

Equality, Diversity and Inclusion campaign

2021-2025

everyone
together

We are committed to make Kent Fire and Rescue Service a great place to work and volunteer for everyone. Our curiosity to learn and grow will help us all to support and look after every one of our customers. Every one of us helps to save lives.

We are one team.







Everyone Together is a campaign by Kent Fire and Rescue Service to promote inclusion and equality, to become a more diverse workforce and to reflect the people of Kent and Medway.

It has been developed following months of engagement with as many people who work and volunteer at Kent Fire and Rescue Service, and our customers.

We've also used secondary data and research including statements gathered that reflected EDI during our brand refresh project in 2020.

Narrative

Everyone is unique. Everyone has value. Everyone helps to make Kent Fire and Rescue Service a great place to work and volunteer.

Recognising this is an important step towards Kent Fire and Rescue Service being inclusive. When everyone feels they belong, we all thrive.

Encouraging curiosity to talk and learn more about each other and our customers is at the heart of who we are.

Supporting and encouraging people to grow, thrive and be themselves is important to us, what we do and our success.

Equality, diversity and inclusion is something we all care about – together.

Creative rationale

Applying a simple but creative treatment to the word 'everyone' brings it to life. Each letter of every takes on a non-descript colour and each colour has no predefined reason for why it is that colour.

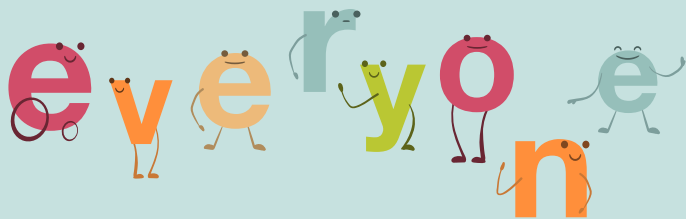
It is purposefully not rainbow so not to draw attention to one specific community (i.e.LGBTQ+)

All letters are equal, with the word 'one' displaying in a single colour to denote individuality.

Toning back the colours creates a professional but friendly feel that will appeal to emotion and peak curiosity.

This approach communicates equality, diversity and inclusion in a simple and easy to understand way.

Bespoke everyone characters have been developed that are relatable and human, they avoid singling out specific characteristics. These characters ensure the campaign is fun and friendly and are used in the campaign video.



Everyone definition: “every person”

everyone

It is an inclusive and diverse word, well used in the english language and is easy to understand and retain. It is wide-ranging and can be used to encompass all things or people in sentences or in combination.

Refers to the individual without singling out any specific characteristic or identifiable means. It is universal. It can also refer to KFRS as one team for everyone.

Why does 'equality, diversity and inclusion' matter and what does it mean to us?



Equality

- Equality is ensuring everyone has access to the same opportunities and services.
- Equality means being open to everyone, whatever their difference.
- Equality is about ensuring everyone has an equal opportunity to make the most of their life and career.
- Equality does not equal sameness.

