

FIRE STANDARDS BOARD

Title of Paper	Communications and Engagement Plan and Logo <i>For information & decision</i>
Date of Meeting	2 April 2019
Paper Number	Paper 3
Presented by	Chair & CPO

Summary and Actions Required

The purpose of this paper is to provide the Board with a summary of the stakeholder communications and engagement activity to date and opportunities for further engagement. It also seeks to gain agreement on initial communications about the Board and the logo.

Decisions

For the Board to:

- Note the communications and engagement schedule;
- Agree the proposed strategic communication objective and the preparation of “lines-to-take” for Board members; and
- Decide the Fire Standards Board logo.

Background Information

Communications and Engagement Activity

The primary aim of all communications is getting the right information to the right people at the right time. The CPO is coordinating communication activity across a number of interlinked areas including the NFCC programmes of work as part of an overall strategy.

Any communications and engagement about the Board and its activities will be covered by a communication and engagement schedule specific to the Board. There has already been some engagement with stakeholders by the Chairs as per Appendix A and further activity is planned. It is proposed that this schedule will be updated regularly in line with any future opportunities that emerge to engage with relevant stakeholders.

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Stakeholder Categorisation

The stakeholder summary was amended following comments made at the last meeting after a review with the Chairs. A revised summary is at Appendix B.

The categories used to prioritise the stakeholders are listed below:

- Priority 1.** ***Actively Engage*** - *Those with high levels of influence and interest:*
these are people/organisations who will have the most influence over the Board and its work and who we need to ensure remain positive and supportive of the Board. We will fully engage with, communicate regularly with and make the greatest efforts to satisfy those in this category.
- Priority 2.** ***Keep Satisfied*** - *Those with high levels of influence but with less interest:*
these are people/organisations who have the ability to influence change but may not have high levels of interest in the detail of the Board or its work. We will ensure they know where to find relevant information should they want it.
- Priority 3.** ***Keep Informed*** - *Those with low levels of influence but high levels of interest:*
these people/organisations have less influence over the Board but may be very interested in its work and be helpful with the detail of standards development. We will keep these people/organisations adequately informed, provide them with a route to give feedback as work progresses and ensure that they know where to find information if and when they need it.
- Priority 4.** ***Occasionally Contact***- *Those with low levels of influence and less interest:*
these people/organisations have less influence and low levels of interest in the Board and its work. We will need to make them aware of the Board and its work, ensure that they know where to find current information and who to contact should they need to.

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Communications Lines-to-Take

In order to help with general communications about the Board, it is proposed that an overall statement about the purpose of the Board is agreed. This would help the CPO ensure key messages about the Board and its purpose remain consistent.

Is the Board content with the statement below?

Strategic Objective for the FSB

The objective of the Fire Standards Board is to develop professional standards that will contribute to the continual improvement in the performance and professionalism of fire and rescue services in England.

This statement would act as a form of strapline form the headline of any communications about the Board would be underpinned by a number of supporting lines-to-take which would be developed once the Board has decided its work plan and timeline for standards development

Logo

Two options for the logo will be presented at the meeting for final decision by the Board. This will form the basis of a brand that will be used on all Board related materials.

