

Item Number	Item 7 – Paper 3
Title of Paper	General Progress
Decision or Information	For discussion and decision
Date of Meeting	9 th September 2022
Presented by	Fire Standards Team
Attachments	Appendix A – Communications Evaluation

Summary

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

- Chairs’ meetings and engagements; and
- Communications planning, engagement and evaluation.

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:

- NFCC Digital and Data Conference – June 2022 (Fire Standards Team only)
- Lancashire FRS and Merseyside FRS Service Visits – July 2022
- Impact Assessment Engagement Workshops – July 2022

Future engagement planned by the Chairs. Also attending may be members of the Fire Standards Team include:

- Impact Assessment Engagement Workshops – October and November 2022
- Oxfordshire FRS Service Visit – October 2022
- Cornwall FRS Service Visit – TBC

Communications Planning and Engagement

Communications work such as monitoring and contributing to social media feeds, publishing news articles on the website and contributions to other organisations' newsletters has continued in liaison with the NFCC Portfolio Communications Team.

A communications and engagement strategy and a communications plan and timeline have been developed following the Board's approval of the third phase of Fire Standards development.

Impact Assessment Engagement Events

The Chairs have attended a pilot engagement event in July and plan to attend further such events planned for October and November. The aim of these events and feedback from the pilot session is provided in Paper 1 – Fire Standards Impact Assessment.

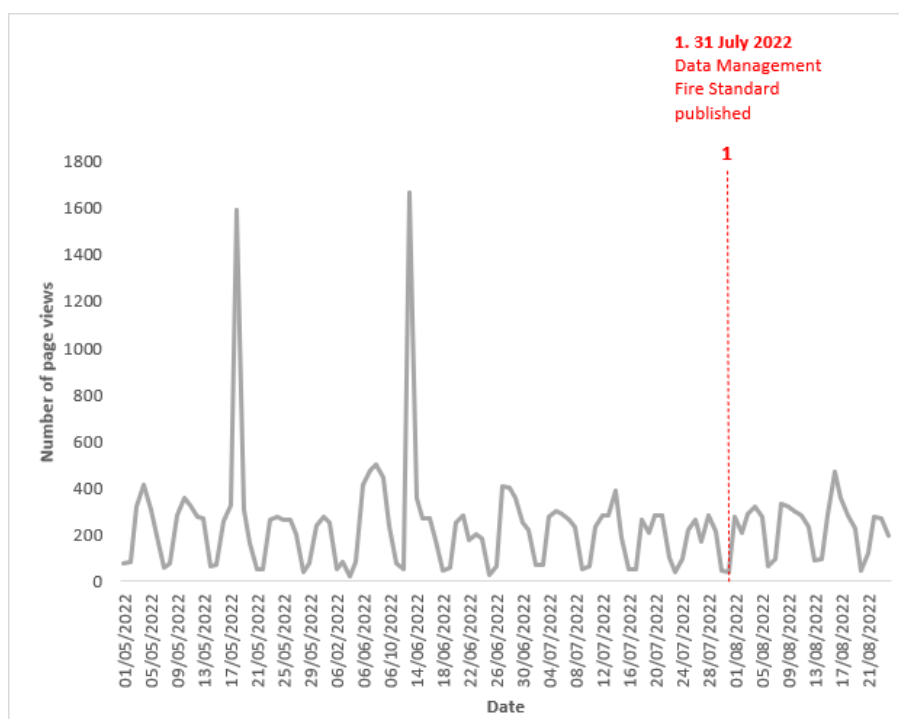
Communication Evaluation – Emergency Preparedness and Resilience Fire Standard

Following the first report into evaluating the effectiveness of our communications in supporting the Safeguarding Fire Standard, 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 Emergency Preparedness and Resilience Fire Standard consultation.

We have attached the evaluation report at Appendix A. The evaluation includes some observations which the Team will be reviewing and acting on to enhance our approach in the future.

