

Business Engagement Framework

OFFICIAL
2024 - 2025

Contents

- 1 Introduction
- 2 Aims and Objectives
- 3 Our Values
- 4 Data
- 5 The Approach and Delivery
- 6 Communication and Media
- 7 Reviewing and evaluating
- 8 Contact

1. Introduction

The London Fire Brigade (LFB) Business Engagement Framework details the strategy to help and support small and medium size independent businesses across London, by educating business owners with updated legislation under the Regulatory Reform Order (Fire Safety) 2005 (As Amended 2019), and the Fire Safety Regulations 2022 and enabling a pathway for two-way communication.

London has circa one million businesses, more than the entire South-East region combined (with circa 850k businesses) therefore a broader approach to business engagement will include working with front line staff as well as increasing the provision of self-service tools for business owners across London.

The Business Engagement Co-ordinator will develop a plan and support the relevant teams who will implement the strategy.

2. Aims and Objectives

The overall goal is to help reduce risk, be more accessible and inclusive to everyone across London.

The work aligns with the Community Risk Management Plan ([CRMP](#)). The plan includes developing strong relationships with internal and external stakeholders and keeping communities up to date, both online and in person, through engaging work which is tailor made to their needs. This will be done by offering support, advice, and guidance to business owners to understand and follow legislation.

The role will be key in supporting the Borough Risk Management Plans ([BRMPs](#)) with their strategies and as we work Borough by Borough, we can ensure the specific 'Engaging with you' pillar is supported. Businesses will 'understand the Brigade's role in protection activities' and 'receive advice and guidance related to fire safety.'

Expected outcomes from the work include:

- Smaller businesses feeling they are better supported by LFB and are continuously up to date with new and existing fire safety regulations and legislation both online and offline.
- Businesses will be aware of the services that LFB provide for businesses and use the toolkit and resources offered to them. This includes a dedicated landing page for businesses and an improved business fire safety tool accessible online to all.
- An ongoing collaboration of teamwork between internal departments.
- A business engagement toolkit will be produced to start engagement work in all Boroughs, once they have been activated it will be replaced by a continuity plan. It will be linked to the BRMP (Borough Risk Management Plan) and Station Delivery Plans.
- There will be ongoing contact with key stakeholders in all Boroughs similarly to the community engagement team through forums and newsletters.
- Long term relationships with other Fire and Rescue Services, local authority, and local business groups.
- Increased presence in the community depending on their needs and requirements and long-lasting relationships with business owners.
- Consistent and effective Pre-Active Risk Targeting days taking place across London by Fire Safety Teams with tangible data.
- Primary data collected to review and refine the processes to ensure it aligns with the team's long – term goals.
- Case studies and success stories to share for impact and benefits to engagement work, which can be communicated via the newsletter and via front-facing website.
- The goal is to evidence a long-term decrease of incidents and enforcement action in small and independent businesses.

3. Our values

The LFB values of service, integrity, teamwork, equity, courage, and learning are all incorporated and demonstrated in the Business Engagement work.

Service

Providing a prevention service to small businesses and eliminating risk that they might have to people and properties in communities across London. Providing up to date legislation and self-service tools that are accessible 24/7.

Integrity

Acting honestly and with transparency with information during visits and events.

Teamwork

Collaborating with stakeholders internally and externally to work toward achieving the objectives together and host effective events. This includes internal LFB departments, other Fire and Rescue Services (FRS), Equality Support Groups (ESG), and National Fire Chiefs Council (NFCC).

Equity

Treating all communities across London equally, making our events accessible to everyone, and providing the same standard of service in each Borough.

Courage

This role will network and represent the LFB, getting involved in workshops and conferences and approaching resistance to change.

Learning

There will be continuous learning both theoretical and practical, from self-development to professional development.

4. Data

The top ten priority Boroughs to target have been established using LFB data sources and have been considered "higher risk" based on the number of incidents over the last three years (1 Jan 2021 to 9 Jan 2024) and cross checked with enforcement data. The co-ordinator will start solely with Westminster, the learnings will be documented and used to refine the strategy moving forward. Once this has been implemented and running smoothly, the remaining 9 Boroughs stated below will be contacted to introduce the strategy and toolkit. We will continue to contact the remaining 22 Boroughs once satisfied with the implementation and dependent on resources. Due to establishment constraints this is a rough idea of implementation and therefore might not stick to the exact time frame mentioned. As the co-ordinator will be supporting the Borough Commanders with this strategy, the staggered approach to implementation will enable enough capacity for the Co-ordinator.

