

# London Fire Brigade: BAME Research - Community Consultation

Client: London Fire Brigade

Location: London

Timescale: 2018

## ABOUT THE PROJECT AND OUR ROLE

London Fire Brigade (LFB) commissioned Kaizen to conduct a wide-ranging, community consultation with a minimum of 800 community members, aged 18-45, and a small group of youth and community sector professionals, to explore how the LFB can become more representative of the diversity of London and to better understand the barriers and motivations for people from BAME backgrounds applying to be a firefighter. We engaged a broad sample of Londoners age 18-45 with the majority coming from BAME backgrounds in approximately equal groupings based on the 4 main census demographics of Whites, Blacks, Asians and Mixed. People engaged reflected a broad range of ages with a large percentage being under age 25.

## ROLE AND TASKS:

- Kaizen's role was to design and deliver the consultation and make recommendations on the way forward
- Fundamental to the approach was co-design: we worked with the LFB to develop the research methods, approaches and materials
- The consultation was carried out over a 2-month period between August-October 2018 and the final report was delivered and presented to senior members of the LFB in Dec 2018. We consulted on different days of the week, including weekends, between the hours of 9am – 9.30pm in order to capture the views of a broad range of people living or working in the area
- We consulted in a variety of different businesses and community spaces including chicken shops, cafes, leisure centre, parks, market stalls, dry cleaners, job centres, community centres, newsagents, schools, churches and mosques
- Methodologies included direct outreach and individual interviews, street focus groups, traditional focus groups, online consultation, phone interviews, consulted at festivals and event, detailed analysis of both the quantitative and qualitative data, 2 reports: a full report

and a highly visual summary report which included key findings and recommendations (we've attached the full report as an example of our work)

## OUTCOMES

- We consulted with over 900 people
- The research included identifying the barriers that are stopping people from applying to the LFB and analysis of was there any difference in those barriers for different demographics; the motivators that would have someone apply to the LFB; how aware community members and sector professionals are of jobs within the LFB
- The people we consulted with mapped onto the demographics of the local community, so the data had a very high degree of validity. For example, all age groups were represented, 33% of people interviewed were under age 25. The people consulted came from the full spectrum of ethnic backgrounds: 26% identified as Asian; 28% as White British, 30% as Black, 16% as Mixed/other
- We engaged with key lesser heard voices in the community - 83% of respondents said they had never been consulted on anything before
- The project was delivered within budget and on time
- The project findings were shared with the LFB including presenting to senior managers from across the LFB
- The key recommendations and research can now form the basis for the LFB developing their engagement strategy and approach
- The importance of doing proper community research as there had been a strong preconception within the LFB that what they needed to do to address the issue was a comms campaign. What came out very clearly from the research with the community and the professionals was that wasn't the case at all and what they needed was a strong engagement campaign, particularly working with youth providers to source applicants