



Homes for Haringey

# **Fire Safety Communication Strategy**

**September 2019**



## **1. Background**

### **1.1. Resident safety is our priority**

- 1.1.1.** Following Grenfell Tower fire in June 2017, Homes for Haringey have increased the efforts to ensure that all buildings meet the highest safety standard and that our residents are safe in their homes.
- 1.1.2.** We set up the Fire Safety Group which is focusing on all elements related to fire safety. As part of that, we have been investigating cladding, doors and we are checking fire breaks and compartmentation within the building itself. Where we have found any problems, we have been working with our contractors to arrange necessary works and repairs.
- 1.1.3.** We are continuously working with our suppliers, contractors, industry experts including London Fire Brigade to make sure right steps are taken to protect our residents.
- 1.1.4.** Communication with residents about safety matters, particularly around fire safety, is of utmost importance to us.

### **1.2. Hackitt recommendations**

- 1.2.1.** Following Grenfell Tower fire in June 2017, Dame Judith Hackitt has been tasked with the review of the Building Regulations, particularly for the high-rise residential buildings.
- 1.2.2.** The Hackitt Review reinforces the importance of residents knowing what their own responsibilities are for keeping their homes and the homes of their neighbours safe, and that it is the landlord's role to educate residents of these responsibilities.
- 1.2.3.** The Hackitt Review places an emphasis on engagement, recommending a resident engagement strategy to support transparency of information and partnership with residents, which should outline how the information is shared with residents, information about their rights and responsibilities, and involvement in decision-making on changes to their building that could impact on safety.
- 1.2.4.** Although Hackitt's recommendations have been in principal agreed, the precise requirements for landlords are still to be finalised in the legally



binding document. Homes for Haringey will ensure that it fulfils the statutory duties and requirements.

Homes for Haringey

- 1.2.5. We support the findings of the Hackitt Review and have been working to adopt some key recommendations into our way of working.
- 1.2.6. Following initial recommendations from Hackitt review, we share the outcomes of all Fire Risk Assessments on our website. Upon request, we also provide copies of these assessments to residents.
- 1.2.7. Homes for Haringey also carry out Person Centred Fire Risk Assessments to our most vulnerable residents.

## 2. Aims and objectives

We fulfil Homes for Haringey's Vision:

*'Housing is about people and communities, not just brick and mortar. This means mixed and inclusive neighbourhoods, where residents can lead happy and fulfilling lives.'*

...through the below set of aims and objectives

- Community safety: To support the vision by helping to cut deaths and injuries through community safety campaigns and interventions.
- Community engagement & consultation: To support public consultation and engagement through improved and accessible communication and information.
- Delivering efficiency and value: To develop new approaches to communication which reduce costs whilst providing effective and measurable results.
- Internal relations: To maintain an excellent and effective relationship with all employees through open and timely two-way communication.
- Managing reputation: To promote and celebrate the success of the organisation and to enhance its reputation.
- Operations and emergencies: To provide the resources and communications channels to allow us to work with partners to deliver accurate and timely public information on operational incidents and emergencies.
- Partnership working: To support the work of our partners and play our part in campaigns and initiatives aimed at improving safety and health.



### 3. Brand and corporate identify

- 3.1.** We recognise the importance of the image Homes for Haringey and consequently Haringey Council present to the outside world. This includes the professionalism, quality and consistency of public safety documentation, advertising and website, as well as the visual image projected by vehicles, uniforms, signage and stationery.
- 3.2.** We seek to ensure consistency and quality of its visual image, whilst ensuring that any communication is undertaken in a cost-effective manner.

### 4. Communication channels

**4.1.** Communication with residents and other stakeholders will be using a variety of channels, supported by the 'Community and Resident Engagement Strategy'.

**4.2.** External means of communication include:

- HFH website
- Social media
- Leaflets/Publications
- Magazines
- Door knocking
- Estate Safety days

**4.3.** Internal means of communication include:

- Staff training
- Briefings
- Intranet
- E-newsletter
- Notice boards
- Team briefs
- Workplace

### 5. Delivering the strategy

**5.1.** This strategy supports the Homes for Haringey's Communication Strategy, set of internal policies, procedure and processes to ensure that everyone understands their role in communicating on behalf of the organisation, and how we will work together to ensure that the key principles of communication are followed.



**5.2.** The use of the Communication plans, agreed key messages and position statements will ensure that our key stakeholders and members of our communities are provided with consistent, accurate and timely information.

## **6. Monitoring and evaluation**

**6.1.** It is important that our communication is monitored and the effectiveness is properly measured to ensure it continues to meet the key aims and objectives.

**6.2.** Examples of the approaches to monitor outputs/outcomes may include:

- Satisfaction surveys
- Feedback forms
- Residents scrutiny feedback
- Compliments
- Complaints
- Enquiries received
- Number of attendees at events
- Internal/external audits
- Etc.

