

Decision title

## Community Safety and Prevention Strategy

Recommendation by

Head of Community Safety

Decision Number

LFC-0072-D

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### Summary

London Fire Brigade have been delivering dedicated community safety activities for nearly 20 years. There is a wide variety of evidence which supports the effectiveness of the fire service in reducing fire and wider community risks through community safety activities, projects, messages and initiatives.

LFC-0072 presents the London Fire Commissioner with a three-year Community Safety and Prevention Strategy and describes the rationale behind the key aims, objectives and priority areas that the strategy focuses on in building safer, healthier communities as part of the Brigade's prevention and protection aims. Over the three-year period actions will be delivered, monitored and evaluated.

### Decision

The London Fire Commissioner approves the draft Community Safety and Prevention Strategy and agrees for it to be implemented, published and communicated.

Dany Cotton QFSM  
London Fire Commissioner



Date 31/10/18

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LONDON FIRE BRIGADE

Report title

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## Community Safety and Prevention Strategy

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Report to

**London Fire Commissioner**

Date

**10 October 2018**

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Report by

Head of Community Safety

Document Number

LFC-0072

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### Summary

London Fire Brigade have been delivering dedicated community safety activities for nearly 20 years. There is a wide variety of evidence which supports the effectiveness of the fire service in reducing fire and wider community risks through community safety activities, projects, messages and initiatives.

This report presents the London Fire Commissioner with a three-year Community Safety and Prevention Strategy (Appendix 1) and describes the rationale behind the key aims, objectives and priority areas that the strategy focuses on in building safer, healthier communities as part of the Brigade's prevention and protection aims. Over the three-year period actions will be delivered, monitored and evaluated.

### Recommendation

That the London Fire Commissioner approves the draft Community Safety and Prevention Strategy and agrees for it to be implemented, published and communicated.

### Background

1. Community Safety activities have been an important part of our work for many years with the first Community Safety Strategy published in September 2000. This was reinforced with the enactment of the Fire and Rescue Services Act 2004 which placed a statutory duty on fire and rescue services to promote community safety in their areas and put prevention at the heart of what the fire and rescue service does.
2. In 2007, a fundamental review of the effectiveness of community safety initiatives was undertaken by the Brigade. A key recommendation was that an updated community safety strategy should be developed to recognise progress made and to drive a "step change" in the way community safety was planned and delivered within the Brigade. The last Community Safety Strategy was published in 2008 and set out actions and priorities to deliver between 2008–2011.

3. Over the last 30 years there has been a steady decline in the number of people who die in fires. This success, coupled with the services' high standard of operational response, is a significant record of achievement. As the overall number of fire deaths has declined, however, the proportion of vulnerable people dying in their own homes from fire continues to be mostly older and immobile people.
4. We also know fire deaths and injuries have a strong link with social deprivation and lower levels of health and well being.<sup>1</sup> Fire impacts disproportionately on the vulnerable in the community in the most vulnerable areas. The speed of the Brigade's operational response will not always reduce the tragic impact of fire. When fire breaks out, it often spreads so quickly that by the time the fire brigade arrives it can be too late. Along with the very personal suffering when lives are lost and property destroyed, the wider financial and social impact of fire is very significant.
5. In addition to reducing fire risk, the Brigade has increasingly developed its prevention activities around water, road and carbon monoxide poisoning based on the number of operational incidents the Brigade attends. The Brigade also continues to deliver an extension programme of youth engagement and intervention to ensure that fire and wider community safety messages are delivered from an early age.
6. It is against this background that the Brigade's Community Safety and Prevention Strategy has been developed. Community Safety and prevention activities are an opportunity to have a direct impact on the quality of life of Londoners and this strategy contains the specific action points which we believe will make that difference.

