

Division(s):

## CABINET – 15 MARCH 2016

### 365alive Vision

#### Report by Chief Fire Officer

#### Introduction

1. In 2006 corporate agreement was sought in establishing a 10 year vision for Oxfordshire County Council Fire and Rescue Service, focusing on three key areas.
  1. Saving Lives (365)
  2. Saving Society and Tax payers Money (£100,000,000)
  3. Making people safer. (84,000)
2. Targets were agreed and set and each year the Chief Fire Officer would report on the progress made, in year 8 the targets had been exceeded so, further stretch targets were agreed at Cabinet for the remainder of the Vision.
3. This Cabinet Paper reports on the progress that we have made in the initial 365ALIVE Vision and requests corporate agreement in the setting of a new vision for the next 6 years allowing us the Fire and Rescue Service to align our vision with our longer term Integrated Risk Management Cycle.
4. The next Vision focuses on the following strategic aims:-
  - 6000** more people alive as a result of our prevention, protection and emergency response activities.
  - 85000** children and young adults (to include looked after children) educated to lead better and healthier lives.
  - 37500** vulnerable children and adults helped to lead more secure and independent lives, supported by our safe and well-being visits
  - 20000** businesses given advice and support to grow.

## **Renewal of our 365alive Vision.**

### **Background, Precipitous and Performance of the existing 365alive vision**

5. The previous 365alive vision was developed in 2005 and the purpose was to set both a strategic direction and allow specific focus to be placed on identifying and reducing the risk within our communities. To achieve this 3 significant strategic aims were adopted as follows;

1. 365 people alive
2. £100 million saved
3. 840,000 people safer

#### **365 People Alive**

6. The 365 more people alive targets were based on the year on year reduction of emergency incidents over a 10 year period of the vision. This reduction was taken from a historical baseline using incident statistics. As part of the modernisation programme for the service there was a drive to strategically move the organisation from a response model towards a risk reduction model focusing on the vulnerable.
7. The Community Safety Model had three main principles:-

**Prevention**, this is via education, information and advice

**Protection**, this is by design of buildings, equipment, training, and were necessary enforcement.

**Emergency Response**, this is by having a fast and effective emergency response using the very latest in technology to both equip and protect our firefighters at every incident that they attend.

8. The targets were specific in three main areas
1. Reducing the number of deaths following fires (active smoke alarm campaigns, education programmes etc).
  2. Rescuing persons from fires (providing a quick and effective emergency response)
  3. Reduce the number of fatal road collisions (cycling safety, choices and consequences road safety programme)

#### **£100,000,000 Saved**

9. Government statistics in 2005 reported that each serious road traffic collision that results in an injury costs society a minimum of £155,536. Our reduction work to reduce the number of serious road traffic accidents has allowed us to save society and the taxpayer these costs which have enabled that funding to be reinvested by agencies and other public bodies in other areas.

10. Government statistics in 2005 reported that each domestic fire cost society £25,000. By reducing the numbers we have attended we have created a societal saving and reduced the burden on insurers.
11. Government statistics in 2005 reported that each non domestic fire (shops, factories, hotels) costs £58,000. By reducing the numbers we have attended we have created a societal saving and reduced the burden to insurers and the adverse impact on that business.

**840,000 People Safer**

12. Over the ten year period from 2006 to 2016 we set ourselves a target to interact and educate 840,000 people some of which will be vulnerable to fires and road traffic accidents.

**Achievements and Performance of the Current Vision**

13. In year 8 (2014) of the vision, Oxfordshire County Councils Fire and Rescue Service achieved all three of the original strategic targets, and returned to Cabinet to seek approval on setting some significant stretch targets. The following additional targets were agreed
  1. 11 more people alive
  2. An additional £2,500,000 Saved
  3. An additional 20,000 people safer.
14. The latest performance figures from Fire and Rescue for Year 10 IN Quarter 3 show

<b>Target</b>	<b>Vision</b>	<b>Final Performance</b>
365	Lives Saved	386
£100,000,000	Money Saved	£135.185.568
840,000	People Safer.	100,001,735

15. Now that the 10-year period is coming to a close, it is clear that this vision has served the communities of Oxfordshire well, driving forward community safety work and initiatives – as well as skilled emergency response - which has not only made the county safer, but also reduced the societal and economic impact of fires and road traffic collisions (RTC's). The success of the vision has been demonstrated by the reduction in emergency calls across the county over that decade from over 7500 per year in 2005-2006 to an expected total of around 5000 calls in 2015-16. The vision also achieved national recognition and was highly praised in all of our external assessments and accreditations over the last decade such as Operational Assurance, Customer Service Excellence and Investors in People.

### **Proposed New Vision**

16. It is proposed and recommended that Cabinet should formally adopt a renewed 365alive vision with associated outcome based target measures linked to a new six-year cycle (2016 to 2022) in order to align it with the Service's new Strategic Community Risk Management Plan).
17. The proposed new vision is as follows;

#### **365alive – working every day to save and improve the lives of people across Oxfordshire.**

By 2022 there will be;

- **6000** more people alive as a result of our prevention, protection and emergency response activities.
- **85000** children and young adults (to include looked after children) educated to lead better and healthier lives.
- **37500** vulnerable children and adults helped to lead more secure and independent lives, supported by our safe and well-being visits
- **20000** business given advice and support to grow.

