

# Communications Strategy 2023:

## **Mission Statement:**

- Understanding the needs of our rescue related partners
- Shared knowledge via services and products, developed by skilled and experienced rescue and trauma professionals.
- Reviewing, supporting and assuring partner competence, preparedness and response.
- Operating across borders, both domestically and internationally.

## **Communications objectives:**

Increase the knowledge of the United Kingdom Rescue Organisation (UKRO) among those within the industry. We aim to achieve this by the following:

- A recent survey completed by UKRO Communications Team to all fire and rescue service Leadership Teams saw 21 responses from 19 different services. Headline summary: a lot of the knowledge around UKRO is about the annual National Rescue Challenge, not wider impact, research and developments. 3 services admitted to having limited knowledge about the UKRO;
- Increase visits to the educational UKRO website - annually the UKRO website gains around 18,994 visitors, and around 41,860 visits;
- Increase the number of fire and rescue services that take part in the annual National Rescue Challenge. This is a showcase for competence and professionalism and is a great opportunity to educate further.

## **Tools, the way in which we will utilise them and responsibilities:**

- Industry publications: Fire Magazine, Emergency Services Times and the Institute of Fire Engineers Journal & Newsletter;
- Social media: Facebook, LinkedIn and Twitter;
- National Rescue Challenge: will support with the use of toolkits and general communications support.

## **What is required in order to deliver this:**

- Embedding communications into educational framework launches. This enables the communications team to be kept up to date with news and information and ensures that this is not missed out of the chain
- Social media scheduling tool
- Regular monthly UKRO Communications Meetings

## **Evaluation:**

- New survey to be circulated to all fire and rescue services via NFCC (same as the benchmarking survey). This is to be sent in November 2023 to give 1 years full impact analysis;
- Increased following on social media (Facebook currently at: 4.3k likes| Twitter: 3,717| LinkedIn: 397);
- Increase in number of fire and rescue services taking part in annual National Rescue Challenge (number of UK fire and rescue services in 2022 = 24)