

SUBJECT: EQUALITY AND DIVERSITY NATIONAL STRATEGY

JOINT REPORT OF THE CHIEF FIRE OFFICER, CHIEF EMERGENCY PLANNING OFFICER, THE CLERK TO THE AUTHORITY, THE FINANCE OFFICER AND PERSONNEL ADVISOR

1 INTRODUCTION

- 1.1 The purpose of this report is to present the annual response to Communities and Local Government (CLG) in terms of the Authority's success against the national Equality and Diversity Strategy.

2 BACKGROUND

- 2.1 In May 2008 Communities and Local Government published the Fire and Rescue Service Equality and Diversity Strategy 2008-2018. The Strategy set out what the Service should look like in ten years time, in terms of the diversity of its workforce and culture of the organisation, and provided a framework for how change would be achieved.

- 2.2 To support and encourage fire and rescue services in achieving this change, Communities and Local Government committed to the annual publication of a Fire and Rescue Service Equality and Diversity Report. The Report was to include information on progress made at both national and local level to improve equality and diversity within the Fire and Rescue Service.

- 2.3 The first annual Report was published in March 2009. The 2009 Report, which was published as a baseline report, drew on the IRMP statistical returns as its main source of information regarding progress made on equality and diversity by individual fire and rescue services. In order to ensure future annual reports included qualitative, as well as quantitative, evidence of progress the National Equality and Diversity Delivery Partnership has recommended that fire and rescue services be asked to provide additional information about the progress they have made.

3 EVIDENTIAL RESPONSE TO CLG

- 3.1 The evidential response requested by CLG is attached as Appendix A for the information and approval of Members. Members are advised that the report was submitted on 5th February 2010 in accordance with instructions.

- 3.2 The Chief Fire Officer considers that the Authority has made substantial progress with regard to equality and diversity and this progress is supported by the evidential response attached. However, although progress has been made the Authority remains committed to equality and diversity and continues to strive toward a better representation of the public we serve.

4 EQUALITY AND FAIRNESS IMPLICATIONS

4.1 There are no implications in respect of this respect that are not covered within the body of Appendix A.

5 HEALTH AND SAFETY IMPLICATIONS

5.1 There are no health and safety implications in respect of this report.

6 RISK MANAGEMENT

6.1 A risk assessment has been undertaken to ensure that the risk to the Authority has been minimised as far as practicable. The assessment has considered an appropriate balance between risk and control; the realisation of efficiencies; the most appropriate use of limited resources; and a comprehensive evaluation of the benefits. The risk to the authority has been assessed as low utilising the standard risk matrix based on control measures being in place. The complete risk assessment is available on request from the Chief Fire Officer.

7 RECOMMENDATIONS

7.1 The Authority is recommended to:

- a) Endorse the actions taken by the Chief Fire Officer evidenced by the report:
- b) Receive further reports as appropriate.

BACKGROUND PAPERS

The undermentioned Background Papers refer to the subject matter of the above report:

- Equality and Diversity Strategy

APPENDIX A

Fire and Rescue Service Equality and Diversity Report 2010 Questionnaire.
(Covering the period 1 January to 31 December 2009)

As part of Communities and Local Government's commitment to support delivery against the requirements of the Fire and Rescue Service Equality and Diversity Strategy we have agreed to publish an annual Equality and Diversity Report. The intention is that the report should provide both quantitative and qualitative information on the progress made annually by each fire and rescue service. In order to ensure the annual Report is reflective of the progress being made on equality and diversity we are asking every fire and rescue service in England to complete the following questionnaire.

Thank you for your help in this matter.

Instructions:

To complete this questionnaire you can either print it out and complete by hand or you can complete it electronically. If you complete it electronically answers are written in to the grey boxes below which will allow you to either put a mark in the box or expand so that you can write in some text or a number. You can use the arrow keys to move between answer boxes. Please remember to save your questionnaire when you finished completing it.