## London Safety Plan

7. The Fire and Rescue National Framework sets out the Government's expectations for the Service and what is required of Fire and Rescue Authorities to meet those expectations. Fire and Rescue Authorities must have regard to the Framework in carrying out their duties and prepare an Integrated Risk Management Plan (IRMP). This is achieved in London through the London Safety Plan. The current London Safety Plan on which this strategy is based was published in March 2017, setting out the strategic direction of the London Fire Brigade. It identifies and classifies our key priorities of which **prevention** and **protection** are key to 'Make London the safest global city'.
8. Commitments in LSP include targeting community safety work, opening up our fire stations, supporting health and wellbeing in the community and producing a new integrated community safety strategy. This Community Safety and Prevention Strategy supports this approach and provides detail about the actions we will take in order to minimise the risks, and social and economic costs, of fire and other hazards.

## Community Safety and Prevention Strategy

9. It is now 10 years since the Brigade last produced a Community Safety Strategy and it is time to deliver a renewed strategy taking account of current risks, opportunities and priorities so that our staff, partners, wider stakeholders and residents in London understand our approach.

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<sup>1</sup> "Hastie, C. and Searle, R. (2016) 'Socio-Economic and Demographic Predictors of Accidental Dwelling Fire Rates'. Fire Safety Journal 84, 50–56"

This strategy not only focuses on community safety but also on wider prevention activities that the Brigade undertakes. The inclusion of prevention also reflects our wider national and pan-London work particularly with the National Fire Chiefs Council (NFCC) to address comprehensive risks outside of just fire.

10. In addition to LSP and NFCC commitments, London Fire Brigade will also be subject to independent inspection through Her Majesty's Inspectorate of Constabulary and Fire and Rescue Services (HMICFRS) as part of a national inspection programme and community safety will be an integral part of this assessment in 2019. It will be important for the Brigade to be able to demonstrate our strategic approach to delivering community safety and prevention ambitions and activities in a structured and coherent way. This strategy sets out how we will deliver our ambitions.
11. The strategy recognises that London is one of the most diverse cities in the world and the risk from fire varies across each of the 32 London Boroughs and the City. We must therefore target our prevention efforts where they are likely to have the greatest impact in reducing risk. To do this, we will use all sources of information at our disposal both internally and externally through our partners to better inform our community safety work in a targeted way. This will inevitably mean that the profile and level of community safety work undertaken by the Brigade will be different across individual boroughs and wards. It will also mean that our local Borough Commanders will be provided with more direction and data about the risks and target groups in their borough allowing them to tailor specific community safety schemes and initiatives to address them.
12. In line with the corporate aims outlined above, we continue to make community safety and prevention work an integral part of our daily efforts to make London a safer city. We believe that our investment over the years in community safety work has been a major factor in securing a reduction in the number of fires, fire deaths and fire injuries. This strategy signals our determination to improve on that success.

### **Moving our Ambitions Forward**

13. It is the Brigade's ambition to build on its excellent performance in driving down the number of fires to support safer, healthier communities for London's diverse population. Some of the shorter-term ambitions in the Strategy can be realised straight away, some will be delivered as part of the current LSP and some will take a more longer-term approach. Dedicated action plans support all the workstreams within the strategy and progress on actions will be provided as part of corporate reporting processes.

### **Finance comments**

14. The Chief Finance Officer has reviewed this report and has no comments.

### **Workforce comments**

15. The Fire Brigade Union (FBU) commented that under Section 2.0 'Increasing the number of young people we engage with who are successful in applying to work for LFB and other partners. The recruitment process needs to remain scrupulously fair and should not unduly reward those who are involved in LIFE or other schemes. London Fire Brigade will ensure that there will be a transparent process in place for all recruitment. References to Fire Safe and Well Visits need to reflect national discussions within National Joint Council (NJC) work streams before wider implementation in London.

### **Legal comments**

16. The Commissioner's core functions in relation to fire safety and fire fighting are set out in sections 6 and 7 of the Fire and Rescue Services Act 2004 (FRSA). Section 5A of FRSA gives the Commissioner powers to do anything which it considers incidental to its functional purposes. It also gives a statutory power to do anything which it considers appropriate for purposes indirectly incidental to its functional purposes through any number of removes. The Commissioner therefore has the necessary statutory powers to undertake the activities described in this report. There are a number of other legal issues to be considered as part of the development of the proposals and it is recommended that General Counsel is closely involved.