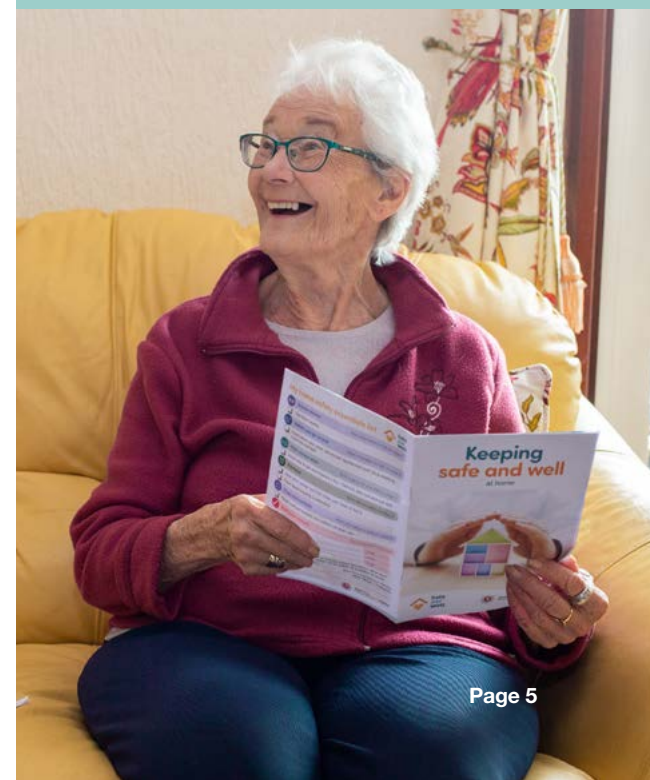
Diversity

- Diversity is what makes everyone different.
- Diversity is not about labels or labelling people.
- Diversity of thought has a positive impact in our workplace.
- Diversity makes us unique, enabling us to thrive by embracing our differences.

Inclusion

- Inclusion is celebrating diversity, its importance and the value it brings.
- Inclusion is recognising and reflecting our constantly changing and different society.
- Inclusion creates an environment that values and welcomes everyone, helping everyone feel they belong.
- Inclusion is embracing everyone, together.

"This is not about ticking boxes."



Strategic message

Everyone Together is about valuing difference and being kind.

We have three commitments that help us to understand why equality, diversity and inclusion matter to us:



everyone
belongs

Everyone is unique. We embrace this uniqueness, treating everyone as equals and ensuring the same opportunities are available to all. We strive to build open relationships based on trust, kindness and compassion, leading to a sense of belonging.

everyone
is different

Valuing difference in all its forms makes KFRS the organisation it is. Supporting and encouraging people to grow, thrive and be themselves goes to the heart of who we are, what we do and our success. Our differences support us to help our customers.

everyone
can be curious

Encouraging a greater curiosity to learn about each other and our customers is at the heart of who we are. Taking time to talk and explore our differences is everyone's responsibility. It helps us all to grow and in turn enables us to understand and help our customers.

Our commitment

We are committed to make Kent Fire and Rescue Service a great place to work and volunteer for everyone. Our curiosity to learn and grow helps us all to support and look after every one of our customers and create opportunities for people from every walk of life.

We are unwavering in our ambition to address some of the systemic issues that exist and we are focused on what we can do to reduce or erase them. We might not be able to change the world, but we want to make the sort of changes at Kent Fire and Rescue Service that we hope can influence and help support bigger societal change. We want to provide a platform to allow and promote different views and different voices that haven't always had the opportunity to be heard across the organisation.

We want to establish a culture of listening and understanding to encourage everyone to be curious

and compassionate. By doing this it will help us to challenge and evolve our culture and support Kent Fire and Rescue Service to be a great place to work and volunteer for everyone.

We know we have to keep evolving, if we are to be inclusive in everything we do. There are changes still to make but we know we are heading in the right direction.

Everyone at Kent Fire and Rescue Service has a responsibility to educate themselves and help each other to be more curious.

We won't rely on people from certain backgrounds or with different characteristics to be the source of this learning, but we actively encourage everyone to be involved.

**Every one of us helps to save lives. Everyone Together.
We are one team.**



*“Inclusion is more than just training.
It’s how we act and behave each day.”*





Campaign objectives

- ✓ To reset and reframe our approach to equality, diversity and inclusion
- ✓ To support the Kent Fire and Rescue Service People Plan, and to increase diversity and inclusion across the Service
- ✓ To bring greater clarity and relevance for everyone who works and volunteers at Kent Fire and Rescue Service
- ✓ To provide a clear framework, consistency of narrative and message. Including:
 - Sense of belonging
 - Value difference
 - Curiosity brings growth and learning
- ✓ To provide a starting point for conversation and engagement with colleagues and customers
- ✓ To empower people to challenge unkind or discriminatory conversations or comments throughout Kent Fire and Rescue Service
- ✓ To help reduce hate, and discrimination on all Kent Fire and Rescue Service social media platforms

Key messages

- Everyone Together
- Everyone belongs (sense of belonging)
- Everyone is different (valuing differencing)
- Everyone can be curious (growth and learning)
- Together Against Hate
- Be Kind
- THINK before you speak or send a message, ask yourself - is it: True – Helpful – Inclusive – Necessary - Kind

**Call to action -
small actions make
big changes**



Get curious and grow a sense of belonging

- Take the time to understand, empathise and support colleagues. Everyone has different ways of thinking, working and volunteering. Get curious about what makes them unique.
- Take yourself out of your comfort zone by mixing with people different to you. See how difference can add value by bringing new ideas and ways of doing things.
- Take time to talk and explore our differences – it's our responsibility. Talking and listening help us all to grow and enables us to understand and help our customers.

Together Against Hate

- Set the tone of what Kent Fire and Rescue Service defines as acceptable behaviour with our words, actions and decisions, and be accountable for them.
- Take action to make sure everyone behaves in a manner that aligns to our values. We will not ignore behaviours that drop below our expectations.
- Be prepared to challenge thinking and give people the time and opportunity to challenge their mind set for themselves.
- As always, be very careful to avoid using harmful language. If you do, apologise and do the work to ensure you never repeat the mistake.

Help build a great place to work and volunteer

- Never accept or tolerate behaviour that causes anyone to feel uncomfortable, unvalued or that they don't belong.
- Helping to create a great place to work and volunteer, means colleagues can feel both comfortable and confident to be themselves.
- Help people to understand that if someone raises a concern or issue relating to equality, diversity or inclusion that we will support them. Always.
- Be kind.

Key activities

Launch – Inclusion week 2021

- Website and intranet EDI pages
- Animation video of Everyone Together
- Stories of inclusion involving colleagues

Curiosity Pledge – Positive Action launch in spring 2022 and reset every year during ‘Inclusion Week’

Together Against Hate

- Eradicate hate or discrimination from all Kent Fire and Rescue Service social media platforms and conversation banter #TogetherAgainstHate
- Visibility of #TogetherAgainstHate on FF helmets, lanyards, inside buildings (posters and graphics) and vehicles
- Guidance of what’s not acceptable
- THINK Posters/Coasters/Screen Saver - True-~~Helpful~~-Inclusive-~~Necessary~~-Kind
 - Encouraging people to consider their language and messages

Be Kind Day – Acts of kindness recognised in November 2022

Representation of under-represented groups across KFRS

- Lanyards and other suggestions promoting inclusion

Together we... (Charitable Fundraiser)

- Annual chosen charities that support equality, diversity and inclusion across Kent and Medway

Excellence Awards

- Everyone Together Award – EDI excellence

Inclusion forums

- Raise profile, what is the purpose for each forum, how do they influence and give value to KFRS and our customers

KFRS People Books

- Our library of People Books aims to create a safe space where people can engage with someone different from themselves

Podcasts

- Interesting perspectives, discussion points, promoting curiosity

Surveys - with customers and everyone who works and volunteers with KFRS

Curiosity Pledge



Launching Spring 2022, reset annually in September
(during inclusion week) – Annual activity

The 'Curiosity Pledge' will be launched to support our curiosity to learn more about difference, to support each other and help us understand our customers, to keep them safe. The main purpose of the pledge is to encourage our people to make a commitment to take-action in being more inclusive.

There are two elements to the pledge:

Positive Action (team or department activity) – customer engagement with under-represented groups

- Visit customer groups to promote fire safety, learn about their lives and use the learning positively at KFRS
- Coordinated by Engagement and Collaboration Teams, to work closely with teams and customer groups – to make sure we're targeting the right groups, in the right areas of Kent and Medway.
 - o Home fire safety information will be given to customer groups to help customers live safer and to promote KFRS services.
 - o Relevant information gathered to support customer profile knowledge and influence our prevention, protection and response work.

Positive Intent (personal commitment) – personal statement for inclusive change

- Make a personal change or commitment to doing something different to promote inclusion. Form new behaviours including;
 - o asking about preferred use of pronouns
 - o learn inclusive language
 - o make meetings more inclusive.
- The positive intention element of the pledge doesn't include anything radical; it simply asks us all to respect the ways in which we should all behave and to follow our three 'Everyone Together' commitments:

Everyone Belongs – always be you

- o We want everyone to be themselves — but if that means someone gets upset or involves making others feel uncomfortable - that's not on.
 - ♦ *Always remember, first impressions may stick.*
- o We want everyone to feel they belong and that we value difference.
 - ♦ *Before I speak, I think about how someone could interpret my message — because what I think is an innocent comment could be offensive to others.*
- o If we were all the same, life would be less interesting. Through working and volunteering at Kent Fire and Rescue Service, you'll come across people who think, work, look and act differently to you.
 - ♦ *I respect difference and understand how it adds value to my thinking, and our business.*

