



Quality of Service Survey After the Incident 2005/06

Draft Report for Shropshire Fire and Rescue Service

Date of Issue: 15th August 2006

Opinion Research Services

Spin-out Company of the
University of Wales Swansea

Quality of Service Survey 2005/06

The ORS Project Team	3
Executive Summary	4
The Survey	4
Summary Results	4
Initial Contact	4
At the Scene.....	4
Information and Advice	5
Overall Service.....	5
1. Project Overview	6
The Survey.....	6
Reporting of Findings	8
2. Initial Contact	9
Call Handling	9
Meeting Expectations	11
3. At the Scene	12
Service Response Time.....	12
The Attending Firefighters	13
Being Kept Informed	14
Keeping Effects to a Minimum	14
4. Information and Advice	15
Information Provided.....	15
Fire Safety Advice	17
5. Overall Service	18
Satisfaction and Meeting Expectations	18
Table of Figures.....	20

The ORS Project Team

Project Design and Management

Dale Hall

Abigail Little

Anna Williams

Fieldwork Management

Jan Langton

Joanne McCarley

Data Services

David Jeremiah

Data Analysis

Michael Davies

Karen Lee

Natalie Tarrant

Report Author

Nigel Moore

Kara Nichols

Executive Summary

The Survey

1. Opinion Research Services was commissioned by Shropshire Fire and Rescue Service (SFRS) to undertake a Quality of Service survey 2005/06.
2. ORS conducted a postal survey of selected residential and business addresses which had experienced an incident attended by SFRS between April 2005 and March 2006. The cut-off date for returned questionnaires was 31st May 2006. 128 completed questionnaires were returned.

Summary Results

Initial Contact

3. 78% of respondents reported the incident themselves and of this group 99% were connected to the Fire Service.
4. All respondents who reported the incident themselves agree that the person they spoke to was efficient, helpful, polite and reassuring.
5. 44% of respondents who contacted SFRS themselves state their service expectations were exceeded during their initial contact with the Fire Service and a further 56% state that their service expectations were met.

At the Scene

6. 59% of respondents feel that the arrival time of the Fire Service was quicker than expected and another 35% feel that it was as expected. 6% of respondents feel that the arrival time of the Fire Service was slower than expected.
7. Almost all respondents agree that the firefighters at the scene were efficient, helpful, polite, informative and sensitive.
8. 94% of respondents feel that they were kept fully informed of what was happening during their incident. 7% of respondents would have liked more information.
9. 98% of respondents report that they feel that the Fire Service kept the effects of the incident to a minimum.

Information and Advice

10. 30% of respondents report that they were given a Fire Service information/advice booklet after their incident. Of those who did not receive a booklet, 45% would have liked to have received one.
11. All respondents who did receive a Fire Service information/advice booklet agree that it was easy to understand, helpful, informative and relevant.
12. For incidents which were fires, 74% of respondents were given general fire safety advice at the scene. Of those who were given advice, 99% found it helpful and 98% have adopted at least some of it.
13. After the fire, 17% of respondents were contacted by the Fire Service with an offer of support and advice. 13% of all respondents where the incident was a fire would have liked further contact from the Fire Service to offer support and advice.

Overall Service

14. 72% of all respondents agree that at the scene the quality of service they received from the Fire Service exceeded their expectations, while for another 28% it met their expectations.
15. 95% also feel that the quality of service they received after the incident at least met their expectations.
16. When taking everything into account, almost all respondents were satisfied with the service they received from the Fire Service with only two respondents (2%) expressing dissatisfaction.

1. Project Overview

The Survey

- 1.1 Opinion Research Services was commissioned by Shropshire Fire and Rescue Service (SFRS) to undertake a Quality of Service survey 2005/06.
- 1.2 A questionnaire was distributed to selected residential and business addresses which had been involved in an incident attended by SFRS between April 2005 and March 2006. The cut-off date for returned questionnaires was 31st May 2006. 128 completed questionnaires were returned.
- 1.3 The survey contained questions on the following topics:
 - Initial Contact
 - At the Scene
 - Information and Advice
 - Overall Service
- 1.4 The tables on the following pages show the profiles of the residential respondents to the survey. Please note that the columns may not sum to 100% due to rounding.

