



Shropshire Fire and Rescue Service

Appendix to Report 13 on
Annual Report 2011/12
Shropshire and Wrekin Fire and Rescue Authority
Audit and Performance Management Committee
6 September 2012



Annual Report 2011/12

Shropshire and Wrekin Fire and Rescue Authority



Putting Shropshire's Safety First
www.shropshirefire.gov.uk

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如果您希望获得这份资料的中文译本或其他各式（例如大字体版本或录音磁带），请与我们联系。电话：01743 260200，或电子邮件：enquiries@shropshirefire.gov.uk

(Chinese)

Jeśli chcieliby państwo otrzymać informacje w innym języku lub formacie, np. w formacie audio lub napisane duża czcionką, prosimy o kontakt pod numer 01743 260200 lub na adres e-mailowy: enquiries@shropshirefire.gov.uk

(Polish)

ਜੇ ਤੁਸੀਂ ਇਹ ਜਾਣਕਾਰੀ ਕਿਸੇ ਹੋਰ ਭਾਸ਼ਾ ਜਾਂ ਰੂਪ ਜਿਸ ਤਰ੍ਹਾਂ ਕਿ ਵੱਡੀ ਛਪਾਈ ਜਾਂ ਸੁਣਨ ਵਾਲੀ ਟੇਪ ਵਿੱਚ ਚਾਹੁੰਦੇ ਹੋ, ਤਾਂ ਕਿ੍ਪਾ ਕਰਕੇ ਸਾਡੇ ਨਾਲ 01743 260200 ਤੇ ਸੰਪਰਕ ਕਰੋ ਜਾਂ enquiries@shropshirefire.gov.uk ਤੇ ਈਮੇਲ ਕਰੋ।

(Punjabi)

اگر آپ کو یہ معلومات کسی متبادل زبان یا طریقہ مثلاً بڑے سائیز یا آڈیو میں درکار ہوں تو برائے مہربانی فون نمبر 01743 260200 یا ای میل enquiries@shropshirefire.gov.uk پر رابطہ کریں

(Urdu)

Haddii aad doonaysid dokumentigan oo ku qoran luqad kale ama qaab kale sida far waaweyn ama maqal ah, fadlan nagala soo xiriir 01743 260200 ama iimayl enquiries@shropshirefire.gov.uk

(Somali)

Os hoffech chi gael y wybodaeth hon mewn iaith neu ar ffurf wahanol fel print bras neu sain cysylltwch â ni ar 01743 260200 neu drwy'r e-bost enquiries@shropshirefire.gov.uk

(Welsh)

The Fire and Rescue Authority (FRA) welcomes comments on this Annual Report. Please use the questionnaire sheet at the end of this report or visit our website on www.shropshirefire.gov.uk to print a copy from the PDF version.

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Chairman's and Chief Fire Officer Foreword

Welcome to the Shropshire and Wrekin Fire and Rescue Authority (SWFRA) Annual Report for 2011/12. This Report summarises and sets out our performance for the Authority and your Fire and Rescue Service.

Despite the Fire Authority's best endeavours to manage diminishing budgets and deliver a '24 x 7' service, which the community can be proud of, 2011/12 witnessed the highest number of fire related deaths for generations, with 11 deaths compared to the yearly average of just two.

The community of Shropshire is as diverse as its natural and built environment. However, perhaps contrary to perception, the fire deaths and injuries experienced are not specifically related to poverty or deprivation but are focused on the elderly, living alone, more often than not in a rural community. It is this section of society that presents the greatest challenge to the Service to protect from fire, particularly in future years.

Shropshire has a relatively high concentration of people in older age groups. In 2010 about 50% of the County's residents were aged 45 or over, compared to only 41.8% nationally. During the next 25 years those aged 65 to 84 are projected to increase by 70% and the over 85s by a massive 195%.

In South Shropshire, by 2029 almost 42% of the community will be over 65.

The challenges of providing quality, value-for-money public services in a sparsely populated rural county will only increase as budgets continue to decrease and the ageing 'at risk group' grows exponentially in future years. It is a future that the community and Service must address together in partnership to make

Shropshire safer for all



A handwritten signature in blue ink, appearing to read 'Stuart West'.

Stuart West, Chairman



A handwritten signature in blue ink, appearing to read 'Paul Raymond'.

Paul Raymond, Chief Fire

Service Delivery Areas

Executive and Resources

The Executive and Resources directorate, headed by the Chief Fire Officer (CFO), comprises of the Resources and Finance teams. The Resources team is responsible for ensuring that employees have the resources (including buildings, vehicles and equipment) and supplier support needed to provide an effective, safe and efficient service. The Finance team provides all budget and financial support for the Service. The CFO is also Head of Service, delivering the Fire and Rescue Service on behalf of the Fire Authority.



Community Safety

The Community Safety team, led by the Deputy Chief Fire Officer, is the service delivery branch of the Service. Through this team the Service delivers a broad range of community safety services, including community fire safety, business fire safety, and operational delivery. The team has a clear sense of purpose and common objective to prevent fires and other emergencies occurring, to protect the lives and livelihoods of citizens and to respond to calls for assistance in a professional way.



Corporate, Performance and Operations

The Corporate, Performance and Operations team, led by the Assistant Chief Fire Officer, collectively provides a core support function to Shropshire Fire and Rescue Service. The team is primarily responsible for the provision and maintenance of a modern and resilient communications and information infrastructure, the management of operational command, Fire Control, corporate risk management, strategic planning, and project and performance management. In addition the team supports administration and corporate services across the Service.



