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| Item Number | 6 |
| Title of Paper | Paper 3 - Chairs' activity, communications and engagement |
| Decision or Information | For information |
| Date of Meeting | 5 November 2019 |
| Presented by | Chair |

Summary

This paper provides the Board with an update on the activity of the Chairs since the last meeting and an overview of other engagement and communications activity including the launch of the Fire Standards Board website.

Recommendations

The Board is asked to note the contents of the paper.

Decisions Required

None required.

Presentations & Meetings

The Chairs have attended the following meetings:

- Monday 9 September – Chairs regular meeting with Zoe Billingham - HMICFRS
- Monday 16 September - Vice chair attended the HMICFRS' Chiefs & Chairs event
- Thursday 19 September – Chairs attended and presented at the Emergency Services Show
- Friday 20 September – Chairs attended and presented at the LGA Fire Commission
- Monday 23 September – Chairs' regular meeting with Zoe Billingham – HMICFRS
- Monday 30 September – Chairs presented at an Executive Leadership Programme (ELP) Roundtable with the current cohort of ELP students
- Monday 7 October – Chair meeting with Kit Malthouse - Minister for Policing and Fire
- Tuesday 22 October – Chairs' meeting with Simon Routh-Jones, HMI Scotland

It is hoped the Chairs will have the opportunity to present at the LGA Fire Conference 2020.

Service Visits

The following services have welcomed the Chairs for familiarisation visits:

| | |
|-----------------------|---|
| 21 st June | Suffolk Fire and Rescue Service |
| 26 th June | Tyne & Wear Fire and Rescue Service |
| 27 th June | North Yorkshire Fire and Rescue Service |
| 15 th July | Staffordshire Fire and Rescue Service |
| 20 th Aug | Hampshire Fire and Rescue Service |
| 23 rd Oct | Hereford and Worcestershire Service |

Further service visits have been or are being planned with:

- Avon Fire & Rescue Service (November 2019)
- Fire Scotland (March 2020)
- Cambridgeshire Fire and Rescue Service
- London Fire Brigade

Communications & Engagement

The CPO team held nine regional engagement workshops through the summer months.

The workshops welcomed over 150 attendees from fire and rescue services across the country where both the Standards prototype template and the first draft of the activity framework were shared and discussed. Feedback from all workshops has informed both the further development of the template and the activity framework.

The CPO continues to provide presentations and input about the Fire Standards Board at a range of national practitioner forums and NFCC conferences with more planned in the coming months.

Fire Standards Board website

The website was launched at the Emergency Services Show in September along with establishing a presence on both Twitter and LinkedIn social media platforms.

The website address is www.firestandards.org

The following tables show data drawn from Google Analytics and is for the period 18 September - 23 October. It provides the Board with an indication of the traffic the website has received since launch.

| Overview | |
|--------------------------|-------|
| Unique users | 387 |
| Total sessions | 518 |
| Total page views | 1,761 |
| Pages per session | 3.4 |
| Returning users | 52 |

| How the site is accessed (number of sessions) | |
|--|-----|
| Desktop | 269 |
| Mobile | 181 |
| Tablet | 68 |

| Top 10 pages (page views) | |
|--|-----|
| Home page | 659 |
| About Us | 183 |
| Professional Standards | 106 |
| Standards Development | 106 |
| News | 92 |
| Scope | 92 |
| Approved Standards | 85 |
| Board Meetings | 53 |
| Latest news from the board (News article) | 51 |
| Terms of reference | 44 |

A more regular programme of social media messaging is planned once communications resources are in place.

Editorial

The Chairs were interviewed by Fire Magazine in July and the article was published in the summer edition. Fire magazine have agreed for the article to be published on the [News section of the Fire Standards Board website](#).