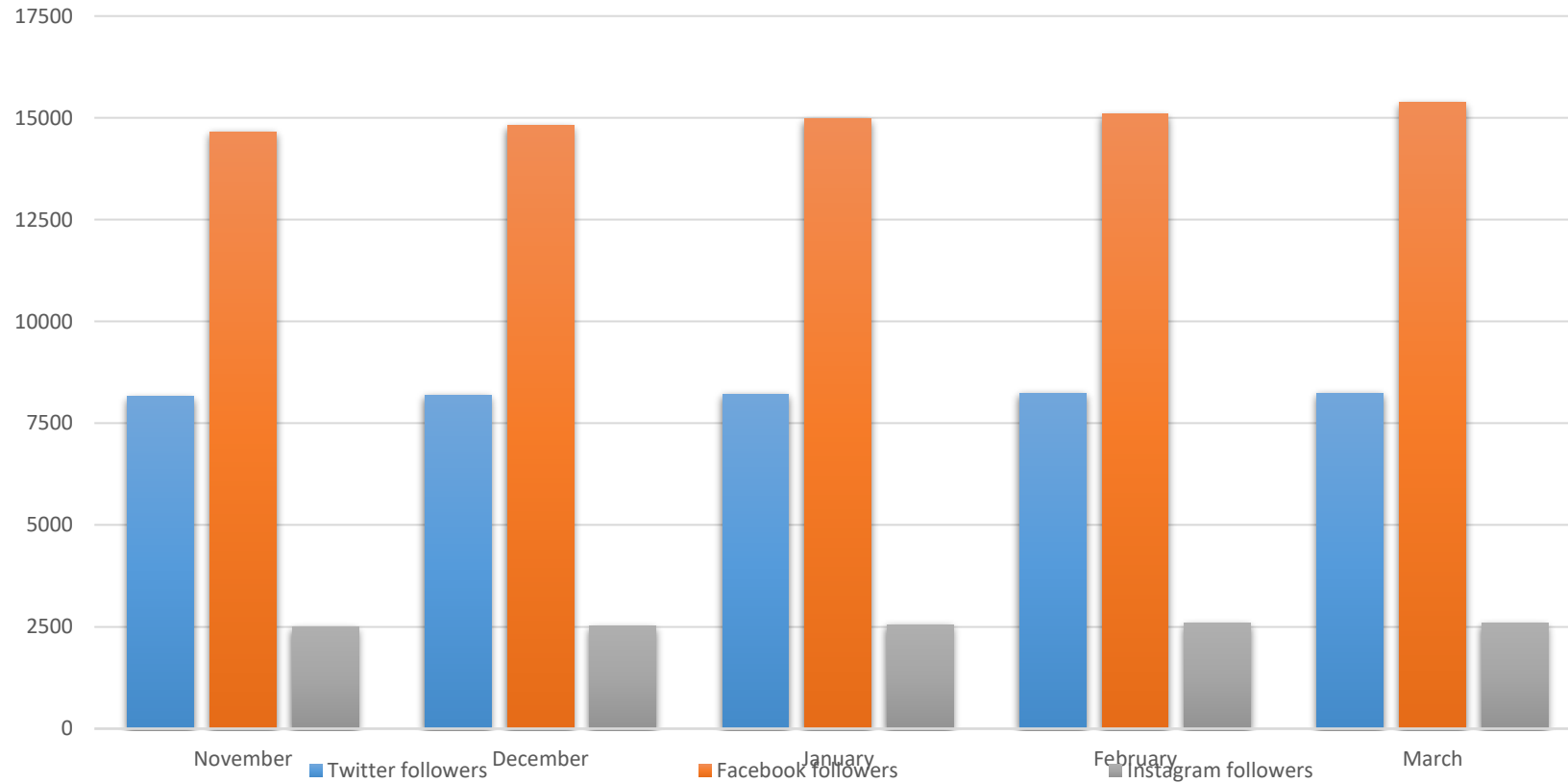
\* Location data can only be shown when a full, valid postcode is supplied

Data Source(s): SharePoint Form (manual, soon to be automatic)

For more in-depth analysis of our community engagements, please refer to the [541 dashboard](#)

# Final Virtual Reach Figures

CFRS Social media platforms



# Communities we engage with

- Refugees / Asylum Seekers
  - Drug and Alcohol
  - Partner Agencies
  - Traveller Community
  - Religious Groups
  - LGBTQ+
  - Schools
  - Young Farmers
  - Mankind
  - Domestic Violence Victims
  - Disability Groups
  - Trade Unions
  - Victims of Crime
  - Neurodiverse groups
  - Elderly
  - Care Leavers
  - Business Community
  - Housing Associations
  - Children of all ages
- And many more .....