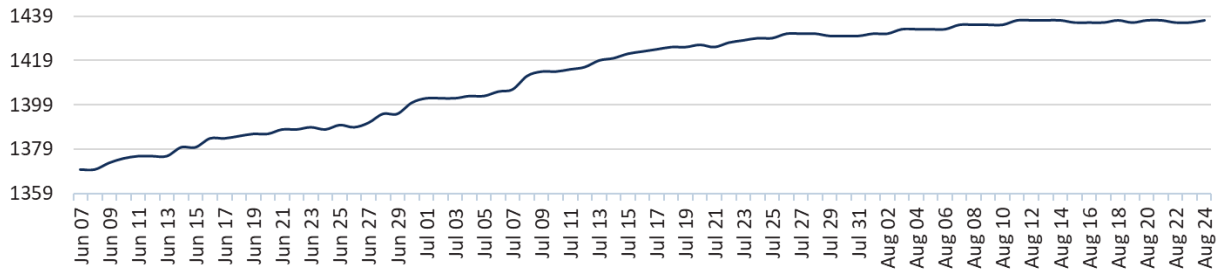
Website and Social Media Activity

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



Twitter

The FSB Twitter account has **1.4k followers**. The chart showing the increase in followers since the last Board meeting is shown below:



Emergency Preparedness and Resilience

Fire Standard

Communications Evaluation Report

Emergency Preparedness and Resilience Fire Standard launch

Communications Aims and Objectives

As reflected in the Fire Standards Board Communications Strategy



Objective 1

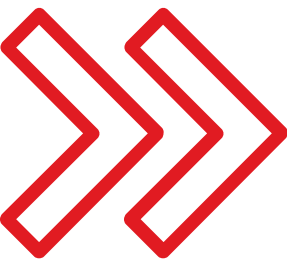
- To **establish creative and innovative ways of communicating** to support the successful implementation of fire standards by all fire and rescue services



Objective 2

- To **support effective stakeholder engagement**, ensuring that the right audiences are reached using the most appropriate channels in a timely way, enabling inclusion opportunities for all throughout the development process.

Communications channels



Other communication channels used to support the launch of the Emergency Preparedness and Resilience Fire Standard includes a letter to Chiefs (sent via direct email) as well as direct emails to SPOCs and those on the Fire Standards Board mailing list.

As we cannot track analytics of these channels they have been discounted from this report.

Channel 1

FSB website

Channel 2

Social Media

Channel 3

Workplace (Fire Standards)

Channel 4

NFCC Member newsletter

Channel 5

Trade press

Channel 6

NFCC Sharepoint

Channel 1 performance

FSB WEBSITE

The launch of the Emergency Preparedness and Resilience Fire Standard was shared as a news story on the Fire Standards Board website.

The page outlining the standard was the third most popular page in terms of pageviews for June, with 435 pageviews and an average time spent on the page of 3 minutes and 55 seconds. The first and second pages being the Home page and Approved Standards page.

Most people visited the FSB website via search engines (771) followed by directly to find out more about the standard (522 sessions), with 361 sessions generating from the UKFRS website.

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

TWITTER

A Twitter 'Thread' was shared on launch day, which included the tagging of specific people involved in the project.

A teaser tweet was shared in the days leading up to launch.

LAUNCH TWEET

6 June: 4,544 Impressions, 158 Engagement, 20 Profile Visits, 48 Detail expands. **NB: 'Impressions' refers to the number of times a person has seen a tweet.**

TEASER TWEET

26 May: 606 Impressions, 19 Engagements.

TRAFFIC

There were 78 sessions on the FSB website which came directly from Twitter posts during June.

KEY TAKEAWAYS

- There were 938 views of the accompanying animation
- The then Fire Minister Lord Stephen Greenhalgh tweeted following the launch, as shown below.



Channel 2 performance (continued)

LINKEDIN

One teaser post and one launch post was used to announce the launch of the standard.

LAUNCH POST

6 June: 36 Engagements

There were 457 Impressions in total. **NB: 'Impressions' refers to the number of times a person has seen a post.**

TEASER POST

26 May: 33 Engagements.

There were 368 Impressions in total.

KEY TAKEAWAYS

During the last 30 days (Apr-May 22), there has been:

- 15% increase in New Followers
- 9.2% increase in Post Impressions

Channel 3 performance

WORKPLACE SITES

A link to the accompany news article was shared to the Fire Standards Workplace site:

Fire Standards: 44 Views, 4 Likes

TRAFFIC

There were 23 sessions on the FSB website which came directly from Workplace this month.