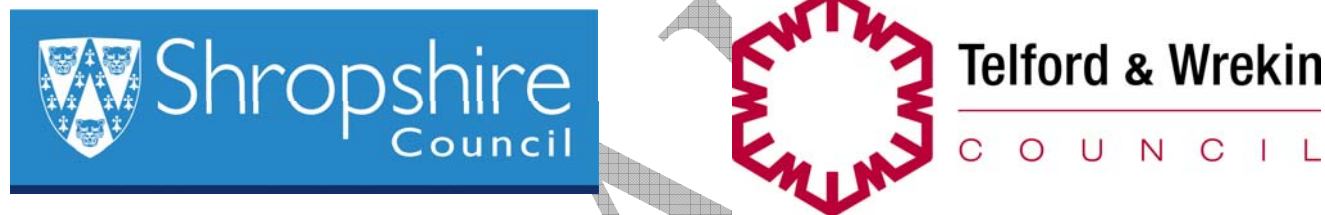
Human Resources and Development

The Human Resources and Development teams are led by the Assistant Chief Fire Officer. The Service recognises that people are the organisation's most important resource and the role of the Human Resources and Development teams is to ensure that the Service has the right people in the right place at the right time, with the right skills and competence to meet properly the needs of the organisation, and that individuals gain the maximum satisfaction from their jobs.



Our Governance

Shropshire and Wrekin Fire and Rescue Authority was established in 1998 as a stand-alone authority following local government reorganisation. Its Members are taken from Shropshire Council and Telford & Wrekin Council (known as its constituent authorities), who appoint 11 and 6 Members respectively. The Fire Authority is responsible for overseeing the Service's finances, strategies and operations.



To help carry out the responsibilities of the Fire Authority a number of specific committees and panels have been established and meet regularly. Members of the public are welcome to attend these meetings.

Details of Fire Authority Members and the constituent authorities, which they represent, are given on the Service website¹. If you would like further information on the Terms of Reference of the various committees; please visit the Service website on the link below:

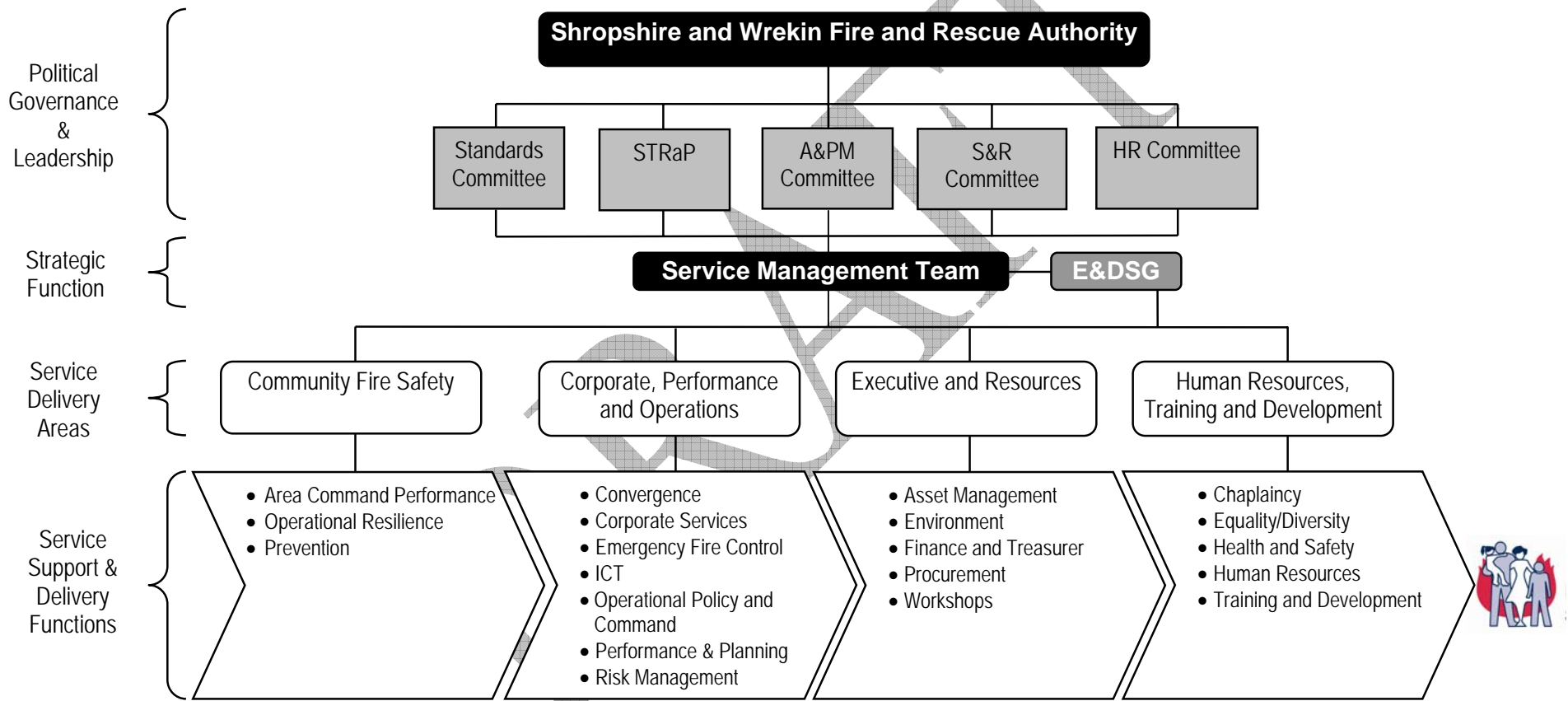
<https://www.shropshirefire.gov.uk/managing-the-service/fra/members>

¹ There are also non-elected Independent Members of the Standards Committee, for details on this committee please visit the following link:

<https://www.shropshirefire.gov.uk/managing-the-service/fra/members-handbook/section4>

Organisational Chart

This organisational chart outlines the reporting structure of the Fire Authority and demonstrates how information is disseminated throughout the organisation.



Key to abbreviations:

- A&PM – Audit and Performance Management
- E&DSG – Equality and Diversity Steering Group
- HR – Human Resources
- ICT – Information, Communication Technology
- S&R – Strategy and Resources
- STRaP – Strategic Risk and Planning Group

About our Area

The county of Shropshire is England's largest inland county, occupying approximately 3,490 square kilometres. The English counties of Cheshire, Staffordshire, Herefordshire and Worcester and the Welsh counties of Powys and Clwyd bound the County.