Gender – residential respondents	Number of cases	Valid %
Male	47	50%
Female	47	50%
Not known	18	-

Figure 1: Gender, by residential respondents

Age – residential respondents	Number of cases	Valid %
15 to 17	1	1%
18 to 24	10	10%
25 to 39	14	14%
40 to 59	50	51%
60 to 74	15	15%
75 or over	9	9%
Not known	13	-

Figure 2: Age, by residential respondents

Household type – residential respondents	Number of cases	Valid %
Households with children	48	46%
Households without children	56	54%
Not known	8	-

Figure 3: Household type, by residential respondents

Employment status – residential respondents	Number of cases	Valid %
Working - full-time employee	45	43%
Working - part-time employee	19	18%
Not working	41	39%
Not known	7	-

Figure 4: Employment status, by residential respondents

Ethnic origin – residential respondents	Number of cases	Valid %
White	106	99%
Non-White	1	1%
Not known	5	-

Figure 5: Ethnic origin, by residential respondents

Housing tenure – residential respondents	Number of cases	Valid %
Owner	72	67%
Rented privately	10	9%
Rented from Housing Association	6	6%
Rented from Council	14	13%
Other	6	6%
Not known	4	-

Figure 6: Housing tenure, by residential respondents

Reporting of Findings

- 1.5 Graphics are used extensively in this report to make it as user-friendly as possible. The pie charts and other graphics show the proportions (percentages) of all respondents making relevant responses. It should again be noted that these may not sum to 100% due to rounding.
- 1.6 Where possible the colours used in the charts have been standardised with a “traffic light” system in which:
 - Green shades represent positive responses
 - Yellow represents neither positive nor negative responses
 - Red shades represent negative responses
 - Bolder shades are used to highlight the responses at the ‘extremes’ – for example, very satisfied or very dissatisfied.
- 1.7 For the majority of the questions there is little difference in responses between the different groups within the sample. Therefore, the data reported in the charts is for the whole sample, but any large discrepancies between different groups will be noted in the text. Please note that the results refer to all respondents and not just to residential respondents.

2. Initial Contact

Call Handling

- 2.1 Respondents were firstly questioned about how the incident was reported and their initial contact with SFRS. The majority of respondents (78%) reported the incident themselves.
- 2.2 On reporting the incident, nearly all the respondents (99%) who reported the incident themselves were connected to the Fire Service.

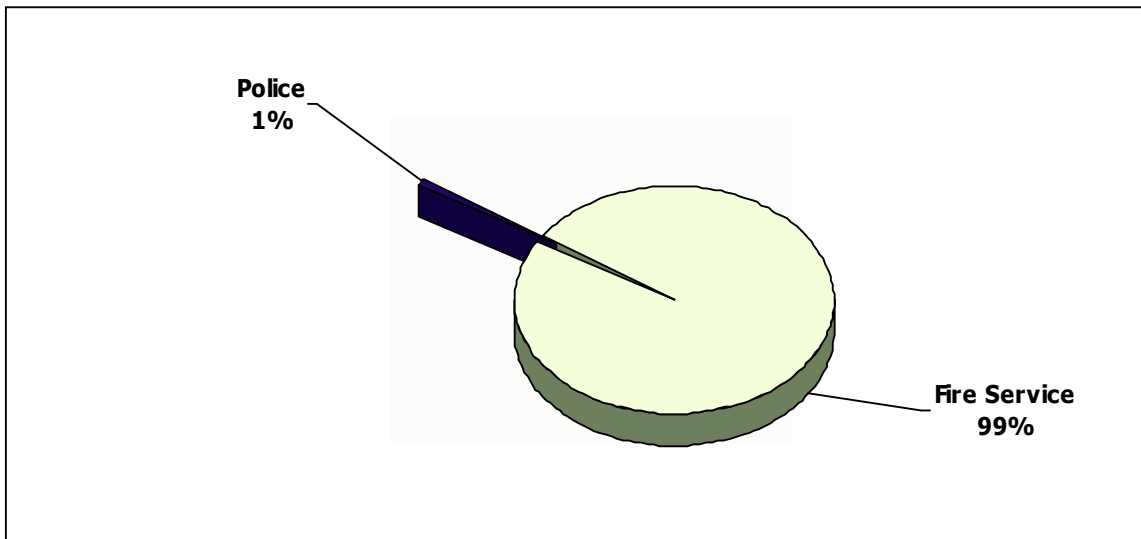


Figure 7: Which of the Emergency Services were you connected with? By all respondents who reported the incident themselves

2.3 The respondents who contacted the Fire Service themselves hold a positive view of the person they spoke to. All agree that the person they spoke to was efficient, helpful, polite and reassuring.

