

**Tyne and Wear Fire
and Rescue Service**



PREVENTION PLAN

2026 - 2030



Contents

| | |
|-----------|---|
| 3 | Strategic Vision |
| 7 | Our Vision - Creating the Safest Community |
| 8 | Bringing our Vision to Life |
| 9 | Risk Stratification |
| 12 | Strategic Areas of Work |
| 30 | Quality Assurance and Evaluation |
| 31 | Prevention Plan and Risk Assessment Cycle |
| 32 | Glossary |
| 33 | Considerations |

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Strategic Vision

The vision of Tyne and Wear Fire and Rescue Service (TWFRS) is to ‘Create the Safest Community.’ The Community Risk Profile and Community Risk Management Plan identify the specific risks present within Tyne and Wear and outline the actions the Service will take to mitigate these risks effectively. TWFRS acknowledges the critical role of a robust prevention plan in supporting the achievement of its Service Goals and ensuring ongoing community safety.

We are required by the Fire and Rescue Service Act 2004, which states in section 6 that every service must “make provision for the purpose of promoting fire safety in its area.” It is our legal responsibility and a fundamental part of our public service to promote fire safety and prevention activities within our communities, as well as to address broader community concerns.

Our prevention vision is:

Creating the safest community by building healthier, stronger communities and enhancing prevention through professionalism, innovation, and expertise.

Prevention and Education workstreams are ideally positioned to play a key role in Tyne and Wear Fire and Rescue Service achieving the following strategic objectives:

- Keeping members of the public, their families, and communities safe by supporting them in understanding and avoiding risk.
- Keeping firefighters safe by reducing the number of incidents requiring firefighters to put themselves at risk.
- Saving TWFRS money and resource by reducing the number of callouts and false alarms.

We will work collaboratively with other agencies to reduce the frequency and severity of incidents to improve community outcomes. In delivering this strategy, we will also consider¹:

- the [Fire and Rescue National Framework for England](#) (Section 2 – Delivery of Functions: Prevent and Protect);
- the Policing and Crime Act 2017 – Duty to collaborate.
- the [Equality Act 2010](#) – to ensure that equality, diversity and inclusion are central to all we do; and
- the [Public Sector Equality Duty](#) (PSED).
- The [Marmot Principles](#) - TWFRS recognises that risk and harm are not evenly distributed and are shaped by the wider conditions in which people are born, grow, live and work.
- [Serious Violence Duty](#)

¹ See ‘*considerations*’ at the end of this document for a comprehensive list of legal provisions and guidance documentation referred to in writing this plan.

Governance, Leadership and Accountability for Prevention

This Prevention Plan sits beneath the Community Risk Management Plan and the Area Manager Community Safety is the named strategic lead responsible for the development, delivery, and oversight of this Prevention Plan on behalf of Tyne and Wear Fire and Rescue Service.

This role provides clear professional leadership for prevention, ensures alignment with the Community Risk Profile and Community Risk Management Plan, and is accountable for ensuring prevention activity is person-centred, evidence-led, and inclusive.

The Head of Prevention and Education is responsible for performance management, evaluation, and assurance of prevention activity, embedding learning and continuous improvement, and for leading partnership engagement to reduce risk and improve community outcomes.

The Service creates a Community Risk Profile (CRP) and collects data from its partners to better understand local communities, the incidents it responds to, and which areas and types of incidents carry the highest risks. By analysing this information, we collaborate with partners to organise activities that enhance safety in Tyne and Wear, always keeping people at the heart of what we do.

We use guidance from the National Fire Chiefs Council (NFCC) to identify strategic prevention priorities, considering the Community Risk Profile so our efforts are relevant for Tyne and Wear. This approach helps us concentrate on developing and providing prevention services using **specialist**, **targeted**, and **universal** engagement models across nine key areas.

Engagement Models:

| | |
|------------------------------|---|
| Specialist Engagement | Focussed technical interventions delivered by specialist staff targeted at those individuals or communities who are identified as being most vulnerable and at greatest risk through referrals or data analysis. |
| Targeted Engagement | Interventions delivered by trained fire service staff that are targeted to the needs of individuals or communities where requests for support or data analysis suggests they are at medium-risk and vulnerable, or at risk of becoming higher risk. |
| Universal Engagement | A wide range of differentiated general interventions available to individuals, organisations, and community groups to provide key safety messages where data does not indicate a significant risk or vulnerability. |

The nine key areas are:

National Fire Chiefs Council Strategic Prevention Areas

| | | |
|------------------|---------------|-------------------------------|
| Home fire safety | Water safety | Serious Violence Duty |
| Arson | Mental health | Children & Young People (CYP) |
| Road safety | Safeguarding | New & emerging risks |

Prevention workstreams drive impact by delivering three core outcomes;

Deliver Knowledge: provide information in order raise awareness and the public's understanding of risk factors.

Develop Skills: provide activities which build on people's knowledge and understanding and give them the skills to deal with situations of risk.

Change Behaviour: provide people with opportunities to develop the skills and protective factors required to ensure sustained behavioural change when faced with situations and challenges containing risk.

Key Principles of Prevention

Where appropriate, prevention activity will be designed and refined in partnership with communities and individuals with lived experience of risk. This co-production approach will ensure that prevention interventions are informed by real-world insight, culturally appropriate, and responsive to the needs of those most affected. Feedback from service users, partners and communities will be actively used to shape and improve the delivery of prevention activities.

To ensure that our interventions are delivered effectively, have the greatest potential impact and ensure value for money, all provision and interventions will be based on the following **TWFRS Key Prevention Principles:**

| | |
|--|--|
| Best Practice | Interventions will be based on current research and national best practice. |
| Data System to Identify Risk | Interventions are targeted using local and national contextual data which identifies risk through the analysis of Fire Service indicators, Health and educational data and socio-economic indicators to ensure the most appropriate intervention is deployed to tackle individually identified risks. |
| Intervention Mapping and Prioritisation | Engagement is triaged to ensure all communities have access to prevention and education provision, and resource which is allocated and prioritised in areas of greatest risk. Prevention activity will be universal where appropriate but delivered with greater intensity and tailored support for individuals and communities experiencing the greatest disadvantage, to reduce unequal risk and outcomes. |
| Impact Measures | Prevention activities are evaluated regularly to ensure impact, value for money and continuous organisational learning and improvement. |
| Shared Processes and CPD | Prevention work is co-ordinated across all workstreams to ensure effective and efficient delivery by staff who have been trained to deliver the most effective techniques and approaches. |

Professional Development and Specialism

The Service will continue to develop its prevention workforce by producing clear competency pathways, supporting accredited learning where appropriate, and recognising specialist expertise within prevention roles. This includes creating progression routes for prevention practitioners and ensuring that subject-matter expertise is valued, developed, and retained to support high-quality and consistent prevention delivery.

