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| Vision Statement | <u>Making The West Midlands Safer, Stronger & Healthier</u> | |
| <u>Prevention</u> | <u>Prevention Priority</u> | <u>Safer & Healthier Communities</u> |
| | Prevention Outcomes | <ul style="list-style-type: none"> • Activities targeted to those at risk will reduce the number of people killed or seriously injured as a result of fire • Activities will support a reduction in the number of people killed or seriously injured on the roads • Supporting communities and partners to promote and advise on safer, healthier lifestyles in their homes |
| <u>Protection</u> | <u>Protection Priority</u> | <u>Stronger Business Communities</u> |
| | Protection Outcomes | <ul style="list-style-type: none"> • Business communities will become safer through the provision of advice and enforcement of fire safety legislation • Business communities will become stronger through more flexible approaches developed in partnership with our Fire Safety teams • The Service Delivery Model will become more resilient through the reduction of automatic fire alarms and establishment of Business Support Vehicles |
| <u>Response</u> | <u>Response Priority</u> | <u>Dealing Effectively With Emergencies</u> |
| | Response Outcomes | <ul style="list-style-type: none"> • Life risk emergencies will be attended on average within 5 minutes • Risk to life and property is reduced through operational excellence and the delivery of assertive, safe and effective emergency response resulting in enhanced community and business continuity |

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| | | <ul style="list-style-type: none"> • Community support and reassurance will be provided through our specialist rescue teams responding to both local and national emergencies including unconventional incidents and natural disasters |
| | <u>Effective Delivery Through Collaboration</u> | |
| | Value For Money Outcomes | <ul style="list-style-type: none"> • Government funding reductions are met and our Service Delivery Model is maintained • Flexible and sustainable funding opportunities are identified and secured • Assets are used as effectively and efficiently as possible |
| | People Outcomes | <ul style="list-style-type: none"> • Leadership and personal accountability at all levels will be empowered to effectively deliver change • Developing an environment of wellbeing through supporting the personal resilience of our workforce so that they are responsive to opportunities of change • The Service will achieve diversity, inclusion, cohesion and equality outcomes for its diverse community and workforce |
| | Information Communication Technology Outcomes | <ul style="list-style-type: none"> • Emergency 999 systems to mobilise and enable rapid response when and where it is needed • The right level of information is provided to our communities and our mobile workforce at the right time • Secure and reliable data sharing with partner agencies enables cost effective joined up services to the most vulnerable within our communities. |