Details of person completing questionnaire (who can be contacted should we need to clarify any responses):

What is the name of your FRS: Tyne and Wear Fire and Rescue Service

What is your name: Clare Maddocks

What is your job title/role: Diversity and Resources Manager

What is your email address: clare.maddocks@twfire.gov.uk

Section 1: Statutory Requirements

1. Has your FRS published the following equality schemes? (Mark all that apply)

a) Gender No Yes X

If yes where was it published (Please provide web address if applicable)

On our Internet site: <http://www.twfire.gov.uk/equality-and-diversity/>

On our Intranet site: <http://vintranet/departments/equality-and-diversity/>

b) Race No Yes X

If yes where was it published (Please provide web address if applicable)

PREVENTING PROTECTING RESPONDING

On our Internet site: <http://www.twfire.gov.uk/equality-and-diversity/>

On our Intranet site: <http://vintranet/departments/equality-and-diversity/>

c) Disability No Yes

If yes, where was it published (Please provide web address if applicable)

On our Internet site: <http://www.twfire.gov.uk/equality-and-diversity/>

On our Intranet site: <http://vintranet/departments/equality-and-diversity/>

2. Has your FRS published a Single Equality Scheme?

No Yes Date published (mmm-yy): August 2009

If yes where was it published (Please provide web address if applicable)

On our Internet site: <http://www.twfire.gov.uk/equality-and-diversity/>

On our Intranet site: <http://vintranet/departments/equality-and-diversity/>

3. If yes please indicate which diversity strands your Single Equality Scheme includes?
(Mark all that apply)

a) Gender b) Gender Identity c) Race

d) Disability e) Age f) Sexual Orientation

g) Religion/Belief

h) Other (please list):

N/A

4. When was (were) your scheme(s) last reviewed /updated:

a) Gender (mmm-yy): N/A

b) Disability (mmm-yy): N/A

c) Race (mmm-yy): N/A

e) Single (mmm-yy): October 2009

Creating the Safest Community

PREVENTING PROTECTING RESPONDING

5. Please indicate the level of the Equality Standard for Local Government your FRS has achieved?

1 2 3 4 X 5

6. Does your FRS intend to migrate to either: (Mark whichever applies)

a) the Fire and Rescue Service Equality Framework? X

b) the Equality Framework for Local Government?

And at what level is your FRS migrating?

a) Developing b) Achieving c) Moving to Excellence X d) Excellent

Section 2: Leadership and Promoting Inclusion

7. Who is your most senior equality and diversity champion and what is their role in the organisation?

Mr John Hindmarch our Deputy Chief Fire Officer is the Equality and Diversity Champion and he is also our Stonewall Diversity Champion.

8. What steps have been taken since January 2009 to ensure Authority Members and staff have received appropriate training and development to effectively promote equality and diversity?

PREVENTING PROTECTING RESPONDING

All Authority Members receive regular equality and diversity training and development from their respective local authorities. In addition to this Tyne and Wear Fire and Rescue Service provide informal training at the point of induction, refresher training and regular updates via Fire Authority meetings. An e-learning Equality and Diversity package has been developed and is due to be rolled out across the organisation and to Authority Members in March / April 2010.

All staff receive equality and diversity training at the point of induction to Tyne and Wear Fire and Rescue Service. Regular training is then provided through various methodologies including team briefs and most recently the new e-learning package – Equality and Diversity essentials. Specialist strand specific training is also provided on request via personal development plans.

9. What percentage of a) Fire Authority Members and b) staff have undertaken Equality and Diversity training in the last 2 years?

a) 74 % of Fire Authority Members

b) 90 % of Staff

10. What steps have you taken to ensure all staff and Fire Authority Members are aware of, and act in accordance, with FRS Core Values?

This commences prior to employment during the recruitment process and is referred to at application stage. New employees are issued with a Statement of Particulars including the Code of Conduct which details our Core Values. They are also referred to at induction and throughout employment as they are displayed in prominent areas across the organisation. On-going training in relation to equality and diversity incorporating the Core Values is provided for staff and a training programme is in place for Fire Authority Members. An e-learning Equality and Diversity package has been developed and is due to be rolled out across the organisation and to Authority Members in March / April 2010.

