

FIRE STANDARDS BOARD

Title of Paper	Paper 3 – Communications and Engagement
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For approval

Date of Meeting	1 February 2019
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Presented by	Chair
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Summary

This paper provides the Board with initial requirements related to communication and engagement.

At this initiation stage, there are three areas for consideration:

- Brand & identity
- Stakeholders
- Publishing Board information

Decisions

That the Board review the proposed logos and express any preference to the Chair.

Recommendations

1. The Board is asked to give views on proposed logo and branding that will be available at the meeting
2. The Board is asked to note the contents of the stakeholder summary for information.
3. The Board agrees to the CPO developing a draft communications strategy and plan.
4. The Board agrees to the proposed protocol for publishing Board information.

Brand & Identify

It is proposed that the Fire Standards Board, as an entity independent from both Government and Fire Chiefs, requires an identify of its own and associated web presence to hold:

- information about the Board and its role;
- short biographies and photos of Board members; and
- top-level information about the standards framework with links to all other relevant and supporting information.

Some initial work on a draft logo for the Board has been completed. Sample document with logo variations will be available at the meeting for Board comment and decision.

This logo will form the basis of the brand of the Fire Standards Board and be used on all things related to the Board from Board papers and correspondence through to the website.

Stakeholders

A summary of stakeholders relevant to the Board can be found in [Appendix A](#).

The stakeholders listed have been evaluated and grouped based on their levels of influence and their interest with regards to professional standards development.

The Board is asked to note the contents of the stakeholder summary for information.

Communications & Engagement Planning

Based on the stakeholder list, it is proposed that a communications and engagement strategy and plan be developed to ensure all stakeholders receive appropriate communications about the Board and its activities.

It is proposed that the Board agree to the CPO developing a draft strategy and plan for review and approval at the next meeting.

Publishing Board Information

As the Board will operate in line with public sector protocols, it is anticipated that Board agendas, non-confidential papers and approved minutes will be shared publicly on the website once it is established.

Appendix A – Stakeholder Summary

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