# WEST MIDLANDS FIRE AND RESCUE AUTHORITY

## **STANDARDS COMMITTEE**

# 14 DECEMBER 2009

## 1. FIRE SERVICE CORE VALUES

Report of the Chief Fire Officer.

RECOMMENDED

THAT the Standards Committee note this report.

### 2. **PURPOSE OF REPORT**

This report is submitted to inform the Standards Committee about the Core Values in the West Midlands Fire Service (WMFS).

### 3. BACKGROUND

- 3.1 In December 2004 Chief Fire Officers' Association (CFOA) published recommendations for Core Values for the UK Fire and Rescue Services. This was the result of joint working across the country. The concept behind them was to link the strands of modernisation and help define what is expected of individuals.
- 3.2 Some Fire and Rescue Services adopted the early versions of the Core Values but the West Midlands Fire Service adopted the current Core Values in 2006. The final version was agreed in September 2006 and went to Corporate Board on 10 October 2006.
- 3.3 Although the Core Values are, in principle, a national set of values for all UK Fire and Rescue Services, each organisation is allowed to reword or alter them to fit local need/culture. This has resulted in some variation across different Fire and Rescue Services. Early versions included Values based around 'Fairness.' The WMFS did not adopt these as it was felt that the term 'Fair' was too subjective. The Service currently has four Core Values: Improvement, People, Diversity and Service to the Community (Integrated Personal Development Scheme (IPDS)) but they are often displayed in a different order. A full list with the statements for each of the four Values is attached in Appendix 1.

- 3.4 The 'Values' set the cultural context in the way the organisation works. The Core Values are embedded in the organisation via various methods which include posters, articles in Firepower magazine and 'Living the Values' Training. This is a standard training session which is being delivered across the Service on a rolling programme of two crews plus six support staff per week plus extra courses on request. All watches will have received this training by December 2010. The Core Values are also embedded into key documents such as the Corporate Strategy, see Appendix 2 attached.
- 3.5 There is a strong link between the Core Values and the Equality Standard for Local Government. They are not formally linked as the current Equality Standard which is used is the same as the one used for Local Government. It is not therefore specific for Fire and Rescue Services. A draft Equality Standard specifically for Fire and Rescue Services is currently under development nationally which links more closely to the Fire Service Core Values.

## 4. EQUALITY IMPACT ASSESSMENT

In preparing this report an initial Equality Impact Assessment is not required and has not been carried out. The matters contained in this report will not lead to and/or do not relate to a policy change.

## 5. **LEGAL IMPLICATIONS**

The Fire and Rescue National Framework 2008-11 has a chapter regarding Diversity and Workforce. Within this chapter Core Values are specifically mentioned in paragraph 3.2 and 3.3.

The Core Values are also an integral feature of the Fire and Rescue Service Equalities and Diversity Strategy 2008-18, supporting the effective implementation of this Strategy.

### 6. FINANCIAL IMPLICATIONS

There are no financial implications arising from this report.

### **BACKGROUND PAPERS**

Fire and Rescue Service National Framework 2008-11. Fire and Rescue Service Equality and Diversity Strategy 2008-18.

VIJ RANDENIYA CHIEF FIRE OFFICER

# **CORE VALUES**

**SERVICE TO THE COMMUNITY -** We value service to the community by:-

- Working with all groups to reduce risk.
- Treating everyone equitably and with respect.
- Being answerable to those we serve.
- Striving for excellence in all we do.

**PEOPLE -** We value all our employees by practising and promoting:-

- Equity and respect.
- Recognition of merit.
- Honesty, integrity and mutual trust.
- Personal development.
- Co-operative and inclusive working.

DIVERSITY - We value diversity in the service and the community by:-

- Treating everyone equitably and with respect.
- Providing varying solutions for different needs and expectations.
- Promoting equal opportunities in employment and progression within the service.
- Challenging prejudice and discrimination.

**IMPROVEMENT -** We value improvement at all levels of the service by:-

- Accepting responsibility for our performance.
- Being open-minded.
- Considering criticism thoughtfully.
- Learning from our experience.
- Consulting others.

# APPENDIX 2

	Priorities	
	1. Communities	
	and Partnerships 1.1 Educate, inform, target vulnerable groups	
	1.2 Ensure our services meet the needs of diverse	
	local communities	
	1.3 Advice and enforcement	
	1.4 Combat arson and fire crime	
Improvement	1.5 Work with partner agencies to achieve our common objectives and	
	sustainable communities	Go
a com la	1.6 Contribute to improvements in local, social and economic	
People	wellbeing and the environment	Pre
	2. Response	ha
	2.1 Deploy appropriate resources	Pro
Diversity	2.2 Deal effectively with incidents	110
	2.3 Provide appropriate vehicles, equipment and risk information	Mit
	2.4 Develop civil resilience and planning	eco
Service	3. People	en
o the	3.1 Developing leadership capacity	of
Community	3.2 Developing the organisation	em
	3.3 Developing the skills and capacity of our workforce	
	3.4 Resourcing the West Midlands Fire Service	
	3.5 Reward and recognition	
	3.6 Promoting the health, safety and well-being of the workforce	
	4. Value For Money	
	4.1 Delivering a value for money service	
	4.2 Ensure continuous improvement	

#### Goals

Prevent fires and other hazardous incidents

Protect life and property

Mitigate the social, economic and environmental impact of fires and other emergencies Outcome

Making West Midlands safer

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