



SAFER Emergency

Services

SERVICE

DESCRIPTION

Table of Contents

1	Service Overview.	3
2	Service Description.	3
3	What the Service Does.....	3
4	Who the Service Is For.	4
5	How the Service Is Used.	4
6	Service Delivery Model.	6
7	Onboarding and Offboarding.....	6
8	Service Constraints and Dependencies.....	6
9	Security and Assurance Alignment.	7
10	How the Service Supports Government Policy.	7
11	Service Features.....	8
12	Service Benefits.	9
13	Service Differentiators.	10
14	Security Standards Alignment and Compliance.....	10
15	Data Hosting and Sovereignty.	11
16	Accessibility.....	11
17	Service Targets, Levels and Support.	12
17.1	Service availability.	12
17.2	Support and incident management.	12
17.3	Service recovery.	12
17.4	Assisted use and continuous improvement.	12
17.5	Business Continuity and Disaster Recovery.	13
18	Maintenance and Updates.	13
19	Exit and Data Retention.	13
20	Commercial Model.	14

1 Service Overview.

SAFER Emergency Services – A Human Risk Awareness and Behavioural Resilience Capability for UK Emergency Services.

2 Service Description.

SAFER Emergency Services is a secure, always-on mobile awareness and decision-support service designed to strengthen human-layer resilience across emergency service environments.

The service provides police, fire, ambulance, coastguard and other emergency service personnel, staff, volunteers and approved users with timely, trusted guidance at the point of need, supporting safer and more consistent behaviours in complex operational, digital, safety and wellbeing environments.

SAFER Emergency Services delivers real-time awareness across multiple human risk domains, including cyber and digital behaviour, operational safety, safeguarding, mental wellbeing, responsible use of AI, and home and family digital resilience.

The service complements existing statutory training, operational procedures and organisational communications by providing continuous behavioural reinforcement between formal learning and briefing events.

It does not replace mandated training, operational command structures or statutory guidance, but supports sustained awareness, confidence and judgement in day-to-day operational and non-operational activity.

SAFER Emergency Services does not provide legal advice, operational command decisions, or replace force, service or organisational policies, procedures or escalation routes.

SAFER Emergency Services is delivered as a secure, supplier-operated SaaS capability under G-Cloud 15 Lot 2b (SaaS).

Content can be configured to organisational context, enabling consistent use across emergency services while allowing local tailoring where required.

The service is designed to scale across the emergency services sector and to adapt as risks, technologies, operational practice and assurance expectations evolve.

3 What the Service Does.

SAFER Emergency Services provides a mobile and web awareness and decision-support capability that delivers practical guidance and behavioural reinforcement in the flow of daily emergency service activity.

The service enables personnel and approved users to access real-time, context-aware guidance at the point of decision, supporting safer digital behaviour, improved operational safety awareness, stronger safeguarding confidence, enhanced wellbeing awareness, and more informed use of emerging technologies such as AI.

The service delivers short, role-relevant awareness content designed to be quickly consumed and easily recalled within busy operational environments, including stations, control rooms, vehicles, offices and home settings.

SAFER Emergency Services provides continuous behavioural reinforcement through proactive prompts and insights, supporting consistent culture and practice rather than one-off compliance activity.

The service is not an operational command or incident management system.

Instead, it translates established good practice, professional standards and organisational expectations into practical, scenario-led prompts and decision support that help users act consistently under pressure.

The service does not generate or publish operational orders, statutory guidance or force instructions, and does not act as a Customer's formal operational communication channel.

The service incorporates intelligence-led refresh cycles to reflect emerging threats, changing behaviours, evolving risk patterns and customer-led priorities, without replacing existing operational communications or formal processes.

The service is modular and can be extended over time to support additional awareness domains and role-specific needs, including cyber and data protection behaviours, operational safety, safeguarding, responsible AI use, wellbeing and family digital resilience.

The service complements existing training, operational assurance and internal communications by reinforcing expected behaviours and judgement between formal learning events.

4 Who the Service Is For.

SAFER Emergency Services is designed for use across UK emergency services.

The service is suitable for professionals who require timely, trusted guidance to support safe, consistent and confident behaviour in complex operational, digital and wellbeing environments.

