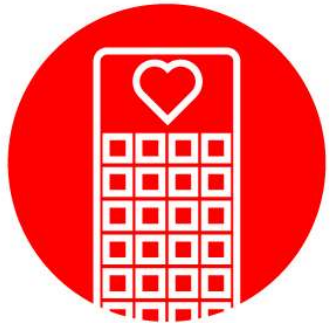


STRATEGIC BRIEFING



"We have a sense of clarity - we are here to deliver community benefit through our CRMP and will create an environment that will allow our staff to be the best versions of themselves."

TRANSFORMATION



Grenfell

22 Grenfell recommendations complete,
24 Grenfell recommendations with clear action plans
707 Tall Building audits completed
Enhanced response capability to Tall Buildings Fires, including:



Digital By Design

Our digital by design approach underpins everything that we do. We use it as a foundation for data led decision making and creating an employee digital experience that enables all our staff to be the best they can be.

- Tymly
- Dynamic Cover Tool
- 99Eye
- Oracle
- O365



Fire Control - Call Handling

We continue to provide outstanding call handling through fire control, delivering a median call handling of 77 seconds.

99Eye used 6145 times throughout 2021/22



5 Minute Response

We continue to improve our average response times to high risk incidents: 2018/19 4mins 42 secs, 2021/22 4mins 41 secs, Seconds do count!



Cross Border Activity

Operational staff can now access cross-border risk information via the Mobile Data Terminals.

- Despite the challenges of COVID, during 2021/22 we delivered:
- 5 cross border exercises
- 8 cross border Fire Control room exercises
- Led and facilitated a National Talk Group Exercise

TRANSFORMATION

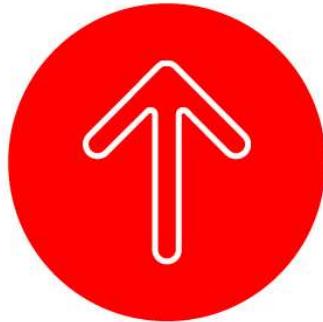


Investment In Protection

Additional £582k investment

22 additional staff

Making use of new Retention Policy



Temporary Promotion

We have reduced the number of Temporary Promotions from 23% to 12% since last inspection.



Positive Action

Awareness activities for our Positive Action Strategy & impact on Staff include:

- Middle Manager briefings
- Sway Presentation
- Schedule of Station Visits
- Brave Space talks
- Behaviours in the workplace training
- Open Door recruitment – Staff encouraged to be involved.



Values & Behaviours

Development of our Behavioural Framework & associated training and support, Revised Grievance & Disciplinary Policy



