



WE ARE MERSEYSIDE FIRE & RESCUE SERVICE

CANDIDATE PACK

CONTROL WATCH MANAGER A

APPOINTMENTS PROCESS 2025



We are Merseyside Fire and Rescue Service - be part of our future.

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OUR STORY

There is nothing more tragic to us than loss of life so we will do everything we can to prevent this happening.

Saving lives and keeping our Firefighters safe matters to us.

We are a team of diverse people undertaking different roles but working together to achieve outstanding impact.

We are part of our community - it's where we are from, it's where we have brought up our families. We reflect our area - looking after each other and showing kindness.

Our teams continue to shape our story putting our community at the heart of everything we do.

We have a long and proud history of being bold - a mindset of let's try it- let's do it.

For Merseyside Fire & Rescue Service, good enough is never good enough.

We are our community and we know the part we can play - **our place, our culture and our people** are what make us great.



WE ARE MERSEYSIDE FIRE & RESCUE SERVICE

OUR VISION

To be the best Fire & Rescue Service in the UK.
One team, putting its communities first.

OUR PURPOSE

Here to serve. Here to protect. Here to keep you safe.

OUR AIMS

Protect

We protect people from harm, provide advice, guidance and when absolutely necessary use enforcement to keep the public and our firefighters safe.

Prevent

We are there for you. We are a visible presence that provides reassurance, support and advice. Alongside our partners, we protect the most vulnerable and reduce inequalities.

Prepare

We will always be the best that we can be by having highly skilled and trained people who plan for every risk and keep our teams safe and effective.

Respond

We will be there when you need us most, pulling out all the stops to save lives. Whether we are taking 999 calls, or attending incidents, we keep our communities safe.

OUR SERVICE

We are bold

Embracing new ideas to build on the confidence and trust the community place in us.

We are professional

Always giving our best to be the best we can be.

We are safe

Protecting lives and keeping our firefighters safe.

We are built to help

Looking after people and looking after each other.

We are positive

Recognising how far we have come and being positive about the future.

We are relentless

Overcoming barriers to help people feel safe.

OUR VALUES

We serve with **Courage**

- By never settling for the status quo
- By being decisive and calm under pressure
- By having determination to see things through
- By being prepared to fail
- By celebrating diversity and being open to new opportunities and challenges
- By setting high standards and not being embarrassed for doing so
- By challenging ourselves to be better

We serve with **Integrity**

- By doing the right thing even when it is hard or no one is looking
- By leading by example
- By standing up for what matters
- By being open, honest and fair
- By making decisions based on facts
- By explaining the why
- By being consistent
- By always doing what we say we are going to do

We serve with **Compassion**

- By acting with empathy and kindness
- By actively listening - hearing what is being said
- By going the extra mile to help
- By looking after and supporting each other, noticing what is going on for people
- By recognising each other's contribution
- By creating a sense of belonging
- By embracing and understanding difference

MERSEYSIDE FIRE & RESCUE SERVICE

CONTROL WATCH MANAGER A APPOINTMENTS PROCESS



“We have a long and proud history. Be part of our future.”

Salary: Watch Manager A £40,538 (in development) to £41,664 (when competent).

OUR STORY

There is nothing more tragic to us than loss of life so we will do everything we can to prevent this happening. Saving lives and keeping our Firefighters safe matters to us. We are a team of diverse people undertaking different roles but working together to achieve outstanding impact.

We are part of our community – its where we live, its where we bring up our families. We reflect our area – looking after each other and showing kindness.

Our teams continue to shape our story, putting our community at the heart of everything we do. We have a long and proud history of being bold – a mindset of let’s try it – let’s do it. For Merseyside Fire & Rescue Service, good enough is never good enough.

We are our community and we know the part we can play – **our place, our culture and our people** are what make us great.

THE ROLE

Merseyside Fire and Rescue Service is a bold forward thinking Authority looking for highly motivated, innovative and talented individuals to support the delivery of our Leadership Message, putting the communities of Merseyside first.

Fire Control are responsible for receiving 999 and other emergency calls and sending the right fire engines and officers to emergency incidents. Fire Control staff know where all fire engines, officers and specialist appliances are across Merseyside and whether they are available to attend an emergency. Our Fire Control also co-ordinates National Resilience assets for the whole of the UK.