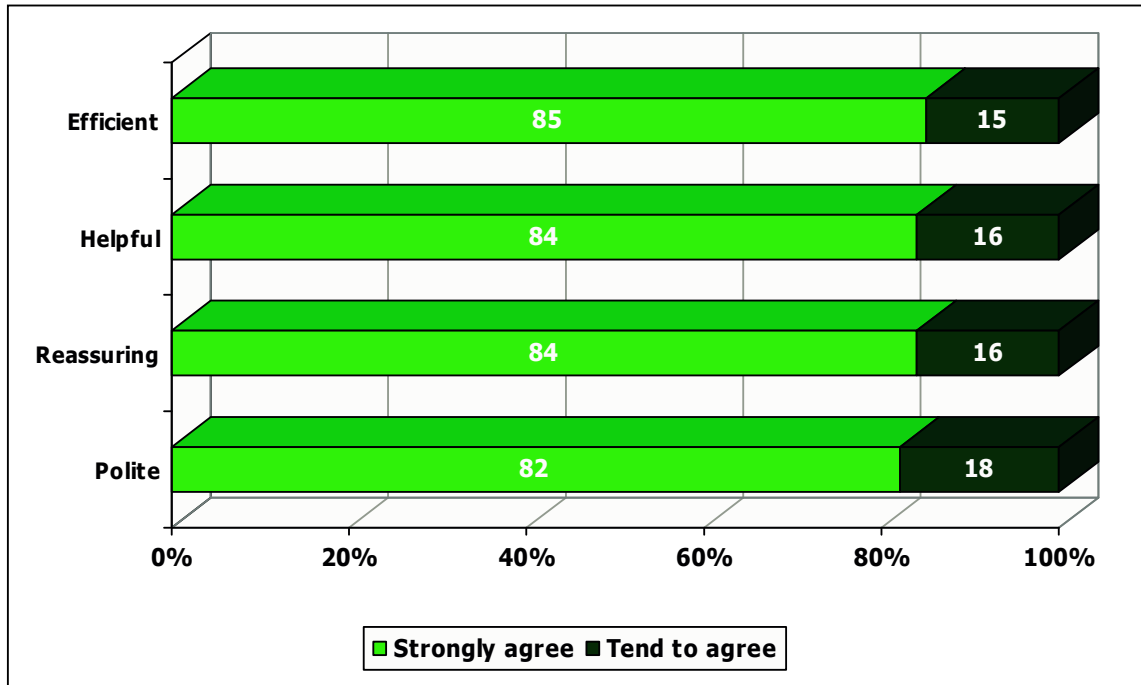


Figure 8: If you spoke to the Fire Service, do you agree or disagree that the person was...? By all respondents who spoke with the Fire Service

Meeting Expectations

- 2.4 Of those who reported the incident to the Fire Service themselves, 44% state that their initial contact with the service exceeded their expectations and a further 56% felt that their service expectations were met.

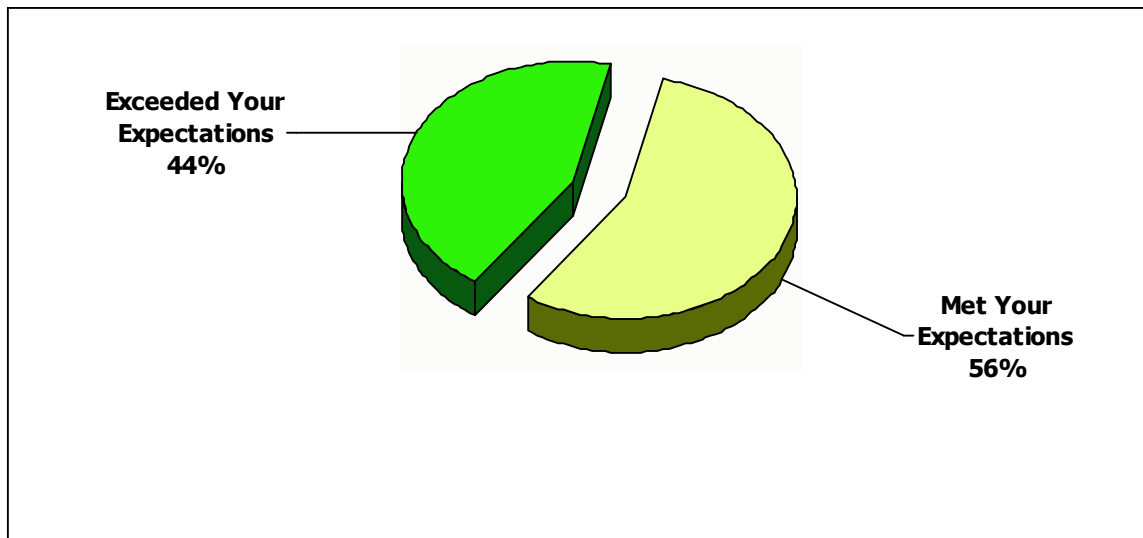


Figure 9: Thinking about the initial contact with the Fire Service on the telephone, did we exceed, meet or fail to meet your expectations? By all respondents who reported the incident to the Fire Service themselves

3. At the Scene

Service Response Time

- 3.1 Respondents were next questioned about the time it took the Fire Service to arrive and the conduct of the firefighters at the scene. 59% of respondents feel that the arrival time of the Fire Service was quicker than expected, while 35% feel that the response time was as expected. 6% feel that the Fire Service arrived slower than they expected.

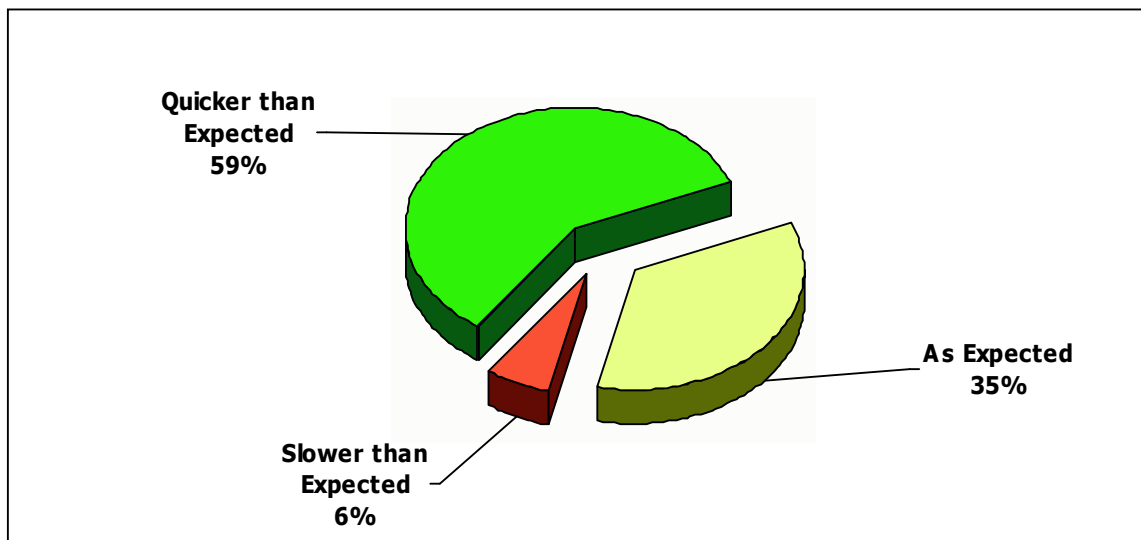


Figure 10: In your opinion, was the arrival of the Fire Service...? By all respondents

The Attending Firefighters

- 3.2 Respondents have an extremely positive view of the firefighters who attended the scene. Almost all respondents feel that they were efficient, helpful, polite, informative and sensitive (Figure 11).

