

World firefighters Games 08 Liverpool
Community Engagement Delivery Plan

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Abbreviation Table

Merseyside Fire & Rescue Service	MFRS
World Firefighters Games	WFG
Fire & Rescue Service	FRS
Community Engagement Activities	CEA
Toughest Young Firefighter Alive	TYFA
Community Engagement Manager	CEM

Introduction

- Background
- Purposes of Funding and Amount
- Potential Distribution of the Applying Funding
- Timing for Required Funding
- Benefits from WFG to Fire & Rescue Service

Background

Merseyside Fire & Rescue Service (MF&RS) are delighted to have the opportunity to host the World Firefighters Games in 2008 (WFG08). MFRS has a commitment to excellence and innovation in delivery of fire safety and rescue services. WFG08 represents a unique chance to provide another ground-breaking way of making the Community Stronger, Healthier and Safer.

MF&RS made an application to DCLG in July 2006 for financial support for the community engagement element of WFG08. DCLG recently informed CFO

Tony McGuirk and WFG08 GM Dave Robinson about their willingness to offer a funding of £80K to support the above stated initiatives. However, due to the set up of financial arrangements, the date of transaction of the funding is remained unspecified.

Under this special circumstance, in order to maintain the commitment on delivering community projects alongside the momentum of WFG08 to our partners, and to keep our projects on track, DCFO Mike Hagen and Director of Finance Kieran Timmins, have agreed to pledge a sum of £50K from the CFS budget onto the WFG08 Community Engagement Projects.

Purposes of Funding and Amount

Purposes of Funding

Funding received will be used exclusively to support only the community engagement element of WFG. The purposes of the WFG08 Community Engagement activities (CEA) are in line with the following policies/ documents:

DCLG Strong & Prosperous Communities - **the Local Government White Paper**
DCLG Fire & Resilience Directorate - **Fire and Rescue Service Objectives**
Northwest Regional Development Agency - **Transformational Actions**

WFG CEA are aimed at increasing interaction between MF&RS/UK Fire & Rescue Service (FRS) and our communities through a range of innovative initiatives including:

- Encouraging Learning and Sporting Interests;
- Promoting Health Awareness;
- Raising Public Awareness on Diversity and Equality in the Communities;

- Integrating Vulnerable and Hard to Reach Groups in the Community, and
- Developing a New Model of Modernized UK FRS to the public in UK and at an International Level.

Amount of Funding

As stated in the Individual Project Outlines, the Headline Cost is divided into four categories: Venue & Equipment, Staff, Transport and Marketing respectively.

Venue & Equipment

In order to maximize interaction with the communities, the majority of the WFG CEA will be held at Community Centres and public sector venues such as council libraries and fire stations. This will also encourage use of public services and reduce costs significantly.

Some events and activities, such as Kabaddi and the themed multi-cultural evening of entertainment, will inevitably need to be held at commercially rentable venues such as the Liverpool Arena & Convention Centre. A series of other events and training classes will be held at venues with facilities for disabled users.

Investment on equipment and wherever possible will be long-term and aimed at benefiting the 3rd sector, such as sponsoring the Liverpool Voluntary Society for Blind People tandem bicycle and walking aids.

Staff

MF & RS will recruit a big team of community members (team scale depends on funding received) to assist with the development and management of the WFG Community Engagement Activities. Job opportunities will be prioritised for unemployed people and vulnerable groups.

Meanwhile, staff costs will be mainly associated with offering training sessions for the public as well as MF&RS staff to developing/managing events on both a regular and flexible basis. It is expected to be a huge contribution towards the Continuing Professional Development for MF & RS Staff.

Transport

Transport is required in a wide range of community engagement activities. WFG Team is working closely with different transport companies including community based organisations which provide low cost transport services as well as offering employment to community members from the vulnerable groups.

Marketing

Promotional materials will not only be used to promote WFG and CEA but also the transforming and modernized Fire and Rescue Service across UK. Messages on fire safety awareness, health issues, quality life style and social participation will also be delivered.

If additional funding is granted, WFG will launch a National Stamp Design Competition – to invite schools and the wider public to design stamps around the WFG initiatives which is to make the Community Stronger, Healthier and Safer. Winning designs will be used to produce stamps via Royal Mail and be used both nationally and internationally.

Proposed Distribution of Funding

The following table outlines the proposed apportionment of funding across four areas namely, Venue & Equipment, Staff, Transport and Marketing. A more detailed breakdown of how the funding would be distributed is included at Appendix A.

Table T1 Brief Breakdown on Distribution of Funding

Categories	Distributing Amount (£)	% of £50K
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Venue & Equipment	7.5K	15
Staff	27.5K	55
Transport	10K	20
Marketing	5K	10
Total	50K	100%

Timing for Required Funding

In order to maximize the potential of the games in terms of community engagement, it is important that we start as early as possible and also leave behind a strong and enduring legacy post September 2008. We have already very successfully piloted a number of initiatives such as Fire fit Kids¹.

The scope of the proposed WFG08 community engagement initiatives dated January 2007, has been reviewed and reduced in order to better match potential funding streams, particularly from DCLG. As a result of the review a couple of the initial proposed activities have been merged or withdrawn. Other initiatives have been reduced in scale but only marginally as the delay in implementation has resulted in a more condensed programme.