This includes operational personnel, control room staff, frontline responders, supervisors, managers, volunteers, support staff, estates and facilities teams, and other authorised users who interact with systems, data, the public and colleagues as part of their role.

The service is also suitable for senior leaders and governance bodies who require concise awareness to support oversight, informed challenge and responsible decision-making, rather than operational command activity.

The service can also support awareness for temporary staff, contractors, mutual aid personnel and partner organisations where appropriate.

SAFER Emergency Services is suitable for use across policing, fire and rescue, ambulance services, coastguard and other emergency service organisations.

The service is designed for UK public-sector operating environments and uses controls proportionate to services handling typical emergency service administrative and operational support data at OFFICIAL sensitivity.

Guidance is delivered in a concise, accessible format suitable for real-world emergency service environments, including operational settings, offices and home working.

The service supports a whole-organisation approach by enabling consistent awareness and behavioural reinforcement across permanent staff, temporary staff, volunteers and partners, without relying on uniform levels of technical confidence or digital literacy.

5 How the Service Is Used.

Users access SAFER Emergency Services via a dedicated mobile app (iOS and Android) or a modern web browser on personal devices (BYOD) or organisation-issued devices, to receive practical guidance, proactive insights and short awareness content in the flow of daily emergency service activity.

The service can be used on duty, during off-site activity, or at home, supporting consistent awareness regardless of location, shift pattern or role.

SAFER Emergency Services uses supplier-managed, AI-enabled services delivered using third-party AI software-as-a-service technology hosted in UK-based or trusted environments solely to support content retrieval, contextual framing and awareness delivery.

AI does not perform autonomous decision-making, does not monitor users, does not store personal data on devices, and does not access Customer operational systems.

SAFER Emergency Services does not ingest operational incident systems, command-and-control platforms or live operational data, and does not profile or score individual users.

SAFER Emergency Services operates as a three-mode human resilience service delivered through an AI-enabled platform.

Each mode addresses a different human risk failure point, together providing comprehensive, practical coverage for emergency service environments.

5.1 Reactive use.

Reactive use provides just-in-time judgement support.

Users can ask questions at the moment uncertainty, concern or risk arises, based on a real situation they are facing in an emergency service context.

The service responds using a curated, assured knowledge base aligned to emergency service environments, professional standards and organisational context, rather than open internet sources.

For assurance and service management purposes only, the Customer's nominated administrators can view limited metadata associated with example questions submitted through the service, including the user's registered email address.

Individual conversations remain private and are not routinely monitored or reviewed by the Customer, except where the Supplier is required to access content for support, security investigation or legal compliance purposes in accordance with the G-Cloud Call-Off Contract and applicable law.

5.2 Proactive use.

Proactive use supports structured, self-directed understanding.

Users can explore themes, topics and awareness areas when they are relevant to their role, responsibilities or circumstances, rather than at fixed training intervals.

The service enables guided exploration and role-aware framing to support deeper understanding, shared language and confidence over time.

5.3 Delivered use.

Delivered use provides timely behavioural reinforcement through a Message of the Day approach.

Short, relevant prompts and insights are delivered to users to reinforce expected behaviours and strengthen awareness before issues arise.

This mode focuses on behavioural nudging and reinforcement rather than formal training or policy dissemination.

6 Service Delivery Model.

SAFER Emergency Services is delivered as a secure, supplier-operated software-as-a-service capability within a single, centrally governed platform environment.

The service is designed to operate as a single, centrally governed capability for emergency service organisations, providing consistency, scalability and efficient management while avoiding fragmentation associated with multiple standalone tools.

Within the platform, context-specific AI agents and associated knowledge banks are deployed to reflect different emergency service operating contexts, roles and responsibilities.

Agents and knowledge banks are provisioned based on buyer-defined organisational scope and service requirements, supporting appropriate governance and assurance.

The service is maintained, updated and supported by the supplier, minimising operational and administrative overhead for Customers.

7 Onboarding and Offboarding.

SAFER Emergency Services is designed for rapid onboarding with minimal administrative and technical overhead for emergency service organisations.

The service supports self-service onboarding for permanent users and sponsor-controlled onboarding for temporary, visiting or short-term users, aligned to common joiner, mover and leaver practices used across emergency services.