Prevention

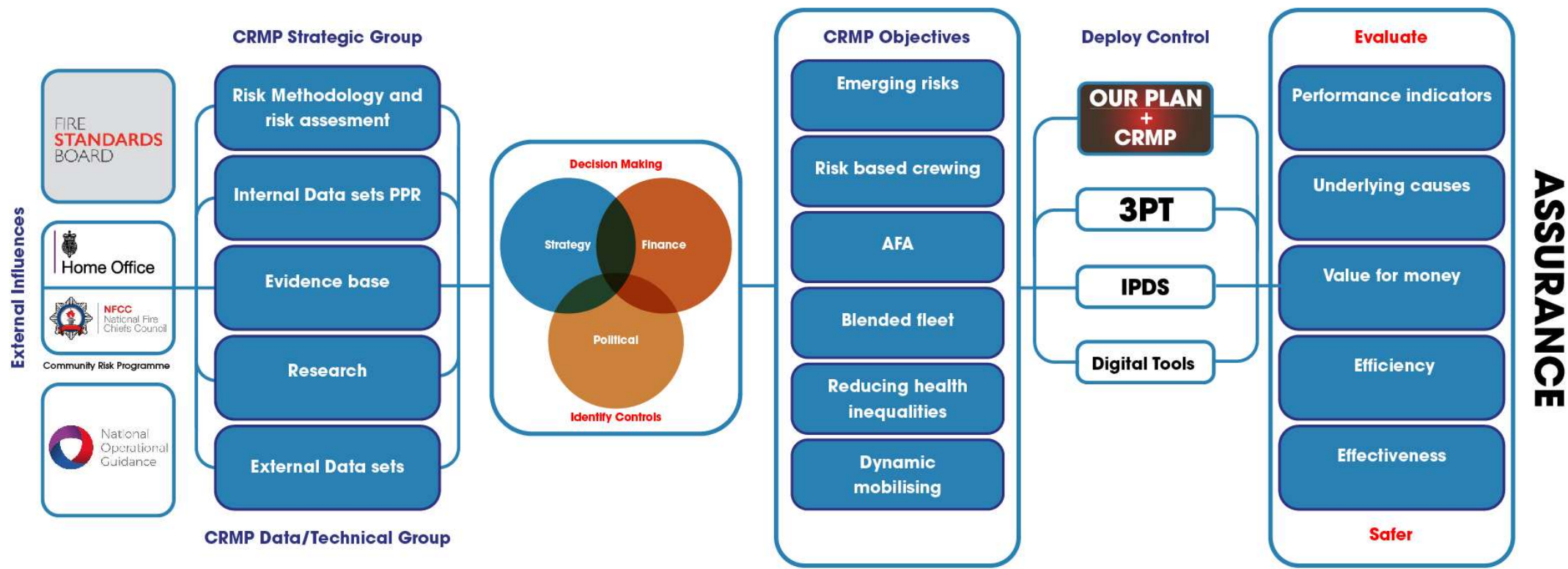
Continued delivery of SAW during COVID:

Remote and face-to-face visits

18,450 visits in 20/21

35,700+ visits in 21/22

OUR COMMUNITY RISK MANAGEMENT PROCESS



OUR EVOLVING CRMP



Emerging Risks



Risk Based Crewing



Automatic Fire Alarms



Blended Fleet



Reducing Health
Inequalities



Dynamic Mobilising

WEST MIDLANDS FIRE SERVICE

Making the West Midlands Safer, Stronger and Healthier

PREVENTION

Our Strategic Priorities

- We will prevent fires, road traffic collisions and other emergencies
- We will focus on reducing health inequalities for our most vulnerable as a means of reducing risk and vulnerability to fires and other emergencies
- We will educate the community to reduce their risk and vulnerability to fires and other emergencies
- We will collaborate, and work in partnership with other organisations to reduce their risk and vulnerability to fires and other emergencies



PREVENTION

- Continued delivery of SAW during Covid pandemic (18,450 in 2020/21 and 34,000+ in 2021/22)
- Development of Remote SAW concept – now delivered through Tymly platform
- Dedicated Prevention QA and Evaluation Team established – Starting with evaluation of SAW
- Innovative use of Virtual Reality for road safety education and fire investigation training
- Providing Fire Investigation support for other UK FRs – through SLAs
- Reducing Health Inequalities as a Strategic Focus



