

Positive Action Plan 2017-19

	Objective / Actions	Expected Outcomes	Update on Actions	Status	CMT Lead	
1.	Work with Beds Police and with the wider fire sector through CFOA / NFCC to share good practice around positive action work and where appropriate share contacts and other resources.	To build on our Positive Action work for 2017 and beyond.	<p>Following meetings with Bedfordshire police and the wider FRS actions have been added to strengthen our whole time recruitment campaign, these are captured within the EA on the 2015 & 2017 recruitment campaigns</p> <p>Our developed materials were shared with Home Office and NFCC to assist with national product development. BFRS now has access to new national materials supporting On-Call firefighter recruitment.</p> <p>Inclusion strategy developed as part of the Services People Strategy</p>	Completed	HSDA/DA	
2.	Produce a range of recruitment leaflets, banners, videos which promote women across all communities and men and women from Black, Asian and other Ethnic Minority Communities.	To have a stock of Positive Action recruitment material for use across the Service, recruitment fairs for distribution at community events.	The Service now has a stock of positive action recruitment leaflets, posters, banners, cardboard cut outs for distribution at community events	Completed	HSDA/CEM	
3.	Contribute to the development of the BAME educational and career guide, produced by the Black Solicitors Network.	The BAME - educational and career guide has proven to be an informative resource to help young people consider a range of career options.	<p>Copies of the magazine have been secured and it is now available on-line as a resource for the Service to reference at career fairs and school visits.</p> <p>BFRS will continue to look for areas where it can improve awareness of employment opportunity across all under-represented groups.</p>	Completed	HSDA	

4.	Make contact and develop relationships with representatives of Black majority churches and Mosques across Bedford and Luton.	Contacts generated to support recruitment Service wide.	Relationships are being developed, this work will benefit from the dedicated recruitment officer being in post and the Positive Action volunteers that have been recruited from across the Service.	On-going	HHR + HP	
5.	Produce guidance materials and positive action tool kit for station open days, community engagement events, have a go days and RDS recruitment campaigns.	Positive Action tool kit and recruitment literature available at every station.	Guidance and recruitment materials have been produced to support station open day recruitment stalls, have a go days and RDS recruitment	Completed	HP + HOR	
6.	Distribute recruitment messages, alongside safety campaigns at key community events i.e. Luton Carnival, Eid festival and Bedford River festival.	Encourage people from under-representative groups to sign up to the Positive Action list.	Recruitment leaflets, banners and giveaways have been produced and continues to be distributed at community events. Representation at events aims to be cross-department and ensure that recruitment forms part of any campaign where appropriate. Bedford River Festival, Luton Carnival and Mela events have all been supported.	On-going	HP	
7.	Review success from previous recruitment event around positive action initiatives to inform future recruitment campaigns.	Utilising lessons learnt from previous recruitment and Positive Action events will strengthen future campaigns and ensure the Service reaches under-represented groups.	Both the 2015 and 2017 recruitment process has received a vigorous review, which was presented to CMT in July 2018 as an Equality Assessment report and supporting paper. This will inform our approach to our current 2018-19 campaign. A copy of the EA report was provided to HMICFRS on request. The Service is able to see progress in attraction rates across under-represented groups year on year.	Completed	HSDA	
8.	Continue to roll out Unconscious Bias training aimed at staff and management involved in the	Addressing issues of unconscious bias in recruitment decisions.	All managers with responsibility for recruitment have been through the unconscious bias training programme.	Completed	HSS	

	selection process.		Development of an in-house package to ensure this area of learning can be refreshed and maintained is being undertaken.			
9.	Hold 'have-a go-events' at our Fire Stations targeted at Women and BAME Communities.	To provide information to under-representative groups about the recruitment process and provide opportunities for a better insight of the physical requirements of being a firefighter.	Stations covering Luton, Dunstable & Bedford will be putting on 'Have A Go' (HAG) events linked to the recruitment campaign. Although materials are generic; the recruitment is targeted at under-represented groups. This has shown to be more effective at attracting candidates. A specific HAG event for BAME is being planned as part of Black History Month	On-going	HOR	
10.	Maintain contact with people who have expressed an interest in a career as a firefighter, maintain the positive action list and maintain communication and engagement with those on the list.	Ensure that people are kept up-to-date about any recruitment campaigns, community events and 'Have a go days'.	The Positive Action list has been refreshed in line with GDPR requirements. Everyone on the list is kept up to date with recruitment campaigns and informed of the HAG days and recruitment events.	On-going	HSDA	
11.	Utilise working with the young such as cadets and Fire Forward.	Maximise contacts with Under-represented groups.	A priority list of schools and colleges across Bedford, Luton and Dunstable has been produced, which will be used to inform a planned programme of recruitment talks	On-going	HP	
12.	Develop the Service's social media approach to promote vacancies and to support Positive Action initiatives.	Growth of Positive Action list by increasing the reach of our campaigns.	The Service website has an on-line PA form where people who are interested can register their details and receive up to date information	On-going	HSDA	
13.	Review the 2015/17 whole-time recruitment process to guide positive action work for 2018 and beyond.	Identify what worked well and areas for improvement for future campaigns.	Both the 2015 and 2017 recruitment process has received a vigorous review, which has informed our approach to our current campaign. The Service is able to see progress in attraction rates across under-represented groups' year on year.	Completed	HSDA	

14.	Develop a positive action working group to support an annual program of engagement with community, faith groups, school, colleges and career fairs as well as Bury Park community centre and other such centres that are based in and used by diverse communities, to raise the profile of recruitment opportunities to both men and women from BAME communities.	Raise the profile of the Service amongst diverse and younger communities.	<p>A recruitment working group has been formed to oversee recruitment activities.</p> <p>The Service now has a team of staff to support recruitment activities. These include staff from cross-function areas including On-Call, wholetime and support roles.</p> <p>A list of schools and career fairs has been produced for visits in 2018</p>	Completed	HSDA	
15.	Identify a number of BAME newspapers in which the Service can advertise job vacancies	To assist reaching a wider audience for all vacancies across the Service	The Service has expanded its list of potential places to advertise vacancies in, they include the Daily jang, Muslim News, the voice and Cooltura.	Completed	DA / HHR	

Abbreviations

CEM	Communications & Engagement Manager
HP	Head of Protection
HOR	Head of Response
HOSS	Head of Service Support
DA	Diversity Advisor
HSDA	Head of Service Development and Assurance
HHR	Head of Human Resources
BAME	Black, Asian and Minority Ethnic