

Public Value Performance Measures (Revised) 2011/12

Report of the Chief Fire Officer

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1 Purpose of Report

This report informs Members of further developments to produce and implement a meaningful and simplified suite of performance measures.

2 Recommendations

Members are recommended to approve, and thereafter monitor (on a quarterly basis) the proposed 'Public Value Measures' set out within this report.

3 Background

Members will be aware through previous reports¹ that there is an expectation from Government that public services reflect localism, decentralisation, transparency, accountability and the 'Big Society' in its business processes and functions.

On 13 August 2010, Eric Pickles, Secretary of State for Communities and Local Government (CLG) announced² the abolition of the Audit Commission. Subsequently, he also announced a move from the enforcement of national indicators.

¹ <http://www.shropshirefire.gov.uk/sites/alpha.shropshirefire.gov.uk/files/fra/2010-11-12-public-value-performance-measurement-framework-2011-12.pdf>

² <http://www.communities.gov.uk/news/corporate/1688109>

This move also includes a relaxation on the need to publish equality and diversity data.³ This presents a number of opportunities for fire and rescue services.

In November 2010 Members were advised⁴ that the Fire Authority's Public Value review⁵ had identified the need to move away from the traditional target driven culture prevalent within many public services and instead introduce an outcome focused approach aimed at creating 'Public Value.' Since Members initially agreed to these changes officers have undertaken additional work to further develop and refine a meaningful set of simplified aims and measures that are indicators of community satisfaction.

4 Proposed Service Plan Measures 2011/12

The proposed measures are defined as 'Public Value Measures' and are aligned to four overarching strategic aims. The proposed aims and measures are set out with Table 1 overleaf. The aims and measures are designed to be simple, relevant and meaningful, and perhaps most importantly, easily understood by the community (unlike the previous best value indicators). In total there are eight measures that collectively enable the community and Members to monitor how the Service manages (i) its **operations** (*responding to, and reducing incidents and consequential deaths and injuries*), and (ii) the **business** (*providing a safe, competent, quality workforce that represents value for money*).

The measures form part of an integrated suite of performance measures, with the aims supplemented by inter-linked measures. The relationship creates a 'cause and effect' approach, whereby should an aim fail; there is a strong probability of the causation being easily identifiable within the associated measures accordingly. Delivery of the activity or resource underpinning a measure should result in public satisfaction within the aim.

5 Performance Monitoring

With Member approval, it is recommended that the Audit and Performance Management Committee, on behalf of the Fire Authority, monitor Service performance against the proposed Public Value Measures on a quarterly basis. Developed departmental measures will be monitored and acted upon internally within the Service by officers/managers on a regular basis.

In-line with Government's desire that public services reflect localism, transparency and accountability, performance against the measures will be published on a monthly basis on the Service's website.

³ <http://www.communities.gov.uk/documents/fire/pdf/1754859.pdf>

⁴ <http://www.shropshirefire.gov.uk/sites/alpha.shropshirefire.gov.uk/files/fra/2010-11-12-public-value-performance-measurement-framework-2011-12.pdf>

⁵ <http://www.shropshirefire.gov.uk/sites/alpha.shropshirefire.gov.uk/files/fra/08%20Appendix%20B%20-%20Public%20Value%20Update.pdf>

Aims	Public Value Measures	What we are measuring
1. To be there where and when you need us in an emergency with a professional and well equipped team	1.a. The first fire engine will arrive at emergency incidents within X minutes on Y% of occasions	<i>The percentage of occasions the first fire engine arrives at any '999' emergency within a specified time (minutes) on an agreed percentage of occasions.</i>
	1.b. The first fire engine will arrive with a minimum competent crew of X staff on Y% of occasions	<i>The percentage of occasions the first fire engine arrives at any '999' emergency with an agreed minimum competent crew level.</i>
2. To reduce the number of fires in our community	2.a. Maintain the total number of accidental fires to between X and Y during 2011/12	<i>To ensure that all primary and secondary fires are maintained within an agreed tolerance range.</i>
	2.b. Maintain the total number of fire crimes to between X and Y during 2011/12	<i>To ensure that all fire crimes (arson) are maintained within an agreed tolerance range.</i>
3. To reduce the number of fire related deaths and serious injuries	3.a. Maintain the total number of injuries sustained by SFRS staff whilst fire fighting to between X and Y during 2011/12	<i>To ensure that all injuries sustained by firefighters, whilst firefighting, are maintained within an agreed tolerance range.</i>
	3.b. Maintain the total number all fire related deaths and injuries in the community to between X and Y during 2011/12	<i>To ensure that all deaths and injuries (combined) sustained by members of the community are maintained within an agreed tolerance range.</i>
4. To deliver an effective fire and rescue service at a cost that is acceptable to our community	4.a. The achievement of a minimum four star rating ('Good') in our customer satisfaction on 75% of occasions	<i>The measure of public/customer satisfaction recorded through the 'After the Incident/Event' survey. Score range: 1★ = Very Poor 2★ = Poor 3★ = Satisfactory 4★ = Good 5★ = Excellent</i>
	4.b. The achievement of a minimum four star rating ('Good') for service that represents Value for Money on 75% of occasions	<i>The measure of Value for Money recorded through the 'After the Incident/Event' survey. Score range: 1★ = Very Poor 2★ = Poor 3★ = Satisfactory 4★ = Good 5★ = Excellent</i>

Table 1. - Recommended Aims and Public Value Measures

6 Target Setting

The Fire Authority's Strategy and Resources Committee are responsible for considering and setting targets/agreed tolerance levels against the proposed Public Value Measures. These will take effect from 1st April 2011.

7 National Measures

In the absence of Government driven measures the Chief Fire Officers Association (CFOA) has begun to develop a suite of 'sector led' measures that may act as an alternative to historical national indicators.

This initiative, whilst ongoing, is now awaiting the outcome of the recently announced (21 February 2011) CLG consultation exercise⁶ regarding the introduction a new local audit framework, replacing the previous Comprehensive Area Assessment regime. It is expected that new framework and any indicators/measures that may emerge from this exercise, will be effective from 2012/13. CLG have committed to creating a new 'right to data' to empower citizens to request access to performance data.

It is likely that the proposed measures set out in this report may be subject to change from 2012/13, with changes necessary to meet the requirements of the local audit framework.

8 Financial Implications

There are no financial implications arising from this report.

9 Legal Comment

The aforesaid CLG consultation exercise⁷ regarding the introduction a new local audit framework may result in the introduction mandatory performance measures effective from 2012/13.

10 Equality Impact Assessment

Officers have considered the Service's Brigade Order on Equality Impact Assessments (Personnel 5 Part 2) and have determined that there are no discriminatory practices or differential impacts upon specific groups arising from this report. An Initial Equality Impact Assessment has not, therefore, been completed.

11 Appendices

There are no appendices attached to this report.

12 Background Papers

There are no background papers associated with this report.

⁶ <http://www.communities.gov.uk/publications/corporate/auditinspectionmemorandum>

⁷ *ibid*