Everyone is different – never accept unkindness

- o We should all take steps to help change and inspire new mind-sets. We should all challenge each other's thinking.
 - ♦ *My small actions can create big changes.*
- o We must come together to challenge things that don't feel right, even when it's difficult or uncomfortable. Be brave. Be bold - its easier than you think.
 - ♦ *What I walk past or ignore is what I accept*
- o The shadow you cast represents your values.
 - ♦ *Every decision I make is watched by someone for the meaning and values behind it.*

Everyone can be curious - be supportive

- o We don't know everything. Humans make mistakes — so be open to learning.
 - ♦ *If someone is unsure about something, I'll respect that they asked with the right intentions and help them to understand. I will also be willing to learn in return.*
- o Everyone deserves the right to work and volunteer at Kent Fire and Rescue Service free from harassment, abuse and discrimination. It doesn't matter who you are, we will not tolerate discrimination or poor behaviour.
 - ♦ *If I see or hear anything that goes too far, or is simply unacceptable, I will speak up.*
- o It can feel difficult and uncomfortable to raise an issue, but if we don't know about it we can't change it. We will make sure you don't feel isolated or victimised.
 - ♦ *Trust us — we will support you*



Together Against Hate



Launching November 2021



#TogetherAgainstHate

Together against hate aims to make our social media profiles and our working and volunteering spaces safer spaces for everyone.

- Block and report accounts that promote hate or discrimination
- Hide or remove comments that break our guidelines.
- Challenge or report any form of discrimination heard in conversation or banter

Everyone, regardless of difference has the right to live, work and volunteer without fear of abuse or discrimination - because hate ruins lives.

Social media

At Kent Fire and Rescue Service we want to make our digital platforms to be for everyone and to be inspiring. We strive for them to be respectful spaces for discussion and an opportunity to engage with each other to share information about how we can all live safer lives.

#TogetherAgainstHate is a global fight to tackle online hate speech and crime - using digital platforms to help drive change and build kindness. We recognise social media can be used as a place for inappropriate behaviour. However we will not accept any form of abusive language on our platforms

that involve hate or discrimination. As a public service we have a duty to make sure we create safe environments where online abuse is stopped and reported. Whether at work or play we say no to hate. Its important to us in every aspect of our lives, and the lives of our customers.

We have a zero-tolerance stance to online hate and abuse across all social and digital platforms. We want to make our social media platforms even safer spaces for everyone. We also ask our followers to join us in the fight against discrimination.

We will take the following action:

- delete comments that promote hate or discrimination
- block people bringing hate to our comments sections
- report the most serious cases to the relevant authorities;
- work to make our accounts kind and respectful places;
- keep sharing our safety messages and keep helping every one of our customers to live safer lives.
- keep supporting all of our different customers – whoever they are.
- make sure our social media profiles are a safe space for everyone.

Conversations and banter

In a similar way to our social media platforms, we aim to support staff to engage in more inclusive conversations, using language that doesn't offend and is supportive of difference. We will work with all colleagues to support their understanding and promote the links to our Code of Ethical Conduct.

Where they hear anything, they will be empowered to:

- **Challenge it** – with the individual
- **Raise it** – with their manager
- **Report it** – through the appropriate channels for further action.

Posters

We will create two posters to support 'Together Against Hate' - they will be displayed across the KFRS estate

1. THINK before you speak or send a message, ask yourself - is it:
True – Helpful – Inclusive – Necessary – Kind
 - Encourage people to think about their language
2. Together Against Hate – Challenge it, raise it, report it
 - Call to action and empower people to act

Firefighter helmets

With the full support of the FBU and our inclusion reps at Kent Fire and Rescue Service, we will create a heatproof sticker **#TogetherAgainstHate** to go on the back of firefighter helmets to be visible, subtle and ever-present to remind everyone who works and volunteers at KFRS and our customers about our stance on hate and discrimination.



THINK poster



Together we...

bake, run, walk, lose-weight, abseil, row, climb...