### **Sustainability implications**

17. The areas of new activity proposed in the Community Safety and Prevention Strategy, will support improved sustainability within and for the community and be delivered through the expected outcomes of improved quality of life for vulnerable individuals. In addition, there are the sustainability benefits associated with a potential reduction in fires through reduced environmental, economic and social impacts.

### **Equalities implications**

18. The proposals contained in this report better enables the Brigade to target services at vulnerable people at most risk from fire. This includes, but is not restricted to, people with protected characteristics, particularly older people with health and/or mobility issues.

### **List of Appendices to this report**

#### **Appendix A – Community Safety and Prevention Strategy**



# Safety First

## London Fire Brigade

### Community Safety and Prevention Strategy

#### Introduction



As London Fire Commissioner, I am hugely proud of the service London Fire Brigade delivers every day in keeping London and Londoners safe. Some people in public services and the communities we serve are not aware of the wider role London Fire Brigade already plays in prevention, protection and community safety. For some, our service is still predominantly associated with emergency response; to protect our communities from the devastating effects of fire and a range of other emergencies. While this remains a critical part of what we do, we are improving safety and saving lives through the delivery of our essential fire and community safety activities.

Through our prevention activity, which has always formed a key part of our London Safety Plans, we have reduced the number of fires for over 15 years through a wide range of projects and programmes. Our free Home Fire Safety Visits continue to be delivered to over 76,000 homes in London every year. This approach has been extremely successful and as a result, there has been a major reduction in the number of people being injured or dying in fires. It is vital that our prevention work continues to target and support the most vulnerable members of our society and we want to address wider issues such as water and road incidents. Delivering the ambitions of the Community Safety and Prevention Strategy over the next years will ensure that this focus is continued.

**Dany Cotton**  
**London Fire Commissioner**

## Introduction

People who live, visit and work in London want and deserve to be in a safe environment and London Fire Brigade (LFB) plays an essential role by seeking to reduce both accidental and deliberate fires and the resulting deaths, injuries and the social and economic costs. This is also mirrored in the work we do to mitigate against drowning, road traffic accidents and carbon monoxide risks. We also contribute to the wider community safety agenda in our capital city, challenging anti-social behaviour, which has a major impact on our quality of life.

## Our strategic objectives

Our Community Safety and Prevention Strategy, 2018–2021 focuses on the core elements of our delivery approach to make London the safest global city and target risks and behaviours to prevent injuries and deaths over the next three years. These include promoting fire safety and targeting risk, preventing fires in the home and promoting safer living and raising awareness of safety and wellbeing considerations in a whole range of activities from water and road safety. This also includes caring for the most vulnerable residents and educating and informing tomorrow's young Londoners. The strategy also outlines our new approach to working in partnership with health services to support improved health outcomes whilst reducing fire risk, how we will further open up our fire stations for community use and how we will assist and influence reducing rates of crime and disorder.

The priorities for LFB are set out in the London Safety Plan 2017 (LSP). The LSP sets out the immediate, medium and longer term priorities for the Brigade to deliver and shape services to provide London with a world class fire and rescue service. The LSP is the Brigade's Integrated Risk Management Plan (IRMP), a plan that is required under the government's fire and rescue national framework and sets out how we will manage risks to communities in London. The LSP vision is as follows:

***"The LFB is here to help make London the safest global city. Our vision is to be a world class fire and rescue service for London, Londoners and visitors. A number of factors are important to us and they influence how the Brigade will meet the challenges of making London a safer place to live, work and visit".***

Alongside response and protection, focusing on prevention is an integral element of how the ambitions of the LSP will be achieved. For every area where LFB performs rescues, there needs to be prevention work to mitigate against this. The Community Safety and Prevention Strategy sets out how the key elements of prevention activities will be delivered through a range of projects, initiatives and messages. We work in partnership and collaborate with a wide variety of organisations to achieve this at a national, pan London, borough and neighbourhood level. LFB also contributes to the national agenda set out by the National Fire Chiefs Council (NFCC).