Reducing Inequalities (Marmot Principles)

TWFRS will align prevention planning and delivery with the Marmot policy objectives for reducing health inequalities. This provides a clear lens for targeting, partnership working and evaluation across our prevention workstreams.

| Marmot Policy Objective | What this means in TWFRS prevention | Where this is reflected in this plan |
|--|--|---|
| Give every child the best start in life | Prioritise early years and school-age safety education; intervene early with children and young people at highest risk. | Children & Young People (CYP) workstream; SafetyWorks!; targeted school engagement. |
| Enable all to maximise capabilities and have control over their lives | Use person-centred approaches that build knowledge and skills, remove barriers to access, and support safer choices. | Safe and Well delivery; co-production; Deliver Knowledge / Develop Skills outcomes. |
| Create fair employment and good work for all | Support workplace and employer-based prevention where relevant (for example fleet, driving and workplace risk reduction) through partnerships. | Road Safety workstream including Driving for Better Business and partner engagement. |
| Ensure a healthy standard of living for all | Target activity where socio-economic hardship increases fire and injury risk, and ensure access for people facing digital, language or practical barriers. | Risk stratification and prioritisation; targeted home safety interventions; accessible referral routes. |
| Create and develop healthy and sustainable places and communities | Use place-based targeting and partnership working to improve safety in neighbourhoods and community settings. | Partnership model; environmental risk activity; community engagement and campaigns. |
| Strengthen the role and impact of ill-health prevention | Embed evaluation and learning; focus on interventions that reduce avoidable harm and unequal outcomes. | Quality Assurance and Evaluation; Annual Prevention Assurance Statement. |

Our Vision - Creating the Safest Community

The Prevention Plan reflects our vision, mission, values, Service goals, and the Core Code of Ethics.

Our Goals



Our Values



Safety

- Be diligent and observant
- Be caring and compassionate
- Be accountable



Integrity

- Be trustworthy
- Be authentic
- Be open and honest



Inclusivity

- Encourage engagement
- Promote equality
- Be collaborative

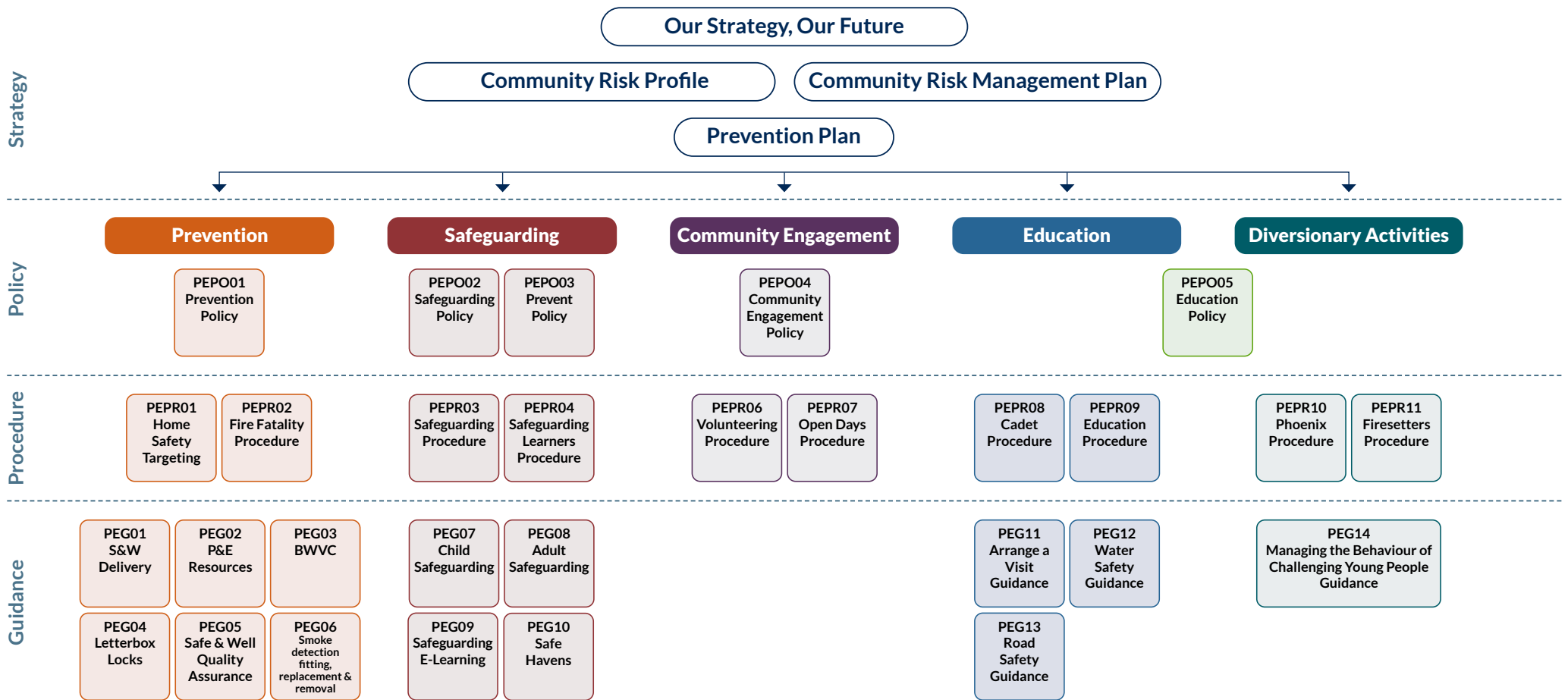


Learning

- Be curious
- Seek and encourage development
- Continuously improve

Bringing our Vision to Life

To support our vision of 'Creating the Safest Community,' we have established a comprehensive governance framework for our prevention initiatives. This includes strategic documents, policies, procedures, and guidance materials that encompass the full scope of our prevention activities.