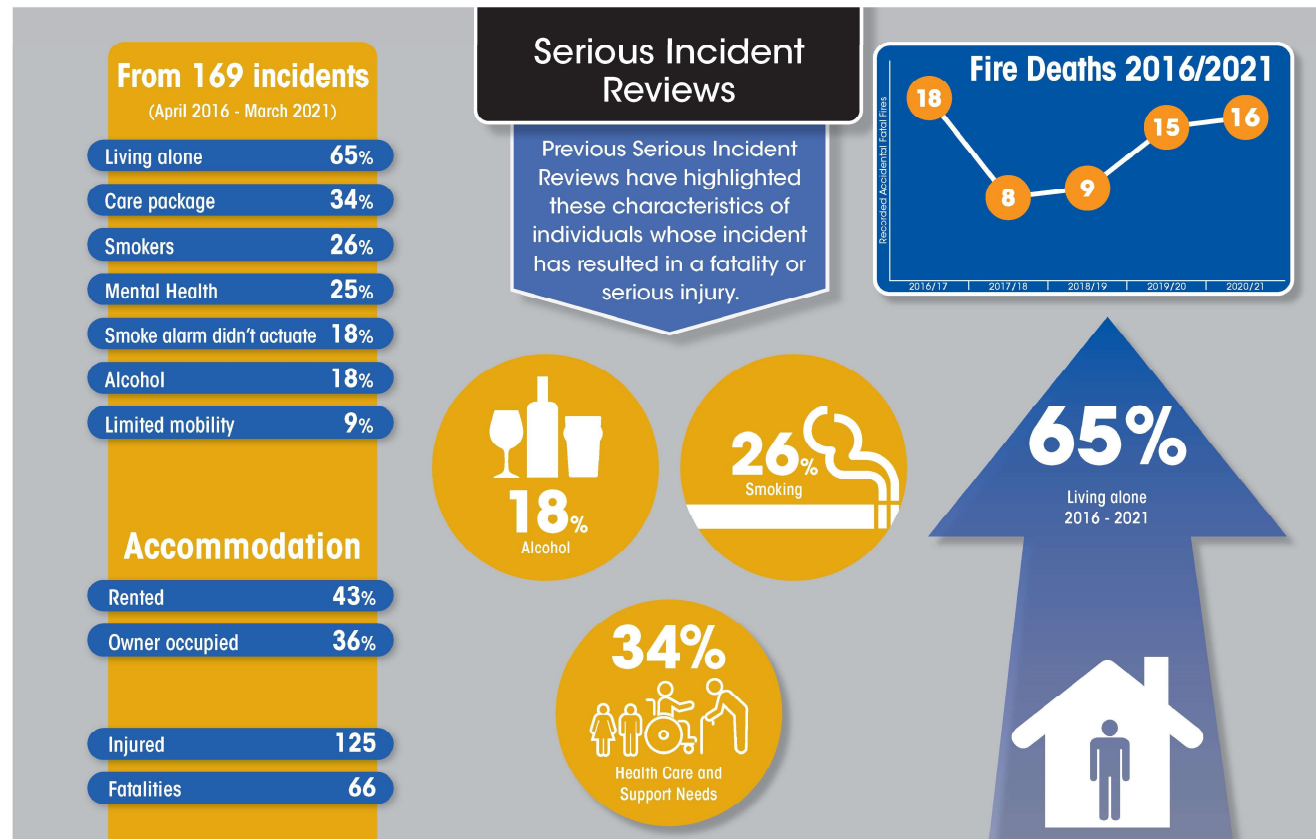
High Risk

- 20/21 36% SAW scored 8.5+
- 21/22 35% SAW scored 8.5+
- Referrals from partners 40%



SERIOUS INCIDENT REVIEWS

- Dedicated Partnership & Vulnerability Teams
- S&W Dashboard, Incident Data and SIR Data supporting evidence led approach
- SIR action plans
- Working with Partners through the Partnership Directories incl Safeguarding Adults Board
- 14 CPD events facilitated by WMFS for partners in our 7 Local Authorities



SAFE AND WELL (SAW) DEVELOPMENT



Tymly platform



Person-centred
framework



Evaluation of outcomes



Partner arrangements



Training and
development of staff



Improving safety
in the home



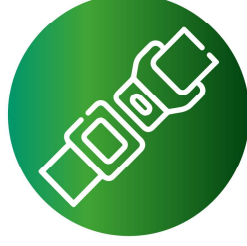
Empowering and
motivating towards positive
changes that affect health
and wellbeing



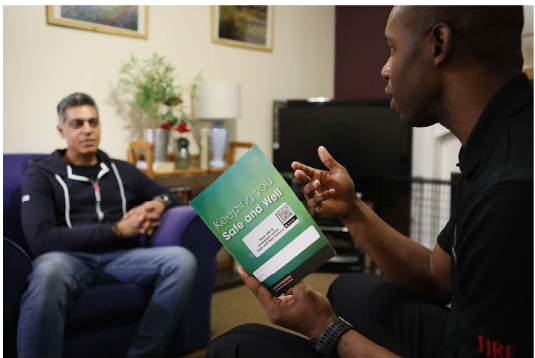
Signpost to appropriate
services



Home security advice



Road safety advice



PROTECTION

Our Strategic Priorities

- We will protect you and your property by targeting high-risk buildings and vulnerable businesses
- We will make our communities safer by implementing the learning from independent and sector-led reviews
- We will improve community safety by developing innovative and smarter approaches to help keep your business in business
- We will promote economic growth through the development of sustainable solutions and education to support businesses
- We will reduce disruption to businesses and communities of the West Midlands



