



Women in the Fire Service UK

Women in the Fire Service UK Ltd

Business Plan 2018 -2020

“Our Vision”

"To work with Fire and Rescue Services in developing a culture of equality of opportunity and to support all women in achieving their full potential within it"

Women in the Fire Service UK Ltd

Registered in England and Wales, company number 6577352

Directors

Danielle Cotton QFSM

Cheryl Rolph OBE

Julie King

Company Secretary

Cheryl Rolph OBE

Contact details

Karen Smith

Administration Manager

WFS (UK) Office

PO Box 41

Downham Market

PE38 9XW

Tel: 01366 381237

Email: contact@wfs.org.uk

Website: wfs.org.uk

CONTENTS

Section 1	Our vision and our aims	Page 3
Section 2	Work streams	Page 3
Section 3	Outcomes	Pages 3 – 4
Section 4	Risks	Page 4
Section 5	Finances	Page 4
Section 6	Projects & tasks	Pages 5 – 7



VISION & AIMS

We want to be part of a thriving Fire and Rescue Service, which actively supports women in achieving their full potential and we intend to play our part.

In order to achieve our vision, we will focus on key areas of work; retention and progression of women and delivering training and development opportunities.

WORKSTREAMS

- Research into development and progression of women in the FRS
- Delivery of annual training and development event
- Facilitating a programme of regional development days
- Rebranding process and re-launch
- Securing support from Fire and Rescue Services



OUTCOMES

We have identified recruitment retention, development and progression of women as a key area of focus for the next three years, because these are real challenges facing FRS.

- **Recruitment:** It is expected during late 2017 to 2019 FRS will run recruitment campaigns and WFS will support as requested, positive action events, providing role models and making informed comment about recruitment strategies and marketing.
- **Retention:** WFS will continue to develop mechanisms to assist women through challenging times, to provide mentors or coaches where needed. This will aid services with retention of women.
- **Development:** WFS will continue to deliver training and development opportunities. Tried and tested solutions, along with fresh, innovative and challenging workshops and seminars will be provided. Delegates will be encouraged to leave their comfort zone and explore new possibilities, going back into their workplaces re-energized and ready for new challenges.

- **Progression:** In partnership with Fire & Rescue Services, we will research the issues around progression of women. The current status position will be assessed, monitored and reviewed over a three-year period. We hope to identify some of the barriers to progression, to offer services advice, and to share good practice. And of course, we will offer support to women going through this process.



- **Leading to**

- improved retention rates of women
- Improved recruitment rates of women
- improved progression rates of women
- enhanced opportunities for development of women
- smoother flow of information in/out of WFS
- improvements in PR and Marketing will lead to greater exposure and increased income generation, enabling the continued work of the organization



RISKS

WFS has challenges to face. FRS budgets are restricted & limited and this in turn affects income, through loss of Corporate Affiliate Membership and a reduction in numbers of delegates at planned events.

Simply put this has reduced our expenditure.

We all face the challenge of achieving more with less. WFS relies on the goodwill of services and the dedication of our committee. We accept that less time, and fewer resources, are available, therefore we have to be more selective in the areas of work that we can commit to, ensuring that whatever we do, we will make a difference.

What we do though is deliver professional & credible development for women in the fire & service, and our delegate fees not only reflect excellent value for money, they are.





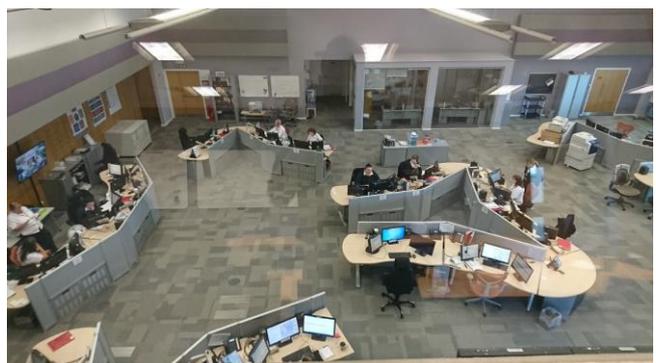
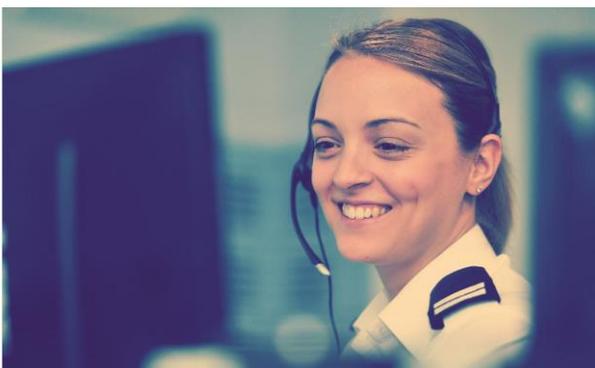
FINANCES