The geographical county of Shropshire is one of England's most beautiful and historic areas with magnificent countryside and market towns, such as Ludlow, which has in excess of 500 listed buildings. The County is home to Ironbridge Gorge, which is universally accepted as the birthplace of the industrial revolution.



The areas covered by Shropshire Council and Telford & Wrekin Council are in many ways different.

Shropshire Council covers a large area, some 3,197 square kilometres, and has a population of approximately 293,000. The area is essentially rural in nature and almost one third is designated as an area of outstanding natural beauty. Approximately 55% of the population is classed as urban and 45% as rural.

Shropshire has a higher percentage of retired people and lower percentages of children and adults of working age. Because of the rural nature of Shropshire (approximately 80% of land use is agriculture), a higher proportion of residents work in agriculture compared to the national average.

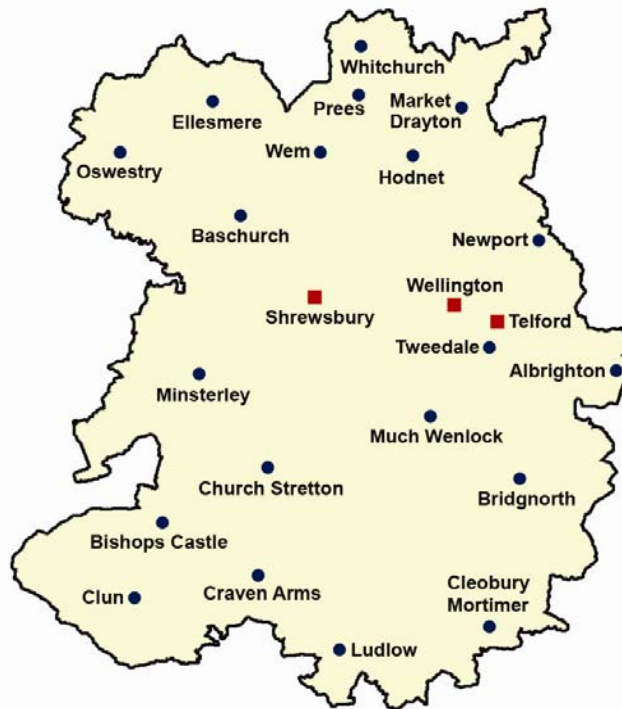
In contrast the area of Telford & Wrekin has a younger than average population and is among one of the fastest growing local authority areas in Europe. The majority of the population lives in the rapidly growing new town of Telford. Telford was originally designated as a 'New Town' in 1963 and recent decades have seen a remarkable growth in industry, commerce and population in the area, which covers 290 square kilometres. It does retain, however, some concentrated pockets of social deprivation, which are being addressed.

Telford & Wrekin has a population of approximately 163,000.

About our Service

The respective communities of Shropshire and Telford & Wrekin vary greatly and, as a consequence, place very different demands on Shropshire Fire and Rescue Service.

The Service employs approximately 610 members of staff, who operate from 23 strategically located sites across Shropshire. The Service has 3 whole-time stations, located in Wellington, Shrewsbury and Telford, 20 retained stations, Service headquarters in Shrewsbury and a training and development centre in Telford.



People

Designation	Description
Firefighters (wholetime duty system)	Firefighters and officers are included in the strength figure. A shift pattern is worked by watch personnel.
Firefighters (retained duty system)	Retained duty system staff are called in when required to attend emergency incidents.
Control staff	Control staff work shift arrangements to take emergency calls and dispatch Service resources to incidents.
Support service staff	Non-operational staff provide a wide range of technical and specialist support.

Equipment consists of a fleet of approximately 50 operational vehicles and special appliances, including aerial ladder platforms, rescue tender, rescue boats and various pod-based units located throughout the area.

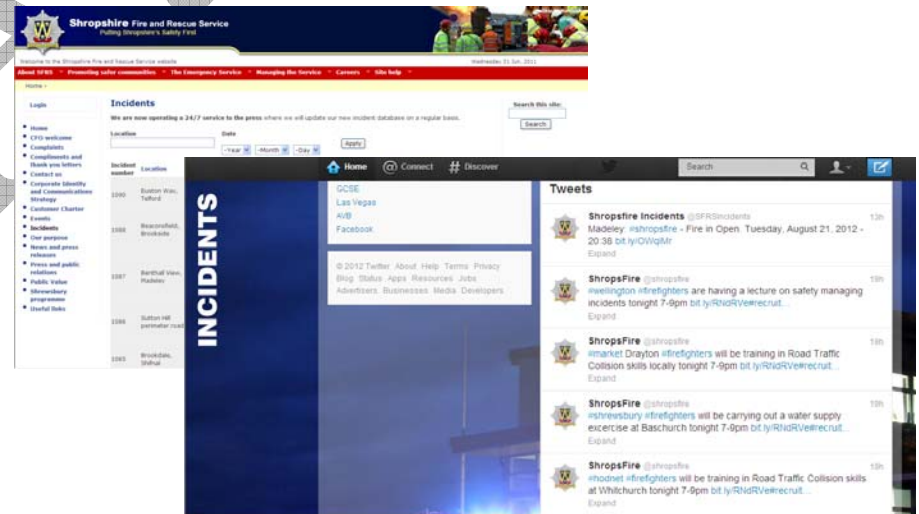


About our Intervention

In the fiscal year 2011/12 the Service responded to approximately 4544 incidents. Of these there were 2,261 calls to fire, both primary fires (a fire involving any property of value, for example, a house or a car) and secondary fires (a fire that is not a primary fire). There were 1,551 false alarms (good intent, apparatus and malicious). The Service also attended 732 special service incidents. Examples of special service incidents are road traffic collisions, flooding and animal assistance incidents.²



Incident information is available to view on the Service website³ or via our Twitter incident page.⁴



² All figures are subject to verification.