Risk Stratification

By using these key areas, along with CRP and other intelligence, we can identify more accurate risk groups to direct our activities. The process evaluates how likely events are to occur, how much influence we have on delivering actions, and then considers the impact on the community, individuals, or the ability of our services to function effectively.

This approach also supports an inequalities-focused prevention model by enabling TWFRS to apply a universal offer while prioritising activity where risk and vulnerability are concentrated, helping to reduce avoidable differences in harm across communities.

Community / Individual / Corporate Impact of Risk / Incident Type

- High Priority
- Moderate Priority
- Low Priority

Likelihood of occurrence
X
TWFRS Influence

| | Minor | Moderate | Serious | Major | Fatal |
|-----------|-------|-----------------------------------|--|---|--|
| Very High | | Post Non-Fatal Dwelling Fire Risk | | Repeated Deliberate Fire Risk | Known home Fire Safety Risk Safeguarding |
| High | | | Medium Risk CYP | Post Fatal Dwelling Fire Risk High Risk CYP Mental Health (persons in crisis) | Drivers – Road Safety Isolated Deliberate Fire Risk |
| Moderate | | Universal Risk CYP | | Data Led Home Fire Safety Risk Motorcyclists – Road Safety | Water Rescue Risk |
| Low | | | Vulnerable Road Users (i.e. pedestrians, cyclists) | Generic Home Fire Safety Risk | |
| Very Low | | | | Outdoor Fires Including Wildfire Risk | Rail Transport Incidents |

This then allows us to target and prioritise our activity to those at greatest risk through our **Prevention Activity Priority Model**.

| Risk Area | What informs our risk? | Engagement Model | Resource | Priority Level & Activity |
|--|---|----------------------------------|---|--|
| Home Fire Safety (including new and emerging risks) | Known Home Fire Safety Risk - Triage referral | Targeted Specialist Intervention | Community Safety Advisor | ● Priority S&W visit |
| | Known Home Fire Safety Risk - Occupier request (med risk +) | Targeted Specialist Intervention | Community Safety Advisor | ● Priority S&W visit |
| | Data Led Home Fire Safety Risk - Targeting procedure | Targeted Intervention | Community Safety Advisor Ops Crews | ● Targeted S&W visit |
| | Home Fire Safety risk - Post Incident | Targeted Specialist Intervention | Community Safety Advisor Ops Crews | ● Hot Strike, Community reassurance visits |
| | Universal Home Fire Safety Risk including occupier request low risk | Universal Intervention | OHFSC | ● Campaigns, Community Events, social media |
| Children & Young People | Known High Risk CYP - Referral | Targeted Specialist Intervention | Phoenix Staff P&E FSI trained personnel | ● Phoenix ● Fire Safety Intervention |
| | Data Led Medium Risk CYP | Targeted Early Intervention | Phoenix Staff King's Trust Staff P&E FSI trained personnel Community Safety Advisors Education Officers | ● Phoenix ● Targeted Schools Education ● Kings Trust |
| | Universal CYP | Universal Intervention | Community Safety Advisors Education Officers Ops Crews | ● Cadets ● SafetyWorks! ● Key Stage Visits ● Campaigns and Community Events |

| | | | | |
|--|---|--|---|---|
| Road Safety | Known High Risk Drivers - Referral | Targeted Specialist Intervention | Education Officers | ● YOS / Prison |
| | Data Led High Risk Drivers | Targeted Intervention | Education Officers, Ops Crews | ● Young Driver ● Pre-Driver, Driving for Better Business ● Campaigns, Community Events |
| | Motorcyclists | Universal Intervention | Education Officers, Volunteers | ● Biker Down, campaigns |
| | Vulnerable Road Users (pedestrians/horse riders etc.) | Universal Intervention | Education Officers | ● SafetyWorks!, Campaigns, Community Events |
| Water Safety | Businesses near watercourses | Targeted Intervention | Education Officers | ● Water Responder Scheme |
| | Recreation users of/near water | Universal Intervention | Education Officers, Ops Crews, Volunteers | ● Campaigns, Community Events |
| | Mental Health related incident or referral | Universal Intervention | Education Officers, Ops Crews | ● Campaigns, Community Events |
| Environmental | CRMP | Deliberate Fires | Education Officers, Ops Crews | ● Key Stage Visits (Yr7), Campaigns, Community Events |
| | | Recreational outdoor users including camping | Education Officers, Ops Crews | ● Campaigns, Community Events |
| Physical & Mental Health, and Safeguarding | It is recognised these risk areas impact all person-centred prevention activity and are considered within the development of each delivery activity, and strategic areas of work. | | | ● All prevention activities |

Anticipatory Risk and Emerging Trends

In addition to analysing current and historic incident data, the Service will increasingly adopt an anticipatory approach to prevention by identifying emerging and future risks through trend analysis, horizon scanning and post-incident learning. This includes reviewing near-misses, changes in technology, socio-economic pressures, and evolving community behaviours to inform initiative-taking prevention activity. This approach ensures that our prevention activity remains dynamic, forward-looking, and responsive to emerging risk, rather than solely reactive to past incidents.

Strategic Areas of Work

To ensure we continue to 'create the safest community,' our strategic areas of work will be developed to support the delivery of our 9 Key Prevention Areas by improving our integral processes, partnerships, and activities.

Home Fire Safety

Objective / Commitment (taken from CRMP)

- **We will** continue to develop and review our risk stratification index and other data intelligence methods.
- **We will** use intelligence and data to ensure resources are targeted to reach the most vulnerable groups and those at highest risk, while providing home fire safety options for all.
- **We will** deliver safe and well visits using the eight core components under the person-centred framework.
- **We will**, in key prevention areas, take an active system-leadership role within local and regional partnerships, supporting shared priorities, coordinated delivery and joint outcomes.
- **We will** develop competence levels for staff who deliver home fire safety activities.
- **We will** undertake fatal fire reviews internally and with our partners to identify areas for learning and notable good practice.

How we will achieve it

By working with a range of key partners to identify individuals with vulnerabilities and ensure they receive access to home safety interventions where required.

By promoting the Safelincs OHFSC tool for self and partner referrals.

Review all fire fatalities and share learning from these.

Provide a structured training and quality assurance programme for safe and well delivery.

By contributing prevention expertise, data insight, and operational leadership to multi-agency arrangements to maximise collective impact and improve outcomes for communities.

How we will measure success

Success in this area will be:

A reduction in casualties in accidental dwelling fires across Tyne and Wear, this will be combined with an overall reduction in accidental dwelling fires.

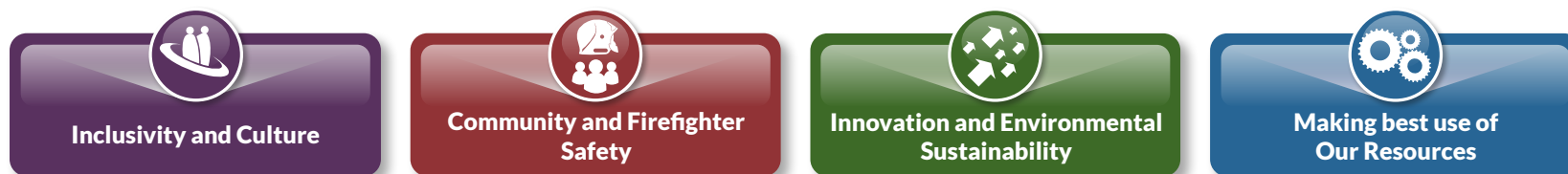
This will be measured through evaluating Prevention Key Performance indicators and will be reported on every quarter to the Performance Action Group.

Increase in self and partner referrals.

Quality assurance database to assess service wide performance.

Home Fire Safety Visits

Service Goals



Offers

Online Home Fire Safety Check Safe and Well visits
Hot Strike
SafetyWorks
Community engagement
Campaigns (local, regional and national/NFCC)

Legal Requirements or Mandatory Duties

Fire and Rescue Service Act 2004
Fire and Rescue National Framework for England (Section 2 – Delivery of Functions: Prevent and Protect)
[Home Safety Act 1961](#)
[Housing Act 2004](#)
[Care Act 2014](#) (safeguarding adults)
[Children Act 2004](#)

National guidance

Fire Standards Board
[NFCC Person Centred Framework](#)
[NFCC Standard Data Requirement Person Centred Framework](#)
[NFCC Evaluation Framework for Home Fire Safety Visits](#)
[NFCC Prevention Evaluation](#)
[NFCC Home Fire Safety Check](#)
Core Code of Ethics for Fire and Rescue Services (England)

Partners engaged

NHS
Local Authorities
Healthcare/Adult social care
Housing providers
Northumbria Police
VCSE organisations
Utility providers
StayWise

Safeguarding

Objective / Commitment (taken from CRMP)

- **We will** continue to work closely with our safeguarding children and adult partners.
- **We will** collaborate with our partners to safeguard our vulnerable communities through the identification and early detection of abuse and neglect.
- **We** ensure all staff are trained to recognise signs of abuse and appropriately report it.
- **We will** quality assure safeguarding referrals into Local Authorities to ensure they are appropriate and timely.
- **We will** undertake self-assessments and invite external audits.

How we will achieve it

By providing training to ensure our staff can identify all types of abuse.

Being active members of all five local authorities adult boards and children's partnerships.

Undertaking peer assessments with our local authority partners.

Using the NFCC safeguarding self-assessment tool.

By working alongside our NFCC and regional colleagues to support the safeguarding agenda.

How we will measure success

Success in this area will be:

Healthier and more resilient communities, leading to a reduction in casualties from accidental dwelling fires.

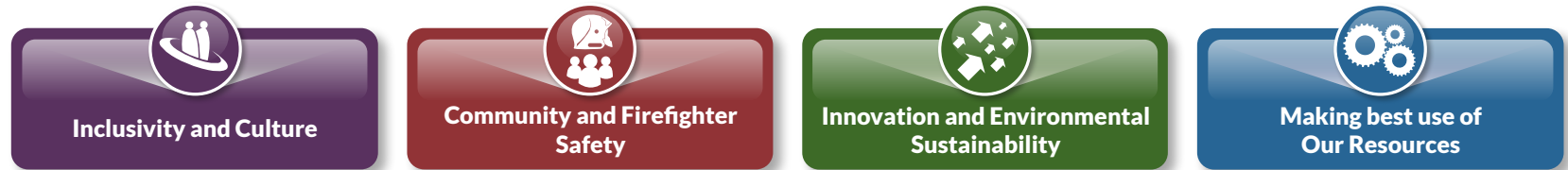
Quarterly Performance through PAG, Performance and Improvement Board & Fire Authority Policy and Performance Board.

Bi-monthly meeting with Service Safeguarding Lead.

Audit and self-assessment outcomes.

Safeguarding

Service Goals



Offers

Safeguarding is an essential element of all prevention offers

Legal Requirements or Mandatory Duties

[Fire and Rescue Service Act 2004](#)
[Fire and Rescue National Framework for England \(Section 2 – Delivery of Functions: Prevent and Protect\)](#)
[Care Act 2014](#) (safeguarding adults)
[Children Act 2004](#)
[Working Together to Safeguard Children](#)
[Safeguarding Vulnerable Groups Act 2006](#)
[Protection of Freedoms Act 2012; Part 5](#)
[United Nations Human Rights Convention on the Rights of the Child](#)
[Mental Capacity Act 2005](#) & [Mental Health Act 1983](#)
 Equality Act 2010 & Public Sector Equality Duty (PSED)
[Policing and Crime Act 2017](#) – duty to collaborate
[Modern Slavery Act 2015](#)
 Information-sharing duties (Data Protection Act 2018 / UK GDPR)
[Counter-Terrorism and Security Act 2015](#) (PREVENT)
 Serious Violence Duty

National guidance

[Core Code of Ethics for Fire and Rescue Services \(England\)](#)
[NFCC Safeguarding Guidance for Children, Young People and Adults](#)
[NFCC Safeguarding Self-Assessment Toolkit](#)

Partners engaged

Local Authorities Healthcare
 Adult social care
 Children's Services
 Northumbria Police
 NHS
 Housing providers

Children & Young People (CYP)

Objective / Commitment (taken from CRMP)

- **We will** ensure our approach to CYP takes account of socio-economic data, adverse childhood experiences, and pedagogy to inform and target our interventions.
- **We will** monitor trends to ensure resources are targeted to reach the most vulnerable CYP groups.
- **We will** undertake intervention at the right level, targeting those most at risk.
- **We will** provide access to our CYP services to high-risk groups and under-represented communities.
- **We will** support the Serious Violence Board to improve community outcomes through early intervention with CYP concerning knife, ASB and other crime.
- **We will** engage with a wide range of regional and local authorities to support multi-agency interventions to support individual at-risk young people and their communities.

