



**South Yorkshire
FIRE & RESCUE**

OUR STORY

*South Yorkshire Fire & Rescue's
10 year vision for the future...*

...the story so far.



THE STORY

So far



It's been three years since we launched a new, long term vision as we seek to become one of the UK's leading fire and rescue services.

We called this vision '*Our Story*' and it was developed to help every member of staff, regardless of rank or role, understand the impact of their work, the behaviours expected of them and their place in supporting our future.

This guide looks back on everything we've achieved in that time, as well as looking to the future and the things we are still yet to deliver.

INTEGRITY

“I’m very grateful to work for an organisation with great values. I find SYFR to be an inspiring and motivational organisation with a great culture to help one another. We aim to stick to our values and be a helping hand for the public, achieving our purpose of making people safer. I couldn’t think of a greater place to work.”

Henry Zemah, HR Administrator

OUR PURPOSE

Making
**SOUTH
YORKSHIRE
SAFER &
STRONGER**

This is our purpose. It’s why we exist and it’s what guides the things we do.

The Covid-19 pandemic has shown that we achieve our purpose in more ways than you might think. Whether it’s been delivering food and medicine to vulnerable, isolated people, supporting the national vaccination programme or helping deliver PPE to frontline health workers, we’ve shown that there is more that we can contribute to our communities than we are traditionally associated with.

At the same time, we’ve kept our core work going too. By delivering Home Safety Checks in the homes of the most vulnerable, adapting the way we deliver education and support to young people, scaling up our business fire safety work in the wake of the Grenfell Tower inquiry or responding to large scale incidents like flooding and moorland fires, we’re proving that we are as relevant to our communities now as we’ve ever been.

Everything we do should continue to be delivered with our purpose in mind.

“To me, being a great place to work means that I look forward to going to work before every shift. It’s never a worry or something I dread because the people are great and the job we do is worthwhile.”

Firefighter Gemma Senior

OUR ASPIRATIONS

Be a great place to work



We set out to create the right culture, values and behaviours to make this a brilliant place to work that is inclusive for all.

Part of achieving this goal is about the people we employ and the support we give our staff.

It's why we continue to work hard to attract as diverse a range of people as possible to apply for a role within the fire and rescue service. We've also invested in face-to-face equality, diversity and inclusion training for everyone and reinvigorated our staff networks to help support are staff to be the best they can be at work.

We've made good progress towards improving the range of health and wellbeing support available to staff. Our Employee Assistance

Programme offers round the clock wellbeing support to all staff and their loved ones and the Critical Incident Wellbeing Support scheme offers new help to operational crews following traumatic incidents.

We're also now introducing support in new areas, such as financial wellbeing.

We also said that we would review and simplify our procedures so that everyone knows what is expected of them. Station and district plans one example of where we've achieved this.

A happy, fulfilling workplace is everyone's responsibility though. That's why it's important we continue to take individual responsibility for the examples we set, behaviours we show and the team and watch cultures we help to create.



“ Our work is about making people safer within the South Yorkshire Area. It’s important to continue to build trusted relationships with local people and businesses in the communities that we serve- not only through our actions of helping people at incidents, carrying out community safety work but through any contact that SYFR staff have with local people, as we go about our working day, in order to demonstrate that we are here to help and put local people first. ”

Joanne Fell, Financial Services Manager

OUR ASPIRATIONS

Put local people first



This aspiration is all about putting the interests of the public ahead of our own. We said we would spend money carefully, use our resources wisely and collaborate with others to provide the best deal to the communities we serve.

We’ve made big steps forward in our procurement processes, developing more effective relationships with our suppliers and often joining forces with other fire and rescue services to buy equipment and firefighter PPE for better value.

We’re also continuing to support emergency services collaboration. A joint community safety department and a new joint vehicle fleet workshops facility between South Yorkshire Police and ourselves the highest profile examples of where we have made this a reality.

Importantly, we’re adopting ‘benefits realisation’ across all our projects and programmes- including emergency service collaboration- so that we can be sure the things we’re working on are delivering the cost savings, efficiencies and wider benefits we say they will. In some cases, we’ve even asked independent researchers to evaluate the effectiveness of our work.

Our latest Integrated Risk Management Plan reintroduces a set of 999 response time standards. Informed by the views of our residents, these standards make it easier for members of the public to analyse our performance and to hold us to account.

New performance reporting software also makes it easier for staff, Fire Authority members and other stakeholders to use real-time data to help plan and scrutinise our work.

