



Northamptonshire Fire and Rescue Service

Please ask for: Service Information Team Leader
Tel: 01604 797000
Our ref:
Your ref: N/A
Date: 08 April 2020
If you have any difficulty in obtaining the above telephone number please email enquiries@northantsfire.gov.uk.

Re: Request for information (our ref: NFRS2020-170-193)

I am writing in response to your request for information under the Freedom of Information Act 2000, received 11 March 2020. Our response is provided below:

Q1 What would be your strategy to develop Black Asian and Minority Ethnic (BAME) recruitment to improve the image of the Fire Service?

Northamptonshire Fire and Rescue Service's (NFRS's) strategy would be to look at different methods of recruitment and targeting diverse community groups.

Q2 How does your fire service recruit female firefighters, do you have a target to be achieved?

As a Service we do not define a target for the recruitment of female firefighters. NFRS ensures that any recruitment campaign includes a visual representation of the Service whether male, female or BAME firefighters. NFRS also ensures that we target minority/under-represented groups by arranging positive action events (information events, have a go type events).

Q3 Do you have suitable toilet/hygiene/changing facilities for female firefighters on all your stations? If not do you have a strategy to accommodate females, and if so what might that be?

Yes, NFRS has suitable facilities for male and female firefighters on stations. This is replicated on fire grounds where we have a pod that contains toilet facilities that can be mobilised to incidents. Recently NFRS have introduced welfare packs onto fire appliances which contains sanitary items that can be used by operational staff or handed to victims if they require them.

Q4 Will using section 159 of the Equality at Work Act 2010 for treating employees of a protected characteristic more favourably, result to benefit women and BAME recruitment?

We treat all employees the same but carry out positive action to assist under-represented groups.

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Q5 London Fire Brigade recently launched their Firefighting Sexism campaign to eliminate gender exclusive language in the workplace. Would your service consider adopting a similar policy to eliminate discriminative language?

The Firefighting Sexism campaign was launched by the Fire Commissioner Dany Cotton as a result of the constant use of the term 'Fireman' in the media during and after the Grenfell incident, not as a campaign to eliminate gender exclusive language in the workplace. The term firefighter has been the correct job title since the 1980s so incorrect terminology of fireman/firewoman does not exist within the workplace. The campaign also called for cartoons/television programmes to encourage the correct terminology, including Fireman Sam who has a colleague Firefighter Penny.

Most English Fire and Rescue Services' adopted the campaign and have encouraged local press and television to change the terminology and to educate others around the correct terms. It is believed that this terminology sends discriminatory messages, especially to the young, who then do not realise they can be a firefighter.

Q6 If you use social media to advertise recruitment, has this encouraged more women and BAME to apply, influencing a positive image?

NFRS use all different media platforms to attract recruitment from all under-represented groups.

If I can be of any further assistance, please do not hesitate to contact me quoting reference NFRS2020-170-193.

Yours sincerely

Service Information Team Leader

If you are unhappy with the response, you can ask the Service to review it. To do this, please email enquiries@northantsfire.gov.uk or alternatively write to the address below:

Service Information Manager
Northamptonshire Fire and Rescue Service
Moulton Logistics Centre
Moulton Way
Northampton
NN3 6XJ

If our internal review does not resolve the issue to your complete satisfaction, you have the right to apply to the Information Commissioner for a decision at the following address:

Information Commissioner
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF