

## Aim

FirePRO is the independent voice of corporate communications professionals working within the UK fire and rescue service. It aims to work strategically to maximise its members' effectiveness, for the benefit of FRSs, their corporate communications teams, and individual members.



To achieve this aim, FirePRO has several **objectives**:

1. To promote the professionalism, effectiveness and efficiency of those in the FRS who work in internal and external communications, media relations, marketing, public relations and its related disciplines.
2. To be an independent voice representing FRS corporate communications professionals on issues of common interest, whilst establishing effective and appropriate relations with partners such as CFA and the Home Office.
3. To promote a better understanding within the FRS community of our role in establishing and maintaining mutually beneficial relations with key FRS stakeholders, including the media – a role which should be viewed as a strategic resource, directly represented at senior management level.
4. To continually improve the work of corporate communications professionals in FRSs by providing an infrastructure to improve knowledge, skills and understanding, share best practice and work together on specific projects where appropriate
5. To provide support through training, development and networking opportunities to colleagues working in corporate communications roles in FRSs.
6. To facilitate an active network of corporate communications professionals, regionally and nationally, delivering a formalised activity programme.

FirePRO is structured to **deliver** these objectives through:

- Quarterly meetings of members on a regional basis, organised and led by a regional chair and Vice Chair, nominated by the region. Agendas for regional meetings are locally determined but regional groups may be asked by the FirePRO Chair to consider particular issues, provide feedback to the National FirePRO Committee, or – following consultation and agreement – carry out a piece of work that can be shared with other regions.
- Quarterly meetings of the National FirePRO Committee, led by the Chair of FirePRO to develop and deliver an annual programme of work determined through consultation with the regional groups. Members of the National Committee are appointed at an Annual Conference/AGM and all regional Chairs are invited to attend the meetings.
- An Annual Conference/AGM is held to share achievements and learning, discuss development of the network and provide direction to the National Committee on future workstreams.