Minutes of Business and Community Safety Forum (BCSF) Meeting:

Thursday 26th November 2009

Rooms SFP 1, 2 and 3 Eland House, Bressenden Place, London SW1E 5DU

Present:

Les Byrom (Chair); Ian Evans (CAPT); Graham Ellicott (FIC); Andrew Furness (IOSH); CFO Iain Cox (CFOA); CFO John Bonney (CFOA/PF) Rhonda Bedford (CFOA); David Sibert (TUC/FBU); Clive Harris (LGA); Mike Woods (FSDG); Paul Woods (FPA); David Smith (ABE).

CLG: Robert Attrill (FRD); Brian Nash (FRD); Harry Sahota (FRD); Mike Larking (FRD); Gill McManus (FRD); Richard Twyman (FRD); Peter Wise (CFRA).

Apologies: Sir Ken Knight (CFRA); CFO Max Hood (Arson Control Forum); Sarah Davis (CIH); David Geary (Federation of Small Businesses); Mr Bruce McGlashan **(**Environment Agency); Ms Sheila Merrill (Royal Society for the Prevention of Accidents); Mr Tim Humphries (Association of British Insurers).

1. Introduction

1.1 Les Byrom, the Chair, welcomed attendees.

2. Minutes and matters arising

2.1 The minutes of the BCSF meeting held on 2nd July were approved.

3. Campaign Update – Fire Kills

3.1 Mike Larking gave a presentation on the CLG's recent developments on Fire Kills Media Campaigns. The campaign launched its new television-led campaign 'Don't Drown in Toxic Smoke' on 5th October and is working in partnership with FRSs in England to extend the reach of the campaign. Supported by a comprehensive programme of local and national PR, sponsorship and partnership marketing activity, the campaign reaches the potentially more vulnerable groups that were identified through extensive research. A recent evaluation on the impact of the campaign showed that the campaign saves up to 21 lives per year through television advertising alone.

3.2 Andrew Furness questioned how CLG would/are working with Housing Associations. John Bonney said that Housing Associations marketing campaigns run on certain products, those at most risk. Iain Cox said that national campaigns have a priority list, those who are wealthy are prioritised down the list and those at risk – social housing is targeted more as greater risk.

3.3 Mike Wood said he was very impressed with Mike Larking's presentation and questioned if the logo used can be more widely used. Mike Larking said that smoke manufacturers that have been working with the team in CLG do have the logo on their packaging, also the Bowls team and Darts team that Mike has been working with have the logo at all the games/tournaments. Mike said he was open to suggestions from the group.

3.4 Mike Wood asked what restrictions are in place, as he thinks it would a good idea for local companies and FRSs to use the logo that would support there local area. Mike Larking explained that a few organisation/companies had used the logo without clearing it with CLG, which is not aloud as it's not legitimate and CLG can not be seen supporting organisations that have not been fully vetted.

3.5 Mike Wood asked Mike Larking to come back to the group on how established organisation could use the logo. Mike Wood said that there are over 33 thousand practitioners and many deliver safety advice, they could use the slides and logo in all there induction packages.

3.6 The Chair summed up by saying it was an excellent presentation and said that some of the organisation mentioned in the presentation could possibly work with BCSF members.

Action: Please send any suggestion on the use of the Logo to Mike Larking – mike.larking@communities.gsi.gov.uk.

Action: Mike Larking to report back to the group and for members to send any suggestions to Mike Larking – mike.larking@communities.gsi.gov.uk.

4. Campaign Update – 'Ordinary People – Extraordinary Career'

4.1 Gill McManus gave a presentation on CLG campaign which is designed to raise awareness of and change attitudes to a career in the Fire Service among currently under-represented groups. The campaign focuses on 14-16 year old girls and people from Black and Minority Ethnic backgrounds.

4.2 The Chair asked if Gill had pointed out on the DVD the difference between having a full time job and being a retained duty system firefighter. Gill explained that two DVDs had been produced one short (2 mins) and the other longer (7.5 min) the group had been shown the shorter DVD which was a general overview, however, the longer DVD gave information on both wholetime and retained. Gill explained that the longer DVD featured a retained firefighter and highlighted his job out side the fire and rescue service.

4.3 John Bonney said that he liked the calmness of the DVD. He mentioned that in research on gender and race/social esteem, people still see fire service jobs as blue collar. Gill explained that the Gatekeeper toolkit being developed for the campaign was designed to tackle these issues

particularly aimed at the Chinese, Pakistani and Bangladesh communities who from research are identified as communities which do not readily identify the Fire and Rescue Service as a potential employer.

4.4 Paul Woods raised the concern that when marketing the service to people long term then the issue that will arise would be about where the retained station might be situated. He also highlighted the need to ensure people understood that RDS firefighters need to live or work near to their fire station. Gill explained that the longer version of the DVD covered this issue and promised to send copies of both DVDs to Board Members once copies had been reproduced.