The most significant change has been replacing the former Fire Fit Kids programme. In its place we have developed the **Toughest Young Firefighter Alive (TYFA)** programme. TYFA is a simplified version of the Toughest Firefighter Alive (TFA) – the Blue Ribbon Event of WFG. The event includes elements such as the Hose Run, Obstacle Course and Tower Adventure. The

WFG Team will provide assistance including safety guidelines on how teams and individuals can prepare for this very exciting event.

Heats of the competition will take place between March and July 2008 culminating in the Grand Final being staged during the Games period at the same prestigious venue – **The Plateau of St. George's Hall**, as the senior event.

Benefits from WFG to Fire & Rescue Service (FRS)

The WFG represents an almost unique opportunity for the UK Fire Service as a whole to showcase the ground-breaking community engagement work in which it is increasingly involved. MF&RS are developing a wide-ranging Games-related community programme and we are encouraging other FRS to get involved.

FRS as a Strategic Leader in Social Cohesion

- being adaptive to changing circumstances including the threat of terrorism and environmental disaster

Kabaddi

An example of this inter-service working is the joint delivery of a Kabaddi competition/exhibition with Lancashire Fire & Rescue Service. Kabaddi was the most popular event at this year's Asian World Games and attracts a very large following amongst the Asian community in the UK. It is a very exciting event for competitors and spectators and has real potential as a diversionary activity for disengaged Asian youths and ultimately should improve community cohesion.

A schools Kabaddi competition will also be developed and requests for support for this has been received favourably from Lancashire with potential to expand further into Greater Manchester. The schools participating will form mini-leagues and compete from mid 2007 through to the Games (24th August – 2nd September 2008) culminating in the semi-finals and finals being staged

in the King's Dock Arena during the Games. In addition to the "professional" Kabaddi competition we will encourage people from diverse sections of the community to participate. Walk-in training sessions will be available to the public and any funds raised will be divided amongst the benefiting charities. A themed evening featuring multi-cultural variety shows and international food festival have been scheduled for the evening on the day.

Racial tensions between communities have been identified as one of the main causes of community disturbance – an obstruction to Social Cohesion. However, this obstruction can be removed through long term integrated programmes (e.g. **Kabaddi, a combination of culture and sport**) with strong leadership (e.g. **FRS**) at a national and local level to ensure all participating sectors contribute to achieve social cohesion.

The inclusion of Kabaddi demonstrates our commitment to engaging with and valuing our diverse community members, not just in Merseyside but also

regionally, nationally and indeed globally. Hence, strong and positive relationships are being developed in the workplace (the integration between FRS and communities), in schools and among neighbourhoods on a national scale (communities sharing similar cultural backgrounds will be invited to take part both in the daytime and evening events). WFG Kabaddi Event provides a stage where people can come to exercise, have some fun and more importantly, to learn to live and act together as a united social group.

UK FRS - Mobilising the Public & Creating Social Harmony

- improving equality, diversity and building prosperous local communities

Responsive Service & Empowered Communities

WFG and WFG CEA provide FRS a golden opportunity to gain an insight of the needs and expectations towards FRS from the public. FRS can become an effective, accountable and responsive local government service, acting in support of the Government's wider agenda of neighbourhood renewal, crime/arson reduction and reduction in fire death.

WFG08 will be the first ever World Firefighters Games open to disabled participants. In the run-up to the Games, a series of activities have been developed for members from local disabled communities to participate. These activities are also designed for the public to get an understanding and interaction with the disabled communities.

MF & RS, WFG08 & Partners

MF&RS and WFG08 Team work closely with different government sections, private and charity organizations, to promote the games in order to deliver our ultimate goal to every corner of the community. For example, WFG08 Team is working with the Local Pension Service, to ensure WFG information will reach the elderly isolated community members.

WFG CEA include a variety of events designed to promote community safety – WFG 08 Team has drafted projects involving works with schools, youth centres (especially those from deprived areas) and interactive youth theatre, to try to identify and understand the relationship between deprivation and juvenile delinquency. As with most of our proposals we will work with partners across many agencies in planning and delivering our initiatives.

Social Harmony

MF&RS and WFG08 Team are aware of the growing communication breakdown among different generations which leads to multiple social

problems including domestic violence, bullying at school, gang activities and many other examples of extreme behaviour. WFG will promote the initiative **'Get to know the Area, Get to know the People'** – to inspire one's desire for social inclusion, mutual tolerance and an appreciation of their past and present heritages with libraries across Merseyside. **WFG Cabinet & Heritage Tour** is a joint project by Council Library and WFG08 Team, i.e., a series of Heritage Walks for cross generation/culture groups across Merseyside. The walk will start from a Fire Station, walk across different regions of the area then finish at a library. At the library, there will be a quiz covering fire and health safety issues plus the places visited. Healthy refreshments and a library guide tour will also be provided. Enthusiastic participants will be recruited as WFG Friends to help along during the games periods. If funding available, WFG Friends will be paid.

Social interactions and job opportunities are the main aims of the heritage walk programme. Organisations outside Merseyside have already shown interests in organising similar activities.

Alongside other WFG CEA, WFG08 Team aims to help community members from vulnerable groups to be more involved in the community, to be able to deal with differences knowledgeably, sensibly, tolerantly and morally, strengthening mutual understanding and solidarity.

WFG Community Engagement Activities as a Toolbox for FRS to make an impact on Social Participation, Health and Lifestyle

- *to Make the Community Stronger, Healthier and Safer, further reduce fire death from a health aspect and FRS Members' self development*

Our intention is to make the WFG community engagement programme a beacon to FRS in UK. The success of the WFG08 CEA could also act as a showcase of community work for participating FRS from the rest of the world in 2008 and for the 2012 London Olympics.