In the next few years, we intend to continue to carry out longer term planning against our needs, adopt best practice wherever possible, get the most out of our buildings and facilities, and identify further opportunities to collaborate.



OUR ASPIRATIONS

*Strive to be the best
in everything we do*



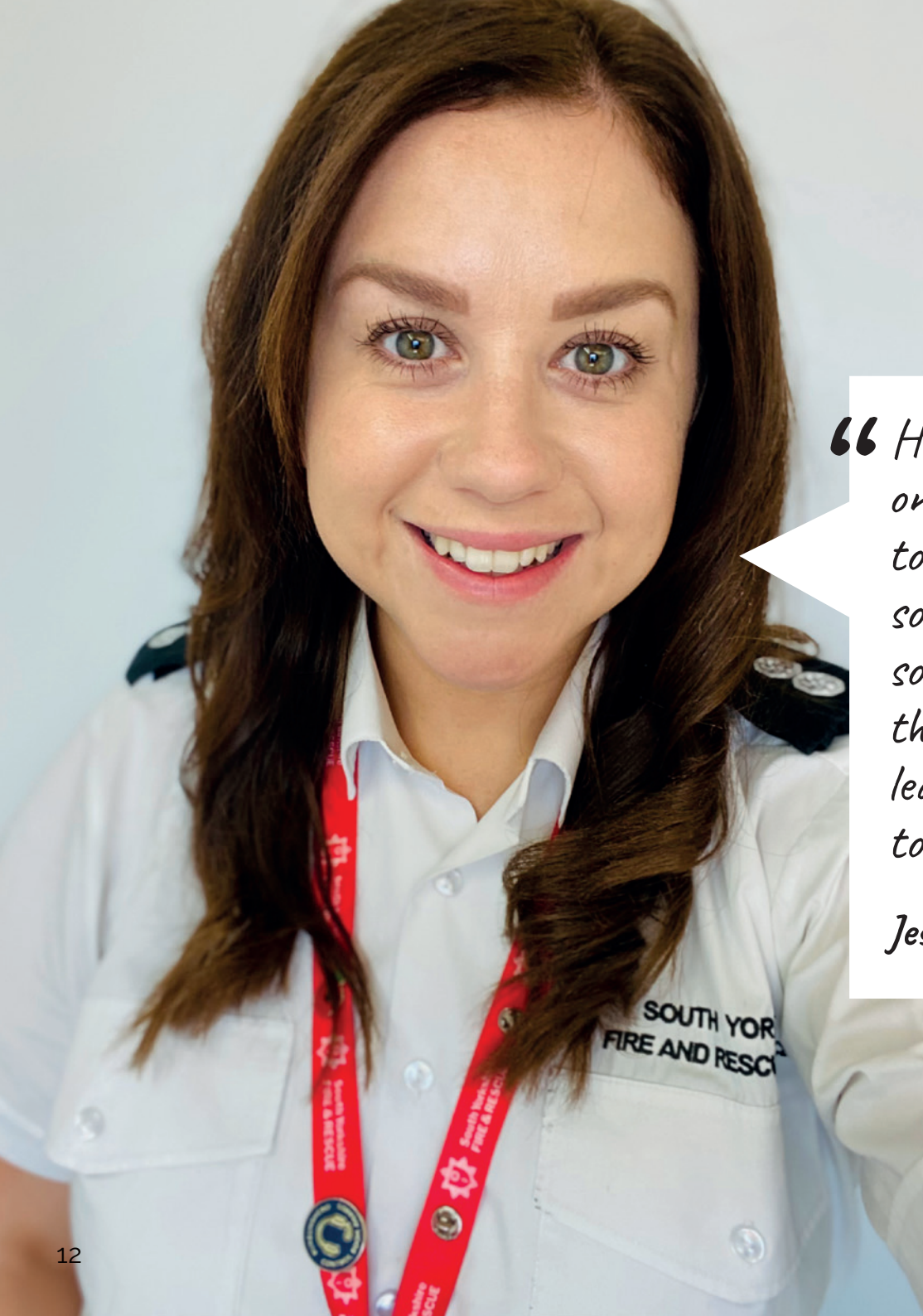
We will work with others, make the most of technology and develop leaders to help us to become the very best at what we can be.

Key to achieving this goal is the implementation of our service improvement plan - a plan which seeks to adopt learning and recommendations from sources including the Grenfell Tower and Manchester Arena inquiries, as well as local and national reports by Her Majesty's Inspectorate of Constabulary and Fire & Rescue Services (HMICFRS). We've made really good progress with the actions we've listed and made investments to speed up the progress of others.

