

Item Number	Item 6 – Paper 4
Title of Paper	General Progress
Decision or Information	For decision
Date of Meeting	8 th December 2021
Presented by	CPO
Attachments	Appendix A – Safeguarding Consultation Communications Evaluation

Summary

This paper provides the Board with a summary of general activity relating to the Board and Fire Standards. It includes information on:

- Engagement activity
- Benefits Management and Impact
- Communications

Recommendations

The Board is asked to note the contents of this paper

Chairs' Meeting and Engagements

Since the last Board meeting, the Chairs have met with the following stakeholders on a range of topics including:

- NPCC contacts regarding Fire Investigation and the potential impact of the standard on the Police
- Worshipful Company of Firefighters
- Laura Gibb and team at HMICFRS
- Chief Fire Officers of three Welsh Fire and rescue services and the HMI for Wales
- Presented and launched the Prevention and Protection Fire Standards at the NFCC Prevention and Protection Conference
- NFCC Members Conference (Autumn)

Benefits Management and Impact of Fire Standards

From the last meeting, an action was agreed by the Board about benefits measurements and the impact of Fire Standards. The action was:

CPO to produce an annual report for the Board including an assessment of the impact and effectiveness of the Fire Standards that had been published and an overview of the emerging priorities or demands on services.

We have been considering how best to gather evidence and feedback both about how the Fire Standards have been interpreted and acted on by services, but then, in the longer term, whether the standards are driving the intended improvements, change and benefits.

Given this is the first year with Fire Standards published, we have recognised that we do not currently have the relevant sources of data and evidence to provide a comprehensive annual report for Board.

We know that through anecdotal evidence from feedback via online workshops and conferences, services are aware of the Fire Standards and the need to achieve them. We also acknowledge the variations in the capacity within services to start implementing standards following publication.

Impact and Implementation

The Implementation Team is now established, but are only in the early stages of building relationships with services. However, the team has been given some verbal feedback that services are finding the implementation tools we have made available useful as self-assessment tools. What services are asking for is information on good practice and examples of how others may have achieved elements of the Fire Standards.

We have been considering the data sources available that might provide evidence of implementation activity and impacts. However, currently there are no national datasets we can easily draw on for this. The Data Requirements and Management Fire Standard is driving work to potentially establish national datasets.

We are working in liaison with the Implementation Team to discuss what more support can be provided to services, but also to consider ways in which we can gather feedback more consistently. We will be exploring a Fire Standards Impact Assessment Tool that could be used by the Implementation Team, but also made available for services to use. The intention will be for the tool to help us understand the impact of Fire Standards already published and provide some information to help plan for Fire Standards currently in progress.

By the end of next year, services will have had more time to consider the Fire Standards and the implementation of them. By next year this should provide us with a much richer picture of data to draw on and to present to the Board.

Benefits Realisation

There have been discussions about the approach taken to benefits to date. This includes the data sources we may be able to draw on to provide the Board with relevant information about whether the Fire Standards are resulting in the benefits proposed in them.

The approach we have taken to benefits identification and measurement so far is for them to remain high level and be a result of the desired outcome of any given Fire Standard being achieved by services.

We have learnt as each Fire Standard has been developed and have evolved our approach. We have become more focussed on making sure any benefits proposed are measurable.

However, we do recognise the need to review and consider our approach to benefits. We have started with reviewing the work done by the NFCC to evolve their benefits management approaches. This has included developing a methodology for benefits identification, measurement and tracking.

Whilst some of the principles of these methodologies are useful, it is apparent they are not well suited to the Fire Standards as they have been designed for use with programmes and projects linked to an organisation's strategic objectives.

We are now considering how much of the methodologies we can utilise before making any proposals to the Board. We are keeping the Chair and Vice Chair informed of progress.

We have been in discussion with HMICFRS about the data and feedback they collect. Whilst they are happy to share data from their inspection findings once they are confirmed and published, only five Fire Standards were published when the current round of inspections was started.