Due to the increasing amount of interaction with the communities via the WFG08 CEA, MF&RS staff and joint colleagues from other FRS will need to be better equipped than ever before – not only being highly regarded as a hero in many incidents but also being seen as a member, to be more precise, as A Friend of the Community.

Continual Professional Development (CPD) for FRS vs. Improving Life Style for the Public

As part of the CPD, FRS staff participating in WFG08 CEA, apart from the qualifications they have already secured, will be required to pay additional attention to news, technology, community development and they will be sent

for training in areas such as healthy eating, disability awareness, mental and physical health.

Health issues including obesity, smoking cessation, long term illness, alcohol and drugs addiction will be seriously looking into, not only by inviting community members to take part in the activities but also to consult other professional bodies such as NHS, PCT and Universities to help to establish a full package to help people with the above problems to improve their lifestyle before it is too late – according to NHS statistics, the number of the secondary diagnosis of obesity was 21,257 in 1996/97 and has now climbed up to 62,708 in 2005/06.

Participating members will also be encouraged to have an understanding and practice in **Leadership** (from developing and managing events, including tasks and leisure activities); **E- Society** (please refer to E-learning Programme on the individual project outline); **Tourism, Sporting Activities** and General knowledge on **World History** and **Geography**. This training will not only boost one's knowledge but also inspire logical thinking which will greatly benefit FRS members in dealing with extraordinary incidents and the wider resilience programme.

WFG as a Forum for FRS members across the world to meet up, to work together, to exchange experience and expand perspectives and to have some fun!!

As a first step in raising the profile of the Games throughout the UK fire service, MF&RS held a launch night in November at Liverpool's prestigious Maritime Museum. Thirty plus fire & rescue services were represented at principal officer level. Feedback, including pledges of support for both the delivery of the Games and attendant community programme has been received from many services including Hampshire, Shropshire, IOM and Greater Manchester. Greater Manchester has a seconded officer to help with the Games delivery on a full-time basis meanwhile there are WFG08 Ambassadors from Lancashire, South Yorkshire and Nottinghamshire.

Afterword

WFG08 Team is continuously participating in various national and international events to promote WFG and the Community Engagement Programme and also absorbing new elements to enrich the games and the programme. WFG08 Team has gained valuable experiences from attending

WFG06 in Hong Kong, 2006 New York Marathon, World Police & Fire Games in Adelaide, Australia, TFA Monchengladbach, Germany 2007 and

delegations will be sent to the Institute of Fire Engineers AGM 2007 in Cambridge and MF&RS is honoured to host the 2008 Fire Conference & Exhibition during the Games' period.

With main funding from DCLG and MF&RS, WFG Team is confident that the Game's latent potential can be harnessed into producing tangible outcomes which will serve to benefit our communities and the UK fire & rescue service for many years to come.

WFG Community Engagement Projects - £50K Budget

Please see original project outline for details of individual projects

Projects &	Updated Cost for £50K Budget
(£K) = Initial Cost stated in original document for DCLG Funding Application (£200K)	(£K)
(n/a) = New projects. Not included in original document	

E Learning (6K)	4K
Kabbadi (28.5K)	8K
Visual Impairment Awareness (5.5K)	2.5K
Local Pension Service (4K)	2K
WFG Cabinet & Heritage Tour with Council Library (10K)	4K
BBC Bus (6K)	2.5K
Greenbank (12.5K)	8K
Learning Disability Awareness (1.5K)	1K
Toughest Young Firefighter Alive (10K)	10K
Cycling & Racing Circuit (n/a)	5K
Ramp Up (n/a)	3K
Total	50K

**APPENDIX
(CFO/165/07)**

Project Name/Partnership Organisation: E - Learning/ Edge Hill University (EHU) & MFRS

Project Description:

Development of a series of online and interactive learning activities reflecting the unique qualities of WFG and MFRS. Core activities will target young children (especially those in lack of studying interests at school), but there will also be other elements suitable for the family members in different age groups to take part. Special programmes will be designed for community members with different needs including people with visual impairment, hard of hearing, learning difficulties and minor psychological symptoms.

Linkages with Strategies/targets: D2-7; FRD 2-5; TA 26, 31, 37, 38, 44, 111; O1,2,3,4,5,7,8,9

Objectives:

Encouraging learning aspirations under a lively and interactive atmosphere via electronic learning package which will help to tackle the lack of interest of attending school especially from young students from the deprived areas. This programme will also suit participations from family members from different age bands.