Our Supervisory Managers play a vital part in the effective running of Fire Control. We currently have opportunities at the **Watch Manager A** level and would encourage individuals with aspirations to develop within a dynamic control room environment to consider applying.

In addition to the criteria set out in the Person Specification, it is vital that you:

- ❖ Model our values of Courage, Compassion and Integrity.
- ❖ Demonstrate exceptional leadership skills, create an inclusive environment being people focussed.
- ❖ Possess creative problem solving skills.



ELIGIBILITY

Candidates for Watch Manager role must be competent in the Crew Manager CONTROL role.

Applications from candidates, who are not currently employed by a Local Authority Fire & Rescue Service within the UK, will not be eligible to apply.

THE SELECTION PROCESS

Interested individuals should complete the online application form and submit this prior to the closing date of **Midnight, 10th April 2025**.

Shortlisted candidates will be invited to attend an Interview and Incident Command assessment. Anticipated process timescales are provided below.

Applications Close	Midnight, 10 th April 2025
Interview / Command	W/C 14 th April 2025

Detailed role criteria is available within the Person Specification document. For further information about the role please contact John Price on 0151 296 4323 / 07738 604 929 or johnprice@merseyfire.gov.uk / gateway@merseyfire.gov.uk

On appointment, candidates will undertake an induction and development programme tailored to their experience and competencies to support their transition.

PENSION CONSIDERATIONS

ANNUAL ALLOWANCE

Please note that it is your personal responsibility to check whether by applying/accepting this position it would result in any Annual Allowance implications. A breach in the Annual Allowance threshold could result in a Tax charge. Further information on Annual Allowance can be obtained from the Pensions team, or the Pension Administrator website (YPS for Firefighter pension(s) and Merseyside pension Fund for LGPS).

LIFETIME ALLOWANCE

Please note that it is your personal responsibility to check whether by applying/accepting this position it would result in any Lifetime Allowance implications. A breach in the Lifetime Allowance threshold will result in a Tax charge. Further information on Lifetime Allowance can be obtained from our Pensions team, or the Pension Administrator website (YPS for Firefighter pension(s) and Merseyside pension Fund for LGPS).

TEMPORARY PROMOTIONS/POSITIONS

Please note that any period of 'temporary', whether that is by way of promotion or allowances associated with a temporary position, will be treated as non-pensionable.

SAFEGUARDING

Merseyside Fire and Rescue Service's recruitment and selection procedures reflect our commitment to safeguarding and promoting the welfare of Adults, Children and Young People and all staff and volunteers are expected to share this commitment.



WE ARE MERSEYSIDE, PART OF OUR COMMUNITY

Living in Merseyside will reward the successful post holder in lots of different ways. It's difficult to put into words what it can offer, at the heart of it though, is an opportunity to be part of our Community, our Place, our Culture and our People. That's what makes us and Merseyside great.

OUR PLACE

Merseyside is an area steeped in maritime history; it is an area of rich heritage with worldwide links to culture, arts, music and sport.

Merseyside is a county in the north west of England, on both sides of the mouth of the river Mersey and includes the metropolitan districts of Knowsley, Liverpool, Sefton, St Helens and Wirral.

OUR CULTURE

The city of Liverpool is an important centre for culture throughout the world, it boasts world leading attractions in the arts, music, theatre, entertainment and sport.

Liverpool has one of the most impressive collections of museums in Europe, boasting more galleries and national museums than any city in the UK outside London.

Merseyside moves to its own rhythm; Liverpool is a city that's very heart beats with the sound of music. A UNESCO City of Music, famous for its Mersey Beat and for those four lads that changed the music world forever - but that's not all.

We have a plethora of theatres on offer throughout the region, many situated in our bustling city centre such as the Philharmonic, The Empire and the Playhouse. You'll also find them within towns throughout our region like the Floral Pavilion in New Brighton and the Shakespeare North Playhouse in Prescot.

Liverpool City Region boasts three historic football clubs. Everton and Liverpool are separated by just one mile and are two of the Premiership's finest. Wirral's Tranmere Rovers play at Prenton Park in Birkenhead.

The region is also home to England's Golf Coast, the finest stretch of championship golf in the world, with no fewer than three Royal Links courses which have hosted endless Open Championships and Ryder Cups.

Horse-racing is huge in the city; Aintree and Haydock racecourses offer top-quality racing including the world-famous Grand National Festival at Aintree each spring.



There's more ...

Merseyside is also home to a number of top rugby teams, including St Helens (Saints) - the most successful Rugby League club of the Super League era.

Being a maritime hub we're also the perfect place to try your hand at watersports, with a number of centres across the city region including Liverpool Watersports Centre and Wirral Sailing Centre based at West Kirby Marine Lake, with courses available for all ages and levels of experience.

Don't just take our word for it, come for a visit, with excellent transport links you'll be here in no time and once you're here you won't want to leave.

OUR PEOPLE

Our people have a mindset of lets try it – lets do it. We are bold and always give our best to be the best we can be. Our people are diverse, each bringing something different to their roles but working together to achieve outstanding impact.

Merseyside is world renowned for its welcoming and friendly atmosphere, Merseyside Fire & Rescue Service is no different – we are built to help, we look after our Communities and we look after each other.



OUR COMMUNITY

Merseyside spans 249 square miles of land and whilst it contains some of the most deprived areas in England, where the Service can make a real difference; it is also home to some of the most desirable and sought after locations which attractions more and more people into the region each year.

OUR FAMILY

We know just how important family is to our staff and Merseyside offers a fantastic setting for people relocating to the area. With its mix of rural areas, small towns and the bustling city centre of Liverpool, Merseyside really does have it all.



Eating Out: Food and Drink in Liverpool is fantastically varied, from sleek fine dining to indie bistros and pop-up foodie heavens to high-street favourites. Merseyside has no shortage of award-winning restaurants, with a variety AA Rosette and Michelin starred venues to get your taste buds tingling.



Green Spaces: In Liverpool City Region we are blessed with an abundance of outdoor spaces. We have 200 acres of parkland under 15 minutes from the city centre at Sefton Park. We've pretty beaches on both sides of the water. Trips to Crosby Beach to visit Antony Gormley's Iron Men, National Trust's Formby Beach, Thurstaston Beach and Hilbre Islands all need to be on your must visit list.



Education: Merseyside is home to some of the highest performing Secondary School in the UK. There's no shortage of Higher Education options either, with world leading Universities such as University of Liverpool, Hope University and Liverpool John Moores University not to mention institutes such a Liverpool Institute for Performing Arts (LIPA).

OUR OFFER

Living in Merseyside is really rewarding and we're confident that for the successful candidate, relocating will be the move of a lifetime. We'll support that transition with a generous relocation package, our team will provide help, guidance, ensure you settle in and find out more about what the region can offer your lifestyle.

In a professional context, Merseyside Fire & Rescue Service offers the successful candidate an opportunity to make a real impact in a bold, busy Metropolitan environment, with a risk profile that will offer excellent development opportunities.



BENEFITS

Merseyside Fire & Rescue Service recognises the hard work and commitment of its staff. In return, we can offer the right candidate a competitive reward package.

- ❖ **We're positive about personal development:** Considerable investment in learning & development, including High Potential Programmes, Coaching, Mentoring and professional development schemes. The Service has invested in a state of the art training facility which opened this year. More information about this is available **HERE:** <https://tinyurl.com/3b36mbcw>
- ❖ **We're positive about making a difference:** Diversity is seen as a strength of the Authority. As an organisation, we seek diversity at all levels and expect a work environment in which all employees can develop and contribute to their full potential. Our established **Staff Networks** play a vital part in that.
- ❖ **We're positive about staff welfare:** Provision of outstanding Occupational Health Services with dedicated mental health and wellbeing resources. More information about our positive practice in mental health can be found **HERE:** <https://tinyurl.com/yvahtfrfx>
- ❖ A relocation package is available.
- ❖ The Service have developed work life balance policies and procedures that support and enable you to balance your paid work, your family life and your ability to attend work.
- ❖ Use of on-site fitness suites.

TERMS & CONDITIONS

Terms & Conditions of employment will be in accordance with provisions set out in the National Joint Council for Local Authority Fire & Rescue Services Scheme of Conditions of Service (Grey Book) and supplemented by Merseyside Fire & Rescue Authority's local terms and conditions and associated policies.

- ❖ Salary is £40,538 (in development) to £41,664 (when competent).
- ❖ Pension provisions in accordance with the Firefighters' Pension Scheme as amended from time to time.
- ❖ Annual, Public Holiday and Long Service leave will be in accordance with NJC conditions of service. Leave entitlement incorporating Scale A, Scale B and Long Service is 36 days each calendar year.
- ❖ Hours of work will be 42 hours per week.
- ❖ The post is located at Merseyside Fire & Rescue Headquarters, Bridle Road, Bootle, L30 4YD. Although the place of work may be anywhere within the Merseyside county area, with travel outside of the county as required.

MERSEYSIDE FIRE & RESCUE SERVICE

PERSON SPECIFICATION



Job Title:	Watch Manager A CONTROL	Team:	Fire Control
Salary:	Watch Manager A CONTROL	Directorate:	Response
JE Reference:	N/A		

	QUALIFICATIONS & TRAINING	ESSENTIAL/DESIRABLE	ASSESSED BY
	IOSH Managing Safely qualification	DESIRABLE	A/PD
	Education to HNC level and/or completed Supervisory Management qualification	DESIRABLE	A/PD
	Competent Crew Manager CONTROL	ESSENTIAL	A/PD
	Must demonstrate operational competence against national occupational standard WM8	DESIRABLE	A/PD
	KNOWLEDGE & EXPERIENCE	ESSENTIAL/DESIRABLE	ASSESSED BY
	Proven track record of assisting in the management and leadership of multi-functional teams in a dynamic environment.	ESSENTIAL	A/I
	Experience of working within a risk management framework.	ESSENTIAL	A/I
	Experience of working in a supervisory management role within a fire and rescue service control room	ESSENTIAL	A/I
	Experience in assisting in resource planning and control of resources.	ESSENTIAL	A/I
	Experience in assisting in the management and delivery of a variety of performance management systems	ESSENTIAL	A/I
	Knowledge, understanding and the ability to contribute to the delivery of the Integrated Risk Management Plan.	ESSENTIAL	A/I
	Experience in assisting in delivering and contributing to innovative change management policies, initiatives and processes.	ESSENTIAL	A/I
	A knowledge and understanding of and a personal commitment to equality & diversity and related legislation and how this is applied in practice.	ESSENTIAL	A/I
	SKILLS & ABILITIES	ESSENTIAL/DESIRABLE	ASSESSED BY
	High level of leadership skills and the ability to inspire and maintain excellent performance from others.	ESSENTIAL	A/I
	Proven ability to work within a highly pressured, risk centred environment whilst making effective decisions and delegating appropriately.	ESSENTIAL	A/I
	Good level of interpersonal and people management skills and the ability to develop and maintain constructive working relationships with a variety of individuals, groups and stakeholders.	ESSENTIAL	A/I
	Ability to undertake planning and to demonstrate creative problem solving.	ESSENTIAL	A/I
	Good level of IT skills, using Microsoft Office applications including Word, Excel, Outlook and other systems used within MF&RS.	ESSENTIAL	A/I
	Excellent oral and written communication skills.	ESSENTIAL	A/I
	WORK RELATED CIRCUMSTANCES	ESSENTIAL/DESIRABLE	ASSESSED BY
	A commitment to model our values and behaviours; promoting a culture which embraces collaboration, inclusivity, high performance and wellbeing, striving to make a real difference to the communities we serve.	ESSENTIAL	A/I
	A demonstrable commitment to continuous professional development.	ESSENTIAL	A/I/PD

A	Application	I	Interview	PD	Produce Documentation
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INFORMING OUR LEADERSHIP MESSAGE



The **Leadership Message** has been created by our own staff, ensuring that it fully reflects what it means to be part of Merseyside Fire & Rescue Service. There are also a number of key documents that have informed our Leadership Message, these are outlined below with explanations to show how they are linked.



WE ARE MERSEYSIDE FIRE & RESCUE SERVICE

To be the best Fire & Rescue Service in the UK. One team, putting its communities first.

Here to serve. Here to protect. Here to keep you safe.