## 1. Fire safety and targeting risk

The strategy will contribute to a number of targets and objectives across London principally through the LSP and nationally through the NFCC as follows:

- **Our LSP strategic headline targets:**
  - Reduce the risk of fires in the home, in an increasing London population, by keeping fires in the home below 6,000 each year
  - Reduce the rate of fires in care and specialised housing for vulnerable people, in an increasing London population, by keeping these fires below 400 each year
  - Reduce the risk of death from fire, in an increasing London population, by keeping all fire deaths below 50 each year and accidental fire deaths in the home to below 35 each year



- Reduce the risk of injury from fire, in an increasing London population, by keeping fire injuries below 1,000 each year
  - Prevent fires in the home and promote safer living, by visiting people at home, to two per cent of London's homes each year (around 76,000), focusing on those visits to those most at risk
  - Make London a safer place for the future, by educating more than 100,000 young people each year on the risks from fire and other emergencies.
- **NFCC Strategic Objectives ...**
    - To create safer, stronger, healthier and more resilient and confident children and young people and their families through the delivery of transformational engagement programmes
    - To increase collaboration with partners in order to reduce risk to vulnerable people and drive innovative solutions that address risk in the home
    - To reduce the number of killed and seriously injured people on the road through collaborative road safety initiatives with partner organisations
    - Support the delivery of the UK National Drowning Prevention Strategy to reduce accidental drowning in the UK by 50% by 2026.

Community Safety is primarily about targeting vulnerable and at risk groups to prevent them from having a fire or minimising the likelihood of fires happening and the impact and effects of a fire if it does happen. London is one of the most diverse cities in the world and priorities for community safety work will therefore vary in different parts of London, depending on the risk. Our risk profile approach allows us to identify both priority people and places based on the evaluation of a range of information including previous incidents, geographical data and a variety of other datasets. This approach also allows us to identify and understand new and emerging trends, risk profiles and characteristics. The Brigade carries out reviews of fire fatalities and accidental dwelling fires that result in either a member of the public being injured or who dies due to the severity of the fire. Through these reviews, the Brigade is able to revise and improve both messaging around fire safety and the prioritisation of those most vulnerable for home fire safety visits (HFSVs).

Our aims are to:

- Further reduce the number of accidental dwelling fires and fire fatalities across London
- Reduce the number of fires in care homes and specialised housing
- Increase awareness of key fire safety messages both in and out of the home
- Increase the effectiveness and added value of HFSVs
- Work closely with carers and the care sector to target risk to vulnerable people
- Further educate carers and the care sector on fire risk assessment and Brigade interventions
- Communicate clearly with partners and the communities we serve about the benefits of a prevention approach. This will include outlining the shared risk profile<sup>1</sup>, of vulnerable people and developing referral partnerships whereby individuals are referred to the Brigade and to partners dependant on specific risk and delivering joint improvements in premises where the most vulnerable are at risk
- Campaigning to ensure those who provide services or goods, including electrical products, are sharing important community safety information

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<sup>1</sup> A high-risk individual has met two of the following criteria: they are at an increased risk of experiencing a fire in the home, they have a reduced ability to escape from fire, a reduced ability to respond to a fire or alarm.

- Promote the secure sharing of data and work collaboratively at borough and pan London level to inform service improvements which ensure improved outcomes for those most in need of preventative fire interventions
- Target community safety and regulatory fire safety interventions in areas where vulnerable people reside and at those people who have lifestyles most likely to lead to them being at risk
- To develop and maintain effective partnerships with external organisations and agencies to achieve the mutual goal of improving community safety
- To seek ways in which we can improve information flows, between ourselves and other partner agencies
- Reduce the number of Carbon Monoxide (CO) related deaths and injuries across London
- Reduce the number of incidents that LFB are called to, therefore reducing the impact on resources.