11. How do you ensure that your FRS engages effectively with representative and staff bodies with regard to equality and diversity issues in order to achieve an effective partnership approach? Give an example of this partnership working.

Creating the Safest Community

We have a formal Diversity & Equality Committee which includes members of all recognised representative bodies and personnel from key work streams. An example of how we have worked in partnership with representative and staff bodies was the creation of a formal statement regarding membership of extremist political parties and similar organisations and the incompatibility that these parties have with our Core Values. The statement was endorsed by the Chief Fire Officer, Chairman of the Fire Authority, GMB, FBU and Unison.

12. Does your FRS support groups for under represented sections of the workforce such as National Disabled Fire Association, Asian Fire Association, Networking Women in the Fire Service and Stonewall?

No Yes X

If yes please list the groups which groups you support:

Disabled Fire Association, Asian Fire Association, Networking Women in the Fire Service and Stonewall.

13. What measures have you put in place to ensure that equality & diversity issues are fully considered in the procurement of goods and services?

The measures we have put in place include following Office of Government Commerce (OGC) guidance on procurement, making an informed decision about the appropriate use of existing contracts and frameworks where they currently exist e.g. OGC, Firebuy, NEPO etc. All tenders include an equality and diversity questionnaire which is then evaluated as part of the contract award process and in the case of a significant size contract a full Equality Impact Assessment is conducted. We monitor and regularly review our contracts and suppliers and have regional best practice procurement forums. We regularly attend "Meet the Buyer" events to promote our contract opportunities to potential new suppliers and we are an interoperability partner of "Supply2Gov" a Government sponsored portal which aims to advertise low value contract opportunities particularly to SME's.

Section 3: Accountability

14. Briefly describe how your FRS reported to FRA Members on the implementation of the E&D Strategy in your Service during 2009.

PREVENTING PROTECTING RESPONDING

Regular updates regarding the implementation of the equality and diversity strategy are provided to Members at Fire Authority meetings.

15. Describe briefly how your FRS makes information publicly available regarding improvements to the service it provides.

The Single Equality Scheme is available via our Internet: <http://www.twfire.gov.uk/equality-and-diversity/>. This comprehensive document outlines specific action plans for all diversity strands. There is also the availability for members of the public to make comment and raise suggestions for improvement. Fire Authority minutes are available via the Internet. Completed Equality Impact Assessments can also be made available to members of the public should they request them, details of which are provided on our Internet site.

16. Have all members of staff; including Chief Fire Officers had an annual performance appraisal in 2009?

Yes X No

If No please explain briefly why and what arrangements have been made to introduce annual appraisal

N/A

17. Has every member of staff been given/ agreed at least one equality and diversity objective?

Yes X No

If No please explain briefly why and what arrangements have been made to ensure every member of staff will have equality and diversity objectives?

N/A

18. Please describe briefly how performance against these objectives is measured and what steps are taken to ensure these objectives are met?

PREVENTING PROTECTING RESPONDING

Every member of staff has at least one equality and diversity objective. They are required to provide evidence against this objective as part of the Personal Development Planning process.

19. Does your FRS have specific policies for dealing with bullying and harassment, unfair discrimination and unacceptable behaviour? When was this policy last reviewed. (Mark all that apply)

Bullying No Yes X Date last reviewed (mmm-yy): Nov 09

Harassment No Yes X Date last reviewed (mmm-yy): Nov 09

Unfair discrimination No Yes X Date last reviewed (mmm-yy): Nov 09

Unacceptable behaviour No Yes X Date last reviewed (mmm-yy): Nov 09

Section 4: Effective Service Delivery and Community Engagement.