Access is controlled by the buying organisation through organisation-level configuration, role assignment and time-bound permissions, enabling appropriate governance of permanent and temporary access, including operational staff, support staff, volunteers, contractors and authorised partner organisations.

The service does not require integration with force, service or organisational identity systems, directories or local IT infrastructure to begin use.

SAFER Emergency Services can begin delivering value without requiring full organisational configuration at the point of onboarding, supporting rapid adoption in environments with limited capacity or central IT support.

The service can be introduced as a trial, pilot or phased rollout, allowing emergency service organisations to validate suitability and operational fit before wider adoption.

Supplier-led onboarding support is provided during service initiation to agree organisational scope, agent assignment, access controls and initial configuration.

At the end of a contract, or on earlier termination, the service supports orderly offboarding, including access revocation and export of customer-accessible analytics data in standard formats, in line with contractual commitments and applicable data protection requirements.

On request, the Supplier will support the Customer to export administrative user lists and configuration data available within the service, in standard formats, as part of an orderly exit.

8 Service Constraints and Dependencies.

SAFER Emergency Services is designed to complement existing emergency service training, operational procedures, safeguarding arrangements, staff communications and assurance activities.

The service does not replace mandatory training, formal policy dissemination, professional judgement or established safeguarding, operational or command processes.

It is intended to reinforce expected behaviours, confidence and consistency between existing training, communications and governance arrangements.

SAFER Emergency Services provides guidance and awareness support but does not issue authoritative direction, provide live monitoring of incidents, or replace established operational, safeguarding, escalation or incident response processes.

The service is accessible via a dedicated mobile app (iOS and Android) or a modern web browser on personal devices (BYOD) or organisation-issued devices.

No integration with force, service or organisational networks is required.

The service operates independently of existing learning management systems, operational platforms, safeguarding systems or staff portals and does not require integration with them to deliver value.

SAFER Emergency Services is designed to operate alongside existing emergency service processes and frameworks and does not introduce dependency on changes to established training, policy, governance or assurance arrangements.

9 Security and Assurance Alignment.

SAFER Emergency Services is designed to align with UK public-sector and emergency services security and assurance expectations.

The service supports cyber resilience in emergency services by strengthening the human elements of awareness, behaviour and culture that underpin effective protection of systems, information and users, including operational personnel, staff and the public.

SAFER Emergency Services supports emergency service environments by reinforcing proactive, evidence-led behaviours across digital safety, safeguarding and health and safety, helping to reduce avoidable incidents through timely awareness and behavioural reinforcement.

The service is designed to operate in line with public-sector AI assurance and governance principles, including the controlled and proportionate use of AI, appropriate human oversight, and alignment with organisational policy, professional standards and operational expectations.

SAFER Emergency Services is delivered within a governed platform environment, with centrally managed content, configuration and access controls to support consistent application of assurance standards across forces, services and emergency service organisations.

The service aligns with relevant public-sector, emergency services and wider government policy frameworks but does not claim independent certification unless explicitly stated elsewhere in the service documentation.

Any references to standards or accreditations relate to the Supplier's management systems and controls, and do not constitute certification of Customer environments.

10 How the Service Supports Government Policy.

SAFER Emergency Services supports UK Government policy objectives by strengthening human-layer resilience across emergency service organisations.

The service supports national priorities for public safety, resilience and operational effectiveness by improving awareness, confidence and judgement in areas where human behaviour is a material risk factor.

SAFER Emergency Services supports Customer-led implementation of existing statutory, regulatory and organisational guidance by improving recall, consistency and confidence in day-to-day decision-making.

The service supports safeguarding and public protection objectives by reinforcing everyday professional behaviours that help personnel recognise risk, act appropriately and maintain safe practice, without duplicating statutory guidance or formal processes.

The service aligns with the National Cyber Strategy by strengthening cyber resilience through improved human awareness and behaviour across emergency service environments, recognising the role of people in protecting systems, data and the public.

SAFER Emergency Services supports whole-organisation approaches to digital safety, wellbeing and organisational culture by enabling consistent awareness and behavioural reinforcement across leadership, operational staff, support staff and partner organisations.

By providing a scalable, cross-cutting human risk awareness capability, the service supports government public-sector policy objectives without duplicating existing training, governance, inspection or assurance arrangements.