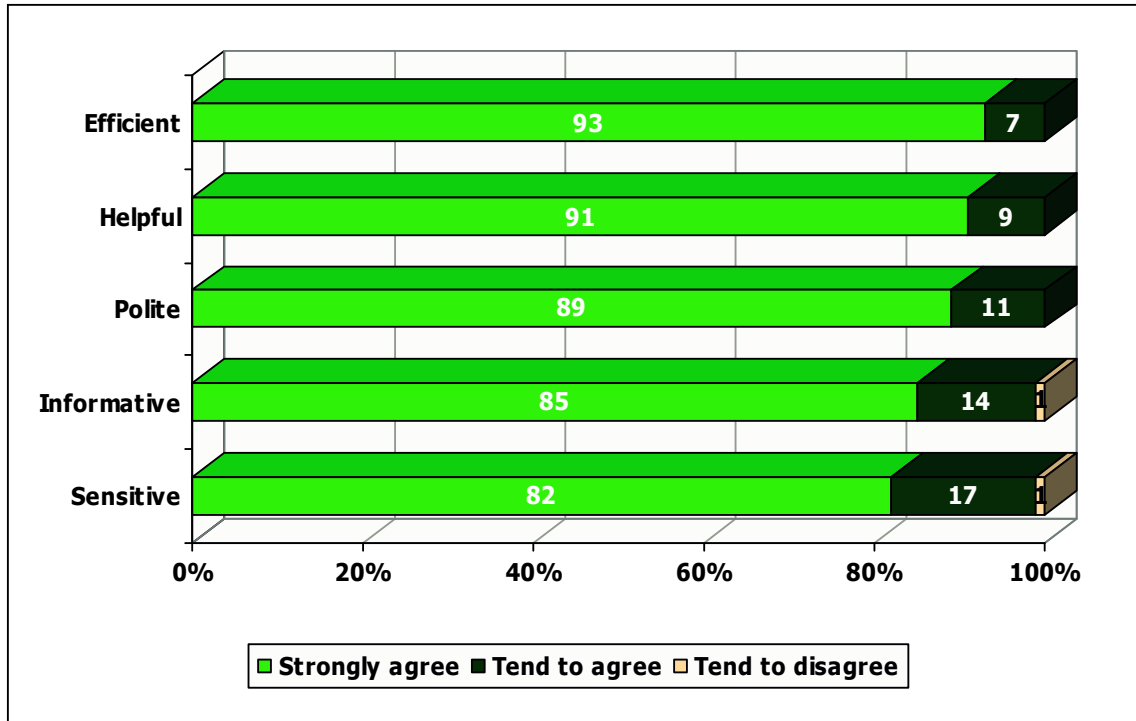


Figure 11: Thinking about the firefighters at the scene, do you agree or disagree that they were...? By all respondents

Being Kept Informed

- 3.3 The majority of respondents (94%) feel that they were kept fully informed of what was happening during their incident. 7% would have liked more information.