Channel 4 performance

NFCC MEMBER NEWSLETTER

The launch was included as part of the July Member Newsletter (delayed due to the government white paper).

There were 103 Opens (21.15%) with 44 of those Opens resulting in Click-Throughs to the Fire Standards Board website.



Channel 5 performance

TRADE PRESS

A press release announcing the launch of the Emergency Preparedness and Resilience Fire Standard was sent to industry news outlets.

The following coverage was received:

- [Fire Protection Association](#)
- [IFSJ](#)
- [Fire Service Matters](#)
- [FIRE magazine](#)
- [UKFIRE](#)
- [Emergency Services Times](#)
- [Fire England](#)

The screenshot shows a news article on the UKFIRE website. The article title is "NEW FIRE STANDARD LAUNCHED FOR EMERGENCY PREPAREDNESS AND RESILIENCE". The author is "FPA Media" and it was published on "10 June 2022". The article content includes the text: "The Fire Standards Board (FSB) has announced the launch of the 11th professional Fire Standard: Emergency Preparedness and Resilience". The article is attributed to "DEREK SMITH - 12/06/2022". The website header includes the UKFIRE logo and navigation links: HOME, NEWS, FEATURES, FIRECAST, FIRESTREAM, EVENTS, LATEST ISSUE, and SUBSCRIBE. The background image of the article shows firefighters in brown uniforms and yellow helmets, with "FIRE & RESCUE" visible on their backs. A small inset image shows a woman's face.

NEWS CATEGORIES

> People

> Products

> Projects

> Event News

> Active

> Passive



NEW FIRE STANDARD 'EMERGENCY PREPAREDNESS AND RESILIENCE' LAUNCHED



The Fire Standards Board (FSB) has [launched](#) the eleventh professional Fire Standard; [Emergency Preparedness and Resilience](#), which focuses on ensuring fire and rescue service are prepared to respond to major incidents and large-scale emergencies or disruptive challenges.

The FSB has said it hopes the Emergency Preparedness and Resilience Fire Standard is that services will contribute effectively to national resilience requirements and have suitable and sufficient access to resources and assets to support response to local, regional and national scale emergencies.

The development of the standard was led by CFO Phil Garrigan of Merseyside Fire & Rescue Service, who oversee National Resilience Capabilities on behalf of the Home Office, and NFCC Lead for Local Resilience Forums, Stuart Errington. It was also supported by Business Continuity and national and local resilience practitioners from across a wide range of services, and the Home Office and Cabinet Office.



Tweets by @IFSJournal2020

International Fire and Sa...
@IFSJournal2020
@bigbearfiredept places order for three custom fire apparatus from @PierceMfg loom.ly/1ckHakl #fireengine #firefighting #fireapparatus #fireproducts #firenews #fireindustry



Big Bear Fire department o...
Pierce Manufacturing Inc. ha...
internationalfireandsafetyjour...

2h

International Fire and Sa...
@IFSJournal2020
California firefighters slow the spread of the Oak Fire near Yosemite that has forced thousands of evacuations in the nearby area (@CAL_FIRE)loom.ly/41VY-E #oakfire #firefighting #firefighters #firenews #wildfire #forestfire

Channel 6 performance

NFCC SHAREPOINT

The standard launch was shared as an article to the NFCC Sharepoint channel.

This article saw 13 Views.



Key learnings

- The accompanying Implementation Tool was the second most downloaded item from the FSB website in June, with 68 downloads, and is the second most downloaded item in 2022, with a total of 217 downloads for the year.
- Using tags on the Twitter post to thank those directly involved with the development of the Fire Standard helped to generate a discussion and consequently wider reach.
- Supporting animations used to accompany social media posts received a good number of views.
- A further tweet from the then Fire Minister helped to add credibility to the launch of the standard.
- Trade press coverage was extensive.
- Teaser posts worked well to build anticipation ahead of the launch.
- Next steps: promote the relevant Implementation Workshops being held by the NFCC Implementation Team.