



WMFRA
West Midlands Fire and
Rescue Authority

**WEST MIDLANDS FIRE AND
RESCUE AUTHORITY**

24 November 2025

2026 CRMP PUBLIC CONSULTATION
For DECISION

Principal Officer: Chief Fire Officer Simon Tuhill
Report of the Head of Strategy Kelly Whitmore
Author: Strategy Team Manager Hannah Spencer

1. PURPOSE

- 1.1. The purpose of the paper was outlined in the Fire Authority paper presented on 29 September, and there have been no subsequent changes to this section.

2. RECOMMENDATIONS

- 2.1. That the Fire Authority approve the proposed approach to Community Risk Management Plan (CRMP) consultation as outlined within this report, including the draft content, consultation themes and proposed questions.

3. OBJECTIVES & EXPECTED OUTCOMES

- 3.1. Objectives and expected outcomes were outlined in the Fire Authority paper presented on 29 September, and there have been no subsequent changes to this section.

4. BACKGROUND

- 4.1 Background information was outlined in the Fire Authority paper presented on 29 September, updates since this paper are detailed within this section.

4.2 The consultation content went to Scrutiny Committee on 27th October. A summary of feedback has been provided below:

- Members highlighted that the public might misinterpret consultation content as confirmation of station closures. To address this, those delivering the consultation will be briefed to provide clear explanations, supported by interactive tools that demonstrate the potential impact of changes, associated cost savings, and reinvestment opportunities.
- To maximise inclusion, the Service is working with stakeholders and charities to reach underrepresented groups, including those who may require support with translation or alternative access. Additional engagement routes will include station-based connections, Safe and Well visits, open days, charities, and community forums, with consideration also being given to physical response options.
- Members asked how the consultation would be accessible. Accessibility has been prioritised, with the consultation being developed under the guidance of the Service's Accessibility subject matter expert. The website will include built-in translation functionality. The Service is also exploring new social media platforms, such as TikTok, and targeted local promotion to reach diverse audiences.
- Members expressed strong support for promoting the consultation within their communities, recognising their local insight and influence. The team will contact members closer to the time with a consultation pack to support engagement.
- Finally, a consultation workshop was held with the SDM and stakeholder group representatives to identify further opportunities to maximise engagement and remove barriers, ensuring a representative sample of responses from across the community.
- Based on members feedback, the consultation wording has been revised to ensure it is accessible and easily understood by the public e.g. 20-year community risk forecast has changed to risk forecast.

4.3 Following engagement and feedback from the Fire Brigades Union (FBU), the following amendments have been made to the consultation content.

- Within the planning assumption question, figures (e.g. including historical number of large-scale incidents) have been removed to maintain focus on the methodology and allow for constructive challenge and refinement ahead of the next phase of the Service Delivery Model (SDM) review. The data and figures were not a necessary element of the question and may distract from comments on the methodology. The next phase of the review will present the planning assumptions in more detail, including a breakdown of the data, so collaboration with all stakeholders, including the trade unions will take place to ensure that data is presented in a way that is clear, accurate and easy to understand.
- The second amended concerns the ranking of investment opportunities. Given the limited background information available to the public on areas such as fleet, equipment, and decontamination procedures, the ranking question has been replaced with one that seeks open feedback on any additional areas for potential reinvestment. This will support a comprehensive investment overview for Senior Leadership Team consideration.

4.4 Presentation of information - Background information has been repositioned alongside the relevant questions to ensure respondents are appropriately informed when providing feedback, in line with the Gunning Principles.

5. **STRATEGY ALIGNMENT**

5.1. Strategy Alignment was outlined in the Fire Authority paper presented on 29 September, and there have been no subsequent changes to this section.

6. **IMPACT ASSESSMENTS**

6.1. An impact assessment was completed and shared in the Fire Authority paper presented on 29 September, and there have been no subsequent changes to this section.

7. LEGAL IMPLICATIONS

7.1 The legal implications were outlined in the Fire Authority paper presented on 29 September, and there have been no subsequent changes to this section.

8. FINANCIAL IMPLICATIONS

8.1. The financial implications were outlined in the Fire Authority paper presented on 29 September, and there have been no subsequent changes to this section.

9. ENVIRONMENTAL IMPLICATIONS

9.1. There are no environmental implications arising from the content of this report.

10. CONSULTATION

12.1 Consultation was discussed in the Fire Authority paper presented on 29 September, and there have been no subsequent changes to this section.

11. BACKGROUND PAPERS & APPENDICES

- Appendix A – Draft Consultation Content and Questions
- [WMFRA CRMP 2024-2027](#)
- Consultation Fire Authority Report – 29th September 2025 [2026 CRMP Public Consultation.pdf](#)
- [2026 CRMP Public Consultation.pdf](#) – Scrutiny Committee, 27 October 2025

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