Responsible:

– EHU Knowledge Management Team;
– WFG
– MFRS Hon. Historian Simon Ryan

Headline Cost: (£)

Venue & Equip	n/a
Staff	3K
Transport	n/a
Marketing	1K
<hr/>	
Total	4K

Action/Time Scale:

– E-Learning website launches November 07
– WFG CEM to contact other organisations to promote, e.g. Council Libraries; Schools; Play Groups

Project Name/Partnership Organisation: Kabbadi / Lancashire FR, MFRS															
Project Description:															
Whole day event during Games' period, open to public across UK: Asian/Multicultural themed event in the Games Village (Free Admissions)															
Day: Kabbadi Competitions – core teams from Lancashire, Bradford, Birmingham, London & Liverpool; Trial games for walk-in public.															
Night: Multicultural Catering and Performances															
Linkages with Strategies/targets: Resilience, D 1,2,3,4,6,7; FRD 2,3,4,5; TA 111,113; O1,2,3,4,5,7,8,9															
Objectives:	Responsible:	Headline Cost: (£)	Action/Time Scale:												
To engage with Asian/Muslim communities, in particular youth, by an established and importantly accepted public sector service, offering to provide divisionary activities centred on Kabbadi .	<ul style="list-style-type: none"> – Naveed Sharif from Lancashire FR & Jaq Singh to manage – WFG to host – MFRS CFS Advocate (Bangladeshi) 	<table border="0"> <tr> <td>Venue & Equip</td> <td>5K</td> </tr> <tr> <td>Staff</td> <td>n/a¹</td> </tr> <tr> <td>Transport</td> <td>1K</td> </tr> <tr> <td>Marketing</td> <td>2K</td> </tr> <tr> <td colspan="2"><hr/></td> </tr> <tr> <td>Total</td> <td>8K</td> </tr> </table>	Venue & Equip	5K	Staff	n/a ¹	Transport	1K	Marketing	2K	<hr/>		Total	8K	<ul style="list-style-type: none"> – Development strategy plan was primarily agreed at Initial meeting in February 07 – Co-ordination and regional trial games in 07/08 – Winning (regional) teams will be attending Grand Final at Games Village during Games period 08
Venue & Equip	5K														
Staff	n/a ¹														
Transport	1K														
Marketing	2K														
<hr/>															
Total	8K														

¹ N Sharif is potentially being seconded from Lancashire FR

Project Name/Partnership Organisation: Visual Impairment Awareness/ The Liverpool Voluntary Society for the Blind (LVSB)

Project Description:

LVSB Walking Group has been established over ten years. It organises Sunday walks twice a month and had only one occasion being cancelled due to extraordinary weather condition. The Group is led by experienced walking leaders and public is always welcome to take part to walk along or as a guide. Walks mainly in Northwest areas. This initiative is possible to becoming showcase event or inviting competitors/spectators/tourists to join during games period.

LVSB Tandem Group has a team of 12 tandems composed by guides in the front and visual impaired persons in the back. Potential guides will be sent for Visual Awareness course. Activities are on from Spring to early September. WFG will sponsor a branded tandem to promote the Games and to help to expand the team. WFG is also considering tandem as a showcase event at the Games Village. WFG will assist in recruiting guides and volunteers and to assisting in other respects.

Linkages with Strategies/targets: D3,4,7,8; FRD1-4; TA31,35,44,101,111,119; O1,2,3,4,5,7,8,9

Objectives:

The Walking Group and the Tandem Group provide an opportunity for MFRS and the public to sport and work closely with people with visual impairment. Potential participants for this initiative will need to attend visual awareness course which highly benefit MFRS staff on their career development.

Responsible:

- LVSB Walking & Tandem Groups
- WFG/MFRS members to join and assist activities on a regular basis
- WFG members to deliver showcase event

Headline Cost: (£)

Venue & Equip	2K
Staff	n/a
Transport	0.25K
Marketing	0.25K
Total	2.5K

Action/Time Scale:

- Purchasing equipment
- CEM to have a test ride then finalise details
- Walking & Tandem groups and WFG to recruit and promote joint project
- Activities run in between June – early September due to weather conditions (2007, 2008)
- Link to the Groundwork initiatives (Bidston Cycling Circuit)

Project Name/Partnership Organisation: Local Pension Service (LPS), Department of Work & Pension (DWP)

Project Description: Elaine Waddington, LPS Partnership Liaison Manager from DWP primarily agreed to promote WFG via their outreach teams to the hard reached people (Customers) who are also on benefits and to recruit their customers to: 1) take part in WFG community engagement activities; 2) to join the real games as spectators; 3) to take up job/working experience if available. Elaine will contact on behalf of WFG to set up similar partnership with other LPS office; Elaine to liaise with DWP for WFG to advertising on Pension Service Website; Elaine to introduce WFG to her contacts e.g. Brighter Living; Elaine to coordinate LPS team to assist WFG Community Engagement Activities and to set up stall at the events to offer public advice on benefits.

Linkages with Strategies/targets: D4-8; FRD1-5; TA26,31,111,119; O1,3,5,7,8

Objectives:	Responsible:	Headline Cost: (£)	Action/Time Scale:												
To provide a full package of advice and services for hard reached community members via partnership with multi local government departments and charity organisations.	<ul style="list-style-type: none"> - Local Pension Service, DWP (Sefton & other 4 counties in Merseyside - WFG - CFS Older Person Advocates/ FSN 	<table border="0"> <tr> <td>Venue & Equip</td> <td>n/a</td> </tr> <tr> <td>Staff</td> <td>n/a</td> </tr> <tr> <td>Transport</td> <td>1.5K</td> </tr> <tr> <td>Marketing</td> <td>0.5K</td> </tr> <tr> <td colspan="2"><hr/></td> </tr> <tr> <td>Total</td> <td>2K</td> </tr> </table>	Venue & Equip	n/a	Staff	n/a	Transport	1.5K	Marketing	0.5K	<hr/>		Total	2K	<ul style="list-style-type: none"> - Elaine & CEM to state project outlines - Elaine, CEM, representatives from other councils, CFS Adv. to finalise project - Elaine, CEM and CFS Adv. to meet with other partners for further collaborations - LPS/WFG Outreach Team to set up by September 07
Venue & Equip	n/a														
Staff	n/a														
Transport	1.5K														
Marketing	0.5K														
<hr/>															
Total	2K														

Project Name/Partnership Organisation: WFG Cabinet & Heritage Tour/ Council Libraries & MFRS

Project Description:

WFG Cabinet at Council Libraries will include notice board for WFG updates, mini library/book shelf for WFG literature, computer with WFG as home page and promotional DVD installed, promoting WFG E learning programme via library, hence, encouraging public to visit libraries. Assign volunteers or unemployed community members as WFG Librarians to promote WFG at libraries to public whilst personnel can gain working experience or being paid. Other library facilities such as rooms will be used for other activities, e.g. writing groups and promoting different study interests. Similar design can be delivered at Community Fire Stations.

