

**2018-2021 proposed Priority and Outcome statements**

**Prevention: Safer and Healthier Communities**

- The number of people killed or seriously injured by fire-related incidents will reduce as we focus, with our partners, on the risks faced by the most vulnerable people in our communities.
- Arson related incidents will fall, supporting safer and stronger communities, as a result of our partnership working.
- Fewer people will be killed or seriously injured on West Midlands roads, as we work with the West Midlands Combined Authority and other organisations to develop and deliver interventions that support the West Midlands Regional Road Safety Strategy.
- The safety, health and well-being of the most vulnerable people in our communities will improve through our interventions delivered to tackle the effects of an increasing demand in health and social care services.

**Protection: Stronger Businesses and Safer Communities**

- We will ensure high risk buildings including residential high rise, are assessed to ensure public safety and provide reassurance from the risks of fire.
- We will ensure Businesses become safer from fire through interaction with our people delivering integrated Prevention, Protection and Response services.
- We will enhance economic growth by providing clear advice and flexible support in collaboration with other regulators and partner agencies.
- We will utilise an evidence based approach to risk reduction to enable effective engagement with the most vulnerable businesses and members of the community.

- We will reduce the impact of Automatic Fire Alarms, to minimise unnecessary disruption and costs to businesses, other organisations and our communities.

## **Response: Dealing Excellently with Emergency Incidents**

- The most serious emergency incidents will be attended, on average, within 5 minutes to save life, protect homes and businesses and keep our transport networks moving.
- Our commitment to Operational Excellence will reduce risk to life and property and enable an assertive, effective and safe emergency response to all incidents whilst supporting firefighter safety.
- At all incidents, we attend we will lead and co-ordinate rescue operations whilst working collaboratively with other agencies to deliver an excellent response and meet public safety and expectations.
- We will enhance resilience & deliver a local, national and international response to major incidents, emerging threats, and humanitarian situations through our specialist response teams.

## **Effective Delivery through Collaboration Outcomes**

### **Value for Money**

- Government funding reductions will be met and our Service Delivery Model, which focuses on public safety and vulnerability, will be maintained.
- Assets will be used effectively and efficiently in support of delivering Service priorities.
- Alternative funding and efficiency opportunities will be identified and delivered through collaborative activities and by exploring Commercial, Social Value and Sponsorship commissioned opportunities, to support the delivery of our strategy and public safety, through targeting the most vulnerable.

## People

- Ensure an agile, flexible and accountable workforce to enable the sustained delivery of our strategy by individuals and teams through adaptability, authenticity and cohesion.
- An environment where benefits of physical, emotional and mental health and wellbeing are understood and valued equally to enable our staff to respond positively to opportunities for change.
- Diversity, Inclusion, Cohesion and Equality (DICE) will be enabled for the most vulnerable people in our communities by addressing social and health inequalities.
- Have a workforce reflective of the communities we serve. Through an approach known as 'positive action' we will attract, recruit and support progression for individuals with protected characteristics.

## ICT

- Provide assurance and intelligence for evidence based decisions with accurate, useful and timely information provided to our communities and our mobile workforce.
- The secure and reliable sharing of data with our partners will enable the cost-effective and joined-up delivery of services to the most vulnerable people in our communities.
- Our Digital Strategy will enable us to improve user experience and enable assertive, effective and safe delivery of services through collaboration with individuals, teams and partners.

**MAKING THE WEST MIDLANDS SAFER,  
STRONGER AND HEALTHIER**

**Prevention Priority**

**Safer and Healthier Communities**

- The number of people killed or seriously injured by fire-related incidents will reduce as we focus, with our partners, on the risks faced by the most vulnerable people in our communities
- Arson-related incidents will fall, supporting safer and stronger communities, as a result of our collaborative partnership working
- Fewer people will be killed or seriously injured on West Midlands roads, as we work with a range of organisations to develop and deliver interventions
- The safety, health and wellbeing of the most vulnerable people in our communities, many with multiple complex needs, will improve through our interventions delivered as part of an integrated care system

**Protection Priority**

**Stronger Business Communities**

- Business communities will become safer from fire through our work with a range of our people, including fire safety specialists where appropriate

- We will strengthen economic growth by providing clear advice and flexible support alongside other regulators
- We will ensure a targeted and consistent approach to ensure we engage with the most vulnerable businesses and members of our business communities
- We will reduce the impact of Automatic Fire Alarms, to minimise unnecessary disruption and costs to business and other organisations

## Response Priority

### Dealing Effectively with Emergencies

- High-risk emergencies will be attended, on average, within 5 minutes to save life, protect homes and businesses, and to keep our transport networks moving
- Risk to life and property will be reduced through our operational excellence and delivery of assertive, safe and effective emergency response, supporting our communities and economic growth
- At all emergencies we attend we will demonstrate our ability to lead and co-ordinate rescue operations, whilst working closely with other agencies to deliver a co-ordinated and effective response
- We will continue to provide a local, regional, national and international response to large-scale emergencies and humanitarian situations through our integrated specialist teams

## Effective Delivery through Collaboration

### Value for Money Outcomes

- Government funding reductions will be met and our Service Delivery Model will be maintained
- Alternative and innovative funding opportunities will be identified and adopted through sponsorship, commissioning, social value and commercial activities, supporting the effective delivery of cross-sector services and results for our communities
- Assets will be used as effectively and efficiently as possible

## People Outcomes

- The provision and support of leadership and personal accountability at all levels will enable individuals and teams to deliver services with adaptability, authenticity and cohesion
- An environment of wellbeing will be developed and maintained by supporting our workforce's resilience so that they can respond positively to opportunities for change
- Diversity, Inclusion, Cohesion and Equality (DICE) will be achieved for the most vulnerable people in our communities by addressing social and health inequalities
- Through an approach known as 'positive action' we will attract; and recruit and support progression for individuals with protected characteristics.

## ICT Outcomes

- Emergency 999 systems will support the mobilisation and rapid response of our resources whenever and wherever needed
- Accurate, useful and timely information will be provided to our communities and our mobile workforce
- The secure and reliable sharing of data with our partners will enable the cost-effective and joined-up delivery of services to the most vulnerable people in our communities

Technology and innovation will enable us to improve outcomes for our communities and to deliver assertive, safe and effective firefighting through collaboration with individuals, teams and partners. Using existing resources more effectively will mean added value for our communities