Fire Standard Board Meetings	1st Meeting			2nd Meeting		3rd Meeting		4th Meeting		5th Meeting		
Communication Milestones				Logo / Brand agreed	Lines to Take agreed	Briefing Note / Newsletter		Website Established				
Stakeholders	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Central Government Dept & Projects												
Home Office (HO) - Fire Strategy & Reform Unit		Board attendance	Ministerial Meeting	Board Attendance		Board attendance			Board attendance			Board attendance
Fire & Rescue Services (Public)												
NFCC Chair & Vice Chairs		Board attendance		Board attendance		Board attendance			Board attendance			Board attendance
Chief Officers (via NFCC)		LGA Conference		NFCC Spring Conference								
NFCC Members (Strategic Managers)				NFCC Spring Conference								
NFCC Programme Executives (CPO managed)		LGA Conference		1:1 Meetings	1:1 Meetings							
NFCC Coordination Committees					CPO Presentations at committee meetings	CPO Presentations at committee meetings						
NFCC National Working Groups & Practitioner Groups					Contact once scope of standards known							
NFCC UKR&D	Ongoing through CPO	Ongoing through CPO	Ongoing through CPO	Ongoing through CPO	Ongoing through CPO	Ongoing through CPO	Ongoing through CPO	Ongoing through CPO	Ongoing through CPO	Ongoing through CPO	Ongoing through CPO	Ongoing through CPO
NFCC Procurement Programme					Contact once scope of standards known							
NFCC CYP Programme					Contact once scope of standards known							
FRS Lead Officers for Standards / HMICFRS SPOCs												
Local Governance												
Local Government Association (LGA)		Board attendance		Board attendance		Board attendance			Board attendance			Board attendance
Association of Police & Crime Commissioners		Board attendance		Board attendance		Board attendance			Board attendance			Board attendance
Professional Bodies & Associations												
College of Policing (COP)	Ongoing through CPO								Chairs Meeting			
Assurance / Inspecting Bodies												
HMICFRS	HMICFRS Chiefs & Chairs event	1:1 Meeting			1:1 Meeting			1:1 Meeting			1:1 Meeting	
HMI Wales/HMI Scotland					1:1 Meeting TBC	1:1 Meeting TBC						
Devolved Administrations												
Wales Officer					Combine with Inspectorate visit TBC	Combine with Inspectorate visit TBC						
Wales Government												
Scotland Officer					Combine with Inspectorate visit TBC	Combine with Inspectorate visit TBC						
Scotland Government												
N. Ireland Officer												
N Ireland Government												
Representative Bodies												
Fire Brigades Union (FBU)			Attended Strategic Engagement Forum									
Fire & Rescue Services Association (formerly RFU)			Attended Strategic Engagement Forum									
Fire Officers Association (FOA)			Attended Strategic Engagement Forum									
Fire Leaders Association			Attended Strategic Engagement Forum									
Prospect				Requirement TBC								
GMB Union				Requirement TBC								
Unison				Requirement TBC								
Unite				Requirement TBC								
Other Events or Stakeholders												
IFE			Attended Strategic Engagement Forum				IFE Annual Conference					
Editorial												
Fire Magazine					Introduction article							
Emergency Services Times					Introduction article							