WFG Heritage Tours set on individual areas: Route starts from fire station visit, through en route historical scenes and finishes at local libraries with quiz competition on Fire Safety Awareness, Local History and Healthy Eating/Living Style. It will also include introduction of WFG E Learning, WFG Cabinet and library facilities; Healthy refreshments will be provided by library and sponsors with consultation from PCT.

Linkages with Strategies/targets: D3,5,6,7; FRD1-5; TA26,27,31,35,37,52, 111; O3,5,7,8,

Objectives:

Partnerships with local governing bodies in pan Merseyside areas.
 Encouraging public to making use of existing facilities to enrich knowledge and to improve quality of life alongside with the initiatives of WFG.

Responsible:

- All libraries involved
- WFG Library Team
- WFG/MFRS
- Potential involvement from PCT

Headline Cost: (£)

Venue & Equip	n/a
Staff	2K
Transport	1.4K
Marketing	0.6K
<hr/>	
Total	4K

Action/Time Scale:

- Cabinet and pilot tour in Summer 07
- Delivery plan will be introduced to other 4 boroughs in Merseyside
- Initiative will be introduced to other North West Areas as contacts details are secured

Project Name/Partnership Organisation: BBC Merseyside Bus/ BBC

Project Description:
 Award Winning BBC Bus promotes positive stories & images of the community via BBC Radio Merseyside, BBC Liverpool website & BBC Big Screen. The Bus also has facilities of recording, interviewing/reporting, and internet access. The Bus is interested to join the WFG Community Engagement Activities on a regular basis to report, take footages and provide support/equipments. Service is basically free but parking fees may incur if road closures are involved or parking spaces are being taken.

Linkages with Strategies/targets: D7,8; FRD1-5; TA26, 27, 31, 37, 44, 111; O1- 5,7,8,9,

Objectives:	Responsible:	Headline Cost: (£)	Action/Time Scale:												
Interactive and multi-purpose pan Merseyside activities for all communities with achievement of learning and promotional purposes. Encourage community cohesion and produce a WOW effect for local community and visitors.	<ul style="list-style-type: none"> - BBC Bus crew - Assigned WFG Community Engagement Reporter (volunteer/rota/multi-cultural) - WFG 	<table border="0"> <tr> <td>Venue & Equip</td> <td>1.5K</td> </tr> <tr> <td>Staff</td> <td>n/a</td> </tr> <tr> <td>Transport</td> <td>0.35K</td> </tr> <tr> <td>Marketing</td> <td>0.65K</td> </tr> <tr> <td colspan="2"><hr/></td> </tr> <tr> <td>Total</td> <td>2.5K</td> </tr> </table>	Venue & Equip	1.5K	Staff	n/a	Transport	0.35K	Marketing	0.65K	<hr/>		Total	2.5K	<ul style="list-style-type: none"> - WFG CEM to contact broadcasting journalist for the bus's involvement when activities are scheduled also see into sharing copyright of the recordings - Launch in July/August 07 - 1 visit from BBC bus per month
Venue & Equip	1.5K														
Staff	n/a														
Transport	0.35K														
Marketing	0.65K														
<hr/>															
Total	2.5K														

Project Name/Partnership Organisation: Public Awareness on Disabilities: Greenbank Sport Academy (GSA)

Project Description:
 GSA is a modern and well maintained multi purposed sport centre mainly designed for people with disabilities but also open to the public. GSA is keen on taking part in WFG Community Engagement Activities in a diverse manner from setting up WFG Zone for WFG updates to their nearly 4000 users to view, sending literatures to their 300 registered gym users and recruit them to take part in the community activities; assist to host activities at GSA to WFG at a low price, providing qualified trainers/referees for over 15 games; may also link WFG to Greenbank College for other activities such as photography. WFG can furthermore tab in GSA's wide range of events to promote WFG/Community Engagement Activities to different communities from Merseyside and North West. GSA may also offer consultancy on disability issues for the Games.