³ <http://www.shropshirefire.gov.uk/incidents>

⁴ <https://twitter.com/>

Prevention and Protection

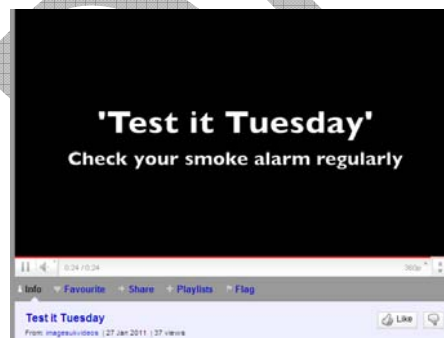
Smoke alarms are a vital piece of equipment and no home should be without this protection. A smoke alarm will dramatically reduce the chance of you or your family being killed or injured in a house fire.

Shropshire Fire and Rescue Service plays an important role in advising members of the public about potential dangers they may have in their homes. Last year we visited over 4,800 homes and fitted over 4,000 smoke alarms.

As part of our home fire safety visit we will test all smoke alarms within the home. Some householders, dependent on their circumstances, who do not have working smoke alarms, may qualify for one smoke alarm per level free of charge.

It is important to test smoke alarms weekly. Many fire services nationally are running the "Test it Tuesday" campaign, which reminds followers via social media, such as Facebook and Twitter, to test their alarms. Shropshire Fire and Rescue Service has produced a YouTube video, which can be seen on the link below:

http://www.youtube.com/user/imagesukvideos?blend=8&ob=5#p/u/15/Y8dPkWj_C70



To book your free home fire safety visit or for further advice and assistance contact:

Community Fire Safety

on 01743 260260



The protection team deals with fire safety in the business community. Their primary role is to enforce the Regulatory Reform (Fire Safety) Order 2005 on behalf of the Fire Authority.

Commercial premises are identified, using a 'risk based' inspection programme, and fire safety audits are undertaken by trained inspecting officers to measure the level of compliance.

The protection team focuses on educating and informing the business community of their responsibilities under the Fire Safety Order. Only when all other avenues have been exhausted will enforcement action be taken against offenders. Partnerships have been established with other enforcing agencies to ensure an effective and consistent service is provided to the business community.

Risk critical information on premises, obtained through the audit process, is passed to the operations team to make crews aware of the hazards they face, when attending incidents.

Goodwill advice is provided to applicants, going through the local authority planning process, on requirements for water supplies for fire fighting and access for fire appliances.

The Fire Authority is a statutory consultee under building regulations and the team comments on means of escape from fire and access for fire appliances, when consultations are received. The opportunity to promote the installation of sprinkler systems in new buildings forms part of our response.

The protection team is responsible for driving down the number of unwanted fire signals and works closely with the worst offenders to identify appropriate solutions.

For further information on Business Fire Safety please call 01743 260200 or visit the Service website on:

www.shropshirefire.gov.uk



About our Culture

Shropshire Fire and Rescue Service staff come from a wide range of backgrounds, and all share a desire to make a difference in people's lives, in their local communities and in wider society. We employ people, who are strongly committed to, and proud of, the services we deliver. The Service has always been praised for its open and supportive culture.

We were keen to adopt the Government's Core Values for the Fire and Rescue Service, when they were first introduced, seeing them as an opportunity to highlight the importance of civility and respect across the whole Service. These values play a major part in projecting a clear and consistent picture of what we are about. Our purpose:

Save and protect life, property and the environment from fire and other emergencies

is about what we do: our values are about how we do it.

Under the National Fire Service Equality Framework, which replaced the earlier Local Government Standard, we, as a Service, are classified as 'moving towards excellent' in our equality and diversity performance.

Shropshire and Wrekin Fire and Rescue Authority values:

- Service to the Community
- People
- Improvement
- Diversity



Statement of Contracts Involving a Transfer of Staff

The Local Government Act 1999 requires all Best Value authorities to provide a statement of contracts involving a transfer of staff. Shropshire and Wrekin Fire and Rescue Authority has not been party to any contracts, involving a transfer of staff to or from the Authority during 2011/12.

Statement on the Code of Corporate Governance

Shropshire and Wrekin Fire and Rescue Authority is committed to the principles of effective corporate governance and has, therefore, adopted a Code of Corporate Governance, this can be viewed on the Services website on the link below:

<https://www.shropshirefire.gov.uk/managing-the-service/fra/members-handbook/section1>

Environmental Footprint How much do we impact on the environment?

We use an overall assessment of our environmental impact, which assesses the impact of all of our activities and allocates a value to them. This measurement forms part of an Environmental Management System, which is registered with British Standards to the ISO14001:2004 international standard.

The current value is 808, a reduction over 12 months from 820. This has been achieved by a number of measures but the most significant improvements have come from improving our management of energy use.

While these figures are not comparable with any other organisation they do show that our overall negative impact is reducing. It is our target to reduce further this figure to less than 800 by April 2013.

For more information on the Service's environmental initiatives please visit the Service website on the link below:

<http://www.shropshirefire.gov.uk/>

Financial Performance

This is a summary of the Fire Authority's Statement of Accounts, and sets out the Authority's financial position for the year ended 31 March 2012. The full Statement has been prepared in accordance with the CIPFA / LASAAC Code of Practice on Local Authority Accounting in the United Kingdom (the Code) and also the Service Accounting Code of Practice, and its publication is required under the Accounts and Audit Regulations 2011.

For further information, please refer to the full Statement of Accounts, which is available on our website on the following link: <http://www.shropshirefire.gov.uk/>

Our Performance during 2011/12

In February 2011, the Fire Authority approved a revenue budget of £21.036m for 2011/12, and expenditure against this budget was closely monitored throughout the year.

During the year, the Fire Authority approved net transfers to contingency of £226,000. Actual spend on the revised revenue budget was £19.625m, resulting in an additional surplus of £1.185m created mainly through reduction in staff numbers.

Some of this year's savings represent expenditure that has slipped from 2011/12 into 2012/13, and so this will be held in the General Fund balance at the end of the year, and transferred back to the revenue account for use in 2012/13.

Unspent balances on the revenue account will be held in the Fire Authority's General Fund balance.

Capital Expenditure

In February 2011, the Fire Authority approved a capital programme totalling £1.075m. Following the receipt of a capital grant from Department of Communities and Local Government (DCLG), it was also agreed that a scheme for two fire appliances, at a total of £400,000, would be brought forward.

During the year, two new schemes were added for technological improvements, and two schemes were amended or cancelled. In addition, a number of schemes from years prior to 2011/12 were carried forward for completion.

Schemes prior to 2011/12

A total of £101,000 was spent on schemes, which were approved prior to 2010/11. Four schemes are still to be completed, with estimated completion costs of £613,000.

2011/12 Schemes

A total of £740,000 was spent on schemes approved in 2011/12, including £629,000 on operational vehicles and equipment, and £111,000 on information technology and mobilising improvements.

Four schemes are still to be completed, with estimated completion costs of £572,000

Headquarters Project

The scheme to refurbish the Fire Authority's headquarters, workshop and fire station at St Michaels Street in Shrewsbury was completed during 2011/12, at a total cost of £4.2m.

During 2011/12, capital grants were awarded to the Fire Authority by the Department of Communities and Local Government (CLG), which were used in part to fund the works at the Shrewsbury site. The remainder of the cost was met from contributions from the Unearmarked Capital Reserve and contributions from revenue.



The Revenue Account

This summarises how much has been spent on services during the year, and how this was funded. Last year's account is also shown for comparative purposes.

Note		2011/12 £'m	2010/11 £'m
	Expenditure		
	Community Fire Safety	2.6	1.9
	Firefighting and Rescue Operations	19.8	17.3
	Emergency Planning and Civil Defence	0.1	0.1
1	Democratic Costs	0.5	0.6
	Net Cost of Services	23.0	19.9
	Interest Costs	0.2	0.2
	Contribution to/(from) Reserves	0.9	-1.3
2	Pension Fund Adjustments	0.6	0.2
2	Depreciation and capital costs	(1.2)	1.3
	Amount to be met by Govt Grant and Council Tax	23.5	20.3
3	Government Grant	(11.4)	(9.1)
4	Council Tax	(13.5)	(13.4)
	Surplus for the Year	1.4	2.2

Notes

- 1 The costs of the running the Fire Authority are shown separately from the cost of services provided by the Fire and Rescue Service.
- 2 As we are a local authority, there are a number of costs that should not be passed on to the council tax payer. Adjustments within the account ensure that the costs shown reflect the true cost to the tax payer.
- 3 The Authority received Revenue Support Grant directly from Central Government, and National Non Domestic Rates, which are collected nationally and distributed back to local authorities, based on population.
- 4 Council tax is set by the Authority to fund expenditure, which is not covered by Government grant. The Band D council tax for 2011/12 was held at £83.81.

Shropshire and Wrekin Fire and Rescue Authority

What "Insurance" will you get in 2011/12 from Shropshire Fire and Rescue Service?

PRICES FROZEN

£1.61 per week per household*

Band A	£55.87
Band B	£65.19
Band C	£74.50
Band D	£83.81
Band E	£102.43
Band F	£121.06
Band G	£139.68
Band H	£167.62

*Average Band D household

The amount to be raised from council tax for 2011/12 is equivalent to £83.81 for each Band D dwelling. This compares to £83.81 for 2010/11, and represents a nil increase!

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www.shropshire.gov.uk

The Balance Sheet

This shows the financial position of the Fire Authority as at 31 March 2012. Last year's balance sheet is also shown for comparative purposes.

Note		2011/12 £'m	2010/11 £'m
	Long Term Assets - buildings & vehicles	17.8	18.9
	Debtors – money owed to the Authority	9.8	8.2
	Creditors – money owed by the Authority	(2.2)	(2.8)
	Borrowing – to fund long term assets	(5.8)	(5.8)
	Provisions – money provided for future years	(0.0)	(0.1)
1	Money owed to pensioners in future years:	(125.3)	(118.7)
	Less Fire Pension Reserve	122.1	116.1
	Less Local Govt Pension Reserve	3.2	2.6
	Total Assets	19.6	18.4
	Assets are funded by:		
2	Long Term Asset Reserve	11.1	12.4
	Council Tax Adjustment Account	0.2	0.2
	Reserves – money set aside for specific purposes	6.3	3.1
	General Reserve – money set aside for general risks	0.6	0.5
	General Fund Balance	1.4	2.2
	Total Funding	19.6	18.4

