

**SUBJECT: COMMUNITY RELATIONSHIP BUILDING AND ENGAGEMENT  
STRATEGY**

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

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**1 INTRODUCTION**

- 1.1 The purpose of this report is to outline the key elements of the Community Relationship Building and Engagement Strategy.

**2 BACKGROUND**

- 2.1 Community Engagement and relationship building is an intrinsic element of our core vision of '*Creating the Safest Community*' – which drives our need to understand our community better, to improve links and partnerships, and to have meaningful contacts that promote wellbeing, cohesion and inclusion.
- 2.2 As a Service we strive to make our community aware of our commitment to keeping them safe, reducing death and injury and providing a value for money Service, in which employees reflect the communities we serve.

**3 STRATEGY**

- 3.1 To reach the most at risk in our community through improved community partnerships, relationship building, engagement, effective internal and external communications and a cohesive service wide calendar of events which seek to maximise our impact in line with our resources.
- 3.2 A draft Community Relationship Building and Engagement Strategy is attached for consideration by Members.
- 3.3 At the heart of this strategy is a need for our communities to have a real stake in how we work to support the most vulnerable individuals, to involve communities in our decision making, and to enable them to feel that they can help drive and improve the services that we deliver.
- 3.4 This strategy will outline how we will improve our ability to engage with our community and look at how we build relationships with vulnerable groups. This will include partnerships, internal and external communication, consultation and volunteering.

#### **4 EQUALITY AND DIVERSITY IMPLICATIONS**

- 4.1 This strategy fully supports and enhances our Equality and Diversity goals, ensuring that vulnerable and hard to reach groups and communities are safe from fire.

#### **5 FINANCIAL IMPLICATIONS**

- 5.1 Financial considerations associated with this report are provided within existing budgets.

#### **6 HEALTH AND SAFETY IMPLICATIONS**

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

#### **7 RECOMMENDATIONS**

- 7.1 Members are recommended to:
- a) Approve the Community Relationship and Building Strategy;
  - b) Receive further reports as appropriate.

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#### **BACKGROUND PAPERS**

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

- Strategic Community safety Plan 2010 - 13