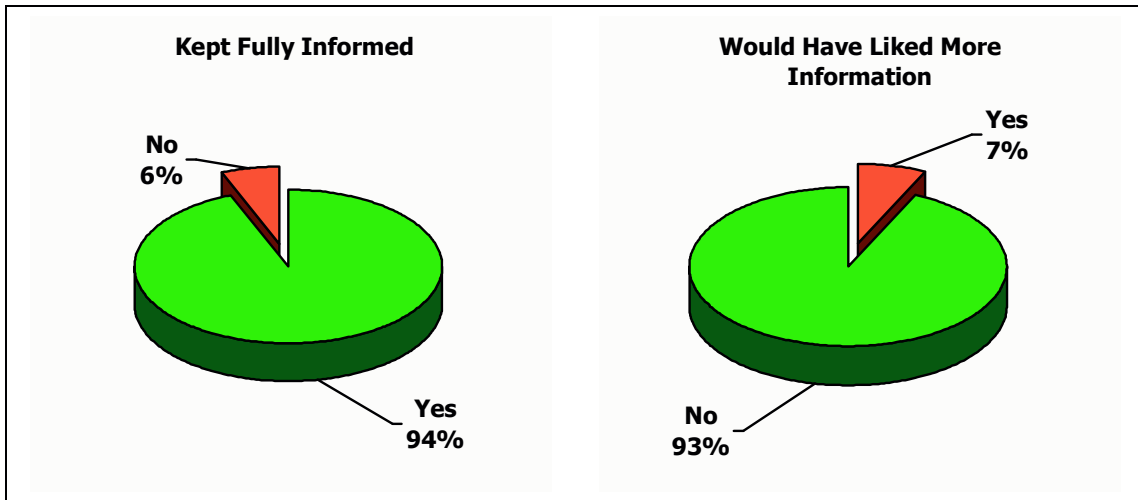


Figure 12: Were you kept fully informed of what was happening during your incident and would you have liked more information? By all respondents

Keeping Effects to a Minimum

- 3.4 Almost all respondents (98%) report that they feel that the Fire Service kept the effects of the incident to a minimum with three respondents (2%) reporting otherwise.

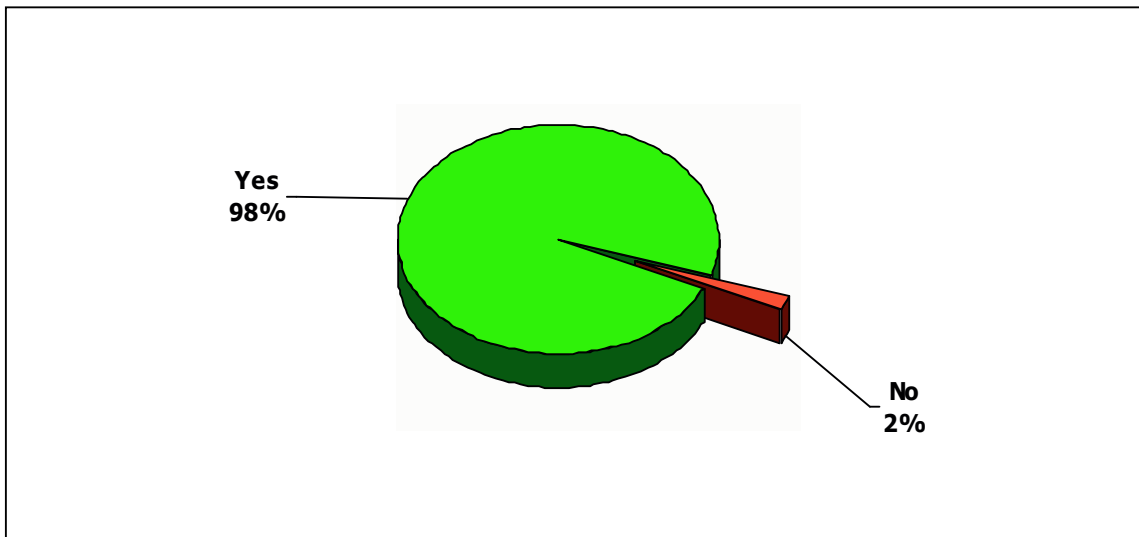


Figure 13: Do you feel the Fire Service kept the effects of the incident to a minimum? By all respondents

4. Information and Advice

Information Provided

- 4.1 Nearly a third (30%) of the respondents report that they received a Fire Service information/advice booklet after the incident. Of those who did not receive a booklet, nearly half (45%) would like to have received one.