We're now on with delivering phase two of the service's digital transformation programme, which aims to use technology more widely to make us better and more efficient at what we do. The pandemic has sped up much of this work, with video conferencing, virtual training and electronic forms now well embedded across the service.

A new Firefighter Safety Team is working to make sure learning from local and national incidents is better shared and embedded across the service- improving our response to incidents as well as helping to ensure the safety of our operational crews.

There is no end date to service improvement though. Our goal throughout the next few years should be to continuously look for ways to improve our performance and adapt to the changing needs of our communities.



“Honesty to me means being real with not only others, but yourself. It is important to be proud when you have accomplished something and accountable when something has not gone so well. I believe this creates openness in the workplace, leads others by example, and empowers us to make change without fear of failure.”

Jess Grayson, WM Control

“Behaving in a respectful way is something I witness every day within South Yorkshire Fire & Rescue. Treating others the way we would expect to be treated is the ‘golden rule’. This creates mutual trust so that we all feel valued and able to do the best that we can whilst at work.”

Lee Patterson, Health and Safety Manager





“ People hear what you say and they see what you do. If these two things align then you will be acting with integrity. Even better if you align what you think to what you say and ultimately what you do. So if you make agreements, stick to them. If you can't stick them then be honest and explain why. We are all often successful but we all sometimes fail. We will learn from both success and failure if we embrace both outcomes and look to move on, make improvements and place value in our ability to accept when we get things wrong. If we can all do this more, then the results we are seeking are more likely to be realised. ”

Chris Kirby, Deputy Chief Fire Officer

OUR BEHAVIOURS

Our behaviours are the way we believe all of our staff should act at work, regardless of rank or role. They were developed by staff themselves and remain as important now as they've ever been.



HONESTY

Be open and honest in everything we do.

INTEGRITY

Do what we say we will do and following through on promises.

RESPECT

Respect people and trust them to do a good job.

OUR BEHAVIOURS

Staff have told us through surveys and interviews that our behaviours are relatively well known and understood across the service, but aren't always consistently upheld. It's up to all of us to think about the way we act towards others when we're at work and, if necessary, constructively challenge when we think people are getting it wrong.

As well as our own, core behaviours, we have also adopted a new national code of ethics which all fire and rescue service staff must abide by. Several of the five ethical principles for fire and rescue staff already reflect the elements we've set out in Our Story.

The five principles are:

PUTTING OUR COMMUNITIES FIRST

We put the interests of the public, the community, and service users first.

INTEGRITY

We act with integrity including being open, honest, and consistent in everything that we do.

DIGNITY AND RESPECT

We treat people with dignity and respect, making decisions objectively based on evidence, without discrimination or bias.

LEADERSHIP

We are all positive role models, always demonstrating flexible and resilient leadership. We are all accountable for everything we do and challenge all behaviour that falls short of the highest standards.



EQUALITY, DIVERSITY, AND INCLUSION (EDI)

We continually recognise and promote the value of EDI, both within the FRS and the wider communities in which we serve.

We stand against all forms of discrimination, create equal opportunities, promote equality, foster good relations, and celebrate difference.

*Now, we must make sure that
as a service we demonstrate
our commitment to this code.*





HOW IT ALL FITS TOGETHER

The idea of a long term vision like *'Our Story'* is that it should become the 'golden thread' which runs through everything we do.

We've already done much to embed the key parts of this story in what we do. For example, they form part of important strategic documents like our Integrated Risk Management Plan and Annual Service Plan. They also form part of station and district plans and the corporate performance indicators, which we use to measure ourselves against.

Our aspirations also match the three pillars of the HMICFRS inspection regime- People ('Be A Great Place to Work'), Efficiency (Put Local People First) and Effectiveness (Strive To Be The Best)

Our behaviours are referred to in our employee code of conduct, complement those set out in a new national code of ethics and they should also form part of every member of staff's personal review.

THE FUTURE

The next few years will see lots more change affect our service and the fire and rescue sector at large. The country's recovery from the pandemic, potential changes in governance, new legislative requirements and the recommendations of bodies like HMICFRS may all present us with new challenges and opportunities.

Whilst our shorter term plans may change or evolve though, our overall purpose and goals remain the same, as we seek to become one of the UK's leading fire and rescue services and provide the best possible service to the people of South Yorkshire.





Thank you

for your help in making South Yorkshire safer and stronger.