Linkages with Strategies/targets: D1,2,3,4,6,7; FRD1-5; TA111,113; O1,2,3,4,5,7,8,9

Objectives:	Responsible:	Headline Cost: (£)	Action/Time Scale:												
Greatly encourage community cohesion between the communities with and without disabilities whilst inspiring the initiatives of being healthier and stronger via a series of activities and events with diversity, alongside the WFG initiatives.	<ul style="list-style-type: none"> - GSA & involved team - WFG - Disability Advocates 	<table border="0"> <tr> <td>Venue & Equip</td> <td>4K</td> </tr> <tr> <td>Staff</td> <td>2.5K</td> </tr> <tr> <td>Transport</td> <td>1k</td> </tr> <tr> <td>Marketing</td> <td>0.5K</td> </tr> <tr> <td colspan="2"><hr/></td> </tr> <tr> <td>Total</td> <td>8k</td> </tr> </table>	Venue & Equip	4K	Staff	2.5K	Transport	1k	Marketing	0.5K	<hr/>		Total	8k	<ul style="list-style-type: none"> - WFG CEM to talk to Deputy GM of GSA to work out detailed delivery plan/WFG Community Engagement Calendar - Launches in Summer 07 and all way through Games period
Venue & Equip	4K														
Staff	2.5K														
Transport	1k														
Marketing	0.5K														
<hr/>															
Total	8k														

Project Name/Partnership Organisation: Learning Disability Awareness/ Hayfield School, Upton

Project Description:
 Hayfield is a school for student aged 4-11 with learning difficulties and minor autistic symptoms. Hayfield is keen on taking part in the Fire fits Kids/Communities programmes, and a range of the proposed community engagement activities. Hayfield is happy to let WFG to use their back yard for events with prior agreement and provide consultancy on designing the E learning programmes for students with special needs.

Linkages with Strategies/targets: D4,6,7; FRD1-5; TA31, 35, 111; O1,2,3,5,7,8

Objectives:	Responsible:	Headline Cost::	Action/Time Scale:												
Provide young people/students another form of learning means with higher level interactivity with WFG/ MFRS which also allow parents to take part. Meanwhile, geographical, linguistic and accessibility limitations will be minimised.	<ul style="list-style-type: none"> - Hayfield - WFG - MFRS - EdgeHill 	<table border="0"> <tr> <td>Venue & Equip</td> <td>n/a</td> </tr> <tr> <td>Staff</td> <td>0.3K</td> </tr> <tr> <td>Transport</td> <td>0.4K</td> </tr> <tr> <td>Marketing</td> <td>0.3K</td> </tr> <tr> <td colspan="2"><hr/></td> </tr> <tr> <td>Total</td> <td>1K</td> </tr> </table>	Venue & Equip	n/a	Staff	0.3K	Transport	0.4K	Marketing	0.3K	<hr/>		Total	1K	<ul style="list-style-type: none"> - When outline of e learning programme set up WFG CEM, MFRS ICT expert and Edge Hill rep. will meet with Hayfield teaching staff for e learning programme for students with special needs - CEM arrange Hayfield to take part in activities - CEM to contact similar schools to take part in activities - Launched by 2007
Venue & Equip	n/a														
Staff	0.3K														
Transport	0.4K														
Marketing	0.3K														
<hr/>															
Total	1K														

Project Name/Partnership Organisation: Toughest Young Firefighter Alive (TYFA) / MFRS

Project Description:

Toughest Firefighter Alive (TFA) is the Blue Ribbon event of the World Firefighters Games. It is a test of great strength, endurance and determination. TYFA will be based on a very similar format including tasks on Hose Drag, Obstacle Course and Tower Adventure, which are all integrated in the actual Firefighting course. **TYFA** will undoubtedly encourage young people, especially those who wish to pursue their career in fire and rescue service, to get themselves fit both physically and psychologically, by adopting an active and healthy living style at an early age. TYFA Grand Final will be staged straight after TFA during the WFG Games period and will be open to teams and individuals between the ages of 14 & 16 who are members of fire & rescue service's youth schemes on an international basis.

Linkages with Strategies/targets: D1-7; FRD1-5; TA26, 27, 31, 37, 44, 52, 101,O1-9

Objectives:	Responsible:	Headline Cost: (£)	Action/Time Scale:												
Introducing this brand new TYFA initiative to communities both nationally and internationally; encouraging healthy living style to young people to help them to build up self-confidence and ultimately a contribution to their career in the future. TYFA will be one of the finest shares of good practise of the global social cohesion.	<ul style="list-style-type: none"> - WFG TYFA Event Manager - Guidance & Advice - Practises on actual event - Local/National/ International promotion; post-game support 	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Venue & Equip</td> <td style="text-align: right;">1.5K</td> </tr> <tr> <td>Staff</td> <td style="text-align: right;">6K</td> </tr> <tr> <td>Transport</td> <td style="text-align: right;">1.5K</td> </tr> <tr> <td>Marketing</td> <td style="text-align: right;">1K</td> </tr> <tr> <td colspan="2" style="border-top: 1px solid black; padding-top: 5px;">Total</td> </tr> <tr> <td></td> <td style="text-align: right;">10K</td> </tr> </table>	Venue & Equip	1.5K	Staff	6K	Transport	1.5K	Marketing	1K	Total			10K	<ul style="list-style-type: none"> - Event manager will be appointed by May 07. - Event regulations and training guidance ready in June/July 07. - Pilot study from August till 07. - Formal launch on CFO Night in November 07 following with national and international campaign.
Venue & Equip	1.5K														
Staff	6K														
Transport	1.5K														
Marketing	1K														
Total															
	10K														

Project Name/Partnership Organisation: Cycling & Racing Circuit/ Groundwork (Wirral)

Project Description:

Bidston Moss Cycling Circuit is a major component of the National Groundwork Trust in Wirral, currently opens to the public on a limited level due to the lack of equipment, on-site facilities as well as limited accessibility. WFG & MFRS will sponsor bicycles and mobile toilets and to assist liaising with local governing bodies for better accessibility. WFG Promotional Cycle Ride Team, MFRS Sport & Social Club and MFRS Arson Reduction Bike Team will also provide consultancy and lending out equipment. WFG will further liaise with other organisations (e.g. LVSB Tandem Team) for assistance and participation.

