INFORMATION PACK

REPORT OF THE CHIEF FIRE OFFICER

For Information

1. EMPLOYERS CIRCULARS

EMP/1/19 Broadening the Role - Update

2. CAMPAIGNS (29 March - 7 June)

2.1 Thumbs UP! Campaign

The Thumbs UP! Campaign continues to run from 1 March to 14 April. It centres on the message 'Give CFB the ThumbsUP!' and our communications and promotional materials will encourage the public to get involved and share photographs on social media of them giving CFB the ThumbsUP!

This is a multi-channel positive profile raising campaign which aims to raise awareness of the work and successes of CFB and build our engagement with our communities while allowing us to increase our digital audiences and thereby our reach for future safety campaigns and other messaging. We have also launched an Instagram account for this campaign and to date have had some great engagement.

2.2 Stay Safe & Warm Campaign – 10th Anniversary (1 October – 31 March)

The Brigade's Stay Safe and Warm Campaign continues until the end of March. Now in its tenth year this scheme offers vital help and advice to those struggling to stay warm. The campaign will include print, media and digital elements including messaging on pharmacy bags and bus advertising.

2.3 Flames Aren't Games: Deliberate Fires

During April/May we will be promoting our deliberate fires / flames aren't games campaign to youngsters across Cleveland with support of community liaison officers. This will include social media and print materials and an advert in MFC Foundations community information pack given out to over 5,000 young people across Cleveland.

2.4 Local Support:

- South Tees Hospital Trust is going smoke free on 2 April (CFB stand at event/media)
- Skelton Fire Station are having an open day on Sunday 14 April (ties with Klondike race)
- Cancer UK Roadshow at Thornaby Community Fire Station (22 May)

2.5 National Campaigns

The Brigade will be supporting a range national campaigns over the next few months including:

- NFCC New 'Fire Kills' TV campaign launched 15 March – support with social media
- NFCC Smoking month (April)
- NFCC Drowning Prevention Week (29 April – 5 May)
- NFCC Escape Routes month (May)
- NFCC Outdoor Fire Safety (June)

3. EVENTS

3.1 LGA Diversity & Inclusion in the Fire and Rescue Service Seminar - Bradford

Councillor Stoker attended the above seminar in January 2019 with presentations being given in following areas:

- Diversity and Inclusion in Fire Service Inspections
- Supporting your fire service with the diversity agenda
- Gender pay gap
- Recruitment

The presentation on the Fire Service Inspections concentrated on the 3 pillars but no new information was given on the People Pillar other then all staff should feel valued and included.

3.2 LGA Annual Fire Conference & Exhibition – Brighton (11-13 March 2019)

This event was attended by Councillor Jan Brunton Dobson, the Chief Fire Officer and the Director of Corporate Services. Key note sessions included:

- The added value of the Fire and Rescue Service
- Culture, Diversity & Inclusion
- Finance, Risk and Capacity
- Home Office Address
- Lessons Learned from Inspections
- Building Safety – beyond the Hackitt Review