How we will achieve it

By creating a dashboard to analyse IMD, DFE and other educational risk factor data to target individuals and communities with the potential for greatest risk.

By using research to identify best practice interventions aligned with the safety issues and learning / support needs of targeted young people.

By creating a performance dashboard for incident activity involving CYP, which includes analysis of service Local Indicators (LI) data measures to evaluate success.

By providing targeted specialist intervention through Fire Safety Interventions and Phoenix.

By providing, with our partners, targeted early intervention through the Phoenix, Kings Trust Team programme, targeted school visits, and the Fire Cadets.

By providing universal intervention through schools' education, StayWise resources, community events, and online messaging.

By working with local strategic groups that form part of our statutory duties relating to ASB and Serious Violence Duty.

By supporting ELT / SLT with the information required to promote and embed TWFRS interventions into local authority and regional CYP activity.

By delivering interventions using proportionate universalism—universal safety education for all, with enhanced targeted/specialist interventions where socio-economic risk and vulnerability are highest.

How we will measure success

Success in this area will be:

A reduction in CYP being harmed in incidents involving fire, water, and road traffic collisions.

A reduction in the involvement of CYP in anti-social behaviour activities of all types; and a long-term reduction of CYP becoming high-frequency public service users of the future.

By measuring Local Indicators and external impact measures (including school attendance/exclusion, behavioural and post school progression data), reported to Performance Action Group / Policy and Performance Committee.

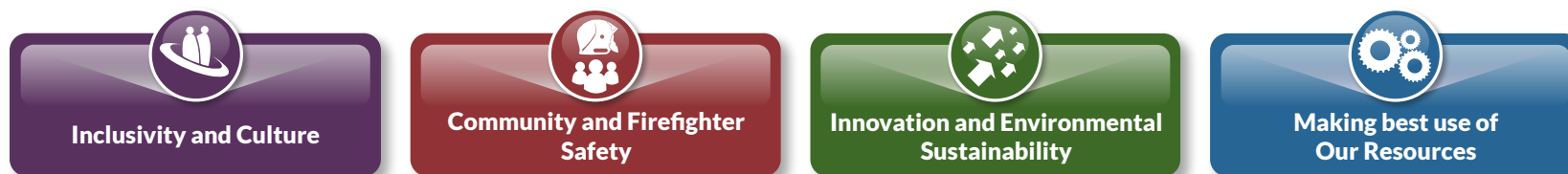
Success will be an increase in delivered CYP interactions recorded through the IRMP form and monitored at department level.

By capturing stakeholder voice feedback on effectiveness and impact of interventions.

By working regionally and nationally with other fire and rescue services, local partners, (NFCC, Local authorities, YJS, mayoral authority etc.) we will measure and benchmark the long-term impact of our activity and interventions.

Children & Young People (CYP)

Service Goals



Offers

| | |
|--|--|
| Fire Safety Intervention Phoenix Kings Trust Cadets | SafetyWorks! Schools Education Campaigns Community Engagement |
|--|--|

Legal Requirements or Mandatory Duties

[Fire and Rescue Service Act 2004](#)
[Children Act 2004](#)
[Working Together to Safeguard Children](#)
[Safeguarding Vulnerable Groups Act 2006](#)
[Serious Violence Duty](#)
[Anti-social Behaviour, Crime and Policing Act 2014](#)
[Crime and Disorder Act 1998](#)
[Anti-social Behaviour, Crime and Policing Act 2014](#)

National guidance

[Core Code of Ethics for Fire and Rescue Services \(England\)](#)
[NFCC Children and Young People Strategic Intent](#)
[NFCC Children and Young People Guidance](#)
[NFCC Fire Setting Intervention Guidance](#)
[NFCC CYP Training and Competencies Guidance](#)
[NFCC Early Intervention Implementation Framework](#)
[NFCC Fire Cadet National Collaborative Framework](#)
[NFCC Serious Violence Duty Briefing Note](#)

Partners engaged

| | |
|---|---|
| Fire and Rescue Services NFCC NHS Local Authorities Northumbria Police Schools | Youth work providers Kings Trust Job Centre Local employers StayWise Youth Justice Service |
|---|---|

Road Safety

Objective / Commitment (taken from CRMP)

- **We will** use intelligence and data to ensure resources are targeted to reach the most vulnerable road users.
- **We will** use a risk stratification process to prioritise interventions through a data-led approach targeting drivers, motorcyclists, vulnerable road users.
- **We will** take an active system-leadership role with a wide range of local, regional, and national partners to support multi-agency interventions through a co-ordinated approach, supporting shared priorities, coordinated delivery and joint outcomes aimed at reducing the number of road users killed or seriously injured.

How we will achieve it

By utilising data from a range of sources including FRS incident data, North East Ambulance incident data and national road safety partnership data and statistics.

By using research to identify best practice interventions and align these with the safety issues relating to road safety.

By contributing prevention expertise, data insight, and operational leadership to multi-agency arrangements to maximise collective impact and improve outcomes for communities.

By targeting road safety education for schools for pupils in key stages 2,3,4 and 5 through visits to schools and SafetyWorks!

By incorporating road safety education in our CYP programmes.

By providing targeted specialist intervention to Youth Justice Services (YJS) and Prisons.

How we will measure success

Success in this area will be:

A reduction in people being harmed or killed in road traffic collisions and road-related incidents.

This will be measured through monthly collision data collated through Road Safety GB North East.

Success will be an increase in delivered road safety interactions recorded through the IRMP form and monitored at Performance Action Group.

By capturing stakeholder voice feedback on effectiveness and impact of interventions.

By working regionally and nationally with other fire and rescue services, local partners, NFCC, Local Authorities, YJS, Mayoral Authority etc. we will measure and benchmark the long-term impact of our activity and interventions.