HMICFRS has said that they are not likely to ask directly about every single Fire Standard in their inspection question set. Therefore, the information we glean from them will require a level of interpretation and analysis.

We will continue to work with them to assess how this can work to best effect in the future.

Communications and Engagement

With the benefit of increased resources in the NFCC communications team, we have been able to start a more proactive approach to communications and engagement. Our communications activity around the launch of a Fire Standard is now relatively well practiced, but there is a need to manage communications more proactively.

As well as increasing communications activity over the past few weeks, we have a draft Communications Plan in place and intend to develop and refine that in January. Subject to COVID restrictions, the Chairs will be embarking on a number of in-person service visits, and we are considering a series of engagement workshops with services hosted by the Chairs.

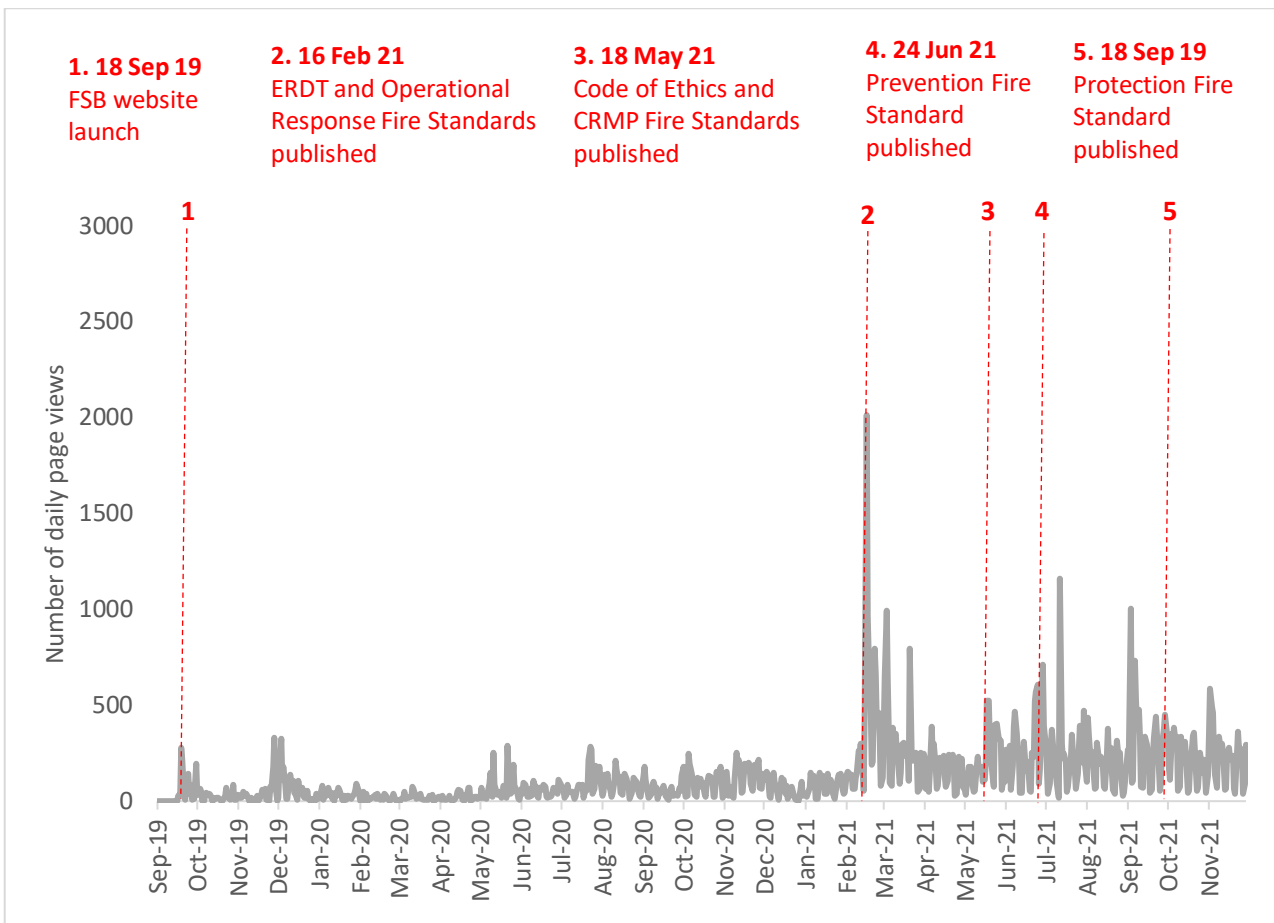
Communication Evaluation

As part of increasing our proactive communications activity, we have built evaluation into the process. The team has carried out an evaluation of the communications that supported the Safeguarding Fire Standard consultation.

We have attached the conclusions from that evaluation in Appendix A which include some recommendations which we will be reviewing and acting on to improve our approach in the future.

Website Activity

Below is a chart showing activity on the FSB website since the last update.



Appendix A



NFCC
National Fire
Chiefs Council

Safeguarding Fire Standard consultation

CAMPAIGN EVALUATION



Communications Aims and Objectives



Objective 1

- To maximise publicity opportunities for services to help shape the development of a Fire Standard via the consultation.

Communications channels



Channel 1

FSB website

Channel 2

Social Media

Channel 3

Workplace (Fire Standards, Prevention)

Channel 4

NFCC Member newsletter

Channel 5

UKFRS website

Channel 6

CPO Bulletin

Channel 1 performance

FSB WEBSITE

The consultation article was shared on the Fire Standards Board website.

The page was the tenth most popular page in terms of pageviews for October, with 264. The average time spent on the page was 3 minutes and 44 seconds.

The logo for the Fire Standards Board is displayed on a light gray rectangular background. The text is arranged in three lines: "FIRE" in a dark gray, sans-serif font; "STANDARDS" in a bold, red, sans-serif font; and "BOARD" in a dark gray, sans-serif font.

FIRE
STANDARDS
BOARD

Channel 2 performance

SOCIAL MEDIA (FIRE STANDARDS BOARD)

One teaser tweet was posted prior to the consultation launch, with two posts being shared during the launched. The latter two featured an accompanying animation.

At the point of launch we did not have access to the Fire Standards Board LinkedIn page.