Linkages with Strategies/targets: D1-7; FRD1- 5; TA 26, 27, 35, 44, 101, 111, 113, 119; O 1- 5, 7- 9

Objectives:

Encouraging public to exercise by improving existing facilities which is in conjunction with Groundwork Trust. WFG & MFRS will also co-ordinate with multiple private organisations and public sectors to have the Cycling Circuit fully functioned and boost public's usage. This partnership initiative will be introduced national wide.

Responsible:

- WFG & MFRS
- Groundwork Trust

Headline Cost: (£)

Venue & Equip	4K
Staff	0.5K
Transport	n/a
Marketing	0.5K
<hr/>	
Total	5K

Action/Time Scale:

- Site evaluation June/July 2007
- Site improvement works and purchasing of equipment by the end of 2007
- Promotion from October 2007 onwards
- Circuit opens to public in early 2008

Project Name/Partnership Organisation: Ramp Up/ Rampworx & WFG/MFRS

Project Description:
 To promote skate parking to the public as a sport of choice with coaching support at low cost in partnership with Rampworx – a Merseyside charity organisation operating a Skate Park for BMX bikers, inline skaters and skateboarders.
 Rampworx and WFG/MFRS will provide a series of demonstration events and taster schemes during the run up to WFG08 at a wide range of venues including fire stations. This project will also provide protective clothing to support the recruitment and retention of young people from disadvantaged backgrounds into the sport. A study on determining ‘hot spots’ skate parking and the feasibility of increasing parking facilities in the identified areas will be carried out.

Linkages with Strategies/targets: D1-4,7; FRD1-5; TA44,52,111,113,119; O1-5,7-9

Objectives:	Responsible:	Headline Cost: (£)	Action/Time Scale:												
<ul style="list-style-type: none"> – Reduce the incidence of skate parking in public areas which can result in public nuisance, anti-social behaviour, vandalism and injuries; – promote positive lifestyle to a wider public via the strength of firefighters, the heat of WFG and the unique access to community of MFRS 	<ul style="list-style-type: none"> – Rampworx – WFG – MFRS – Sport England – Safer Merseyside Partnership 	<table border="0"> <tr> <td>Venue & Equip</td> <td style="text-align: right;">0.75K</td> </tr> <tr> <td>Staff</td> <td style="text-align: right;">1K</td> </tr> <tr> <td>Transport</td> <td style="text-align: right;">0.75K</td> </tr> <tr> <td>Marketing</td> <td style="text-align: right;">0.5K</td> </tr> <tr> <td colspan="2"><hr/></td> </tr> <tr> <td>Total</td> <td style="text-align: right;">3K</td> </tr> </table> <p><small>*as part of the major substantial funding</small></p>	Venue & Equip	0.75K	Staff	1K	Transport	0.75K	Marketing	0.5K	<hr/>		Total	3K	<ul style="list-style-type: none"> – Project delivery plan finalised in June 07 – Activities commencing in August 07 for 12 months – Project will be continued for 24-month after WFG till August 09
Venue & Equip	0.75K														
Staff	1K														
Transport	0.75K														
Marketing	0.5K														
<hr/>															
Total	3K														

Projects under establishment or waiting to confirm details:

- **Stamp Design/Royal Mail** – inviting public to design based on the WFG theme
- **Knowsley Development Trust** (with other 4 boroughs) play groups, social groups etc
- **WFG Friends & Satellites Scheme**
- **Claire's Building**
- **Other Local Communities, organisations**
- **Writing on the Wall (Wow)** is an annual programme of events culminating in an annual festival that with schools, young people, local communities and broader audience, celebrates writing, diversity, tolerance, story telling and humour through controversy, inquiry and debate.
- **Getting the Edge** offering working experience for students from Edge Hill University
- **20 Stories High** a dynamic new Liverpool based theatre company – investigating community issues
- **Rugby World Cup**
- **Knowsley Academy** The concept of the academy was developed by Knowsley Development Trust (KDT) to improve the lifestyles of local people. Objectives are to change the culture of teaching methodology; to Improve educational attainment within the requisite age; and to provide young people who may not have had any exposure to the enterprise culture with a number of valid experience

WFG08 Community Engagement Activities
Detailed Costing Breakdown (£50K Budget)

<u>Projects (£K = Total Budget per project)</u>	<u>Year 1</u> <u>June 2007/</u> <u>March 08</u> <u>(£K)</u>	<u>Year 2</u> <u>April 2008/</u> <u>March 09</u> <u>(£K)</u>	<u>Total (£K)</u>
E – Learning (4K)			
Venue & Equipment	/	/	n/a
Staff (Website Development)	1.35	1.65	3
Transport	/	/	n/a
Marketing	0.45	0.55	1
Kabbadi (8K)			
Venue & Equipment (Arena 1 day + uniform etc.)	2.25	2.75	5
Staff (potential secondment from Lancashire FR)	/	/	n/a
Transport (delivering participants to Liverpool)	0.45	0.55	1
Marketing (promotion in UK)	0.9	1.1	2
Visual Impairment Awareness (2.5K)			
Venue & Equipment (Tandem & Walking Aids)	0.9	1.1	2
Staff	/	/	n/a
Transport (small contingency funding)	0.1	0.15	0.25
Marketing (graphic design)	0.1	0.15	0.25
Local Pension Service (2K)			
Venue & Equipment	/	/	n/a
Staff	/	/	n/a
Transport (participants to attend activities)	0.68	0.82	1.5
Marketing (promotion)	0.23	0.27	0.5
WFG Cabinet & Heritage Tour (4K)			
Venue & Equipment	/	/	n/a
Staff (project management)	0.9	1.1	2
Transport (participants to attend activities)	0.63	0.77	1.4
Marketing (promotion)	0.16	0.44	0.6