Road Safety

Service Goals



Offers

SafetyWorks!
 Schools Education
 Pre-Driver Programme
 Young Driver
 Prison
 YJS
 Driving for Better Business
 Biker Down
 Campaigns

Legal Requirements or Mandatory Duties

Fire and Rescue Service Act 2004
 Fire and Rescue National Framework for England (Section 2 – Delivery of Functions: Prevent and Protect)
[The Road Traffic Act, Section 39](#)
 Serious Violence Duty

National guidance

Core Code of Ethics for Fire and Rescue Services (England)
[NFCC Road Safety Position Statement](#)
[NFCC Road Safety Group](#)
[NFCC Motorcycle Safety](#)
[NFCC Road Safety Resources and Partners](#)

Partners engaged

| | |
|-------------------------------|----------------------------|
| Fire and Rescue Services NFCC | HMP Northumberland |
| StayWise | Youth Justice Service |
| Northumbria Police | Educational establishments |
| Local Authorities | |
| NHS / NEAS | |
| Road Safety GB North East | |

Water Safety

Objective / Commitment (taken from CRMP)

- **We will** use intelligence and data to ensure resources are targeted to reach the most vulnerable groups.
- **We will** use a risk stratification process to prioritise interventions through a data-led approach.
- **We will** support water safety education for CYP, particularly those at highest risk.
- **We will** take an active system-leadership role with a wide range of local, regional, and national partners to support multi-agency interventions through a co-ordinated approach, supporting shared priorities, coordinated delivery and joint outcomes.
- **We will** promote recreational activity prevention messages (for example, lone runners and water sports).

How we will achieve it

By utilising data from a range of sources including FRS incident data, Police incident data and national data and statistics.

By using research to identify best practice interventions and align these with the safety issues relating to water safety.

By contributing prevention expertise, data insight, and operational leadership to multi-agency arrangements to maximise collective impact and improve outcomes for communities.

By targeting water safety education for schools for pupils in key stages 2, 3 and 5 through visits to schools and SafetyWorks!

Through the identification of, engagement with and training of waterside businesses to promote the early intervention and rescues of persons who enter the water.

By ensuring that recreational users of water understand the risks they may be exposed to.

By incorporating water-related education in our CYP programmes.

How we will measure success

Success in this area will be:

A reduction in water-related casualties.

Success will be an increase in delivered water safety interactions recorded through the IRMP form and monitored at Performance Action Group.

By capturing stakeholder voice feedback on effectiveness and impact of interventions.

By working regionally and nationally with other fire and rescue services, local partners, NFCC and Local Authorities we will measure and benchmark the long-term impact of our activity and interventions.

Water Safety

Service Goals



Offers

Waterside Community Responder Scheme
SafetyWorks!
Schools Education sessions
Campaigns and initiatives

Legal Requirements or Mandatory Duties

Fire and Rescue Service Act 2004
Fire and Rescue National Framework for England (Section 2 - Delivery of Functions: Prevent and Protect)

National guidance

Core Code of Ethics for Fire and Rescue Services (England)
[NFCC Be Water Aware](#)

Partners engaged

Local Authorities
Northumbria Police
NHS / NEAS
VCSE organisations
Waterside and nighttime economy businesses

Physical & Mental Health

Objective / Commitment (taken from CRMP)

- **We will** be an active member of the Tyne and Wear Local Authority Health and Wellbeing boards.
- **We will** proactively engage with suicide prevention collaboratives to support programmes and initiatives that strengthen local responses to suicide, enhance resilience, and improve wellbeing.
- **We will** work with NFCC mental health boards to understand fire-related activity linked to mental health.
- **We will** support our partners in the delivery of serious violence reduction initiatives to build resilient communities, particularly among CYP.

How we will achieve it

By ensuring our staff are trained to identify health-related issues, and signpost accordingly, particularly those risk factors that link directly to mental and physical health.

By collaborating with partners to identify those at risk of self-harm and signpost or refer for intervention where necessary.

By ensuring our staff are trained in trauma-informed practices, particularly those working with CYP.

How we will measure success

Success in this area will be:

Healthier and more resilient communities within Tyne and Wear leading to a reduced reliance on public services in the future.

This will be measured through all person-related incident types by the Service Performance Action Group.

Physical & Mental Health

Service Goals



Offers

Falls assessments
CYP offers

Legal Requirements or Mandatory Duties

Fire and Rescue Service Act 2004
Fire and Rescue National Framework for England (Section 2 – Delivery of Functions: Prevent and Protect)
Care Act 2014
[Children Act 2004](#)

National guidance

Core Code of Ethics for Fire and Rescue Services (England)

Partners engaged

NHS
Local Authorities
Healthcare / Adult social care
Northumbria Police
VCSE organisations

Arson

Objective / Commitment (taken from CRMP)

- **We will** monitor trends to ensure resources are targeted to reach the most at risk groups.
- **We will** collaborate with our partners to engage individuals at risk of fire setting behaviour through the identification and early signs.
- **We will** continue to collaborate closely with our partners to reduce risk of reoffending for persons convicted of arson.
- **We** ensure all staff are trained.

How we will achieve it

By using research to identify best practice interventions and align these with the safety issues and learning / support needs of the targeted individuals.

By engaging with local partners to educate and inform them of the TWFRS arson reduction programmes.

By working with a range of key partners to identify at risk individuals providing an easy referral pathway.

By delivering high quality interventions using staff trained and with accredited qualifications.

How we will measure success

Success in this area will be:

Healthier and more resilient communities, leading to a reduction in casualties and property damage from fire.

Reduction in recidivism of deliberate fire setting behaviours.

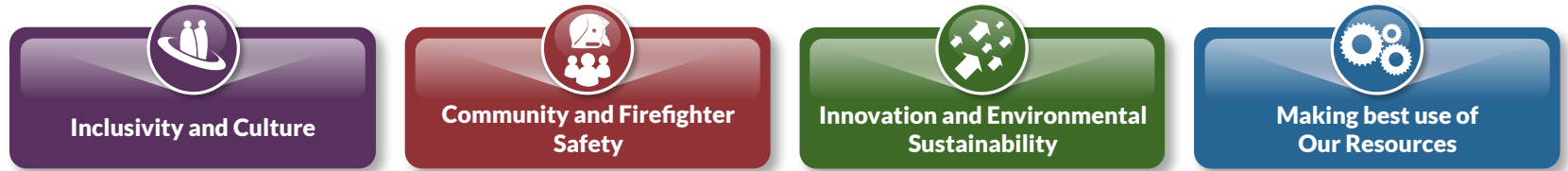
Success will be an increase in delivered interactions recorded through the IRMP form and monitored at department level.

By capturing stakeholder voice feedback on effectiveness and impact of interventions.