1	Westminster	Paddington, Soho
2	Camden	Kentish town, Euston, West Hampstead
3	Hackney	Shoreditch, Stoke Newington, Homerton
4	Tower Hamlets	Bethnal green, Millwall, Poplar, Shadwell, Whitechapel
5	Lambeth	Brixton, Clapham, Lambeth, Lambeth River, and West Norwood
6	Wandsworth	Wandsworth, Battersea, and Tooting
7	Croydon	Addington, Croydon, Norbury, Purley, Woodside
8	Hillingdon	Hayes, Heathrow, Hillingdon, Ruislip
9	Ealing	Acton, Ealing, Northolt, Southall
10	Lewisham	Deptford, Forest Hill, Lewisham, New Cross

The Risk Based Intervention Programme (RBIP) is a new way of assessing and prioritising building risk in London. This programme will allow us to better understand and report on the types of work we conduct to support our communities. Our new reporting tool will ensure we have data that captures buildings that fall within the scope of the Regulator Reform Order 2005 (RRO). This will be overlaid by Incident Management System (IMS) data and will be integrated with local Borough plan risk information. The collection of data will show that engagement work is being spread across London through these teams and therefore quantify how many businesses are being impacted. Currently, our system called Farynor tells us how many interventions are conducted, in which Boroughs and which types of premises have been targeted.

5. The approach and delivery plans

The Business Engagement co-ordinator will oversee, support and co-ordinate the activity within each Borough. They will support the Borough management teams to research, plan, and execute engagement activity.

The co-ordinator will develop and distribute a Business Engagement toolkit to support effective interaction with businesses. This will consist of materials including a leaflet with a QR code that directs business owners to a dedicated Business Safety web page on the London Fire Brigade (LFB) website and LFB branded products to distribute. Although the toolkit will be used throughout the Brigade, the type of engagement work that will be done will be different by each internal team and therefore an action plan will be tailored for each team. Any Brigade engagement with businesses will prompt the issuing of a leaflet or reference to a QR code, this could for example be when operational crews or Fire Safety Officers are conducting audits, post incident, community events, and open days.

The Business Fire Safety landing page for businesses will give small business owners access to a clear and concise interactive tool to understand their legal duties for fire safety in the workplace. By putting this information online, Business owners can access LFB services and advice online 24/7 and it can signpost them to other self-help online resources such as Fire Safety in the workplace, Fire Safety Risk Assessment guidance, find a competent risk assessor, Government Fire Safety Guidance, and other safety material.

Engagement with businesses can be categorised into two fundamental areas:

Reactive

- Following a fire /incident
- Following Inspection outcomes
- Community safety engagement

Planned

- Targeting higher risk premises (care homes)
- Pre- ART (Active Risk Targeting) days in high-risk premises/areas
- Community events, Open Days, Webinars
- Local Authority / Partner engagement and collaboration

The co-ordinator will support Borough Commanders/Station Commanders and Watch Officers in establishing Business Safety events in the community and with the support of the internal teams, they will work collaboratively to run effective sessions to the business community. Part of the long-term plan includes developing and sharing a Business Safety training packages which can be used internally and externally, for example given to Business Improvement Districts (BIDS). This can be delivered to businesses to ensure they are given concise and up to date information regarding Fire Safety.

Borough Commanders/ Station Commanders –The co-ordinator will meet with the BCs/SCs either in person or via Teams (as area groups) to discuss the strategy tailored to their Borough and BRMP. They will be provided with a checklist that can be worked through from beginning to end to ensure all opportunities are considered. They will be shown the landing page, the leaflets and the QR code and examples of opportunities that would be valuable. They

OFFICIAL

will be able to share these materials with the local authority and other partnerships for them to use. This will support Borough management teams to achieve their aims from their BRMPs.

Watch officers and Firefighters – Station based staff across the brigade will be invited to attend Teams events, introducing the engagement work. All teams will be issued a toolkit pack for the Operations teams to use when they do their business visits post incidents, on station open days and other engagement events they are involved with along with guidance when undertaking Fire Safety Checks in businesses and how to escalate issue to the local fire safety team or Senior Fire Safety Officer.

Fire Safety and other teams – These teams will also be offered online introduction events. Area teams are already interacting with targeted businesses once a month which is detailed below. Their pack and guidance will consist of the new leaflet, and request for support at station open days and any new business events that will be organised. The community engagement Team will have access to the toolkit for times when their community engagement work relates to businesses, updating and supporting the co-ordinator when this happens. The team carry out Fire Safety checks, they are contacted if there are any issues to escalate and require a follow up inspection. Local fire safety teams carry out Pre-Active Risk Targeting days using the Risk Based Inspection Programme as part of their team plan. This also includes responding to Alleged Fire Risks, serious post fires interventions and Enforcement follow ups.

Throughout the year the co-ordinator will attend management meetings, forums, internal events and will have an online presence to keep staff updated with work being undertaken and progress being made to reach out to businesses in the community.