4.5 The Chair summed up by saying that it would interesting to see where this will all go and questioned if the effectiveness of the campaign was trackable. Gill explained that whilst the success of the campaign would be tested through annual market research the long term outcome – employment of more women and people from minority ethnic background - was less easy to assess. In the coming years it would be important for FRAs to ask candidates how they became interested in a career in the FRS to see if the campaign has had any long term effect.

Action: Gill McManus to send the BCSF members copies of both short and longer DVD. Any comments/thoughts from members to be sent to Gill.McManus@communities.gsi.gov.uk.

5. BCSF Annual Report by Chair Ies Byron

5.1 The Chair referred to his annual report which he had submitted to the Minister in CLG. He asked everyone for any comments.

Action: Members of the BCSF to send Chair any comments on the annual report.

6. BCSF Review led by CLG

6.1 There was a discussion on the review of the BCSF. Key points raised are attached at annex A.

6.2 John Bonney asked if Richard Twyman could come to the next PF meeting and give PF members a short presentation on the BCSF review.

6.3 Richard Twyman said he would send an email to all the members of BCSF following the meeting. Richard will ensure that the email includes a list of the key points and themes made during the discussion and ensuring he recirculates the list of question that Sandy Bishops letter had. As this will allow all the members' time to respond and further give there thoughts and opinions.

Action: Richard to attend PF next meeting in Jan 2010 and give a short presentation on the review.

Action: Richard to send an email to all the members of the BCSF w/c 30/11/09.

Annex A

BCSF Review – Round Table discussion, 26 November meeting

Points raised in discussion

- Not for BCSF to judge its own effectiveness – ask Minister
- How would you actually measure BCSF effectiveness – subjective?
- BCSF most effective when involved in proper dialogue with policy makers but often in receive mode only – involved too late
- How can BCSF create the agenda?
- Need a forum of some kind – complements PF
- Should be horizon scanning
- Four full meetings a year insufficient e.g. for detailed issues – need sub-group(s), with BCSF as umbrella body
- Move from HMFSI to CFRA has changed the dynamic of giving advice to the Minister
- Strategic advice stronger / validated if goes to BCSF and PF
- DAs not represented – should they be?
- Guidance vacuum in CLG
- Original ToR make BCSF a clearing house enabling CLG to tick boxes
- Not clear how BCSF could give advice on / engage with stakeholders on “prevention, crime, cohesion” – lifted from White Paper
- Fall away by “community” element of BCSF
- BCSF could help with e.g. RDS recruitment by engaging with business representatives
- Difficult to give strategic advice when issues go beyond FRD or even CLG – not joined-up
- BCSF increasingly dominated by FRS issues – why business and community representatives have dropped off?
- Need to include Federation of British Fire Organisations (FOBFO)?
- Lack of engagement with industry / business / building sector; see fire safety as someone else’s job
- BCSF has very disparate constituency, whereas PF is more inward looking
- PF has evolved and found new raison d’etre – generates its own agenda and work/papers
- FRS relates to organisations represented on BCSF in a variety of ways
- IOSH needs BCSF – only forum for it to raise issues, asks questions
- Reports to Shahid Malik only, but should be engaging with other CLG Ministers and more widely / OGDs – issues like building regs…
- Not joined up, even within CLG
- Form follows function
- Detailed / technical issues need sub group, engaging with e.g. construction industry
- Helpful to map out where BCSF should be drawing input from
- Dual role in policy development and scrutiny of existing policy

- Should talk to CBI / ABI / Small Business Federation and ask why they no longer attend regularly / at all
- Fire safety seen as low priority
- Examples of BCSF effectiveness – bed & breakfast / paying guests; timber frame buildings?
- Timber frame buildings – disappointed with CLG response
- Perception that CLG not interested in property loss (as opposed to deaths and injuries) so e.g. CBI not engaged
- "Business and Community Safety Forum" not a good name; no mention of "Fire"

<u>Themes?</u>

- Not for BCSF members to judge its effectiveness – for others (especially the Fire Minister)
- BCSF members not clear what role is expected of it – what does Minister want?
- Involved too late in policy-making process, so mainly reactive
- Unlike Practitioners' Forum, has not evolved to develop its own agenda (lack of resources? – PF members attend as part of their paid day job)
- Four full forum meetings a year not conducive to anything more than general consideration / consultation – needs sub-group(s) e.g. fire safety enforcement
- Key early members (especially business and community reps) have fallen away – why? Don't see BCSF as relevant to them…
- Fire safety seen as low in importance (e.g. by construction industry)
- BCSF should be horizon scanning body
- Fire safety wider than FRD or Fire Minister – need to be joined up with other CLG Ministers and OGDs?