

WEST MIDLANDS FIRE AND RESCUE AUTHORITY

17TH FEBRUARY 2014

1. **THE NAMING OF THE NEW FIRE STATION FOLLOWING
THE MERGER OF HALESOWEN AND CRADLEY HEATH
FIRE STATIONS**

Report of the Chief Fire Officer.

RECOMMENDED:

- 1.1 THAT the Authority considers the options for the new fire station name and approves the recommended option 1 in the report which is to name the new fire station '**Haden Cross Community Fire Station**'.

2. **PURPOSE OF REPORT**

- 2.1 This report is submitted to inform the Authority of the method followed in identifying a name for the new fire station which replaces Cradley Heath and Halesowen Fire Stations.
- 2.2 The report also informs the Authority of the short-listed names and is seeking approval for the recommended option 1.

3. **BACKGROUND**

- 3.1 Following approval by the Authority to build a new fire station to serve the communities of Halesowen and Cradley Heath suitable land was purchased for the new fire station. The construction phase of the build began on the 15th July 2013.
- 3.2 During the construction phase a period of engagement has been held with relevant schools in Cradley Heath and Halesowen. This engagement has been carried out by managers and operational crews from Cradley Heath Fire Station.

- 3.3 The purpose of the engagement was to ensure that local communities were involved in influencing the naming of the new fire station; this was achieved by running a competition in local schools asking for suggestions for the new name.
- 3.4 School children of various ages were asked to paint or draw pictures of what the fire service means to them. They were also asked to provide potential names for the new fire station.
- 3.5 Some of the pictures will be displayed at the new fire station when it opens along with the names of those schools and children who submitted the artwork.

4. **OUTCOMES OF SCHOOL ENGAGEMENT**

- 4.1 The competition ran towards the end of the academic year in 2013 and there were a high number of entries. In addition to options for the new name, entries also included the pictures and poems.
- 4.2 The chosen winners will be invited to attend the official opening ceremony of the new fire station to see their entries framed and displayed in the community areas of the new fire station.
- 4.3 A judging panel to review the entries met in October 2013 and included representatives from Cradley Heath Fire Station and Councillors Shackleton and Tranter.
- 4.4 The panel chose two potential names for the new fire station from the school entries and these two options are listed below:
 - 4.4.1 Option 1 - Haden Cross Community Fire Station
 - 4.4.2 Option 2 - Haden Hill Community Fire Station
- 4.5 Haden Cross is not a specific geographical area, the fire station is positioned on the corner of crossroads between Haden Hill and Halesowen Road. There is one other building in the area called Haden Cross which is a public house. Whilst the area is not widely known outside of the local community as Haden Cross, local people do associate the name with the area.

4.6 Haden Hill is more widely known and is a more recognised name; however this is strongly linked with the name of the leisure centre next door to the fire station. Whilst there is no physical link between the leisure centre and the fire station the name Haden Hill does not distinguish the fire station from the leisure centre.

4.7 Following the school competition and in recognition of the municipal building that used to stand on the same site a third option was submitted for consideration by local Councillors.

4.7.1 Option 3 The Municipal Community Fire Station

4.8 Having considered the options and in view of finding a name that provides the right branding for a new modern fire station and provides a name that people can associate with the preferred choice is:

4.9 Option 1 'Haden Cross Community Fire Station'.

The new fire station project was to merge two existing fire stations and provide a fire station that both communities could relate to. This name gives the new fire station a strong link into the local community, whilst at the same time not isolating the communities of Halesowen or Cradley Heath.

5. **EQUALITY IMPACT ASSESSMENT**

In preparing this report an initial Equality Impact Assessment has not been carried out.

6. **RISK IMPACT ASSESSMENT**

A risk Impact assessment is not considered to be required.

7. **LEGAL IMPLICATIONS**

There are no legal implications with this decision.

8. **FINANCIAL IMPLICATIONS**

There are no financial implications.

10. **ENVIRONMENTAL IMPLICATIONS**

None.

BACKGROUND PAPERS

Report to the Fire Authority – 16 April 2012- Agenda Item 8
Minutes of the Fire Authority – 16 April 2012 - Minute 33/12

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