Key:
Chairs
Other Board Members
CPO
All Board Members

Fire Standards Board Stakeholder List

Stakeholder Group 1 - Actively Engage	Stakeholder Group 2 - Keep Satisfied	Stakeholder Group 3 - Keep Informed	Stakeholder Group 4 - Occasionally Contact
Central Government Departments / Agencies & Projects	Central Government Departments / Agencies & Projects	Central Government Departments / Agencies & Projects	Central Government Departments / Agencies & Projects
Home Office (HO) - Fire Strategy and Reform Directorate	National Joint Council (NJC)	Home Office - Police Strategy and Reform Unit (Inspectorate liaison)	Ministry of Defence (MoD)
Fire & Rescue Services (Public)	Health & Safety Executive	Home Office - Police Workforce Unit (College of Policing)	Dept. of Health (DoH)
NFCC Chair & Vice Chairs	Home Office MTF (Fire Strategy and Reform Directorate)	Home Office NPCC lead	NHS England
Chief Officers (via NFCC)	British Standards Institute	Ministry of Housing, Communities & Local Government (MHCLG)	Public Health England
NFCC Programme Executives (CPO managed)	Local Governance	Cabinet Office - Civil Contingencies Secretariat (CCS)	RED (Resilience & Emergency Department)
NFCC Coordination Committee Chairs & Committees	Fire Service Authorities (via LGA)	Home Office Press Office	All Party Parliamentary Groups / Committees
NFCC Members (Strategic Managers)	Fire Commission	Office for Nuclear Regulation	COMAH Strategic Forum
NFCC National Working Groups & Practitioner Groups	Metro Mayors	Civil Aviation Authority (CAA)	CBRN Centre
CFOA / NFCC Support Hub W. Mids	Other National Projects / Boards	Local Resilience Forums	Other National Projects / Boards
NFCC UKR&D Hub	JESIP & Interoperability Board	Local Resilience Forum Chairs	Emergency Services Mobile Communications Project (ESMCP)
NFCC Procurement Programme	Professional Bodies & Associations	Local Resilience Forum Secretariat	Airwave Strategic & User Groups
NFCC CYP Programme	NPCC (National Police Chiefs Council)	Fire & Rescue Services (Public)	Professional Bodies & Associations
FRS Lead Officers for Standards / HMICFRS SPoCs	CFOA Trustees	FirePRO	AACE
Local Governance	Institute of Fire Engineers	UKRO	SOLACE
Local Government Association (LGA)	Devolved Administrations	FRS family group associations (county, combined, metro)	British Ass. of Public Safety Comms Officials (B-APCO)
Fire Services Management Committee	Crown Dependencies (Chief Officer)	Fire & Rescue Services (non-public/ other)	Assurance / Inspecting Bodies
Association of Police Crime Commissioners (APCC)	Crown Dependencies (Government/ Policy)	Defence Fire & Rescue Service (Was DFRMO)	Care Quality Commission
Other National Projects / Boards	Other Responder Agencies Cat 1 + 2	Oil Refinery & Pharms Fire Services (c/o JOIFF)	NICE (National Institute for Health and Clinical Excellence)
<i>National Occupational Committee</i>	National Ambulance Resilience Unit (NARU)	Professional Bodies & Associations	NHS Improvement
<i>NOS & Quals Working Group</i>		Asian Fire Services Association (AFSA)	Other Responder Agencies Cat 1 + 2
Executive Leadership Programme		Women in the Fire Service (WFS)	Police Services
Emergency Services Collaboration Working Group (ESCWG)		Worshipful Company of Firefighters (WCFF)	Ambulance Services
Fire Professional Framework (Bucks FRS)		Fire Protection Association	HM Coastguard & Maritime Agency
<i>National Operational Learning User Group (NOLUG)</i>		Fire Industry Association	Environment Agency
Professional Bodies & Associations		Airport Fire Officers Association	Mountain Rescue
College of Policing (COP)		Fire Sector Federation	Port Authorities / Harbour Masters
Association of Policing & Crime Chief Executives (APACE)		Education Centres	Highways England
Assurance / Inspecting Bodies		Emergency Planning College (EPC) - SERCO	Network Rail
HMICFRS and HMI Wales/HMI Scotland		Fire Service College (FSC) - Capita	London Underground
Devolved Administrations		NARU Education Centre (Winterbourne Gunner)	Transport for London
Wales Officer		Academic institutions	General Public & Other
Wales Government		Nottingham Trent University, School of Social Sciences	Voluntary Organisations (supporting at incidents)
Scotland Officer		University of Greenwich, Fire Safety Engineering Group	Private Sector Emergency Services / Responders
Scotland Government		University of Central Lancashire (UCLAN) School of Engineering	Annual RE conference on fire
N. Ireland Officer		University of Edinburgh, BRE Centre for Fire Safety Engineering	
N Ireland Government		Suppliers/ Commercial	
Trade Unions		Workforce Develop Trust (previously Skills for Justice)	
Fire Brigades Union (FBU)		SERCO	
Fire & Rescue Services Association - FRSA (formerly RFU)		Capita	
Fire Officers Association (FOA)		Babcock	
Fire Leaders Association (Prospect)		Trade Journals	
GMB Union		Emergency Services Times	
Unison		Fire Times	
Unite		Fire	
		CBRN News	
		Fire & Rescue (Hemming)	
		The MJ	
		Local Government Chronicle	
		Fire & Risk Management (FPA Journal)	
		IFE Journal (<i>check name</i>)	
		General Public & Other	
		Fire Services Research and Training Trust	