



East Sussex
Fire & Rescue Service

**Planning & Improvement
Corporate Business
Plan 2024/2025**

Planning & Improvement 2024/25 Business Plan

Assistant Director - Planning & Improvement

Commitment No. 1: Delivering high performing services									
Ref No.	Description of Activity	Responsible Officer (role)	Start date	End date	Outputs	Outcomes	Re-source Assigned Y/N	Budget Y/N	Performance Indicator if relevant
1	Prepare the draft 2025- 30 CRMP document for to be considered at September 2025 FA meeting, the Consultation programme delivered through October & November 2025, and the final 2025-30 CRMP and consultation results considered and approved at the February 2026 FA meeting	AD P&I	01/04/24	01/05/25	Draft and Refreshed CRMP for 2025/30	Ability to provide evidence for evidence based decision making to support next IRMP	Y	Y	CP/MT FP
2	Deliver the consultation process for Mayfield Options appraisal that is compliant with procurement rules	AD P&I	01/04/24	01/12/24	Consultation programme, consultants engaged Public events Report on outcomes to CFA for December 2024	Robust consultation process	Y	N	
3.	Deliver the consultation process including pre engagement for the 2025/30 CRMP, that is compliant with procurement rules	AD P&I	01/04/24	31/12/25	Consultation programme, consultants engaged Public events Report on outcomes to CFA	Robust consultation process	Y	To be bid for in SC	

4	Oversee the HMICFRS inspection process commencing December 2024, including the preparation of the self assessment and strategic briefing	AD P&I	01/04/24	01/03/25	Meetings booked. Gap analysis Document request Self assessment Strategic briefing	Well managed inspection process	Y	Y	CP
5	Deliver the strategic planning and star chamber process 2024/25	AD P&I	01/04/24	01/01/25	Set of business plans Strategies refreshed and in date	Assurance provided to the service in respect of relevant areas	Y	Y	
6	Implementation of the NFCC data standard in respect of data and intelligence and report to APGG	AD P&I	01/04/24	31/03/25	Gap analysis against NFCC data standard Report to APGG	Compliance with NFCC standard	Y	Y	
7	Implement the Mobilising POV project leading to the development of a data warehouse	AD P&I	01/04/24	01/12/24	mobilising data reports and POV of a data warehouse	Completion and delivery of business case Ability to report mobilising data	Y	Y	
8	Prepare a business case for the Simpsons Associate centre of excellence and data strategy	AD P&I	01/06/24	01/09/24	Business case Bid to star chamber	An organisation that knows its business & manages performance	Y	N	
9	Deliver the APGG and governance group, meeting preparation and agenda	AD P&I	01/04/24	01/03/25	Agenda managed and published on time	Assurance provided to the service in respect of relevant areas	Y	Y	

Planning & Intelligence

Commitment No. 1: Delivering high performing services									
Ref No.	Description of Activity	Responsible Officer (role)	Start date	End date	Outputs	Outcomes	Re-source Assigned Y/N	Budget Y/N	Performance Indicator if relevant
1	Manage the development of the options appraisal for Mayfield including the <ol style="list-style-type: none"> 1. procurement of the consultation provider 2. development of the consultation programme 3. coordination and provision of the modelling requested 4. production of relevant reports 	Planning & Intelligence Manager	01/04/24	31/12/24	Consultation programme Plan and schedule of events Robust modelling Relevant CFA reports Management of meetings	Robust consultation process	Y	N	
2	Manage the development of the 2025/30 CRMP process including the <ol style="list-style-type: none"> 1. procurement of the consultation provider 2. development of the consultation programme 3. coordination and provision of the modelling requested 4. production of relevant reports 	Planning & Intelligence Manager	01/04/24	28/02/26	Consultation programme Plan and schedule of events Robust modelling Draft CRMP plan Relevant CFA reports Management of meetings	Draft 5 year plan	Y	N	

	5. CRMP document ready for consultations								
3	Run the HMICFRS inspection process including, co-ordination of the meetings. Documents requests, self assessment and relevant reports to CFA	Planning & Intelligence Manager	01/04/24	01/03/25	Meetings booked. Gap analysis Document request Self assessment	well managed inspection process	Y	Y	
4	Business Intelligence Insight development - through the POV continue to develop the Insight	Planning & Intelligence Manager	01/03/24	31/03/24	Business Intelligence System	Effective performance management system providing data for robust decision making	Y	N	
5	Assist with the POV Mobilising project. Delivering against the project plan, undertaking training as required, backfilling the data analyst post.	Planning & Intelligence Manager	01/04/24	31/12/24	Accurate performance reporting business intelligence requirements from Vision to support the next CRMP and strategic assessment of risk	Effective performance management system providing data for robust decision making	N	N	
6	Assist with the development of the Simpsons Associate centre of excellence and data strategy business case	Planning & Intelligence Manager	01/06/24	30/09/24	Production of a business case Bid for star chamber	An organisation that knows its business & manages performance	Y	N	
7	To lead the business planning process and performance monitoring. •Assist ADPI in the delivery of 6 strategic planning days •Support the star chamber process	Planning & Intelligence Manager	01/04/24	31/12/25	Annual Strategic Assessment Business Plans Performance reports	An organisation that knows its business & manages performance	Y	Y	