PROTECTION

Policy
Education and Engagement
Enforcement

8532 'Safe and Strong' contacts made since Jan'21
833 Audits by Fire Safety Inspector Since Jan '21

Legal case management since Nov 18

15 cases
29 defendants
7 fines
2 suspended sentences
2 Immediate custody



WEST MIDLANDS FIRE SERVICE

Making the West Midlands Safer, Stronger and Healthier

PROTECTION

Audits / Visits / Referral and complaints (21/22 so far)

- Audits 833 with 138 follow up visits · 1624 referral and complaints (98% of complaints action within 3 days)
- 32 prohibitions

Planning and Building

- 12 months completed 1442 (99.57%) Building Regs applications (Circa 65% 2018/19)

Out Of Hours

- 24/7 Fire Safety capability with competent officers. Since May 2020 used 198, 39 prohibition, prevented 22 Prohibition

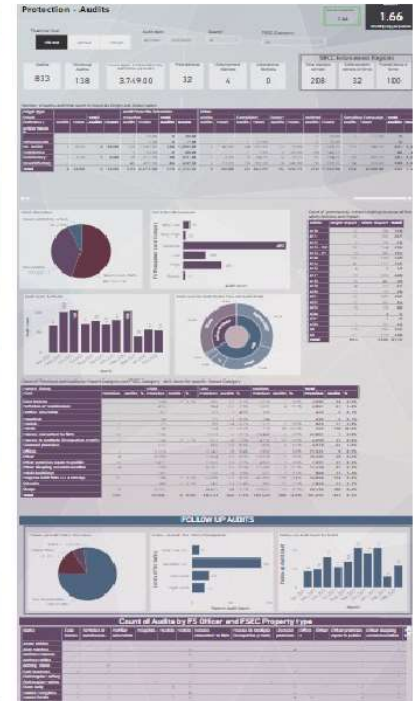
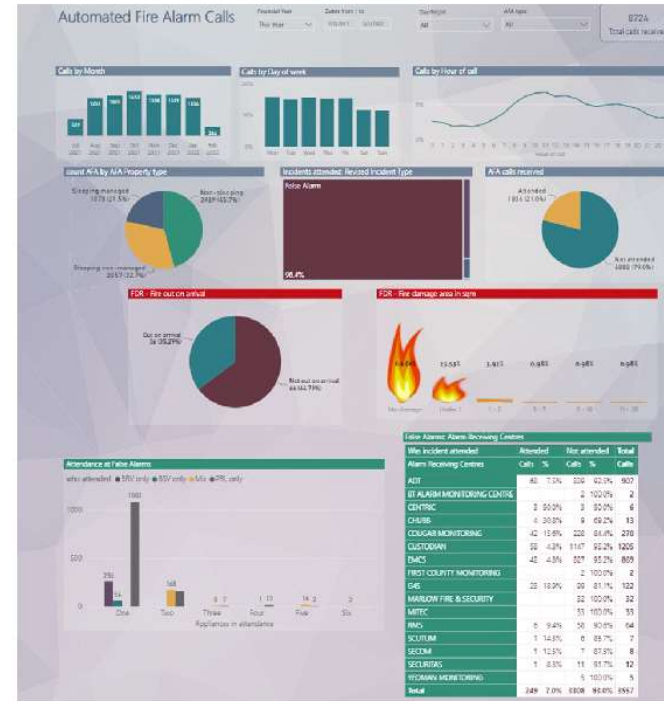
CRR

Investment in a digital approach to support the holistical management of risk in the built environment. AFA


- Dynamic mobilisation, 68% of AFA not attended
- New categories to support management of risk

Recruitment

- Investment in Protection £582k for new Fire Safety Inspecting Officers since 2019.
- In the last 12 months 22 recruited and in training



EMPLOYEE ENGAGEMENT

**James White**
Yesterday at 6:04 PM • Edited • @8
Seen by 73

I would just like to highlight the exceptional work I witnessed today whilst working from Aldridge fire station.