Early 2023 (annual activity)

The 'Together we...' will be Kent Fire and Rescue Service's annual fundraising challenge to raise funds for chosen Kent and Medway charities that support under-represented groups and promote inclusion.

Of the money raised annually, some will always go to support the national Firefighters Charity. We will also support local charities aimed at reducing hate and promoting inclusion, as nominated by our workforce.

'Together we..' is an important part of Kent Fire and Rescue Service's extended corporate social responsibility and supports the drive to be a great place to work and volunteer. Everyone across the organisation can choose their personal challenge, and through using either Justgiving or VirginMoneyGiving can raise funds. Kent Fire and Rescue Service will support those taking part with promotional materials to help their fundraising efforts.

Ideas could be: bake sales, running events or similar sporting activity, three peaks challenge, static rowing challenge.

The time and effort involved in supporting charities brings positive benefits. Our annual challenge will promote KFRS as an organisation that is socially responsible, helps us stand out as a good employer and can have a far wider impact on reinforcing a culture of teamwork and camaraderie. It will also support our ability to attract high-quality employees and volunteers.

Being able to demonstrate that KFRS is a socially responsible organisation is crucial in attracting up-and-coming talent. Research shows that the latest generations entering the workforce care more about organisation ethics and the opportunity to give back to their communities than ever before.

Positive benefits include:





- **Team building opportunities**

Completing charity initiatives together helps people to build strong relationships between colleagues. It's a fantastic way to bring different people and departments together, and for senior managers and directors to connect and share experiences with their team.

- **Build and maintain a supportive culture**

A supportive and team-focussed culture helps to create a place where people want to work, bringing everyone together through the common 'feel-good' factor. Great content for our intranet to promote 'a great place to work and volunteer'.

- **Opportunities for positive PR**

Our activities will provide excellent news content for our website and social media and can also be shared with local and trade news media. Being seen as an organisation which invests in its local community will also help with

our relationship with customers and can help open doors to developing relationships with key stakeholders.

- **Introducing healthy work-place initiatives**

Many fundraising initiatives can involve physical challenges which require people to do training in the lead up to the event. All colleagues, whether they are taking part in the event or not, can be invited to get involved in any training initiatives held during lunch-breaks. This can help to encourage more health and wellbeing initiatives in the workplace and happy, healthy staff are more engaged and productive. In a post-COVID-19 world – workplace activities can help bring people together across the organisation.

KFRS People Books



Launching in 2022

What is KFRS People Books?

It's a bit like a library, but instead of traditional books, people are on loan to readers. The KFRS People Books library will help to establish a positive framework and safe space for conversation between readers and a 'People Book'. The concept is based on personal conversation rather than a presentation or lecture.

It's not just a story, it's about engagement and interaction – like a live Q&A from a lived perspective.

Our 'People Books' are colleagues or our partners who choose to volunteer, and have diverse backgrounds and have experiences that they are willing to share with their readers.

Just like traditional books, the people books have titles that describe their experiences like Dyslexia, Gay, Refugee or Chronic Depression.

Sometimes one-on-one and sometimes in small groups, our library

of People Books aims to create a safe space where people can engage with someone different from themselves.

Supporting our curiosity to learn

Our People Books library will provide a personal and unique opportunity to understand someone else's perspective. Visiting the KFRS People Book library will encourage opportunities to engage in open, honest, and respectful conversation with our volunteers and learn about the life experience of others.

No two People Book sessions are the same.

The KFRS People Books library supports our curiosity to learn and helps to overcome stigma, combat prejudice, dismantle stereotypes, inform ignorance, clarify misconceptions, tackle discrimination, and challenge negative attitudes through

conversations with our volunteer People Books.

The science

Contact with people from different groups has been shown to decrease prejudice, and social psychologists call this phenomenon the contact hypothesis. In addition, research suggests that getting people to actively engage and take another's perspective for as little as ten minutes can have long-lasting effects.

Partnership and collaboration

We will be looking to work with partners including Kent County Council and Kent Police to borrow People Books, to boost our library and to help our learning grow and expand our understanding of difference.

Sharing a moment with someone different to you, can be a life changing experience.

“Diversity is an invitation to a party, whereas Inclusion is being asked to dance.”



Opportunities to see the campaign

Our visuals and narrative with a clearly defined tone of voice will be present in the following areas:

Kent Fire and Rescue Service website

- Inclusion Pages – Everyone Together – link to brand portal (campaign identity, organisation logos (Stonewall etc)
 - o Animation
 - o Link to ‘A Great Place to Work’ - Benefits
 - o Narratives for the nine protected characteristics of the Equality Act

All KFRS recruitment

- All vacancy advertising
- All volunteer opportunities
- Throughout the job vacancy pages - all roles will link to Everyone Together
- LinkedIn and Facebook promotions
- Induction programme

KFRS Intranet

- Inclusion pages
- Animation
- Campaign pages/plan
- #TogetherAgainstHate
- Protected characteristics
- Guide to inclusion and support for ways to be inclusive – links
- Leading by example – CMB text and images

- Case study videos
 - o A series of videos where colleagues tell their inclusive stories
- Recognising KFRS is an inclusive employer
- ‘I am thriving’ and ‘Be Kind’
- A great place to work and volunteer
- Supporting our benchmarking and continuous improvement

Calendar of EDI dates

- Agreed annual calendar
- Linked to ‘Everyone Together’
- Relevant to the core messages
- Awareness days used to:
 - o Celebrate – What did we do?
 - o Educate – What did we learn and share?
 - o Encourage curiosity - support learning something new
- Evidence of our activity shared on intranet and on social media

Events (Annually agreed plan for community events)

At our events we will have a presence of ‘Everyone Together’ branded promotional materials and a KFRS vehicle. All colleagues will have relevant

information and there will be visibility of staff and volunteers from under-represented groups.

- LGBTQ+ Pride events
- Chinese New Year
- Vaisakhi
- Other community events where KFRS is requested to attend (please see events section)

As part of our events programme we will be linking Everyone Together to our positive action and engagement work. It will be reflected in our recruitment activity including our ‘have-a-go’ events and other engagements.

Environmental graphics and vehicle livery

- Everyone Together
- Together Against Hate
- Be kind

Posters

- THINK
- Together Against Hate

Merchandise

Supporting our activity at events to promote Everyone Together - including, pens, wristbands and coasters.



Evaluation: How do we know we're winning?

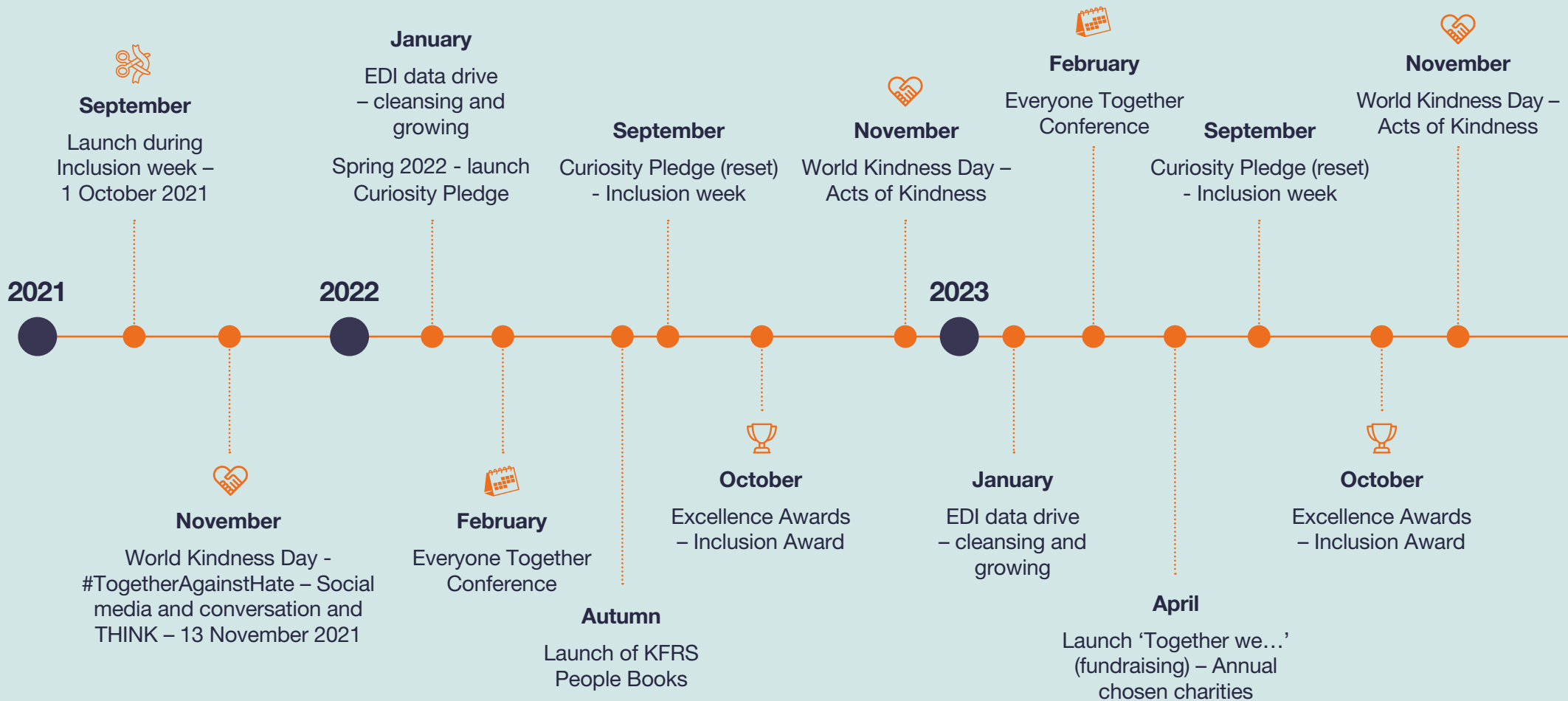
- Increase interest in recruitment opportunities from under-represented groups
- Evidence of under-represented groups included/feature in content/campaigns
- Anecdotal evidence of language and tone of voice used across the organisation
- Results of the Curiosity Pledge – from actions/results
- Growth of customer data from positive actions
- Sentiment of belonging from engagement in pulse surveys and forums
- Removal of hate statements and blocking from KFRS social platforms
- Survey results – everyone who works and volunteers will be involved to gather evidence relating to 'Everyone Together'
- Success stories from KFRS People Books events
- Data and customer information generated from activity is used to support building safety and their work with businesses
- Data and customer information generated from activity is used to influence emergency response and customer safety
- Award submissions for Equality, Diversity and Inclusion
- Other ways to notice success:
 - o Our senior leadership team showing clear examples of how they are challenging their own behaviours and approach to work
 - o Everyone taking significant steps towards creating a more inclusive KFRS in every element of the organisation
 - o All colleagues are demonstrating curiosity to learn about different perspectives and experiences
 - o People are truly able to come to work and be themselves, and can see their peers and line managers doing the same



“It’s the sort of environment that allows everyone to be the very best version of themselves.”



Timeline – moments of the campaign





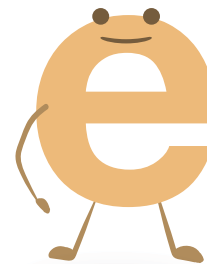
Annual equality diversity and inclusion activity

Curiosity Days – learning, respect, action

Digital based learning opportunities about annual dates in the religious calendars or days that promote EDI awareness

These will link to Everyone Together/Together Against Hate and other resources of learning – these dates matter to us

Coordinated by the Inclusion team



*“A small action can
make a big difference.”*

These dates will support crews and staff working directly with customers to understand the importance and relevance of this information

- East Orthodox Christmas (Orthodox Christian)
- Martin Luther King Day
- World Religion Day
- World Holocaust Memorial Day
- Chinese New Year
- Lunar New Year
- Shrove Tuesday (Christian)
- Ash Wednesday
- Trans day of remembrance
- Passover (Jewish)
- Good Friday and Easter Sunday
- Ramadan (Muslim)
- Stephen Lawrence Day
- Shavuot (Jewish)
- Nelson Mandela Day
- Commemoration of Krishna (Hindu)
- Yom Kippur (Jewish)
- Sukkot (Jewish)
- Intersex Awareness
- Diwali (Hindu)
- Birth of Guru Nanak (Sikh)
- World AIDS Day
- Human Rights Day
- Christmas