Notes

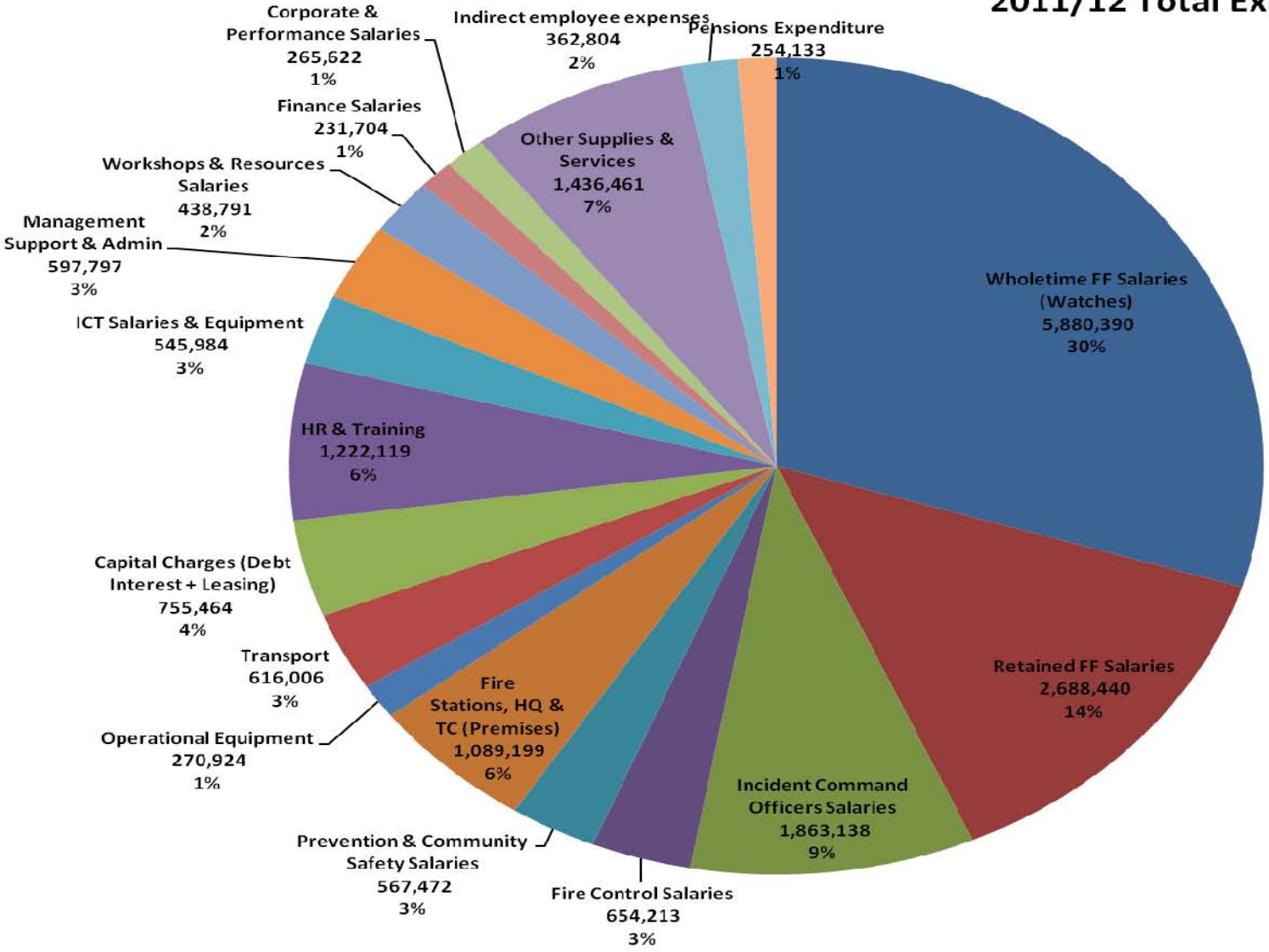
- 1 The Authority is required to show the total value of future pensions that it is committed to as at the balance sheet date. These will be met from future revenues, which are represented by reserves in the balance sheet.
- 2 This reserve reflects the difference between the cost of fixed assets consumed and the capital financing set aside to pay for them. A substantial amount of our assets were transferred from Shropshire County Council in 1998, when the Fire Authority was established.

Breakdown of Total Expenditure

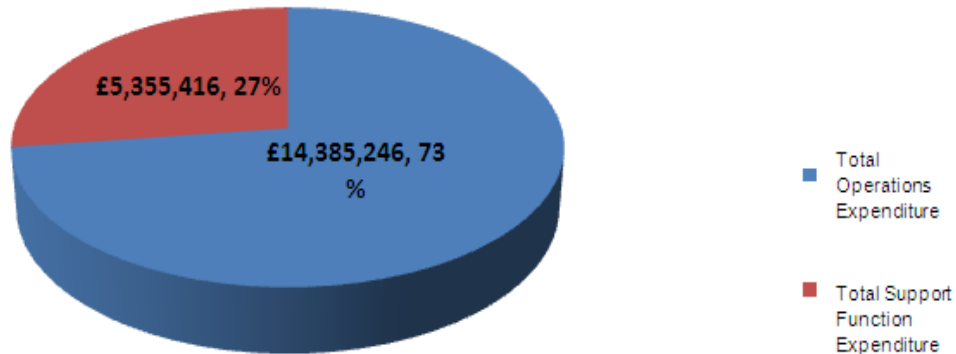
A breakdown of the Authority's total expenditure is illustrated by area in the graphs shown over the page.

The graphs also depict the division of spend between frontline operational services and back office functions. Also shown is the proportion (14%) of outsourced expenditure for back office / support functions

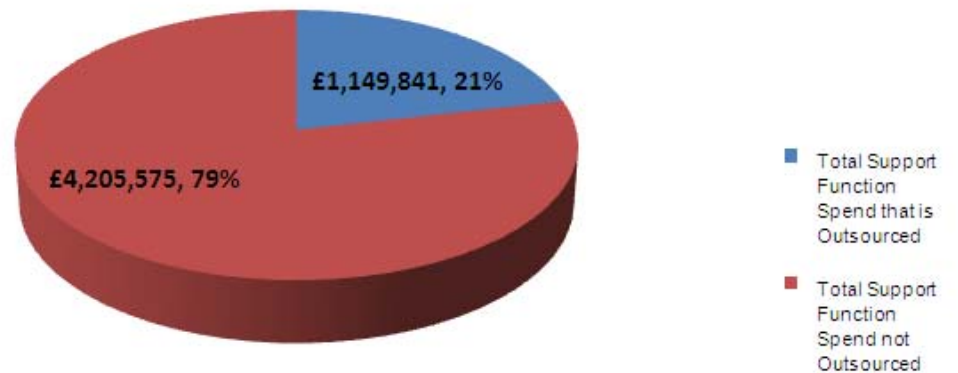
2011/12 Total Expenditure



2011/12 Expenditure split between Operational and Support Functions



2011/12 Expenditure on Support Functions = £5,355,416



The Year Ahead

A number of national developments within the Fire Service will continue to have a significant impact on the Fire Authority during the coming year.