The crew were alerted to a gentleman who had collapsed in the road around 150m from the station. Due to the traffic build up, the crew grabbed the trauma pack and defib and sprinted to the scene. They continued to give CPR to the patient for over 30 minutes, rotating through those on scene. The patient received multiple shocks from the defib, whilst the crew worked to save the gentleman.

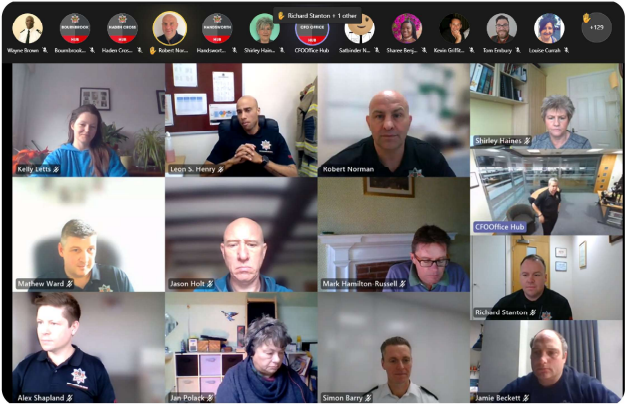
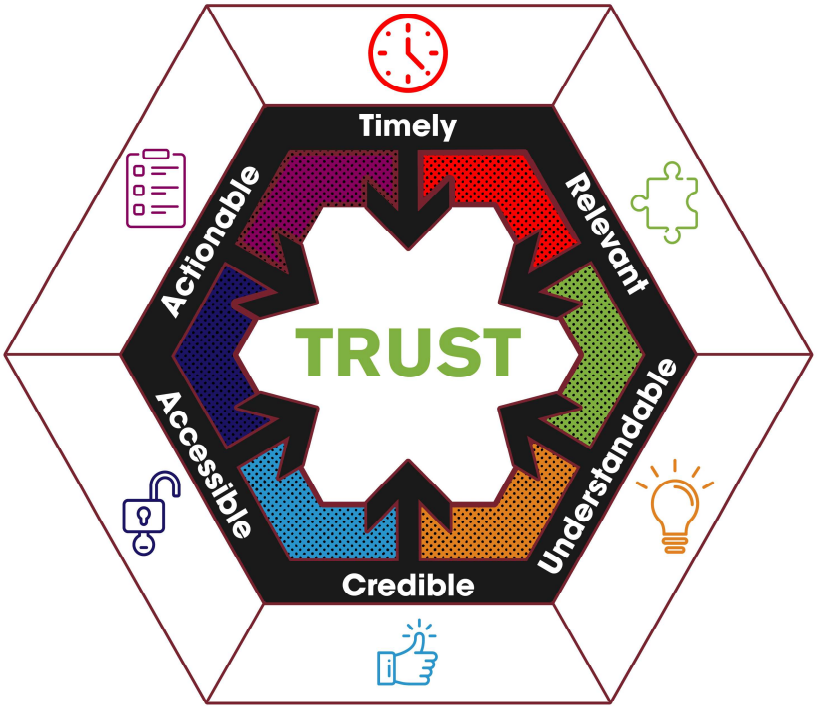
The air ambulance medics arrived on scene and the crew continued to provide CPR to support their efforts, before the patient was taken by ambulance to Walsall Manor hospital.

I spoke to the paramedic following the incident and she was effusive in her praise, stating how much having trained, skilled CPR practitioners on scene so quickly really helped her to give the patient the best possible chances and asked me thank the crew for their efforts and supporting her.