BBC Merseyside Bus (2.5K)			
Venue & Equipment (parking fees)	0.68	0.82	1.5
Staff	/	/	n/a
Transport (participants to attend activities)	0.16	0.19	0.35
Marketing (promotion)	0.29	0.36	0.65
Greenbank Sports Academy (8K)			
Venue & Equipment	1.8	2.2	4
Staff	1.13	1.37	2.5
Transport	0.45	0.55	1
Marketing	0.23	0.27	0.5
Learning Disabilities Awareness (1K)			
Venue & Equipment	/	/	n/a
Staff	0.14	0.16	0.3
Transport	0.18	0.22	0.4
Marketing	0.14	0.16	0.3
Toughest Young Firefighter Alive (10K)			
Venue & Equipment	0.68	0.82	1.5
Staff	2.7	3.3	6
Transport	0.68	0.82	1.5
Marketing	0.45	0.55	1
Cycling & Racing Circuit (5K)			
Venue & Equipment	1.8	2.2	4
Staff	0.23	0.27	0.5
Transport	/	/	n/a
Marketing	0.23	0.27	0.5
Ramp Up (3K)			
Venue & Equipment	0.34	0.41	0.75
Staff	0.45	0.55	1
Transport	0.34	0.41	0.75
Marketing	0.23	0.27	0.5
Total			50 K

World Firefighters Games 2008
DCLG Strong and Prosperous Communities
the Local Government White Paper
Main Objectives

Code	Description
D1	Responsive service and empowered communities
D2	Effective, accountable and responsive local government
D3	Strong cities, Strategic regions
D4	Local government as a strategic leader and place-shaper
D5	A new performance framework
D6	Efficiency – transforming local services
D7	Community cohesion

World Firefighters Games 2008
Fire and Rescue Service objectives
from
DCLG Fire and Resilience Directorate

Code	Description
FRD1	Service is proactive in preventing fires and other risks, rather than only reacting to fires
FRD2	Service acts in support of the Government's wider agenda of social inclusion, neighbourhood renewal and crime reduction
FRD3	Service has effective institutions that support its role
FRD4	Service is well-managed and effective
FRD5	Service is committed to developing and adapting to changing circumstances, including the threat of terrorism and environmental disaster

The above key objective for FRD at Communities and Local Government is to modernise the fire and rescue service in England, in line with the June 2003 White Paper and the National Framework.

World Firefighters Games 2008
Transformational Actions
Northwest Regional Development Agency

Code	Description
TA26	Deliver the basic skills required by employers for those without qualifications
TA27	Deliver the skills required by priority sectors
TA31	Develop intermediate/higher level skills and linkages to workless people
TA35	Develop management/leadership and corporate social responsibility skills
TA37	Develop Educational attainment
TA38	Develop the University for Cumbria and ensure provision of HE opportunities in east Lancashire
TA44	Deliver intensive support for those groups with low employment rates
TA52	Encourage employment creation in or near deprived areas
TA101	Improve the product associated with tourism 'attack brands' and 'signature projects'
TA111	Deliver the Regional Equality & Diversity Strategy
TA113	Develop the economic benefit of the region's natural environment
TA119	Invest in quality public realm/greenspace/environmental quality

World Firefighters Games 2008

Community Engagement Objectives

Code	Description
O1	To inspire and transform the lives of the community by increasing participation in sport, such as the young, the excluded and the disabled and in particular targeting priority groups who are not accessing sport and promoting improved diet, participation in physical exercise
O2	Fire and Resilience.
O3	To further enhance the reputation of MFRS as an <i>excellent</i> fire and rescue service on a global scale.
O4	To be a major showcase for Merseyside tourist and sporting facilities, encouraging best practice in the staging of international sporting events and achieve sporting success on every level.
O5	To promote community cohesion and reduce anti social behaviour through sport by successfully delivering partnership working between private, government and voluntary sectors.
O6	To be a commercial success by being well attended with at least 5000 competitors which will boost the local economy by 2.8m and contribute circa £250K to local charity.
O7	To work hand in hand with the London 2012 committee to pilot and showcase innovation in sports delivery and community engagement.
O8	To use the Games to develop and enhance the skills of our own workforce and actively encourage employee volunteering.
O9	And last but not the least, to have a WOW factor and be fun and action packed for competitors, spectators and the larger community alike.

ⁱ Example: Fire Fit Kids:

Fire Fit Kids is a community intervention scheme that aims to improve the health and fitness of children particularly in deprived areas whilst at the same time removing the barrier between young people and firefighters. The pilot has been delivered in conjunction with partners in Brookfield School, Kirkby over an 8 week period by off duty firefighters.

The initiative is being expanded into Fire Fit Communities, which aims to benefit a much broader community in terms of promoting sport, healthy eating, fire safety and social participation. It also offers a great opportunity for MFRS/UK fire & rescue service staff to develop a wide range of transferable skills which may assist in their applications for CDP.