8	Assist in the implementation of the NFCC data standard in respect of data/ insight and intelligence and provide a report to APGG	Planning & Intelligence Manager	01/04/24	31/03/25	Gap analysis against NFCC data standard Report to APGG	Compliance with NFCC standard	Y	TBD	
9	Establish consultation plan for Mayfield options appraisal 1. Engage consultation and facilitate the consultation programme including staff, public and stakeholders. 2. Book external venues and prepare relevant briefing packs. 3. Prepare relevant report for submission at CFA, pre and post consultation	Planning & Intelligence Analyst - Community Risk	01/04/24	30/12/24	Consultation programme to include stakeholder, staff, public and councillor	Achievement of the services purpose and commitments Local engagement Raised public awareness	Y	N	

10	<p>Establish consultation plan for CRMP 2025/230</p> <ol style="list-style-type: none"> 1. Engage consultation and facilitate the consultation programme including staff, public and stakeholders. 2. Book external venues and prepare relevant briefing packs. 3. Prepare relevant report for submission at CFA, pre and post consultation 	Planning & Intelligence Analyst - Community Risk	01/04/23	30/12/25	Consultation programme to include stakeholder, staff, public and councillor	<p>Achievement of the services purpose and commitments</p> <p>Local engagement Raised public awareness</p>	Y	N	
11	Provide modelling options for Mayfield options appraisal	Planning & Intelligence Analyst - Community Risk	01/01/24	01/06/24	Modelling options to support proposals	Ability to provide evidence for evidence based decision making to support MTFP	Y	Y	
12	Prepare and write draft CRMP plan for consultation	Planning & Intelligence Manager	01/04/24	01/05/25	Draft CRMP	<p>Achievement of the services purpose and commitments</p> <p>Local engagement Raised public awareness</p>	Y	Y	
13	Monitor progress compliance against the NFCC CRMP fire standard as Subject matter expert	Planning & Intelligence Analyst - Community Risk	01/04/24	31/03/25	Compliance against standards	Ability to provide evidence for evidence against fire standard	Y	Y	

14	Update predictive modelling toolkits FSEC, Phoenix with 5 years data once available	Planning & Intelligence Analyst - Community Risk	01/04/24	31/03/25	Up to date modelling toolkits	Ability to provide evidence for evidence based decision making to support next IRMP	Y	Y	
----	---	--	----------	----------	-------------------------------	---	---	---	--

Business Services, Communications & Marketing Department

Commitment No. 1: Delivering high performing services									
Ref No.	Description of Activity	Responsible Officer (role)	Start date	End date	Outputs	Outcomes	Re-source Assigned Y/N	Budget Y/N	Performance Indicator if relevant
1	Assist in the delivery of the communications plan for the 2025-30 Community Risk Management Plan to be <i>considered at September 2025 FA meeting, the Consultation programme delivered through October & November 2025, and the final 2025-30 CRMP and consultation results considered and approved at the February 2026 FA meeting</i>	Communications and Marketing Manager	01/04/24	01/04/26	Regular, appropriate and targeted communications Communications plan which will provide regular comms for service brief and strategic managers seminars	Engaged and informed workforce Informed and supportive public and stakeholders	Y	Y	

2	Deliver and evaluate the communications plan for the Mayfield options appraisal including assisting with pre engagement and the associated consultation	Communications and Marketing Manager	01/03/24	01/12/24	Regular, appropriate and targeted Communications communications plan which will provide regular comms for service brief and strategic managers seminars	Engaged and informed workforce Informed and supportive public and stakeholders	Y	Y	
3.	Design, deliver and evaluate a communications plan for CRMP for staff public and stakeholders, including the consultation programme	Communications and Marketing Manager	01/03/24	01/09/26	Regular, appropriate and targeted communications Communications plan which will provide regular comms for service brief and strategic managers seminars	Engaged and informed workforce Informed and supportive public and stakeholders			
4	Develop the new Communication and Consultation strategy to be reported to CFA in 2024	Communications and Marketing Manager	01/03/24	01/12/24	New communications and engagement strategy	Engaged and informed workforce Informed and supportive public and stakeholders	Y	Y	