Really great work by everyone involved. [Neil Turner](#) [Neil Kinsey](#) [Carl Hilton](#) [Mitchell Lee](#) [Kreme Grey](#) [Craig Bowdler](#)



“All staff engagement forums have improved engagement - especially with the opportunity for stations to get involved”



WEST MIDLANDS FIRE SERVICE

Making the West Midlands Safer, Stronger and Healthier

DIGITAL AND DATA

Improving the way we deliver services through digital approaches, helping our staff to be as effective as they can be in the workplace.



VISION	Delivering intelligent services to our communities through our digitally-empowered workforce				
	SAFER		STRONGER		HEALTHIER
	GOALS		GOALS		GOALS
BENEFITS	People Focused		Community Focused		Digital Investment
	Innovative		Collaborative		Data Driven
	Opportunity to pioneer new technology		Digital training and development for our staff	Helps our communities to give us information to make them safer	Provides services that are flexible and easy to use
	Increases our capacity to support the most vulnerable in our community		Enables better and faster decision making through our use of data	Strengthens and grows our partnerships, making them more effective	Reduces our impact on the environment



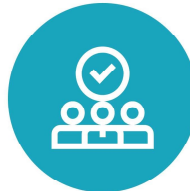
- Removing legacy
- Personal device-based approach
- More time in the community



- Listening to feedback
- Giving everyone a voice
- Personal health & wellbeing



- Investment in strategic platforms
- Skills for the digital age
- Digital leadership at all levels



- Data enabled decision making
- Process transformation and reengineering

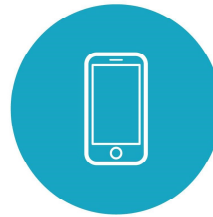


DIGITAL AND DATA

Improving the way we deliver services through digital approaches, helping our staff to be as effective as they can be in the workplace.

Continued Development

- Digital understanding and skills for our staff and communities.
- Replacement of remaining legacy systems.
- Staff understanding that digital investment gives community benefit, but gains and pain come from process transformation.



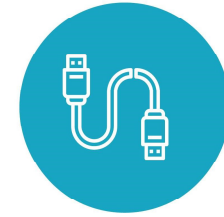
Opportunity to pioneer new technology



Training and development for our staff



Helps our communities to give us information to make them safer



Provides services that are flexible and easy to use



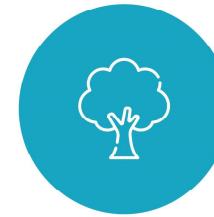
Allows us to tailor our advice, guidance and interventions to more people



Enables better and faster decision making through our use of data



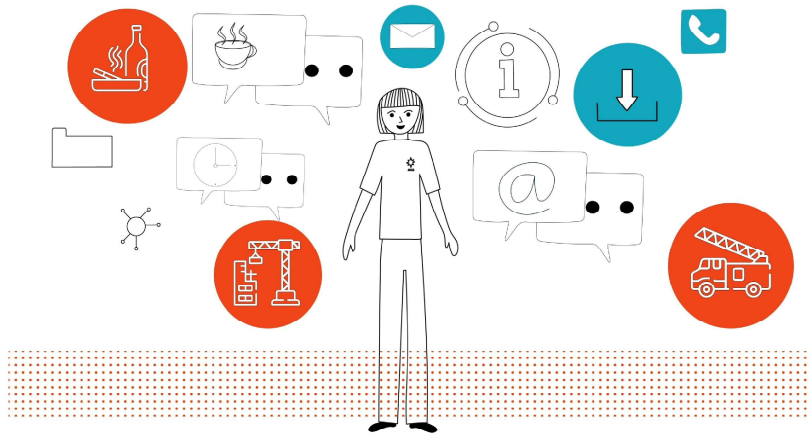
Strengthens and grows our partnerships to make them more effective