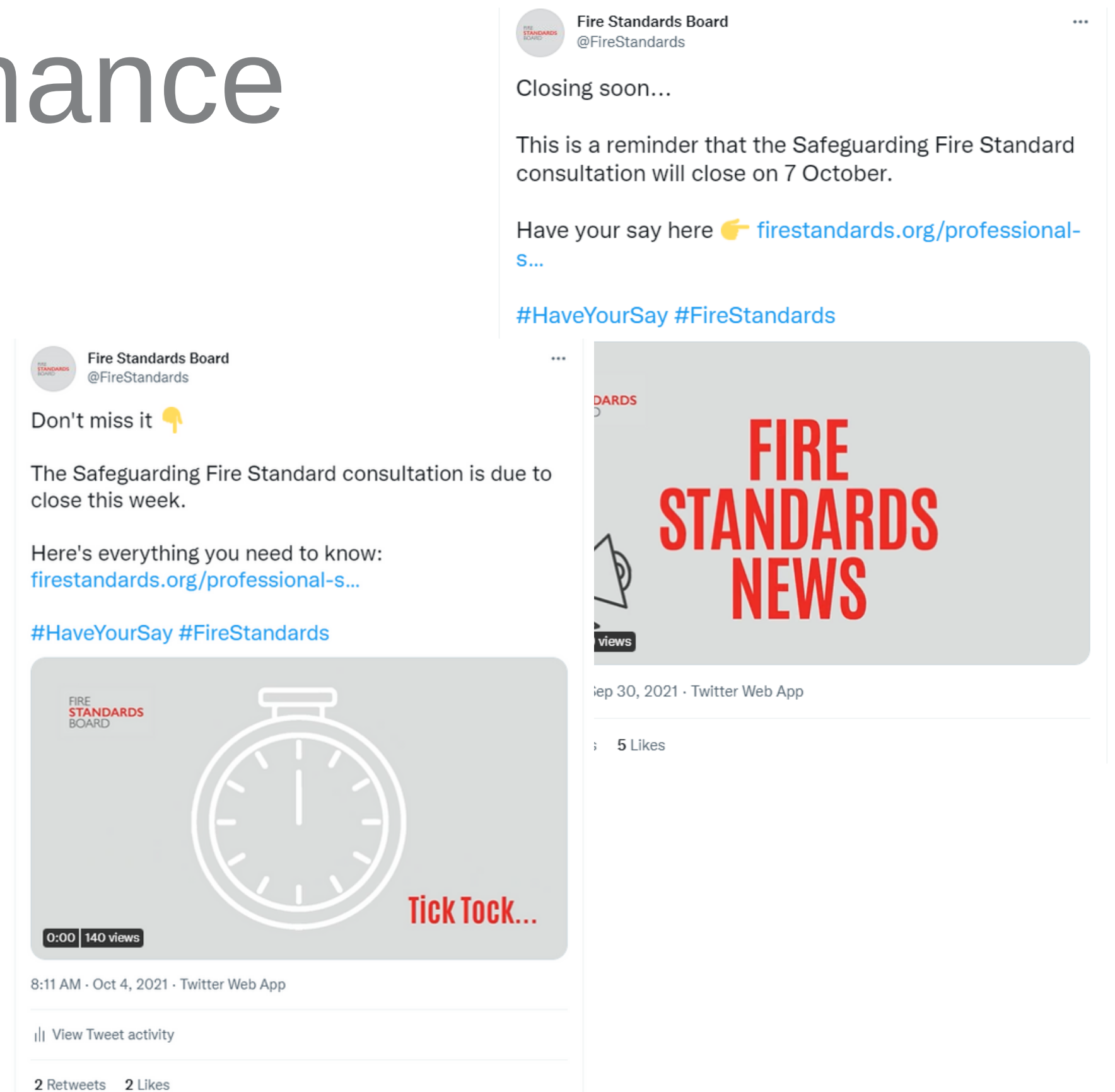
TEASER TWEET

4 August: 20 Likes and 9 Retweets

LAUNCH TWEETS

30 September: 5 Likes and 6 Retweets

4 October: 2 Likes and 2 Retweets



Channel 3 performance

WORKPLACE SITES

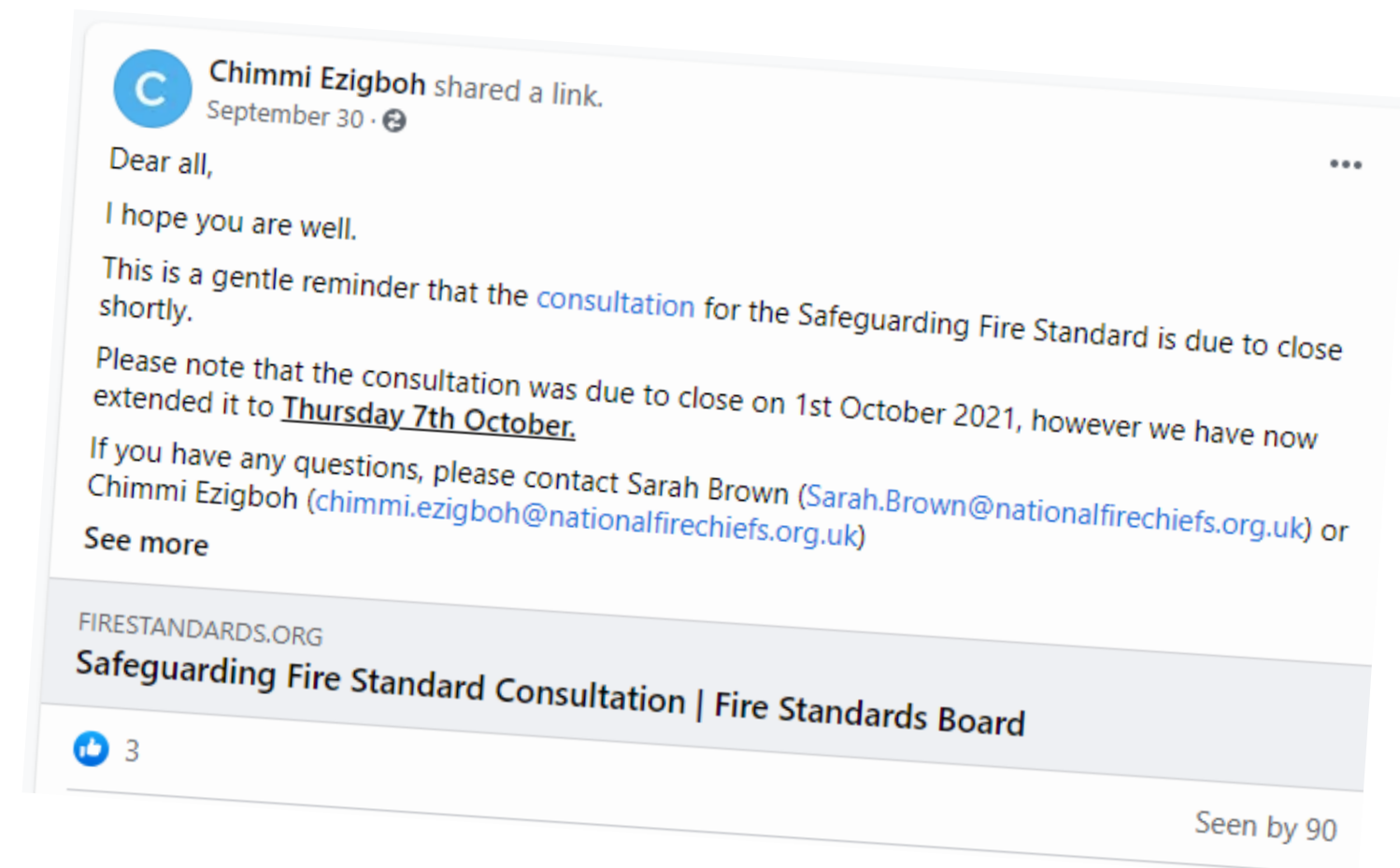
The consultation link was shared across the following Workplace sites:

Fire Standards: 24 Views, 14 Views

Prevention: 90 Views, 3 Likes

A follow-up post was shared to the Fire Standards page near to the closing date. This post gathered the following engagement:

Fire Standards: 14 Views



Channel 4 performance

NFCC MEMBER NEWSLETTER

The Safeguarding Fire Standard consultation was included in the September edition of the Member newsletter.

There were 108 Opens and 1 person clicked from this newsletter to the consultation.



Channel 5 performance

UKFRS WEBSITE COMMS

The article was shared on the UKFRS website as is the standard procedure for consultations and live documents.

No data currently exists as to the performance of these pages.



Channel 6 performance

CPO BULLETIN

The Safeguarding consultation was included within the September CPO Bulletin.

This edition saw 4 Likes, 2 Comments and 90 Views.



Recommendations and key learnings

- This is the first evaluation of a consultation launch for a Fire Standard and should be used to make comparisons against future consultation launches to ensure a rounded set of recommendations.
- Familiar communication channels were used to launch the Safeguarding consultation. Workplace posts with an accompanying animation performed better than those without.
- A teaser Twitter post worked well to build anticipation, even without an accompanying image. It is a shame we weren't able to post to the Fire Standards Board LinkedIn page at that time.
- We should utilise other channels now that we have access, including FSB LinkedIn and our Sharepoint site, which allows us to share a news story with all our NFCC colleagues.
- Social media posts saw the highest engagement when compared to other channels and should be utilised for future consultation launches.
- The Google Analytics account for the UKFRS website could be set-up to understand basic analytics such as pageviews and link clicks.