## **7. Scrutiny and Oversight**

**7.1.** Fire safety related matters and developments are shared and consulted on via our existing governance arrangements with

- Homes for Haringey Board
- Audit and Risk Committee
- Overview and Scrutiny Committee
- Etc.

**7.2.** Furthermore, we are committed to work closely with Haringey Council. We ensure Commissioning team are periodically updated on progress and involved in discussions.

### Fire Safety Communication Plan

The Fire Safety Communication Strategy is supported by the below Fire Safety Communication Plan to deliver consistent fire safety message/information internally and externally through a range of communication channels.

#### INTERNAL

|          | <b>Issue</b>  | <b>Action</b>  | <b>Responsible team/person</b>  |
|----------|---|--|---|
| <b>1</b> | Ensure that all HFH officers have an easy access to fire safety information and are empowered to provide a consistent message on fire safety queries. | <p>Ensure and periodically review the information available on internal HFH website is up to date, including relevant policies, procedures, FAQ, technical information, etc.</p> <p>Ensure that relevant officers received training and information.</p> | <p>Fire Safety Team<br/>Comms Team</p> <p>Learning and Development Team</p> |
| <b>2</b> | Uniformity of approach and a consistent message within HFH  | <p>Ensure and periodically review policies and procedures:</p> <ul style="list-style-type: none"> <li>• Clear Communal Areas Policy</li> <li>• Mobility scooters</li> <li>• Security Grilles and Gates</li> <li>• Hoarding</li> </ul>                    | <p>Estates and Neighbourhood Improvement Team<br/>Tenancy Services</p>      |
| <b>3</b> | Provision of Fire Safety information to staff   | Fire safety information relevant to specific properties or property types must be readily available at central location.   | Fire Safety Team  |

**EXTERNAL**

|          | <b>Issue</b>   | <b>Action</b>   | <b>Responsible team/person</b>                                      |
|----------|--|---|---|
| <b>4</b> | Fire safety information available within the HFH website is easy to find and located in one dedicated area | <p>Ensure and periodically review information on the website:<br/>Advice to households, including information on electrical appliance safety and advice to improve fire safety awareness</p> <p>Specific fire safety advice for residents in flats/blocks<br/>Information on residents' duties and responsibilities in relation to fire safety should be displayed.</p> <p>Ensure links to other sources of information are available, e.g. LFB website, Gov.uk</p> | <p>Fire Safety Team<br/>Comms Team<br/>Estate Services Team</p>     |
| <b>5</b> | Provide up to date fire safety information at sign ups/tenancy visits                                      | <p>Ensure that all new residents and receive the current fire safety information.</p> <p>Existing residents should receive updated information at tenancy checks/visits.</p>  | <p>Voids team<br/>Tenancy Services<br/>Fire safety team</p>         |
| <b>6</b> | Residents need to understand the importance of fire safety   | <p>Periodic fire safety messages included in means of communication to residents:</p> <ul style="list-style-type: none"> <li>• Website</li> <li>• Twitter</li> <li>• E-newsletter</li> <li>• Homes Zone</li> <li>• Estate Safety days</li> <li>• Standard fire safety notices for estate noticeboards</li> </ul>  | <p>Comms team<br/>Fire Safety Team<br/>Resident Engagement Team</p> |

|          |  |  |  |
|----------|--|--|--|
|          |  | <ul style="list-style-type: none"> <li>• Posters displayed in front-line offices</li> <li>• Leaflets, etc.</li> </ul>  |  |
| <b>7</b> | Additional support for tenants/residents living with increased fire risk due to personal health issues and other vulnerabilities | <p>Ensure systems are in place to flag and identify vulnerable groups or individuals most at risk from a range of issues including fire safety.</p> <p>Annual inspections of sheltered housing blocks, high rise and hostels.</p> <p>Provide a tailored fire safety advice to vulnerable residents including a home Fire Safety Visit by LFB, completion of PCFRA to new residents and periodic review of existing PCFRAs.</p> | <p>Tenancy Services<br/>Support and Wellbeing Service</p> <p>Fire Safety Team</p> <p>Tenancy Services<br/>Voids team<br/>Support and Wellbeing Service</p> |
| <b>8</b> | All residents have means of getting an access to fire safety information   | <p>Ensure all residents have access to a range of communication channels for 'on-demand' fire safety information</p> <ul style="list-style-type: none"> <li>• HFH website</li> <li>• Social media</li> <li>• Contact details for Fire Safety Team</li> <li>• Feedback/complaints</li> <li>• Call centre</li> </ul>   | <p>Fire Safety Team<br/>Feedback team<br/>Comms Team<br/>Call centre</p>   |