Income is generated primarily through membership and delegate fees from training and development events. Our Fire and Rescue Services pay a corporate affiliate membership fee, on a sliding scale, according to number of employees. From 2010/11 onwards central government funding to fire and rescue services has been cut, which had a direct impact on investment in training and development for staff. With increasing focus on creating an inclusive workforce and cultural reform of the sector, turnover has recovered to pre-austerity levels and is expected to increase up to 2020. Consideration will be given to how best to use our assets to support the organisation in its aims.

Previous seven years' turnover

2016/2017	Turnover 88k	Assets 51k
2015/2016	Turnover 69k	Assets 41k
2014/2015	Turnover 61k	Assets 35k
2013/2014	Turnover 55k	Assets 33k
2012/2013	Turnover 40k	Assets 27k
2011/2012	Turnover 25k	Assets 24k
2010/2011	Turnover 67K	Assets 25k

Financial stability is required to enable us to achieve our aims. Promotion and marketing of WFS is necessary in order to secure corporate membership.



Project	Link to outcomes	Time period	Outcomes	Lead
National Training and Development event	Enhanced opportunities for development of women; improved retention rates of women	Throughout year	Plan, publicize and aim to increase workshops & delegate attendance from previous year.	Events Management Team
Women's Development Programme	Enhanced opportunities for development of women; improved retention rates of women	Throughout year	Minimum 3 to be delivered 95% occupancy rate Minimum 3 planned for 2019 Satisfaction rates good	Regional Reps supported by Karen Smith
Update all policies and review	Smoother flow of information in/out of WFS	January to June 2018	Policies are in date and accurate	Cheryl Rolph
Promote WFS at events	Improved retention rates of women; Improved recruitment rates of women; improved progression rates of women; smoother flow of information in/out of WFS	Throughout the year	Profile of WFS is raised. Retention of corporate members Recruitment of FRS who are not corporate members	Dany Cotton Alex Johnson
Operation Florian	Enhanced opportunities for development of women	Regular Skype meetings and planning events as required through the year	With small team deliver gender specific fire safety education to refugees in Lebanon in September 2018	Caroline Anderson
Communications	Improvements in PR and Marketing will lead to greater exposure and increased income generation, enabling the continued work of the organisation	30 th September 2018 31 st March 2019	Identify if opportunities exist for FRS to support in short term Sufficient funding for fte Media officer	Jules King, Amy Webb Amy Webb, Louise Brown

Fitness working group	Smoother flow of information in/out of WFS	Meetings as required	To contribute and ensure that relevant women's issues are fed into group. To feedback to NEC	Jules King
Fire Sector Federation Forum	Smoother flow of information in/out of WFS	Twice yearly	Contribute & learn from review of building regulations & fire safety Contribution and share good practice of National Framework. Feedback to NEC	Nicola Lown
Survey membership	Smoother flow of information in/out of WFS; improved retention rates of women; enhanced opportunities for development of women	31st December 2018	Gather feedback to inform next version of business plan.	Caroline Anderson
Establish coach & mentors	Improved retention rates of women; enhanced opportunities for development of women	31st March 2019	Bring together credible coaches/mentors for WFS members to use	Cheryl Rolph

Governance tasks

Compliance with GDPR	31ST December 2018	Training sourced and undertaken. Scope work and ensure compliance.	Cheryl Rolph Karen Smith
Memorandum of Association changes	10th June 2018 at AGM	Ensure Memorandum of Association reflects operating practices.	Cheryl Rolph Amy Webb
Name change	1st September 2018	Documentation with Company House and bank to reflect change of name	Amy Webb