11 Service Features.

SAFER Emergency Services provides the following service features.

- Dual-channel access through a dedicated mobile app (iOS and Android) and web browser on personal devices (BYOD) or organisation-issued devices, delivered via UK-hosted public cloud services.
- The service uses operationally appropriate language, scenarios and examples aligned to emergency service environments, rather than technical or policy-heavy terminology.
- A digital safety and safeguarding awareness AI agent supports confident, professional behaviours around online activity, information handling, professional boundaries and risk recognition, aligned to emergency service contexts.
- A cyber and data awareness AI agent supports safer use of systems, accounts and information, helping personnel reduce everyday digital and data-related risk.
- A home and family digital resilience awareness AI agent supports understanding of technology risks that can affect personnel and families beyond the workplace, reinforcing consistent awareness between work and home environments.
- A health and safety awareness AI agent supports everyday operational safety awareness, risk reduction and good practice across emergency service environments.
- A staff wellbeing awareness agent supports awareness of stress, resilience and appropriate support routes for emergency service personnel, including signposting to Customer-defined internal support routes and external support resources where appropriate.

- An AI awareness and misuse prevention agent supports responsible, ethical and confident use of emerging technologies, including awareness of AI-related risks in emergency service contexts.
- AI agents provide reactive guidance at the point of uncertainty or concern, supporting timely judgement and confident decision-making in real situations.
- The service provides proactive awareness pathways, including short Message of the Day prompts and video content designed to reinforce behaviours over time without adding training burden.
- The service includes an analytics capability providing aggregated insight into engagement, awareness coverage and topic trends to support service assurance, oversight and continuous improvement, without exposing individual conversation content.
- For assurance and service management purposes, nominated Customer administrators can view limited metadata associated with example questions, including the user's registered email address. Individual conversation content remains private and is not routinely accessible to Customers or third parties.

12 Service Benefits.

- SAFER Emergency Services delivers operational benefits by strengthening human-layer resilience across emergency service settings.
- The service helps reduce avoidable digital safety, safeguarding and behavioural incidents by providing immediate, context-appropriate guidance at the point of uncertainty, reducing hesitation, inconsistency and unreported concern.
- By delivering practical guidance in appropriate language and real-world context, the service supports better professional judgement and reduces the likelihood of minor issues escalating into incidents, complaints or assurance findings.
- SAFER Emergency Services supports safer, more stable operational environments by reducing preventable safety, digital and wellbeing-related issues that disrupt service delivery.
- The service complements mandatory training and operational briefings by reinforcing expected behaviours where one-off courses, briefings and policy documents do not sustain awareness over time.
- Awareness content and behavioural prompts can be updated rapidly to reflect emerging digital risks, changing behaviours and customer-led priorities, supporting a more responsive and resilient environment.
- Short, timely Message of the Day prompts build continuous awareness and reinforce professional expectations without adding training or administrative burden.
- The service supports consistent behaviour change at scale, contributing to stronger organisational culture across emergency services.
- SAFER Emergency Services provides leadership and senior leaders and governance bodies with aggregated insight into awareness coverage and engagement, supporting proportionate oversight, assurance and evidence-based decision-making.

Together, these benefits support safer, more resilient and well-governed emergency service environments in increasingly digital and AI-enabled contexts.

13 Service Differentiators.

SAFER Emergency Services is not a traditional training product or awareness course.

The service is designed as a behavioural resilience capability that supports professional judgement and awareness continuously, rather than relying on periodic training events or annual refresh cycles.

Unlike conventional digital safety, safeguarding or cyber awareness solutions, SAFER Emergency Services provides guidance at the point of need, enabling personnel to access relevant, operationally appropriate information when real uncertainty, concern or risk arises.

The service uses continuous behavioural reinforcement, including short prompts and Message of the Day content, to sustain awareness and influence day-to-day practice over time, rather than assuming retention from one-off training or policy briefings.

SAFER Emergency Services addresses human risk across multiple, interconnected domains, including digital and online behaviour, safeguarding practice, cyber and data awareness, health and safety, responsible use of AI, and home and family digital resilience, recognising the shared human factors that underpin incidents across emergency service environments.

The service operates within a single, governed platform environment, enabling consistent behaviour support across forces, services and emergency service organisations while allowing context-specific delivery where required.