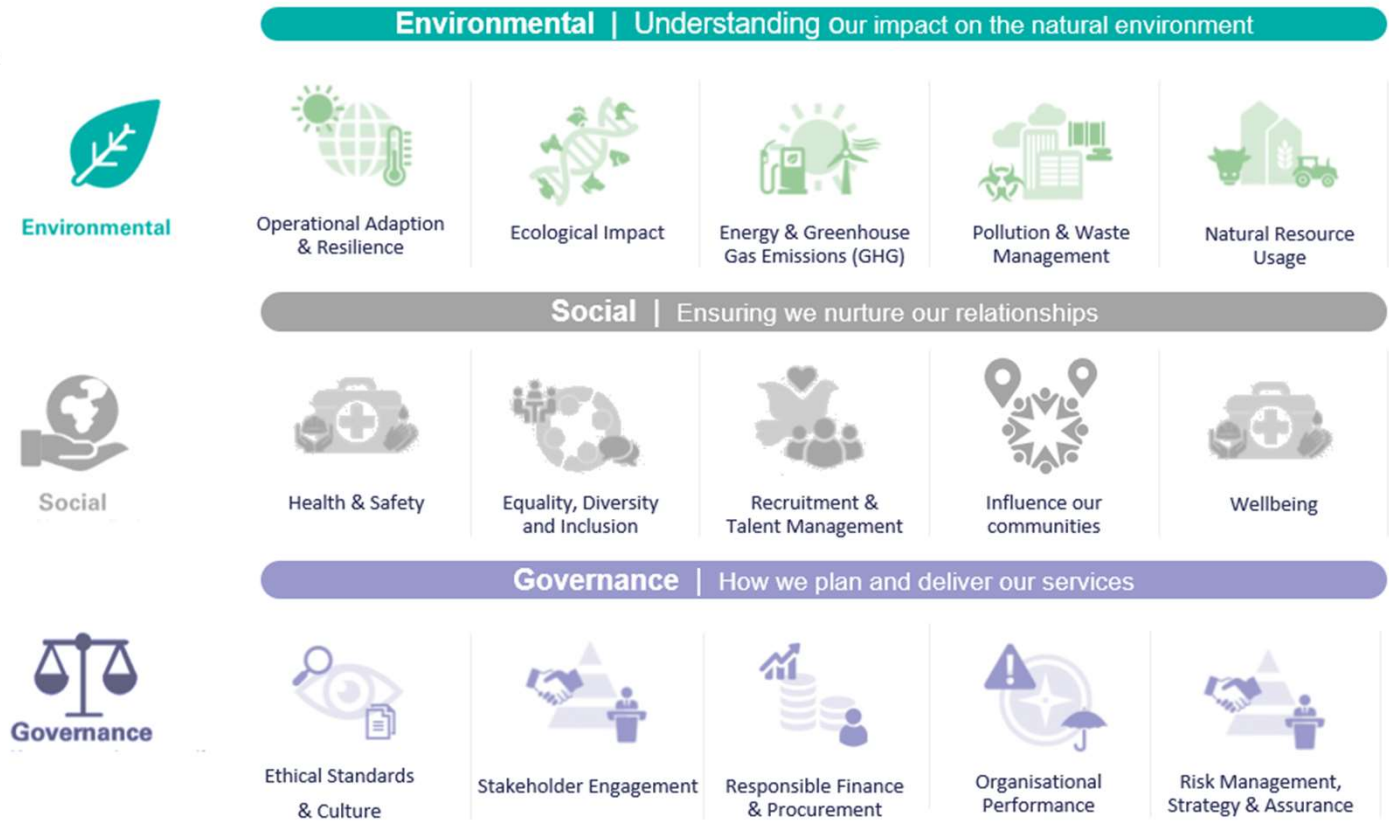
Reduces our impact on the environment



Increases our capacity to support the most vulnerable people in our community



SUSTAINABILITY



SUSTAINABILITY

Focusing on the future of our communities, our staff, our service and our environment.



Net zero strategy 2040 aligned to WMCA.



Sustainable people through Health and Wellness.



Sustainable communities through CRMP.



Equality, Diversity and Inclusion.



Strong links between sustainability, culture and reform.



Local accountability and leadership.



Key metrics against themes to define service progress and sustainability score.



Ethical supply chain.