20. In developing your Integrated Risk Management Plan for 2009 provide an example of what your FRS has done in terms of a) consultation and b) engagement with local communities:

Consultation:

PREVENTING PROTECTING RESPONDING

As part of the 2010 IRMP consultation, the following consultation activities took place:

- Staff focus groups during which staff were invited to provide feedback on the proposals.
- Two public focus groups carried out with the Northumbria Police Authority Citizen's panel to gauge opinion of the proposals.
- Three public meetings were held to allow the public living in the areas that will be most affected by the IRMP proposals to feedback to us their thoughts and opinions on the proposals.
- Surveys were sent out to a range of partner organisations, local businesses, community groups, local Ward Councillors and local MPs asking for their view on our proposals.
- Surveys were also placed in five Doctor's Surgeries (one in each local authority area of Tyne and Wear). The purpose of this was to allow members of the public to fill in surveys on the IRMP proposals whilst awaiting appointments etc.
- Each District Manager carried out a presentation to their relevant Local Strategic Partnership (LSP) to gain feedback from partners.

Engagement;

The engagement strategies used in relation to developing our IRMP included engaging with those who were most likely to be affected by the proposals. This included:

- Members of the public from the area
- Partnership organisations
- Local businesses
- Community groups and associations
- Councillors and MPs

21. Provide an example to demonstrate how your FRS has used the evidence from consultation to improve service delivery to different communities within your area?

A 'station user survey' was circulated during 2008 to all regular users of the community rooms within stations allowing users to comment on the stations facilities etc. Feedback from one survey indicated that the steps outside of the station were 'unfriendly' to partially sighted people due to the lack of contrast on the steps. As a result of this, yellow strips were painted on the edge of each step to make a greater contrast and allow partially sighted people to use the steps more easily.

22. Do you monitor the diversity of those who receive the following services from you:

Creating the Safest Community

PREVENTING PROTECTING RESPONDING

- a) Emergency Response /Rescue Yes X No
- b) Fire/Community Safety Yes X No
- c) Fire Safety Legislation Yes X No

23. What strands of diversity do you collect about the recipients of the services set out in Q22?
(Please mark all that apply)

A) Emergency Response/ Rescue

- a) Gender b) Gender Identity c) Race X
- d) Disability X e) Age f) Sexual Orientation
- g) Religion/Belief
- h) Other (please list): _____

B) Fire/Community Safety

- a) Gender X b) Gender Identity c) Race X
- d) Disability X e) Age X f) Sexual Orientation
- g) Religion/Belief
- h) Other (please list): _____

C) Fire Safety Legislation

- a) Gender b) Gender Identity c) Race X
- d) Disability e) Age f) Sexual Orientation
- g) Religion/Belief
- h) Other (please list): _____

24. What method (s) do you use to monitor community satisfaction with your service?

The 'After the Incident Survey' is an ongoing document which is distributed to those who have recently used Tyne and Wear Fire and Rescue Services services e.g. if they have had a fire or have been involved in an incident. The survey is provided by Opinion Research Services (ORS) and is sent to both Domestic and Commercial premises. The 2009 survey revealed an overall 98% satisfaction for TWFRS when responding to incidents in the home and 97% for non domestic properties. For the 2007-2008 survey, 97% for domestic and 96% for non domestic satisfaction rates were obtained.

25. Provide an example of how you have used the information received from your monitoring processes to improve your service delivery to vulnerable/ minority groups within your community, including evidence of the effectiveness of the improvement made

Hot Shots Programme – Delivering Fire Awareness through Football Skills Coaching

Community Engagement work by our BME Advocates, identified BME families in our community as being a 'Hard to Influence' group with regards to fire safety awareness, anti-social behaviour (including hoax calls and secondary fires) and attacks on fire crews. It was decided therefore to engage with a school in Newcastle where the children were from a predominately BME background and deliver a five week, out of school programme to 20 mixed gender 8-10 year olds, coaching them in football skills, whilst at the same time reinforcing our core safety messages to the pupils and through them, hopefully, their extended families.