### **Background to the new Vision**

18. As detailed above, Oxfordshire Fire and Rescue Service reached and delivered the current 365Alive targets in year 8 (2014) of the 10 year term and the Chief Fire Officer returned to Cabinet with a recommendation that the final two years remaining had further challenging stretch targets applied. The latest performance has indicated that these challenging targets were not fully achievable. This proved that we are right at the forefront of maximising our capacity and impact in reducing all risk within our community.
19. In those intervening years, however, the ambition and scope of the service's emergency response activities and its breadth of community safety initiatives has expanded considerably. These now include co-responding with South Central Ambulance Service, wide-area flood response, safe and well visits targeting the most vulnerable, safeguarding referrals, public health initiatives as well as further on-going integration within OCC and collaboration with partners. Through modernisation to support the savings associated with the Medium Term Service and Resource Planning, the service has also embedded both Trading Standards and the Road Safety Education Team into its management structures, alongside Emergency Planning, PREVENT duties associated with the threat of terrorism and Community Safety Partnerships (CSP), which the Chief Fire Officer now has broader county council responsibility for. Peer reviews and external audits and assessments of the service have reported that Oxfordshire County Council Fire and Rescue Service is now one of the most integrated in the UK. However, The Chief Fire Officer now wishes for the service to reach out further and improve our

offering to everyone in Oxfordshire including embracing our role as a Corporate Parent to help support and guide our Looked after Children.

20. It is now time to review and refresh the Service's vision, taking into account the strength of the community safety brand that has been developed with 365alive over the last 10 years and also to incorporate the integrated nature of our modernised service. The proposed vision is also an ideal and timely opportunity to ensure the underlying target measures are able to drive forward innovation, collaboration and improvement in both the community safety and wider health and wellbeing arena.
21. The proposed outcome based measures tie in with the Oxfordshire County Councils Corporate Plan and also will form the bedrock of a new performance matrix which will report through the quarterly OCC monitoring, Delivery Board and be available to Performance Scrutiny along with other indicators such as fire appliance response times. The services intention is for the measures to be broken down into internal service areas so all the teams and staff will own and deliver their part of the vision over the next 6 years. The services own internal performance management systems will also be used to improve productivity and outcomes to the community and hold managers to account.

### **Further Background Information to the Proposed Targets**

22. The proposed new measures, with a breakdown of the key areas of delivery to show the range of new and established areas of focus are as follows:
  - **6000** more people alive as a result of our prevention, protection and emergency response activities.

*This target includes:*

- *The number of fatalities at fires and RTC's across the county (reported as a negative number in order to focus on reduction initiatives).*
  - *The number of successful rescues from fires.*
  - *The number of medical emergencies attended on behalf of SCAS.*
  - *The number of rescues from other emergencies (such as RTC's, in or near water, at height).*
- **85000** children and young adults (to include looked after children) to be educated to lead better and healthier lives.

*This target includes:*

- *The number of work experience placements*
- *The number of prevention campaigns, such as Key Stage 1-5 school visits, apprentices, mentoring, community resilience plans (flooding and parish plans).*
- *The number of Fire Cadets attending training each week.*
- *The number of Trading Standards activities targeted at Children (e.g. scam education, door step crime, underage sales)*

- **37500** vulnerable children and adults helped to lead more secure and independent lives, supported by our safe and well-being visits.

*This target includes:*

- *The number of safe and well-being visits completed (please note change from Home Fire Risk Assessments).*
  - *Trading Standards programmes for young adults*
  - *Gypsy and Traveller site safety checks for all plots.*
- **20000** business given advice and support to grow.

*This target includes:*

- *Building control consultations*
- *Fire protection audits*
- *Trading standards audits*
- *Business information and advice*

The Service will also continue to embrace social media to deliver specific safety messages with a strong call to action. We have set a social media reach target of **1.6 million** interactions across various social media platforms.

## **Conclusion**

23. The benefits of creating a strong community safety vision for the service is seen as being essential to help explain to the public, partners and staff where OFRS is looking to best use its limited resources over the next six years to deliver the most positive outcomes for the people of Oxfordshire during a period of public sector upheaval and economic austerity.
24. Furthermore, such a vision and target measures are seen as being key to help motivate the service to drive forward this wider, more collaborative approach to community protection.
25. Finally, the additional emphasis on the wider health and well-being agenda will ensure the service's resources are not only focussed on delivering its established areas of work, such as effective emergency response and fire safety advice and guidance, but also allow it to work in partnership to help reduce and mitigate the growing demand across the county from high cost services linked to Health and Adult Social Care.

## **Financial and Staff Implications**

None.

## **Equalities Implications**

None.

## **RECOMMENDATION**

26. The Cabinet are **RECOMMENDED** to:
- (a) note the completion and success of the current Vision from 2006 – 2016;
  - (b) adopt the renewed 365alive vision with outcome based targets measures linked to a new six-year cycle (2016 to 2022) in order to align it with the Service's new Strategic Community Risk Management Plan);
  - (c) require the Chief Fire Officer to regularly report on the performance of the service against the vision outcomes.

DAVID ETHERIDGE  
Chief Fire Officer and  
Director for Community Safety

Contact Officer: ACO Simon Furlong Assistant Chief Fire Officer 01865 255206  
Grahame Mitchell 07775 827268 [grahame.mitchell@oxfordshire.gov.uk](mailto:grahame.mitchell@oxfordshire.gov.uk)

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