This approach differentiates SAFER Emergency Services from single-domain or compliance-led tools by providing a scalable capability focused on behaviour, culture and resilience rather than training completion alone.

14 Security Standards Alignment and Compliance.

SAFER Emergency Services is designed in line with secure-by-design and privacy-by-design principles, using controls proportionate to systems operating at OFFICIAL sensitivity.

Controls are proportionate to a supplier-operated public-sector SaaS service and are designed to protect typical service and administrative data, service configuration data, and user account data.

The service's identity, onboarding and access control model aligns with recognised UK public-sector and industry security expectations, without requiring integration with Customer identity providers, directories, or internal networks.

Access control is based on strong identity verification, least-privilege principles, sponsor-governed temporary access and defined joiner, mover and leaver processes.

Identity, authentication, permissions and lifecycle management are fully controlled within the SAFER Emergency Services service.

AI inference services operate outside the identity and access management domain and have no access to user credentials, permissions, or access controls.

User attribution for service operations and security is handled within the Supplier-controlled service environment, and limited identity information may be visible to authorised Customer administrators where required for assurance, safeguarding, or governance purposes.

The service is designed to align with the following standards and guidance.

- Government Functional Standard GovS 007: Security.
- National Cyber Security Centre guidance on modern authentication.
- Good practice for third-party and contractor access management.
- UK GDPR and organisational data protection principles.
- Secure-by-design software development and operational practice.

The Supplier maintains Cyber Essentials certification, and operates an ISO 9001-aligned quality management approach and an ISO 27001-aligned information security control baseline.

The service keeps audit records showing user access, account changes and administrative actions, enabling organisations to review activity and provide evidence for assurance purposes.

Further detail on how SAFER Emergency Services meets public-sector security and data protection expectations can be provided during the call-off contract process, including supporting assurance documentation where required.

15 Data Hosting and Sovereignty.

SAFER Emergency Services is hosted using UK-based cloud infrastructure to support emergency service and wider public-sector expectations for data residency and sovereignty.

All customer data entered into the service is stored and processed within the United Kingdom, unless otherwise agreed as part of the G-Cloud call-off contract.

Customers retain ownership and control of their data at all times. SAFER Emergency Services does not assert ownership over customer data and does not sell, monetise or repurpose customer data for non-service purposes.

Access to customer data is restricted to authorised users within the buying organisation and authorised supplier personnel, operating under role-based access controls and least-privilege principles.

Data is protected using industry-standard security measures, including encryption in transit and at rest, in line with public-sector best practice.

Where exceptional remote access from outside the United Kingdom is required for service support or maintenance, this access is minimised, controlled, logged and subject to appropriate technical, organisational and contractual safeguards in accordance with UK data protection law and the G-Cloud Call-Off Contract.

16 Accessibility.

SAFER Emergency Services is designed to be accessible to users across emergency service and wider public-sector organisations, including individuals with varying access needs, technical confidence and learning preferences.

The service is designed to align with WCAG 2.2 AA standards.

These standards inform interface layout, navigation, content presentation and interaction design across the service.

Accessibility considerations include clear navigation structures, readable typography, appropriate colour contrast and keyboard-accessible functionality where applicable.

The service is designed to be compatible with commonly used assistive technologies, including screen readers.

Accessibility is further supported through in-platform guidance, including short instructional videos, contextual prompts and guided walkthroughs, providing alternative ways for users to understand tasks and content without reliance on dense written material.

Accessibility is reviewed as part of ongoing service development. Issues identified through testing, customer feedback and user experience monitoring are addressed through the service's managed update process.

This approach supports the Customer's obligations under the Equality Act 2010 and wider public-sector accessibility expectations.

17 Service Targets, Levels and Support.

SAFER Emergency Services is operated as a managed cloud service with defined service targets, support arrangements and recovery objectives. Support levels align with G-Cloud service desk requirements: Standard support via email/web portal; enhanced support (24x7 critical incidents) available via call-off schedule. These describe the intended operating level of the service and should be read alongside the applicable G-Cloud Call-Off Contract and service schedules.

17.1 Service availability.

The service is designed to deliver high availability appropriate to a UK public-sector SaaS capability used in emergency service settings. Target service availability is 99.5 percent on a monthly basis, measured across both UK business hours and 24x7 operation.