By working regionally and nationally with other fire and rescue services, local partners, NFCC and Local Authorities we will measure and benchmark the long-term impact of our activity and interventions.

Arson

Service Goals



Offers

Fire-P
Fire Safety Interventions (FSI)
Just a Normal Day (Arson Video)

Legal Requirements or Mandatory Duties

Fire and Rescue Service Act 2004
Fire and Rescue National Framework for England (Section 2 – Delivery of Functions: Prevent and Protect)
[Policing and Crime Act 2017](#) – duty to collaborate
Information-sharing duties (Data Protection Act 2018 / UK GDPR)
Serious Violence Duty

National guidance

Core Code of Ethics for Fire and Rescue Services (England)
[NFCC Fire Setting Intervention Guidance](#)

Partners engaged

NFCC
Northumbria Police
Children's Services
Youth Justice Service
Probation Service
Prisons
Education Establishments

Environmental Risk

Objective / Commitment (taken from CRMP)

- **We will** monitor incident trends and use intelligence and data to ensure resources are targeted to reach the most vulnerable environmental areas.
- **We will** implement a wildfire campaign, particularly during periods of excessive heat.
- **We will** provide CYP education about deliberate outdoor fires and the impact these have on the Service, community, and environment.

How we will achieve it

By collaborating with partners and landowners to educate the community on the risk associated with wildfires and environmental fire spread.

The Service delivers targeted prevention and education activity aimed at reducing human-caused ignitions, which account for most wildfires.

Developed campaigns jointly with partners and targeted at known risk behaviours, locations, and times of year, including deliberate fire-setting, inappropriate use of barbecues and campfires, and unsafe disposal of smoking materials.

By supporting Service Delivery areas in providing tailored resources.

By incorporating deliberate fire interventions into year 6, 7 and 8 SafetyWorks! school visits and community events.

How we will measure success

Success in this area will be:

A reduction in outdoor fire incidents, particularly those during periods of excessive heat.

This will be measured quarterly by the Performance Action Group.

Environmental Risk

Service Goals



Offers

SafetyWorks!
Campaigns
Community Engagement

Legal Requirements or Mandatory Duties

Fire and Rescue Service Act 2004
Fire and Rescue National Framework for England (Section 2 – Delivery of Functions: Prevent and Protect)

National guidance

[NFCC Wildfire Position Statement](#)
[NFCC Wildfire Prevention Advice](#)
[NFCC Prepare and Protect Against Wildfire](#)

Partners engaged

NFCC
Regional Fire and Rescue Services
Northumbria Police
Environment Agency
Landowners / Managers
Local Authorities
Local Resilience Forum (LRF)
Met Office

New & Emerging Risks

Objective / Commitment (taken from CRMP)

- **We will** identify new and emerging risks to people, processes and items, devices and physical things through local and national intelligence and data.
- **We will** plan and deliver interventions to address newly identified risks.
- **We will** ensure risks are reduced in a timely manner or added to an existing workstream for ongoing intervention.

How we will achieve it

Working with local and national partners to identify and share new and emerging risks.

By creating an action plan for each new and emerging risk identified to allocate the most effective existing intervention or commission the development of new techniques and approaches.

New and emerging action plans will be reviewed to ensure effectiveness, impact and value for money and prioritised for future action.

How we will measure success

Success in this area will be:

An overall decrease in incident types relating to new and emerging risks.

New & Emerging Risks

Service Goals



Offers

All relevant prevention workstreams

Legal Requirements or Mandatory Duties

Fire and Rescue Service Act 2004
Fire and Rescue National Framework for England (Section 2 – Delivery of Functions: Prevent and Protect)
To be determined considering the specific risk

National guidance

Core Code of Ethics for Fire and Rescue Services (England)

Partners engaged

To be determined considering the specific risk

Quality Assurance and Evaluation

To guarantee the Strategy’s effectiveness and its alignment with organisational goals, we will implement comprehensive quality assurance and evaluation frameworks. Consistent reporting, regular stakeholder consultation, and independent audits will allow us to assess the impact of our initiatives, pinpoint opportunities for refinement, and demonstrate cost-effectiveness.

As a public sector organisation, our monitoring and evaluation processes will prioritise transparency, accountability, and customer satisfaction, providing insights that inform our decision-making and drive continuous improvement both locally within the department and informing the wider organisation.

We will monitor prevention reach and outcomes by place and inequality indicators to understand whether activity is reducing unequal risk and to identify any gaps in access or impact.

The Head of Prevention and Education provides strategic oversight of all quality assurance and evaluation activities ensuring that findings, learning, and performance outcomes are acted upon and inform continuous improvement of prevention activity.

