

# OUR VISION AND MISSION



Norfolk Fire & Rescue Service is at the heart of protecting communities.  
**We exist to make our county as safe as possible.**

## Our mission is to make Norfolk a safer place through:

### PREVENTING

fires and other emergencies

### PROTECTING

people, buildings and the environment

### RESPONDING

to fires and other emergencies when they arise

## We will deliver our vision by...



Having a service that remains relevant, capable and agile to Protect Norfolk as best as it can.



Supporting our communities to reduce risk by educating and advising them



Responding to incidents, ensuring we have the best people, equipment and technology to be able to do this.



Investing in our greatest asset- our workforce- to ensure they are engaged, supported and connected

## We will support Norfolk by...



Educating adults, children, partners and businesses so they all better understand the part they can play in reducing risk.



Understanding the diverse needs of our communities, using local knowledge and risk mapping based on current data.



Being prepared for the unexpected, through continued staff training opportunities, investment in our service and flexibility to take on different duties with utmost professionalism.



Being a trusted voice. We will work with businesses and residents to help them reduce the risk of incidents occurring, whether at work, at home, in public places or on the move.



Take enforcement action where attempts to work with people have not resulted in the safest course of action being followed to ensure the ongoing safety of everyone.

## Our priorities and action will be driven by...



We will do what matters- we will have clear strategic priorities and plans, based on evidence and need.



We will do the right thing- we will have honest and thoughtful conversations and use our expertise to take the right course of action whatever the circumstances.



We will adhere to our corporate values and behaviours to ensure we work as one inclusive team.



We will show compassion and empathy with our audiences, supporting them in the most appropriate ways.

**The future of Norfolk  
will be safer through the work that we do.**