Planned maintenance is scheduled, where possible, outside UK business hours and is communicated in advance where user impact is anticipated. Downtime caused by customer networks, third-party connectivity or force majeure events is excluded from availability calculations.

17.2 Support and incident management.

User support is available through multiple channels, including in-platform support features and direct assistance, with coverage appropriate to operational use, including outside standard UK business hours where required.

Incidents and support requests are prioritised based on impact and urgency, with defined response targets for critical, high, medium and low-severity issues. Security-related incidents are handled in accordance with established incident management and escalation procedures.

17.3 Service recovery.

The service is supported by defined recovery objectives to restore availability and protect data integrity following service disruption. Recovery targets are proportionate to the service's role and will be defined within the Call-Off Contract.

17.4 Assisted use and continuous improvement.

SAFER Emergency Services includes extensive in-platform guidance and assisted use features to reduce reliance on reactive support. Support interactions and user feedback are reviewed to identify recurring issues, usability improvements and emerging requirements, informing ongoing service improvement.

17.5 Business Continuity and Disaster Recovery.

SAFER Emergency Services is supported by business continuity and disaster recovery arrangements aligned with the capabilities of the underlying cloud hosting environment. These arrangements are designed to restore service availability following disruptive events, maintain the integrity of customer data, and minimise prolonged loss of access. Continuity and recovery processes are reviewed periodically to ensure continued suitability.

18 Maintenance and Updates.

SAFER Emergency Services is delivered as a continuously maintained software-as-a-service platform.

The service follows a managed update approach, under which improvements, fixes and enhancements are introduced through controlled releases rather than ad hoc changes.

Updates may include usability improvements, performance enhancements, security updates and refinements required to reflect changes in guidance, policy or the operating environment.

Where updates relate to changes in statutory guidance or sector practice, updates are designed to support awareness and consistency, and do not constitute the publication of statutory guidance.

Routine updates are designed to preserve existing configuration and data and are deployed without disruption to customer use wherever possible.

Where planned maintenance is required, it is scheduled to minimise user impact and, where appropriate, communicated in advance.

This approach ensures that SAFER Emergency Services remains current, secure and aligned with public-sector expectations, while maintaining service stability and continuity for users.

19 Exit and Data Retention.

SAFER Emergency Services is designed to support straightforward, transparent and low-friction exit arrangements.

At all times, data entered into the service remains the property of the Customer. SAFER Emergency Services does not assert ownership over customer data and does not restrict the Customer's ability to access or retrieve it.

Individual user interactions with SAFER Emergency Services AI agents are private to the user and are not accessible to the Customer. The service does not provide Customers with visibility of individual conversations or responses. Customer-accessible data is limited to aggregated and anonymised usage information, such as engagement levels, feature usage and trend data, to support service assurance and continuous improvement.

At the end of a contract, or on earlier termination, Customers are able to export their data held within the service in standard, non-proprietary formats suitable for retention, assurance or transition to an alternative system.

Following confirmation that data export has been completed, customer data is securely deleted from the service in line with contractual obligations and applicable data protection requirements.

Deletion is subject to any lawful retention obligations, including security, audit, and dispute-related retention, in line with the G-Cloud Call-Off Contract and applicable law.

No exit fees are applied in relation to data export, data deletion or service termination.

20 Commercial Model.

SAFER Emergency Services is provided under the G-Cloud 15 framework on a subscription basis.

All support, onboarding, delivery, and exit terms are governed entirely by the G-Cloud 15 Call-Off Contract and service schedules. No additional supplier terms apply.

Pricing is published in the associated G-Cloud Pricing Document and is transparent and predictable. Charges are structured to allow Customers to scale usage proportionately in line with organisational size, scope and operational need.

The subscription includes access to the SAFER Emergency Services service, routine platform updates, maintenance and standard support, as defined in the applicable Call-Off Contract.

Any optional services, if offered, are described in the Service Definition and priced transparently in the associated Pricing Document.

There are no mandatory onboarding fees and no additional charges for routine updates or maintenance.

Contract duration, payment arrangements, renewal terms and any optional services are governed by the G-Cloud Call-Off Contract and associated schedules.