To meet these aims we will:

- Target our prevention activities at people most at risk where they are likely to have the greatest impact in reducing risk of fire
- Deliver around 76,000 visits annually to people in their homes to prevent fires in the home and promote safer living focusing on those visits to those most at risk
- Support regulatory fire safety in the delivery of fire safety audits annually to make business and residential premises safer
- Pursue the installation of smoke alarms in all areas of risk where a fire can start
- Promote the installation of domestic sprinklers and assistive living technology in all premises where vulnerable people live
- Reduce risks of fire from health equipment and medicines given to vulnerable people such as emollient cream and oxygen cylinders
- Work with key stakeholders to influence legislation and policy that promotes fire safety and fire safety practices
- Work in partnership with the London Borough councils, specialised housing providers, community and voluntary and wider partners to reduce fire risk to vulnerable persons
- Introduce a joined-up approach to prevention through blue-light collaboration with the Metropolitan Police and London Ambulance Service
- Work with industry and partners to develop and support effectiveness of new technologies such as telecare, personal protective systems and assistive living technology.
- Work with industry and partners to influence life safety standards and guidance to help reduce the risk of fire to the most vulnerable
- Promote smoke detection linked to telecare as a standard approach to telecare installations
- Train all our staff in understanding safeguarding legislation, approach and individual responsibility
- Incorporate CO provision as part of the Fire Safe and Well pilot and implement a CO and houseboat research project
- Promote partnership work to prevent and reduce arson and deliberate fire setting
- Promote safety messages to the public through targeted and effective communications.

What does success look like?

- Further reductions in fire deaths and injuries in line with potential increases to London's population.

- Reduction in fires in care homes and sheltered housing
- Public informed and aware of the need to fit a smoke alarm in all areas of risk
- Technology developers in areas such as telecare or personal protection systems will engage with us in the design of innovative solutions and products to reduce the risk of death and injury from fire and other emergencies
- Improved standards to help reduce the risk of fire for the most vulnerable
- New blue light prevention projects implemented and delivering increased positive outcomes and outputs
- A continued reduction in both accidental dwelling fire injuries and fatal fires
- Fewer call outs to road traffic collisions and water incidents
- Embed CO awareness in to core business of LFB and reduce the impacts on both the public and LFB resources
- Targeted messages reach the intended audience and influence behavioural change.

## **2. Youth Engagement and Youth Intervention**

One of the main ambitions of our work with children and young people is to build a fire safe culture in London Communities. Children and young people remain the key to developing a culture of fire safety behaviour in the community in the long term. We will continue to invest in the education and development of young people to deliver fire prevention messages at an impressionable age that can endure for life and help to modify future behaviour.

Our aims are to:

- Deliver more youth engagement and intervention programmes promoting fire safety across London in terms of quantity and variety
- Increase the number of children and young people that the Brigade works with
- Widen our youth engagement and intervention offer to take account of emerging opportunities and new priorities to further reduce fire risk
- Create pathways into employment, training and development and wider diversionary activities for young people we work with
- Ensure children and young people have a voice in how we deliver our services.

To enable this, we will:

- Use our youth engagement and intervention programmes to reinforce our fire safety community and regulatory messages
- Build trusting relationships with partners and external youth agencies to promote our prevention capabilities and the mutual benefits such collaboration will bring
- Introduce a new Marine Fire Cadets unit for graduate fire cadets based at the Fire Boat station working in partnership with the Royal National Lifeboat Institution (RNLI), The Massey Shaw Education Trust and national Sea Cadets
- Fire Cadets will run a pilot to incorporate water safety awards on behalf of NFCC in to their curriculum
- Fire Cadet Senior Ambassadors will all become Water Safety Ambassadors, which will involve the delivery of peer-led water safety training and participation in water safety events

- Introduce new Junior Fire Cadets units for 11–13 year olds by working in collaboration with the other agencies including local authorities and blue light services such as the Met Police and London Ambulance Service
- Build on the adult Volunteer Fire Cadets Instructor leadership programme, and the Graduate Fire Cadets progression path, and Ambassador Fire Cadets to develop stronger and more influential links within local communities
- Widen out youth intervention delivery through Local Intervention Fire Education (LIFE) to cover new and emerging local borough issues
- Introduce a new youth intervention programme for 11–13 year olds building on the existing LIFE programme
- Increase the delivery of the Education Team and Crossfire elements into new boroughs meeting new and emerging need
- Widen out delivery of Juvenile Firesetters Intervention Scheme (JFIS) into the youth custodial system
- Work with our blue light partners and other stakeholders to deliver safety messages which tackle current issues impacting on young people in London such as knife crime
- Deliver outreach events in communities across London to outline employment opportunities within LFB as firefighters, non-operational staff and apprentices
- Continue to utilise the LFB Youth Board to influence our decision making and campaign making.

What will success look like?

- Every London Borough will have at least one Brigade youth engagement or intervention initiative such as Fire Cadets or LIFE as part of London Safety Plan delivery
- Work directly with over 100,000 children and young people annually
- Increasing the number of young people we engage with who are successful in applying to work for LFB and other partners
- Reduction in deliberate firesetting year on year.

### 3. Road Danger Reduction

London has 2.8 million licensed vehicles registered to travel on the Transport for London Road Network. Transport for London (TfL) statistics<sup>2</sup>, show that:

- 31.7 million journeys take place each day
- 6.2 million bus and tram journeys take place each day
- 700,000 cycle journeys take place each day.

2016 figures<sup>3</sup> show that following a road traffic collision, 116 people died, 2,385 people suffered serious injuries and 27,769 suffered minor injuries on London roads.

Although progress has been made and casualties have reduced over the past 10 years, considerable challenges remain to reduce death and serious injury further still. For this reason, the Mayor has adopted Vision Zero for transport in London as set out in the Mayor's Transport Strategy.

<sup>2</sup> Travel in London (Report 9) <https://tfl.gov.uk/cdn/static/cms/documents/travel-in-london-report-9.pdf>.

<sup>3</sup> Casualties in Greater London during 2016 <http://content.tfl.gov.uk/casualties-in-greater-london-2016.pdf>.

Vision Zero targets:

By 2022:

- Reduce the number of people who are killed or seriously injured (KSI) by 65 per cent against 2005-09 levels
- Reduce the number of people who are killed or seriously injured in, or by, London buses by 70 per cent against 2005-09 levels.

By 2030:

- Reduce the number of people who are killed or seriously injured by 70 per cent against 2010-14 levels
- Reduce the number of people who are killed in, or by, London buses to zero.

By 2041:

- Eliminate all deaths and serious injuries from road collisions from London's streets.

In 2017 the Brigade attended approximately 4,500 road traffic collisions (RTCs)<sup>4</sup>. This figure has steadily increased over the last five years by 25 per cent since 2013. Promoting road safety education is an area of increasing importance as part of the Brigade's community safety approach. This is still an emerging area for the Brigade and as such partnership work with more established organisations will be vital in providing a joined-up approach to prevention.

Our aims are to:

- Promote the role of the Brigade in helping to prevent RTCs and to promote road safety
- Contribute to reducing the number of cyclists, motorcycle riders, pedestrians and vehicle users involved in road collisions, injuries and deaths.

To enable this, we will:

- Work with partners on existing initiatives such as Biker Down and develop new ones that meet the overall aims and goals of the Mayor's Transport Strategy
- Work with partners to deliver road safety education/road danger reduction messages
- Explore the use of modern technology to deliver a memorable message on road danger reduction
- Develop educational messages for youth groups to deliver or receive
- Design, run and attend road and cycle events to deliver road safety education targeted to the area and any identified risks
- Develop new educational packages to deliver that support and enhance cycle safety
- Maintain and expand delivery of existing LFB road danger reduction initiatives in collaboration with partners
- Introduce a focus on preventing cycling collisions as part of LFB road safety work

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<sup>4</sup> LFB is called to around 18 per cent of all road traffic collisions in London (based on the number of collisions involving death or personal injury using TfL/LFB data for 2016). LFB services at RTCs might be to make the vehicle safe, to wash down the roadway, to extricate persons who may be trapped in the road vehicle, etc. Extrication happens in about 20 per cent of occasions.

- Further Integrate road safety messages within youth engagement provision
- Support delivery of the Mayor's 'Vision Zero' priority to reduce road danger.

What will success look like?

- Reduction in call outs to Road Traffic Collisions and reduced KSIs
- Modern technology is successfully integrated into educational engagement projects
- A co-ordinated programme to deliver road safety education to young people
- Increased public interaction at events attended by road users
- An educational package that is delivered to the public and specific groups supporting cycle motorcycle rider and driver safety
- Working with partners to deliver targeted road and cycle safety education to those that need it the most.