Pre-course testing (20 pupils)

Q1. What five things would you do if your TV caught fire – No correct responses

Q2. How long do the batteries last in the smoke alarms given out/fitted by TWFRS – One correct response

Q3. How often should you test your smoke alarm – Ten correct responses

Q4. What should you do if your clothes catch fire – Three correct responses

Post-course testing (20 pupils)

Q1. - 18 correct responses

Q2. - 20 correct responses

Q3. - 19 correct responses

Q4. - 20 correct responses

A number of Home Safety Checks were generated as a result of the programme and six children also expressed an interest in joining our 'Young Firefighters Association' when they reach the required minimum age. There have also been letters of support from the Parent and Community Co-ordinator at Wingrove Primary School, praising the programme and hoping for its continuance.

PREVENTING PROTECTING RESPONDING

Section 5: Employment and Training

26. Provide a brief summary of awareness raising campaigns and positive action events you have under taken in 2009 to encourage people from currently under represented groups to consider a career in the Fire and Rescue Service.

A Positive Action Programme was specifically developed and implemented in January 2009 to encourage and raise awareness of the career opportunities and recruitment process for the role of a Firefighter. Monthly events were held between January and October 2009 and incorporated interactive workshops and fitness events. Each month the workshops concentrated on the various stages of the recruitment process, eg providing guidance on the completion of the application form. Bi-monthly fitness sessions were held to give potential applicants an insight into the physical requirements needed to be a Firefighter plus the opportunity to carry out simulations of the role related recruitment tests. Females and individuals from black and minority ethnic backgrounds who had expressed an interest in the role were invited to participate and it was recommended they attend all sessions. A new regional brand advertising campaign targeted specifically at our underrepresented groups was also developed in 2009 which included a bespoke micro site, radio and online marketing, production of a recruitment DVD, highlighting the national process and bespoke leaflet drop to highly BME populated areas. The campaign features local Firefighters from under-represented groups highlighting the benefits of this career choice plus dispelling society's perceptions of the role.

27. Provide brief evidence of the effectiveness of the above initiatives you have listed.

In November 2009 we commenced a North East Regional Wholetime Firefighter recruitment process. Prior to running the campaign we began using the newly developed brand identity and marketing initiatives. Due to the intense marketing we had envisaged a higher attraction rate than our 2008 recruitment campaign. However the response to this campaign has been greater than anticipated and we have experienced a 76% increase in applications compared to the 2008 process. Due to the tailored marketing to our underrepresented groups we saw a 176% increase in the number of females applying (342 actual number) and 181% increase (122 actual number) of BME's submitting an application form. All candidates who attended either one or the entire Positive Action programme submitted a form (228 actual number). These candidates are being tracked throughout the process and we have identified that there is a high attrition rate at each stage of the process from the underrepresented candidates who did not attend any of the events compared to those who did. All marketing initiatives are being analysed and over 45% of candidates who applied to this process came via the newly developed bespoke micro site. There is a definite increase in underrepresented groups at each stage of the recruitment process compared to our 2008 campaign. The tailored Positive Action programme and marketing initiatives have contributed to this.

28. Have you offered (and where agreed undertaken) exit interviews for **all** members of staff who have left your Service between January and December 2009?

Yes X No

PREVENTING PROTECTING RESPONDING

29. What exit interview options do you offer to leavers? (Mark all that apply)

- a) With their line manager X b) With Chief Fire Officer X
c) With an external organisation X
Other (please state) _____

30. During 2009 a) how many members of staff left your FRS and b) what percentage of these leavers took the opportunity of an exit interview?

- a) 66 Number of staff
b) 79% of leavers

31. Have you used information derived from exit interviews in reviewing policies, practices and procedures?

No Yes X If yes please provide a brief example:

Information derived from exit interviews is analysed on a quarterly basis and incorporated into the regular policy, practice and procedural review carried out by HR. As an example we have amended our internal staff transfer policy in response to matters raised at exit interviews.

32. Have you undertaken a review of your FRS working environment (including fire stations, offices, training centres etc) and your provision of equipment, clothing, food etc during the last three years to ensure all employees receive the support and resources they require?

Yes X No

33. How have you used the information from the review to ensure all employees have appropriate facilities, equipment, clothing, food etc to meet their diverse needs?

