

PRIORITIES	STRATEGIC OBJECTIVES	OUTCOMES	IMPACT
<p>Communities and Partnerships Working with our partners these objectives will enable us to target communities and individuals who are more at risk from safety related issues at home, including fire. We will respond to issues such as healthier living, anti-social behaviour and safer business premises, through a multi-agency approach.</p> <p>Response Through planning with other partner agencies for known risks and emergency situations we will make a real impact on saving lives and protecting our local community in an emergency.</p>	<p>Prevention</p> <ol style="list-style-type: none"> <u>1. We will improve the safety of our communities at risk from fire</u> <u>2. We will improve road safety through targeted action</u> <u>3. We will improve the quality of life and economic prosperity of local communities</u> 	<ol style="list-style-type: none"> 1. Reduce the number and severity of fire, injuries and deaths 2. Improved road safety 3. We will always be well prepared to respond to emergency incidents swiftly and in an assertive, safe and effective way. 	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">“MAKING WEST MIDLANDS SAFER”</p>
<p>People We will develop a highly skilled, flexible and dynamic workforce that delivers excellence in our work for the community</p> <p>We will embed effective strategies in all that we do to support the service in achieving equality outcomes for our diverse communities and workforce</p> <p>We will ensure that our workforce is able to continually develop so that it is increasingly responsive and able to meet the challenges of change</p>	<p>Protection</p> <ol style="list-style-type: none"> <u>4. We will advise and enforce on fire safety issues across the West Midlands to comply with fire safety legislation</u> 	<ol style="list-style-type: none"> 4. Improved safety, health and wellbeing of our local communities 5. Protect business from risk of fire in order to support the economy 6. Reduce the number of malicious calls and false alarms 	
<p>Value For Money West Midlands Fire and Rescue Authority is committed to providing a high quality Value for Money (VfM) service. We recognise the need to continue to place an emphasis on VfM, so we are able to respond to external influences and the challenges we face in delivering the high quality services expected by our communities, with less resources.</p> <p>Through the provision of an effective performance management and reporting framework, we will constantly challenge the use of resources to ensure the delivery of our Services in the most economic, efficient and effective way.</p>	<p>Response</p> <ol style="list-style-type: none"> <u>5. We will deliver an assertive, safe, economic, efficient and effective emergency response service</u> 	<ol style="list-style-type: none"> 7. Deliver value for money and improve our services by making best use of all of our resources 8. Deliver services in a responsible and sustainable way to reduce the impact of our work on the environment 9. High levels of public satisfaction and confidence in our services so people feel safer 	