#### **4. Water Safety**

On average, 400 people die nationally every year from drowning, and a further 200 take their own lives in UK waters. It has also been shown that for every drowning, eight people suffer life-changing injuries.

Drowning is the third most common cause of death amongst young people aged 10–18. Men are considerably more at risk of drowning than women (81 per cent).

Drowning in the UK accounts for more accidental fatalities every year than fire deaths in the home or cyclist deaths on the roads. 50 per cent of those that die did not intend to enter the water and 62 per cent of these fatalities occurred in inland waters such as rivers, lakes, canals, reservoirs and quarries.

In 2015, London had the fourth highest number of accidental drownings in England. This is joint with East Sussex and Cornwall, despite not having a coastline.

In the last five years (2013 to 2017) the London Fire Brigade have attended almost 13,000 flooding incidents of which about two percent (208 incidents) have involved people in water. There have been 20 fatalities and 58 injuries at these incidents. The majority of the remaining incidents are burst water mains and small domestic floods. There has been one further fatality and 13 injuries at these incidents. Again, similar to road danger reduction, the prevention work around water safety is still relatively new and developing but is also gaining a lot of interest and momentum.

Our aims are:

- To ensure all water safety work is done in line with the UK Drowning Prevention Strategy and the Memorandum of Understanding between National Fire Chiefs Council (NFCC) and the National Water Safety Forum (NWSF)
- To reduce the number of water-related fatalities, injuries (particularly those with life-changing consequences) and required water rescues (including attempted rescues) in London, and elsewhere
- To increase the awareness of the public of water safety issues, both whilst in London and elsewhere
- To provide a coordinated and fully informed approach to water safety for use both within LFB and by the wider population
- To develop and enhance partnership working with other relevant agencies in the area of water safety.

To enable this, we will:

- Integrate water safety messages within youth engagement provision
- Investigate the potential of the Brigade providing water safety/flooding advice to businesses/residents in affected areas
- Work with partners to join up provision of drowning and flooding prevention interventions
- Liaise with Water Safety agencies and ensure our Control room can provide the most appropriate 999 advice and course of action to callers when dealing with water related incidents
- Work for LFB to be a key partner, where appropriate, in the water safety arena
- Have coordinated approaches with all stakeholders to tackle water safety issues
- Make and maintain partnerships allowing LFB to be involved and aware of water safety/flooding issues as they arise in London
- Support the NWSF 'UK Drowning Prevention Strategy' that every child has the opportunity to learn to swim and receive water safety advice
- Develop and deliver age-appropriate, targeted water safety education packages
- Identify where LFB can feed in to London-wide flood prevention and new development strategies
- Have a clear picture of water related incidents across London and allow resources to be targeted accordingly.

What will success look like?

- Reduction in number of water-related fatalities and injuries in London, and elsewhere
- Provision of a fully informed water safety section on LFB's external website
- Provision of coordinated resources for use by staff across the brigade for promoting water safety
- Coordinated water safety messaging across LFB including at fire stations, on the FRUs and the Fire Boat
- Strong LFB presence (where appropriate) at water safety events across London, increasing the public's awareness of LFB's work promoting water safety
- LFB being a key partner (where appropriate) in the development of the Tidal Thames Water Safety Forum, and implementation of its joint strategy
- Reduction in the number of water-related fatalities and injuries of young people in London, and of young Londoners when they are elsewhere
- Using cadets, where appropriate, to liaise with young people about water safety issues
- Reduction in impact that flooding has on London from a personal, infrastructural and economic perspective.

## **5. Community Health**

In September 2016, the Brigade's Community Health Strategy 'Healthier Futures' was published setting out how we will work in partnership with health and care services to target the most vulnerable to improve both fire and health outcomes. A key part of the implementation of the strategy will be to pilot fire, safe and well visits which will be a person-centred visit in the home to identify and reduce fire risk whilst promoting safety and wellbeing. The range of interventions adopted will be tailored to meet local needs and capacity. We will identify the key areas where we can reduce risk by delivering safety interventions as well as signposting or referring to local support services.