6. Communication and Media

Digital communication can reach a wider audience and is accessible for all, therefore the plan is to use the power of the LFB social media to target communities and Boroughs. It will be used to reinforce messages and spread the word about events happening locally. There will be a Business Safety newsletter developed which requires a sign up to receive this. The Brigade can track who and how many businesses read it and use this as a method of external communication of our work. There will be several social media campaigns throughout the year to align with events and trends.

Case Study and learning from Businesses.

New Addington is being used to trial methods of the proposed strategy to analyse how they are received by local businesses on a smaller scale. New Addington was chosen as its one of the smallest BIDs in London that will benefit from a tailored approach. It is easier to see how effective work is using this smaller scale, but this can be compared to one of London's larger BIDs eventually for comparison. Taking the results into consideration will help make informed decisions when working in Boroughs on a larger scale across all Boroughs in London. Having attended a Business Improvement Districts (BID) meeting in New Addington to discuss working together, the brigade has been involved in upcoming events and planning future Business Safety events in the community. This has proven to be an effective way of reaching independent businesses through one point of contact. Sharing this case study with subsequent Boroughs can reinforce the positive impact on engagement in the community, and one that internal LFB teams can share for example, when BCs approach BIDs.

To understand and learn from businesses, exactly what they require from LFB, there will be surveys distributed, Q&A sessions held and feedback forms to gain a better understanding and learning of what businesses want. This information will then be passed on to the LFB Learning Group.

Business Improvement Districts (BIDs) and Local Authority engagement

BIDs will be a key asset when initially starting engagement research into a Borough, therefore advising BCs to use this group as a first point of contact is essential. There are over 70 London BIDs to target, some who may already have existing relationships with staff at LFB. This will be an effective way to reach many businesses in one go and gain trust, especially as they have existing contacts with the local council, Members of Parliament (MPs), Transport for London (TFL), the police and other public bodies. The co-ordinator will support the BCs with distributing messages out to stakeholders within the community and ensure these relationships are developed and maintained.

There will be regular regional and national networking with other FRS including Manchester, Essex, Merseyside, Kent, Nottingham, Dorset, Wiltshire, and Hampshire which has contributed to the development of the strategy and to share learnings of Business Engagement work. The co-ordinator will attend ESG meetings and is part of the AFSA South Region group who have regular meetings. This group hosted a business fire safety workshop in April, which aimed to collaborate and share best practices for business safety, aiding minority communities in making informed choices about fire safety. Following the success of this workshop there is another event planned for October 2024 for hands-on workshops. There was attendance of around 8 FRS nationally, the NFCC and AFSA. In addition to this, there will be collaboration opportunities within Boroughs for engagement activity with other emergency service groups.

Equality, Diversity, and Inclusion (ED&I) are essential for community engagement. Addressing barriers such as language, and accessibility during events held are key for success. Engagement with

OFFICIAL

the inclusion team will be done to ensure ED&I is being considered for all activities through learning modules and the AFSA workshop.

7. Reviewing and Evaluating

Although the overall long-term aim is to reduce the number of incidents and enforcement action, the results of the below will show direct success from engagement work.

- **Conversion:**
QR code scans to Business Engagement landing page and time spent on the page.
- **CSAT score:**
Customer satisfaction (0-5) or NPS (Net Promoter Score) after events or feedback forms
- **Social media:**
Posts/Stories measured by likes, comments, and shares.
- **Registrations:**
Subscription to Business Engagement newsletter and online webinar attendees
- **Time:**
Time is recorded based on our BE activity within the community. Fire safety teams and operations will have recorded times of engagement activity to be tied together.

The work will be evaluated quarterly and after each Borough, for the first ten Boroughs using feedback forms and peer review. This gives us an opportunity to gain experience and refine the strategy based on feedback. We can identify best practice through evaluation, and ensure the strategy is operating effectively and efficiently, aligning with the objectives and core values of the Brigade.

The QR code on the leaflet will link people to the landing page, this will produce statistics including the number of people who reach the site, how long they have stayed on there, and where they have gone from there. Using this information, we can develop and maintain a key place to send businesses for fire safety information. Fire Safety Teams and Ops staff can point people with business safety questions to this page.

The use of existing data on LFB data will help direct the work to those areas considered a 'higher risk' based on incidents and will help to track what areas have been targeted and interacted by the fire safety teams. The aim will be to ensure Business Engagement activity is conducted and available to all small businesses around London, in every Borough.

There will be quarterly reports to management outlining progress and existing/potential issues that exist within Boroughs. At this time there will be a review of Key Performance Indicators and engagement outcomes to ensure we are being efficient and effective in reaching our Business Engagement goals. If we find the KPIs are not being met, we will redefine the activity and do an analysis to identify better opportunities.

8. Contact

Dipika Chowdhury

Business Engagement Co-ordinator

businesssupportgroup@london-fire.gov.uk

Dipika.chowdhury@london-fire.gov.uk