- **Retained Firefighters and the Part-Time Workers Regulations**

Firefighters on the Retained Duty System claimed access to the Firemen's Pension Scheme, equality on sick pay, and additional duty payments under the above regulations. In January 2006, the House of Lords granted a re-hearing at the firefighters' employment tribunal, which declared that retained firefighters were engaged in broadly similar work as wholetime firefighters.

There will be pension costs to the Fire Authority relating to the financial periods between July 2000 and April 2006, as a large proportion of the Authority's employees are retained firefighters. These payments will be made during the financial year 2011/12 and 2012/13. The balance in the Pensions and Other Staff Issues Reserve was increased in 2010/11 in readiness for these payments.

Payments for compensation to be made relating to the terms and conditions under which retained firefighters worked during this period have been estimated and accrued into this financial year.

- **FiReControl Project**

The national FiReControl project was instigated in 2004, with a directive via the Fire and Rescue Service National Framework that all Fire and Rescue Services would transfer control room functions to nine regional control centres by 2007.

With the project running over budget and well beyond original timescales, the Coalition Government announced in December 2010 its intention to cancel the project with immediate effect, on the grounds that the appointed contractor was unable to deliver on time, to cost and quality.

Following the closure of the project, the Department of Communities and Local Government (CLG) consulted on the future of fire and rescue control services. The consultation led to the announcement in March 2012 of a grant for future control room services to help fire and rescue authorities in England improve the resilience, efficiency and interoperability of their control services, and secure many of the benefits that would have been delivered by FiReControl.

Public Value and Integrated Risk Management Planning (IRMP)

At the outset of 2010 the Fire Authority commissioned a Public Value review to assess and address the impact of both the recession and the Coalition Government's austerity measures upon the Service. The Member led review, through a structured process of staff and public engagement, sought to solicit the views, opinions and support of staff to unite into a single team to form a collective strategy to address the projected grant cuts.

The Public Value Review identified a number of initiatives intended to result in a controlled 25% reduction of the Fire Authority's grant over the period 2011 to 2015. The first year of Public Value measures has now been implemented with a total saving of £1.115m realised, the table opposite gives a breakdown of these savings for year 1 (2011/12).

A further comprehensive round of engagement was repeated in 2011, which also incorporated an assessment and refresh of the Authority's Strategic IRMP. For further, detailed, information on the individual projects please see the various Fire Authority reports on the Service website:

<http://www.shropshirefire.gov.uk/sites/alpha.shropshirefire.gov.uk/files/fra/14-public-value-review-update.pdf>

Public Value Initiatives Year 1 (2011/12)	Forecast Reduction £	Actual Reduction £
Reduction of 6 Incident Commanders and ancillary costs	372,000	339,000
Removal of 4 wholetime Watch Commanders form Tweedale fire station	172,000	172,000
Removal of 4 Area Support Officers for rural areas	148,000	148,000
Removal of two support staff posts	50,000	50,000
Removal of 5 on-call firefighter posts	30,000	30,000
Reduction in rural firefighting budget	50,000	50,000
Pay budget reductions	100,000	100,000
Renegotiated insurance contracts	100,000	100,000
Reducing or eliminating staff catering	63,000	63,000
Reduction in capital programme	63,000	63,000
Total	£1,148,000	£1,115,000

Performance

The IRMP 2009 to 2012⁵ acts as the Fire Authority's overarching strategic plan for the reduction of risk through the integration of protection, prevention and response arrangements. The IRMP standards (which comprised of 15 complex individual performance standards) were reviewed during the Public Value review and a new simplified, high-level summary standard was developed to help to communicate the current levels of service to the public. The summary standard, expressed as a Public Value measure, is:

"The first fire engine will arrive at an emergency incident within 15 minutes on 85% of occasions"

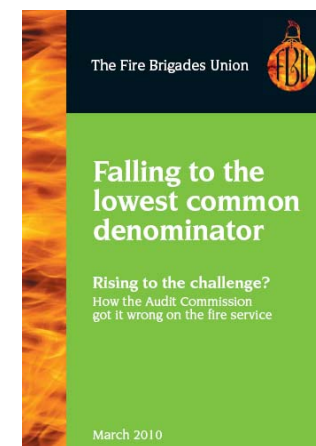
During 2011/12 this measure was achieved on 90 percent of occasions. The previous IRMP Life Risk Standards continue to be monitored and progress on these and the complete set of Public Value Measures is shown in subsequent pages.



⁵<http://www.shropshirefire.gov.uk/sites/alpha.shropshirefire.gov.uk/files/page/files/2009-12-strategic-plan.pdf>

Currently, there are no mandatory national performance indicators or audit regime, against which fire authorities are expected to report to their communities (this may change during 2013). The recently published Department for Communities and Local Government Fire Statistics 2011/12⁶ do, however, offer a range of measures that offer some limited value for benchmarking purposes.

In previous years fire authorities were subject to the Audit Commission's Comprehensive Performance Assessment (CPA) regime. Analysis⁷ undertaken by the Fire Brigades Union (FBU) of all CPA results over a three year period (as published by the Commission) ranked this Fire Authority (along with Kent Fire Authority) as the top performing in the Country. The FBU's report also went on to state that "of the 'Audit Commission's top 16' fire and rescue authorities, only five have done anything other than 'be big,' and are therefore worthy of further note."⁸ This Fire Authority was one of those cited as 'worthy of further note'.



The Service's performance against the Public Value measures is reported quarterly to the Authority's Audit and Performance Management Committee.

⁶<http://www.communities.gov.uk/publications/corporate/statistics/monitorq1q42012?view=Standard>

⁷<http://www.fbu.me.uk/newspress/publications/pdf/6119FBUAuditReport.pdf>

⁸ Ibid, page 34

Response Standards

The table below demonstrates performance against the life risk response standards.