<p>OUR VISION</p> <p>Our vision is to be the best Fire & Rescue Service in the UK. One team, putting its communities first.</p>	<p>OUR PURPOSE</p> <p>Here to serve. Here to protect. Here to keep you safe.</p>
<p>OUR AIMS</p> <p>Protect We protect people from harm, provide advice, guidance and when absolutely necessary use enforcement to keep the public and our firefighters safe.</p> <p>Prevent We are there for you. We are a visible presence that provides reassurance, support and advice. Alongside our partners, we protect the most vulnerable and reduce inequalities.</p> <p>Prepare We will always be the best that we can be by having highly skilled and trained people who plan for every risk and keep our teams safe and effective.</p> <p>Respond We will be there when you need us most, putting out all the stops to save lives. Whether we are taking 999 calls, or attending incidents, we keep our communities safe.</p>	<p>OUR SERVICE</p> <p>We are bold Embracing new ideas to build on the confidence and trust the community place in us.</p> <p>We are professional Always giving our best to be the best we can be.</p> <p>We are safe Protecting lives and keeping our firefighters safe.</p> <p>We are built to help Looking after people and looking after each other.</p> <p>We are positive Recognising how far we have come and being positive about the future.</p> <p>We are relentless Overcoming barriers to help people feel safe.</p>
<p>OUR VALUES</p> <p>We serve with Courage By never settling for the status quo By being decisive and calm under pressure By having determination to see things through By being prepared to fail By celebrating diversity and being open to new opportunities and challenges By setting high standards and not being embarrassed for doing so By challenging ourselves to be better</p> <p>We serve with Integrity By doing the right thing even when it is hard or no one is looking By leading by example By standing up for what matters By being open, honest and fair By making decisions based on facts By explaining the why By being consistent By always doing what we say we are going to do</p> <p>We serve with Compassion By acting with empathy and kindness By actively listening - hearing what is being said By going the extra mile to help By looking after and supporting each other, noticing what is going on for people By recognising each other's contribution By creating a sense of belonging By embracing and understanding difference</p>	

<p>Core Code of Ethics for Fire and Rescue Services England</p>	<p>OUR GROUND RULES</p>	<p>Core Code of Ethics >> MFRS Leadership Message</p> <p>Putting our communities first > We are built to help.</p> <p>Integrity > Integrity, being consistent.</p> <p>Dignity & Respect > Compassion, looking after and supporting people.</p> <p>Leadership > We are professional, positive and serve with Integrity.</p> <p>Equality, Diversity & Inclusion > We celebrate diversity, embrace and understand differences and recognise each other's contributions.</p>
<p>OUR GROUND RULES</p>	<p>NFCC Leadership Framework</p>	<p>Our Ground Rules >> MFRS Leadership Message</p> <p>Respect difference and Individuality, making Merseyside Fire & Rescue Service a great place to work ></p> <ul style="list-style-type: none"> > Celebrating diversity and being open to new opportunities and challenges. > Standing up for what matters, being open, honest and fair. > Recognising each other's contribution. > Creating a sense of belonging, embracing and understanding difference. <p>NFCC Leadership Framework >> MFRS Leadership Message</p> <p>Leading Yourself ></p> <ul style="list-style-type: none"> > Doing the right thing even when it is hard or no one is looking. > Looking after people and looking after each other. > Setting high standards and not being embarrassed for doing so. > Embracing new ideas to build on the confidence and trust the community place in us. > Protecting lives and keeping Firefighters safe.
<p>NFCC Leadership Framework</p>	<p>British Values</p>	<p>British Values >> MFRS Leadership Message</p> <p>Democracy > Compassion, recognising other peoples contribution.</p> <p>Rule of Law > Here to serve. Here to protect. Here to keep you safe.</p> <p>Mutual Respect > Acting with empathy and kindness. Being open, honest and fair.</p> <p>Individual Liberty > Embracing and understanding difference. Celebrating diversity and being open to new opportunities and challenges.</p>
<p>British Values</p>	<p>OUR GROUND RULES</p>	