Commitment No. 2: Educating our communities

Ref No.	Description of Activity	Responsible Officer (role)	Start date	End date	Outputs	Outcomes	Resource Assigned Y/N	Budget Y/N	Performance Indicator if relevant
5	Assist in the Internal Audit of communications and feedback methods	Communications and Marketing Manager	01/04/24	01/03/25	Internal audit report with recommendations	Positive audit outcome	Y	Y	

6	Communications and Engagement strategy year 3 Refine and improve targeting of our agreed communications and engagement programme for prevention and protection activities	Social Media and Publicity Officers	01/04/24	01/03/25	Deliver agreed campaign calendar Accidental Dwelling Fires – Save Safely (winter) Accidental Dwelling Fires - Be Your Own Hero (summer) Road safety –fatal four (all year) Road safety –Be Bright Be Seen (winter) Road safety –Tales of the Road (summer) Water Savvy, Water Safe Wildfire/outdoor safety Protection - legislative changes	These are linked to the thematic plans. Each campaign will have individual aims and objectives and an evaluation report will be produced	Y	Y	
7	Participate in the co-creation and delivery of agreed campaigns from partners including the National Fire Chiefs Council, Fire Kills, Royal Life Saving Society, the Royal National Lifeboat Institute and Safer Sussex Roads	Social Media and Publicity Officer	01/04/24	01/03/25	Deliver and/or adapt campaign materials in line with our agreed calendar of activities	We will focus on ensuring that these are better targeted and reflect the needs and cultures of our diverse communities	Y	Y	

Commitment No. 3: Developing a multi-skilled, safe and valued workforce									
Ref No.	Description of Activity	Responsible Officer (role)	Start date	End date	Outputs	Outcomes	Re-source Assigned Y/N	Budget Y/N	Performance Indicator if relevant
8	Communications and Engagement strategy year 3 Provide media training for Fire Authority members on IRMP	Communications and Marketing Manager	01/04/24	01/03/25	Training session	CFA members who are able to deal with appropriate questions and queries factually and confidently	Y	Y	
9	Support the delivery of the Employee Engagement action plan	Internal Communications Officer	01/03/24	31/03/25	Outputs are defined in the action plan owned by HR and OD	Outcomes are defined in the action plan owned by HR and OD	Y	Y	
10	We will continue to invest in communication around the Health Safety and Wellbeing Strategy. We will focus on how we can improve the delivery of critical safety information, promote wellbeing champions and a positive health and safety culture, organisational wellbeing and our health and safety management systems	Internal Communications Officer	01/03/24	31/03/25	Integrated communications campaign	There is an uptake in understanding around Health, Safety and Wellbeing	Y	Y	
11	Deliver the Future foundations communications plan	Communications and Marketing Manager	01/03/24	31/03/25	Integrated communications campaign	A workforce that is aware of changes	Y	Y	

Democratic Services

Commitment No. 1: Delivering high performing services									
Ref No.	Description of Activity	Responsible Officer (role)	Start date	End date	Outputs	Outcomes	Re-source Assigned Y/N	Budget Y/N	Performance Indicator if relevant
1	Provide a guide to report writing to accompany the further roll out of modern gov	Democratic Services Manager	01/04/24	31/12/24	Better trained and more effective managers	Supports the Service's aim to develop multi-skilled staff.	Y	Y	
2	Support the CIPFA working group	Democratic Services Manager	01/04/24	01/03/25	Report to S&A Adherence to nationally recognised guidance	Supports the Service and Fire Authority in ensuring that they are exercising good governance and finding new ways to ensure this where possible. Ensure that the Fire Authority is meeting its requirements under the CIPFA guidance	Y	Y	
3	Update & implement the Member induction programme for any new Fire Authority Members	Democratic Services Manager	01/04/24	01/03/25	Better trained and more effective Fire Authority Members	Supports the Service & Fire Authority by ensuring that our Elected Members are prepared and well informed in order to effectively undertake their roles.	Y	Y	
4	Undertake a review of the FA's Constitution to ensure any necessary amendments are reported to the FA for approval. Make minor textual amendments to full document to ensure it is	Democratic Services Manager	01/04/24	01/07/24	Adherence to nationally recognised guidance	Supports the Service and Fire Authority in ensuring that they are exercising good governance	Y	Y	

	up-to date with any changes to names/job etc								
5	Review, update and publish the FOI Disclosure Log on the Website	Complaints & FOI Officer	01/04/24	01/7/24	Updated disclosure log	Adherence to nationally recognised guidance	Y	Y	
6	Create & introduce a feedback and evaluation process for Service Complaints to ensure we are aware of complainant satisfaction and that all actions are being implemented	Complaints & FOI Officer	01/04/24	01/12/24	Evaluation process	Complaints are resolved and less likely to be repeated	Y	Y	