In spring 2009, TWFRS consulted with staff to determine their views on a new corporate uniform. Two uniform options were evaluated and all staff were sent a survey to express their views on the options. A cross-section of staff were also asked to wear each uniform option to assess their practicality in the workplace. The staff who wore the uniform as part of the trial were also sent a second survey to determine any positive or negative points they felt each of the uniform options had. At the end of the consultation period, the results were reported to Strategic Management Team and the Fire Authority and this exercise influenced the final decision in relation to which uniform option was to be adopted.

PREVENTING PROTECTING RESPONDING

34. If you have not undertaken a review as above do you have plans to review these issues?
N/A

Yes No

If yes, when will this review (series of reviews) be undertaken? (mmm-yy): _____

If no, provide reasons why not:

N/A

35. In particular what action are you taking to ensure all fire stations have separate and appropriate, resting and washing facilities for men and women?

Since 2005 six new Community Fire Stations, one Headquarters Building and one Technical Services Centre have replaced existing buildings. In 2010 another new Community Fire Station is due to open with a further three stations due for replacement over the coming the years.

All existing stations provide appropriate resting and welfare facilities and on-going consultation is carried out with employees and the Equality and Diversity Committee. CLG stretch target capital funding has been allocated to further improve facilities for men and women across the Authority's property portfolio.

PREVENTING PROTECTING RESPONDING

36. For those stations where these facilities are not currently available (or are not of an appropriate standard) what actions are you taking to bring these facilities up to standard?

All existing stations provide appropriate resting and welfare facilities and on-going consultation is carried out with employees and the Equality and Diversity Committee. CLG stretch target capital funding has been allocated to further improve facilities for men and women across the Authority's property portfolio.

37. Has your FRA undertaken an equal pay audit?

No Yes If yes when? (mmm-yy): December 2007

If yes was the audit undertaken by your FRS or an external body?

a) FRS

b) External Body Name of body: _____

38. If you have not undertaken an equal pay audit do you have plans to undertake one? N/A

Yes No

If yes, when will this audit be undertaken? (mmm-yy): _____

If no, provide reasons why not:

N/A

39. Briefly explain how you ensure all staff receive training and development on equality, diversity and fairness issues including those relating to harassment, bullying, unfair discrimination and unacceptable behaviours:

PREVENTING PROTECTING RESPONDING

All staff receive training at the point of induction. We provide Supervisory, Middle and Strategic manager training all of which incorporate a strong equality theme.

Training needs are also identified through personal development reviews. Training is logged and monitored through PDPs.

We have launched an E and D e-learning package which incorporates three levels from beginner to advanced. This will also act as a useful refresher.

All managers receive extensive training on handling discipline and grievances which incorporates harassment and bullying.

In addition to all internal training we also attend externally provided training and seminars and strand related conferences.

Specific training can also be provided on request via PDP.

Section 6: Evaluation and sharing good practice

40. How do you encourage a) staff and b) service users to complete diversity monitoring information?

Staff:

We encourage staff by reassuring confidentiality and anonymity in covering communications. We promote monitoring as a pro-active measure that supports the improvement and development of service delivery.

Promotion of positive reasons for collection- i.e. if you understand the diversity of staff you can ensure that your policies, practices etc are inclusive and meeting the needs of the diversity of our people ensuring we have the right services and facilities.

Service Users:

We encourage our service users by explaining positively the reasons for the collection in the covering communications we also stress that confidentiality is paramount and that we store all details in line with Data Protection principles.

41. On average what level of completed diversity monitoring returns do you receive from a) staff and b) service users?

Staff:

- a) Less than 25% b) 25% to 40% c) over 40% to 60%
d) Over 60% to 80% e) over 80% to 100% X

Creating the Safest Community

Service Users:

- a) Less than 25% X b) 25% to 40% c) over 40% to 60%
d) Over 60% to 80% e) over 80% to 100%

42. What steps (if any) are you taking to improve the rate of monitoring returns?

Initially we were not receiving many responses in relation to the Employee Survey – We then targeted managers to ensure that they encouraged staff to complete and return the forms – this was very successful and we achieved a 93% return rate.
We are also reviewing current literature that is sent out to encourage the return rate of monitoring forms this will include utilising good practice guides i.e. Stonewall guide to why we monitor.