Annual opportunities for wider learning and case studies with staff and customers

Features and article based activity – both intranet and website to promote
EDI and Everyone Together – coordinated by the Inclusion team

February

- Children's mental health week

March

- World Hearing Day
- International Day for Elimination of Racial Discrimination
- World Autism Awareness Week

May

- World Hearing Week
- Dementia Awareness Week
- Internal Day Against Homophobia, Transphobia, and Biphobia
- Global Accessibility Awareness Day

June

- Immigration Heritage Month (Kent's immigration population)

July

- Nelson Mandela Day

September

- Bi Visibility Day

October

- Dyslexia Awareness Week
- International Day for the Eradication of Poverty – Be kind

November

- Together Against Hate month
- Islamophobia Awareness Month
- International Anti-bully Week
- White ribbon – 16 days of action (Nov-Dec)
- Trans Day of Remembrance
- International Men's Day

December

- Disability Awareness Month – Neurodiversity
- Christmas Spirit – Gift of Kindness



“It's about lifelong learning about each other, our customers and our county of Kent and Medway.”

Events and positive action moments

Opportunities to promote Curiosity Pledge and encourage engagement activity to learn more about difference and our under-represented groups across Kent and Medway – to be coordinated by Engagement, Inclusion and Collaboration teams



January

- Inclusion data drive

February

- Sexual orientation and gender identity (LGBTQ+) month
- Everyone Together conference

March

- International Women's Day
- World Autism Awareness Week

April

- Vaisakhi
- Eid

May

- Dementia Awareness Week

June

- Gypsy, Roma and Traveller Day
- Carers Week
- Pride events in Kent

September

- National Inclusion Week

October

- Menopause Awareness
- Black History Month

November

- Diwali
- Interfaith Week



FAQs

Why is Equality, Diversity and Inclusion important?

We want everyone at Kent Fire and Rescue Service to feel included, that they belong, to feel free to be themselves. We want to fully represent and reflect Kent and Medway in the diversity of our people and in our ways of thinking. We do not tolerate any form of discrimination. When you are committed to doing something well that might be new or different to how you normally think or behave, it can feel like you are ticking a box. However when you combine this with commitment and kindness it becomes part of who you are.

We encourage curiosity. We strive to never to make assumptions. We will always try to listen. It is important to be thoughtful and above all treat each other with kindness.

Be yourself - what does that actually mean?

No matter who you are, where you're from, who you love, what your religion or beliefs, how old you are, how you think or physical impairment, you belong here.

Is this just about ticking boxes?

Absolutely not. This is very important to KFRS and is a real priority for us. Not just because it's the right thing to do, but because it makes us a better organisation for everyone who works and volunteers here, but for our customers too. Research proves that diverse and inclusive teams are more innovative, more creative and more successful. It's part of who we are. As a public service we need to reflect the same diversity as our county – which is incredibly diverse, and is changing all the time – so should we.

When will you know KFRS is inclusive, with a diverse team?

We're not there yet, and in truth we'll never arrive because we need to keep evolving to reflect the changes in society. We have work to do, but we believe we are better today than yesterday. There are no quick fixes, however we are doing everything we can to make KFRS the most inclusive place to work and volunteer it can be. But we need your help to achieve positive change and to continue to grow and evolve.

How is KFRS making sure everyone feels included?

KFRS is a friendly, caring, kind and progressive place to work and volunteer, we have a zero-tolerance policy towards discrimination. It is important to everyone to break stigmas and tackle taboos. We know we have the right policies in place, but we strive to keep reviewing them and improving them.

We have employee and volunteer forums:

- LGBTQ+ Forum
- Disability Peer Support Group
- Buddy Scheme
- AFSA
- Neurodiversity Forum
- Dementia Friends
- Gender Forum
- Health and Wellbeing Forum
- Cultural Forum

They all exist to help KFRS work towards being a great place to work and volunteer. They help us all to have a better experience and give our customers a great experience too.





Equality, Diversity
and Inclusion campaign

2021-2025

everyone
together



Kent Fire &
Rescue Service

together