Risk Areas	Life Risk Fires		Road Traffic Collisions			Water Rescue Incidents			
	Minimum of 5 firefighters in:	Minimum of 8 firefighters in:	Minimum of 5 firefighters in:	Minimum of 8 firefighters and Rescue Pump in:	Rescue Tender arrives within:	High	Medium	Low	Swift Water Rescue Crew & Boat
							Nearest available appliances:		
High	10 minutes	13 minutes	10 minutes	13 minutes	30 minutes	10 minutes	15 minutes	20 minutes	30 minutes
Medium	15 minutes	18 minutes	15 minutes	18 minutes	30 minutes				
Low	20 minutes	20 minutes	20 minutes	20 minutes	30 minutes				
Target 2008/09	85%	85%	77%	77%	85%	80%	N/A	80%	85%
3 Year Average 2008/9 – 2010/11	86%	76%	69%	72%	77%	56%	N/A	88%	59%
Performance during 2011/12 (Public Value Year 1)	88%	80%	78%	72%	74%	50%	N/A	75%	67%
Movement in Performance	2%	4%	9%	=	3%	6%	N/A	13%	8%
	↑	↑	↑	=	↓	↓	N/A	↓	↑

Public Value Performance Measures 2011/12

Aims	Measures	Target	Overall 2011/12 Performance	Performance Outcome
1. To be there where and when you need us in an emergency with a professional and well equipped team	1a. The first fire engine will arrive at an emergency incident within 15 minutes on 85% of occasions	85%	90.0%	✓
	1b. The first fire engine will arrive with a minimum competent crew of 4 staff on 100% of occasions	100%	99.4%	✗
2. To reduce the number of fires in our community	2a. Accidental fires will be maintained to not more than 616 fires during 2011/12	616	642	✗
	2b. Fire crimes will be maintained to not more than 1114 fires during 2011/12	1114	1205	✗
3. To reduce the number of fire related deaths and serious injuries	3a. Fire related deaths and serious injuries in the community will be maintained to not more than 40 during 2011/12	40	33	✓
	3b. Injuries sustained to staff through firefighting will be maintained to not more than 25 injuries during 2011/12	25	40	✗
4. To deliver an effective fire and rescue service at a cost that is acceptable to our community	4a. The achievement of a minimum four star rating ('Good') in our customer satisfaction on not less than 75% of occasions	75%	95%	✓
	4b. The achievement of a minimum four star rating ('Good') for service that represents Value for Money on not less than 75% of occasions	75%	88%	✓

Feedback and Monitoring

Shropshire and Wrekin Fire and Rescue Authority very much welcomes any comments you wish to make about this Annual Report, as this will help us to improve the service we provide.

Please feel free to print off this and the following page. Alternatively you can telephone the Planning and Performance Office on 01743 260200, if you need any assistance or wish to discuss anything in more detail.

If you would like to make any comments about the Annual Report please do so below continuing on a separate page if necessary. If you would like a response, please make sure you include your name and address.

Section 1: About this plan

1. Do you think this Annual Report is easy to read?

Strongly Agree Agree Disagree Strongly Disagree Do not know

2. Do you think it is important to publish this information?

Strongly Agree Agree Disagree Strongly Disagree Do not know

3. Does the Annual Report explain effectively how the Service has performed and what targets have been set?

Strongly Agree Agree Disagree Strongly Disagree Do not know

4. Has the Annual Report left you better informed about the Fire and Rescue Authority and the services it provides?

Strongly Agree Agree Disagree Strongly Disagree Do not know

Comments:

Please include your name, address and telephone number here:

Please return to:

The Planning and Performance Office
 Shropshire Fire and Rescue Service
 FREEPOST SY1046
 Brigade HQ Reception
 St Michaels Street
 Shrewsbury
 SY1 2BR

Please see over for monitoring information.

Section 2: About you

Please note we ask for this information primarily to help inform our register of where vulnerable groups live and where risk is highest.

Your Post Code: _____

Date of Birth: _____

Gender: Male/Female*

Do you consider yourself to be a disabled person? Yes/No*

I would describe my ethnic/cultural origin as:

White

<input type="checkbox"/>	British
<input type="checkbox"/>	English
<input type="checkbox"/>	Scottish
<input type="checkbox"/>	Welsh
<input type="checkbox"/>	Any other, please state:

<input type="checkbox"/>	Irish
<input type="checkbox"/>	Any other white background, please state:

Mixed

<input type="checkbox"/>	White and Black Caribbean
<input type="checkbox"/>	White and Black African
<input type="checkbox"/>	White and Asian
<input type="checkbox"/>	Other mixed background, please state:

Asian or Asian British

<input type="checkbox"/>	Indian
<input type="checkbox"/>	Pakistani
<input type="checkbox"/>	Bangladeshi
<input type="checkbox"/>	Other Asian background, please state:

Black or Black British

<input type="checkbox"/>	Caribbean
<input type="checkbox"/>	African
<input type="checkbox"/>	Other Black background, please state:

Chinese or other Ethnic Group

<input type="checkbox"/>	Chinese
<input type="checkbox"/>	Other, please state

Religion:

<input type="checkbox"/>	None	<input type="checkbox"/>	Sikh
<input type="checkbox"/>	Buddhist	<input type="checkbox"/>	Hindu
<input type="checkbox"/>	Jewish	<input type="checkbox"/>	Muslim
<input type="checkbox"/>	Christian (including Catholic, Church of England, Protestant and all other Christian denominations)		
<input type="checkbox"/>	Other, please state		

Sexual Orientation:

<input type="checkbox"/>	Gay woman/lesbian	<input type="checkbox"/>	Gay man
<input type="checkbox"/>	Bisexual	<input type="checkbox"/>	Heterosexual/straight
<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>	Other

*Please delete as appropriate

Data Protection Act:

The information or data, which you have supplied on this form, will be used for reporting purposes and compiling statistics. By completing this information you will be giving your explicit consent to processing of data contained or referred to on it, including information, which may be considered to be sensitive personal data.



Shropshire

Fire and Rescue Service

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SY1 2HJ

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Website: www.shropshirefire.gov.uk
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Community Fire Safety
Telephone: 01743 260 260