MERSEYSIDE FIRE & RESCUE SERVICE

LEADERSHIP BEHAVIOURS

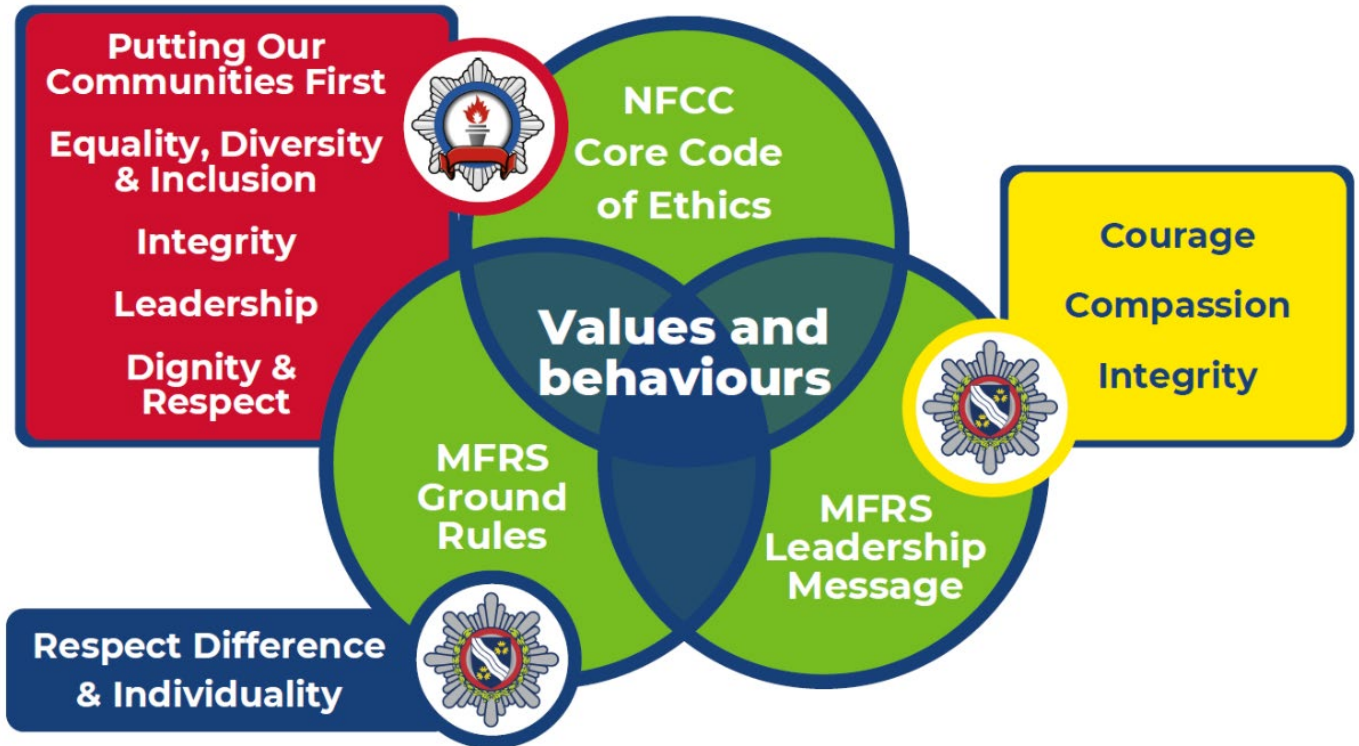
At Merseyside Fire & Rescue Service, our **Leadership Behaviours** below highlight both the 'WHAT' & 'HOW' we are expected to behave and the difference we make to the people around us. Our Leadership Behaviours reflect our Leadership Message and, in particular, our values that help us define the behaviours we are all expected to demonstrate. We have also integrated the fire service Core Code of Ethics and utilised the four leadership themes from the NFFC Leadership framework & identified leadership descriptors for each level of management. The four themes are:



PERSONAL IMPACT • OUTSTANDING LEADERSHIP • SERVICE DELIVERY • ORGANISATIONAL EFFECTIVENESS

PERSONAL IMPACT WHAT	LEADING YOURSELF Everyone (HOW)	LEADING OTHERS Supervisory Managers (HOW)	LEADING THE FUNCTION Middle Managers (HOW)	LEADING THE SERVICE Strategic Managers (HOW)
	I demonstrate Service values and behaviours.	I consistently lead by example.	I set standards of behaviour in line with Service values and behaviours	I promote and role model behaviours and make strategic decisions in line with our Leadership Message.
	I value inclusion and set a positive example to others.	I take responsibility for inclusion, and encourage different points of view.	I role model and mentor others in how they communicate and engage to encourage inclusion.	I promote and uphold our values and professional standards and communicate the importance of ethical and inclusive approaches to our work.
Good listening skills – Empathy – Courage – Integrity – Compassion	I reflect on my own strengths and see the strengths of others (using colours).	I give and receive feedback.	I provide a visible presence and recognise the contribution of others.	I actively engage with teams to seek their views.
OUTSTANDING LEADERSHIP WHAT	LEADING YOURSELF Everyone	LEADING OTHERS Supervisory Managers	LEADING THE FUNCTION Middle Managers	LEADING THE SERVICE Strategic Managers
	I am an ambassador for the Service, taking pride and responsibility for the work we do and encouraging others to do the same.	I work with the team to establish a clear sense of purpose and set expectations to achieve our goal.	I work internally and externally to set clear work and objectives, actively monitoring the performance of the team and giving positive developmental feedback.	I engage with others to establish the strategic direction and the working goals of the organisation
	I take responsibility and accountability for the quality of my own work.	I have responsibility for team effectiveness which focusses on improving outcomes and decisions.	I am accountable for the output of my teams and devolve responsibility for work to the appropriate level.	I empower, enable, and inspire people to understand and commit to the vision and communicate openly.
Listen & be informed – Persuasion – Developing others – Emotionally intelligent & aware	I role model proactively, learning new skills and behaviours.	I look for opportunities to support others through appraisal, coaching and mentoring.	I nurture future talent and proactively plan for succession. I look for opportunities to coach, mentor and support people outside of my teams.	I foster and embed the principles of a learning organisation.
SERVICE DELIVERY WHAT	LEADING YOURSELF Everyone	LEADING OTHERS Supervisory Managers	LEADING THE FUNCTION Middle Managers	LEADING THE SERVICE Strategic Managers
	I find out about my local community risks & associated behaviours to ensure we are offering the best service.	I seek to understand, prioritise & address the specific risks and diverse needs of people and communities.	I take a business-like broad approach that considers how to achieve better outcomes for communities.	I shape the wider community outcomes for the Merseyside Region.
	I plan ahead and prioritise my work, managing my time effectively to get things done.	I look ahead to anticipate issues with local service delivery and performance and make plans to resolve or minimise issues.	I monitor the quality-of-service delivery and share information so that people know how well we are performing and plan accordingly.	I take a long-term view to consider the future political, social and economic landscape and communicate this to the organisation and external organisations.
Community development – Cultural Intelligence – Curiosity – Continuous improvement	I work to foster trust with others & build constructive working relationships to achieve goals.	I encourage my team to build constructive working relationships with others to achieve our aims.	I seek out opportunities to work collaboratively across teams and functions to improve service delivery.	I proactively build and sustain collaborative relationships with high-level stakeholders.
ORGANISATIONAL EFFECTIVENESS WHAT	LEADING YOURSELF Everyone	LEADING OTHERS Supervisory Managers	LEADING THE FUNCTION Middle Managers	LEADING THE SERVICE Strategic Managers
	I know what the key organisational goals are and how I contribute.	I make sure the team understands how our work contributes to and delivers organisational priorities.	I am aware of wider organisational and political priorities and how my function contributes more widely.	I lead the organisation and develop the vision, mission and strategic business plan, inclusive of diverse and changing community risks.
	I work within the organisation's policies, procedures and processes.	I manage quality in my team, and use various sources of feedback and evidence to understand how we are performing and managing risk.	I actively seek to understand the nature of risk in various projects and act to mitigate those risks or report them.	I act as a professional advisor to governance at all levels.
Big picture – Collaboration – Commitment – Communication – Accountability – Measurements	I continuously seek to improve my performance & share my ideas.	I promote continuous improvement for the team and the organisation through listening and implementing ideas.	I apply the latest business processes and do not settle for the status quo.	I foster and enable continuous improvement & promote an innovation culture encouraging people to experiment and learn.

Our Leadership Message, Values and Behaviours have been created by our own staff, ensuring that it fully reflects what it means to be part of Merseyside Fire & Rescue Service. The NFCC's Core Code of Ethics is also one of a number of key documents that inform our approach.



NFCC Core Code of Ethics; the 5 Key Principles.



Putting our communities first

We put the interests of the public, the community, and service users first.



Integrity

We act with integrity including being open, honest, and consistent in everything that we do.



Dignity and respect

We treat people with dignity and respect, making decisions objectively based on evidence, without discrimination or bias.



Leadership

We are all positive role models, always demonstrating flexible and resilient leadership.

We are all accountable for everything we do and challenge all behaviour that falls short of the highest standards.



Equality, diversity, and inclusion (EDI)

We continually recognise and promote the value of EDI, both within the FRS and the wider communities in which we serve.

We stand against all forms of discrimination, create equal opportunities, promote equality, foster good relations, and celebrate difference.