Our trusted brand allows us to engage and motivate hard to reach groups in boroughs across London and we use these opportunities to improve health and wellbeing of young and old. Our youth engagement programmes empower young people within their communities, building confidence and self-esteem and thereby decreasing their susceptibility to risk before it occurs. Technologies, such as telecare services or fire suppression systems play an integral role in supporting vulnerable people to remain independent in their own homes.

Our aims are to:

- Develop closer working relationships with pan-London and local health and social care partners as well as the third sector to encourage closer collaboration and data and information sharing between fire and health agencies
- Explore transformation of Home Fire Safety Visits into Fire Safe and Well visits in order to improve fire as well as public health outcomes
- Explore and develop other areas where we can improve fire safety and health outcomes by drawing on best practice, utilising new technology and investing in upstream prevention
- Invest in our staff through the continuous development of skills, knowledge and understanding to underpin our effectiveness in delivering our Community Health Strategy.

To enable this, we will:

- Build trusting relationships with partners and promote our capabilities as part of the wider public health workforce and the mutual benefits such collaboration will bring
- Promote the secure sharing of data and work collaboratively at pan London and borough level to inform service improvements which ensure improved outcomes for those most in need of preventative fire, health or care interventions
- Use our youth programmes to educate on lifestyle behaviours that directly impact on the risk of developing chronic health conditions such as obesity, tobacco, illegal drugs and excess alcohol consumption. This could involve giving young people the skills to become community fire and health advocates
- Inspire our borough commanders to develop a portfolio of good practice regarding fire, health and wellbeing collaboration
- Explore how opening up fire stations in the heart of London's communities could be utilised to improve both fire and health outcomes
- Work with all partners including in fire safety regulation to improve the fire safety of health and care premises where vulnerable people are at risk
- Continue to raise awareness on the links between health and fire to social care providers to improve outcomes and embed this knowledge to meet the fire safety requirements of the Care Certificate
- Use our local knowledge about risks in the community to inform the actions we take to improve safety. Consult with our staff and key stakeholders on the design and delivery of safe and well visits
- Recognise that intervention needs to be evidence led and evidence-based outcomes are important to ensure our contribution can be clearly recognised and valued by all stakeholders.

What does success look like?

- We will be supporting communities and individuals to be at the centre of their own care by accessing tailored solutions to support enhanced personalisation and self-care



- We will have access to a wide range of timely, relevant data in useable formats, which can be used to prioritise and target health and wellbeing interventions, as well as other prevention activity
- Health and care providers will work closely with us as an asset in reducing fire and health inequalities
- Health and care partners will see effective partnership working and outcomes for their communities and we will be key partners for health and wellbeing promotion across London's health and care landscape
- Those most vulnerable in our communities will receive and value a joined-up service, providing effective and realistic assessment of need to improve both fire and health outcomes and keep them safer in their homes.

## **6. Communications**

Communications will play a key role in achieving many of the strategic aims set out in this document. To be effective, it is important that messages are targeted at specific audiences and are delivered to them through the most appropriate channels.

One important part of this is designing communications to place an emphasis on influencing the individual choices people make to keep themselves safe. Another is working with others who can help do that, who also have responsibilities for safety. This includes working with local authorities and other agencies to improve safety and reduce risk, targeting high risk and vulnerable people, lobbying for fire safety measures in buildings and improving access to fire safety information.

We are developing how the Brigade shares information using our new website and making more use of video and other digital platforms to reach and influence people at every age and from every background. These new tools will support the delivery of this strategy alongside more traditional communications methods, building on our existing campaigns and supporting the communications of partner organisations.

## **7. Evaluation**

All targets are regularly monitored and reported both internally and externally. Each of the key strategic objectives e.g. fire, road, water etc have specific action plans which will support the delivery of the strategy. Each action plan is supported by a range of policies and procedures. All community safety projects identified within this strategy are measured as part of London Safety Plan commitments. London Fire Brigade will also be subject to independent inspection through Her Majesty's Inspectorate of Constabulary and Fire and Rescue Services (HMICFRS) as part of a national inspection programme and community safety will be an integral part of this assessment.