43. What methods do you use to raise staff understanding of equality and diversity issues and awareness of progress being made by your FRS?

Intranet Articles
Harmony Magazine Articles
Team Talk
Chief Fire Officer Bulletins
E Gazette
Equality and Diversity Committee minutes
Festival Recognition programme
Specific awareness programmes – i.e. specialist strand related programmes
Generic E and D Training
E-Learning
Employee Advisory Groups

44. Please provide an example to evidence the effectiveness of the methods you are using to raise staff understanding of equality and diversity issues.

PREVENTING PROTECTING RESPONDING

Equality and Diversity Training.

Effectiveness of the training package will be assured through the Redkite recording system which includes specific questions to confirm acquisition and understanding of the subject.

45. What arrangements do you have in place to work with partners to promote and share good practice a) locally, b) regionally and c) nationally, (give a brief example for each)?

A) Locally:

LSP's - Local Strategic Partnerships. This is based on a district level and is attended by the District Manager. There are shared equality and diversity targets within Local Area Agreements.

Sunderland Partnership Group for Equality and Diversity Professionals provides an opportunity for collaboration between diversity practitioners from the North East emergency services.

b) Regionally:

We work with the other Fire and Rescue Services in the North East and collaborate on a number of Diversity and Equality related initiatives including recruitment and procurement. There is also a Regional Diversity Steering Group which is chaired by a nominated Authority member from one of the four North East Fire and Rescue Authorities.

c) Nationally:

PREVENTING PROTECTING RESPONDING

Disabled Fire Association, Asian Fire Service Association, Networking Women in the Fire Service and Stonewall. We are corporate members of AFSA, NWFRS and Stonewall and we also support the DFA.

PREVENTING PROTECTING RESPONDING

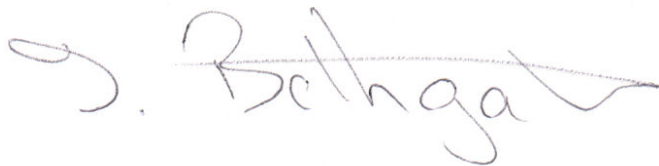
46. In no more than 200 words provide brief details of an initiative which your FRS has undertaken in 2009 in support of equality and diversity which you would like to share as good practice. Include brief evidence of the positive outcomes from the initiative.

Our Equality, Diversity & Recruitment practitioners from four Services across the North East region worked in collaboration to develop a Positive Action (PA) Plan which included the development of a brand campaign and innovative marketing initiatives to increase the diversity of our Firefighter workforce. The brand campaign was centred on three storylines using regional Operational Firefighters from our underrepresented groups (females and individuals from black & minority ethnic backgrounds, BME's) and the concept has been used throughout all promotional routes.

A bespoke micro site and web address were created to direct all potential applicants to one site, www.fireservicesnortheast.com and the marketing initiatives were split into two clear attraction routes one for females and one for BME's. To promote the role to females, radio and online advertising were used and to attract BME's, radio advertising via a BME station plus a targeted household leaflet drop were adopted. A recruitment DVD produced by Tyne and Wear Fire and Rescue Service was also developed along with a variety of marketing literature using the operational role models.

The targeted actions from this campaign significantly increased applications from BME candidates by 181% and women by 176% since the 2008 campaign.

Signature of the Chief Fire Officer:



Oh behalf of:

Tyne and Wear Fire and Rescue Service

Fire and Rescue Service

Thank you for your time in completing this questionnaire. Please return the completed questionnaire to; Clive Botterill by e mail to: clive.botterill@communities.gsi.gov.uk.

Or by post to: Clive Botterill
FRSDD
Communities and Local Government
3rd Floor, Zone D1
Eland House
Bressenden Place
London SW1E 5DU

Creating the Safest Community