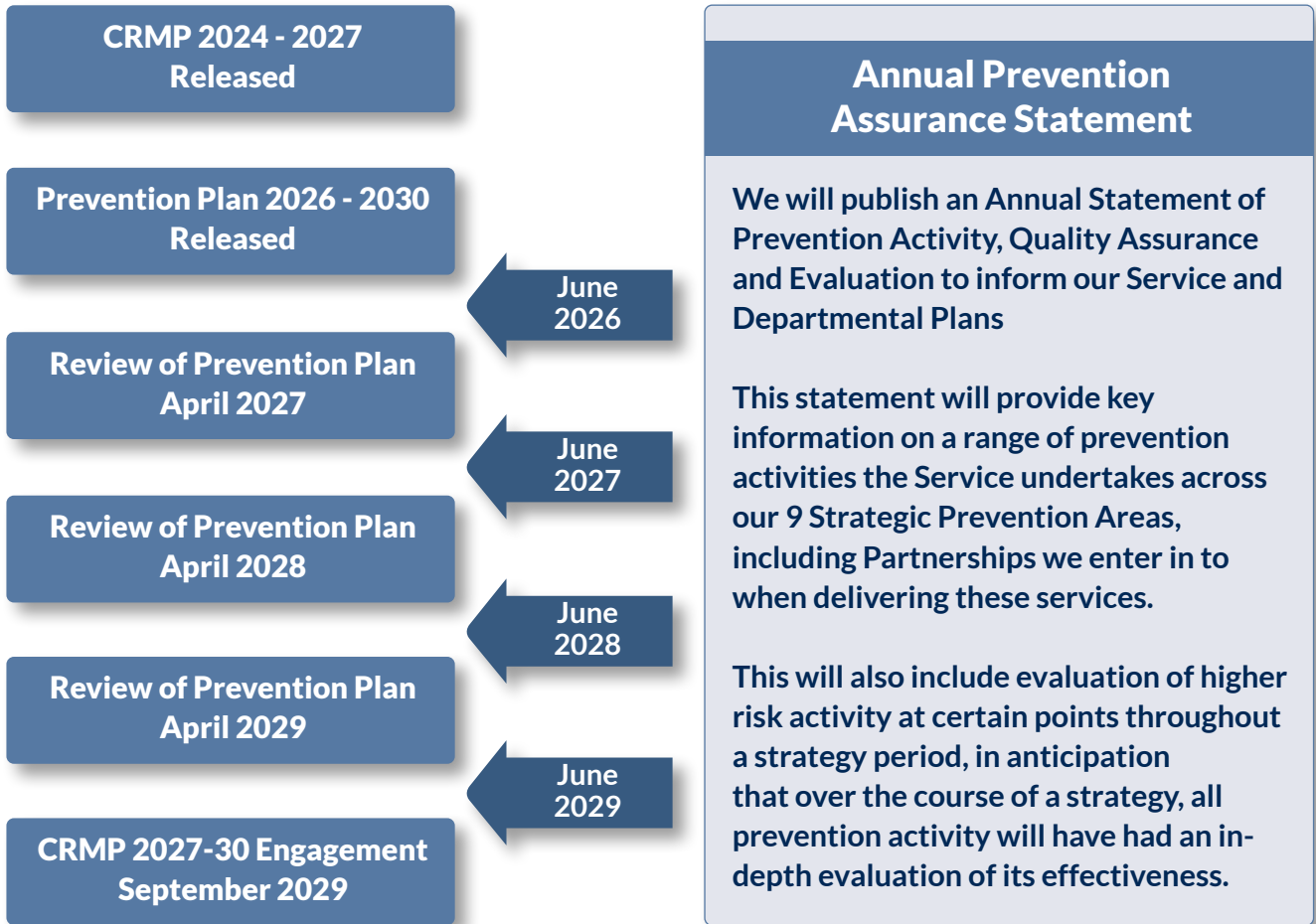
To strengthen assurance and learning, selected prevention activities will be subject to independent evaluation or peer challenge, including collaboration with academic partners or other fire and rescue services where appropriate. Findings will be used to inform improvement, share learning, and demonstrate confidence in the effectiveness of prevention activity.

The Service will actively contribute to national prevention learning through engagement with NFCC prevention networks, sharing practice insight, and supporting national campaigns where appropriate. This commitment ensures that learning from local prevention activity contributes to wider sector improvement and consistency.

The TWFRS quality assurance and evaluation procedure outlines how these approaches are used to ensure the effectiveness of our workstreams, value for money and to drive continuous improvements. A summary of these approaches is outlined below.

| Area | Quality Assurance | Evaluation |
|------------------|--|--|
| Focus | Delivery quality and efficiency | Effectiveness and impact |
| Primary Question | Are we doing things right? | Are we doing the right things? |
| Data Type | Process data, staff effectiveness, stakeholder voice, service quality measures, outcome data | Outcome data, impact measures, sometimes economic analysis, published research |
| Timescale | Ongoing, routine | Periodic or project based |
| Purpose | Improvement | Strategic decision-making |
| Users | Managers, frontline staff, operational leadership | Commissioners, strategic leaders, researchers |

Prevention Plan and Risk Assessment Cycle



Glossary

| | |
|----------------|--|
| ASB | Anti-Social Behaviour |
| CPD | Continuous Professional Development |
| CRMP | Community Risk Management Plan |
| CRP | Community Risk Profile |
| CYP | Children and Young People |
| ELT | Executive Leadership Team |
| LRF | Local Resilience Forum |
| NEAS | North East Ambulance Service |
| NFCC | National Fire Chiefs Council |
| OHFSC | Online Home Fire Safety Check |
| PAG | Performance Action Group |
| PSED | Public Sector Equality Duty |
| S&W | Safe and Well visit |
| SLT | Senior Leadership Team |
| TWFRS | Tyne and Wear Fire and Rescue Service |
| VCSE | Voluntary, Community and Social Enterprise YJS Youth Justice Service |
| YOS | Youth Offending Service |

Considerations

[State of Fire and Rescue \(England\) 2025](#)

[Core Code of Ethics for Fire & Rescue Services \(England\)](#)

TWFRS Our Strategy Our Future

TWFRS Community Risk Profile 2025 - 2030

TWFRS Community Risk Management Plan 2024 - 2027 TWFRS Local Indicators

- LI01 - Deaths from Accidental Dwelling Fires
- LI02 - Deaths from all Fires
- LI03 - Injuries from Accidental Dwelling Fires
- LI05 - Injuries from all Fires
- LI08 - Accidental Fires in Dwellings (including LI09 & LI10)
- LI16 - Deliberate Secondary Fires (including LI18)

[Fire Standards Board – Approved Standards](#)

[Effectiveness, efficiency, and people 2023-25 – Tyne and Wear Fire and Rescue Service](#)

[Equality Act 2010](#)

[Public Sector Equality Duty](#)

[Fair Society, Healthy Lives, The Marmot Review – Institute of Health Equity](#)

[Home Safety Act 1961](#)

[Housing Act 2004](#)

[Domestic Abuse Act 2021 \(domestic abuse and sexual violence\)](#)

[Care Act 2014 \(safeguarding adults\)](#)

[Children Act 2004 \(safeguarding children\)](#)

[Working Together to Safeguard Children](#)

[Modern Slavery Act 2015](#)

[Safeguarding Vulnerable Groups Act 2006](#)

[Protection of Freedoms Act 2012; Part 5](#)

[United Nations Human Rights Convention on the Rights of the Child](#)

[Mental Capacity Act 2005 & Mental Health Act 1983](#)

[Policing and Crime Act 2017 – duty to collaborate](#)

Crime and Disorder Act 1998

[Anti-social Behaviour, Crime and Policing Act 2014](#)

[Counter-Terrorism and Security Act 2015 \(PREVENT\)](#)

[Serious Violence Duty](#)

[Serious and organised crime strategy 2018](#)

[The Road Traffic Act, Section 39](#)



Tyne and Wear Fire
and Rescue Service



PREVENTION PLAN 2026 - 2030