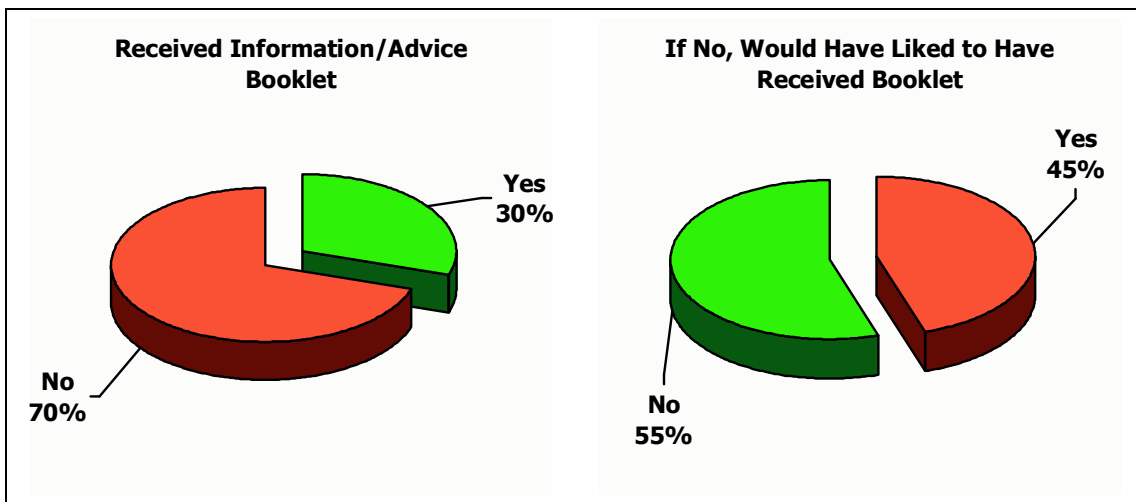
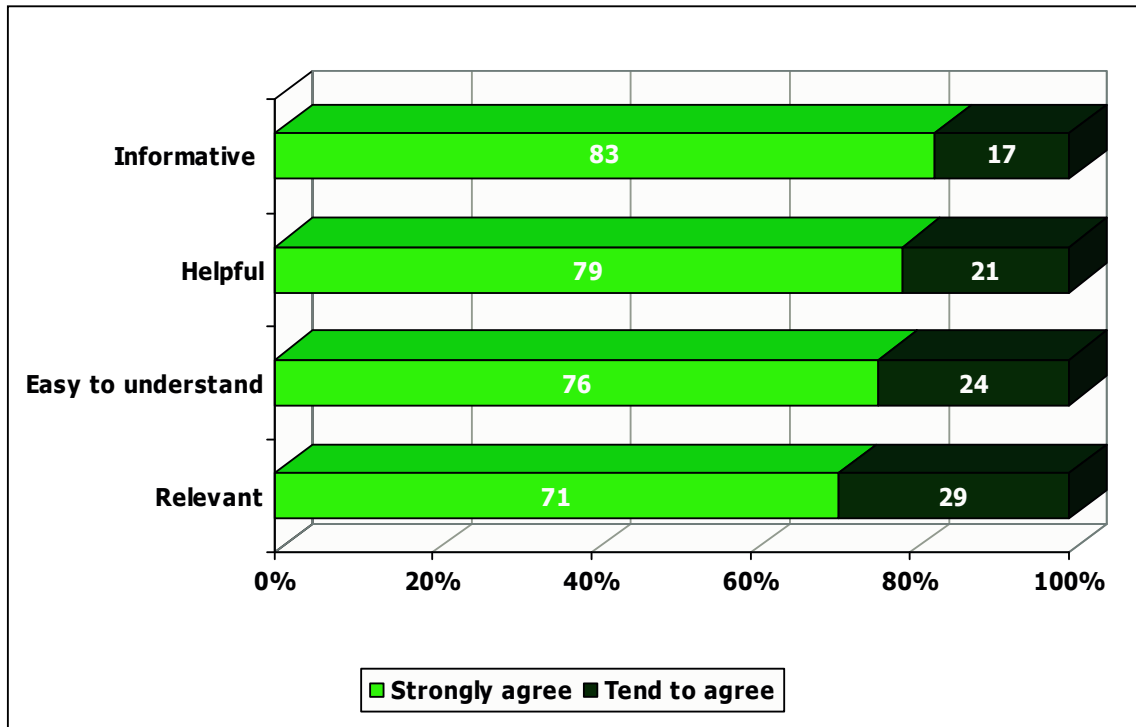


Figure 14: Did you receive a Fire Service information/advice booklet after your incident? By all respondents. If not, would you have liked to have received a Fire Service information/advice booklet? By those respondents who did not receive a Fire Service booklet

4.2 All respondents who were given a Fire Service information/advice booklet agree that it was easy to understand, helpful, informative and relevant.



**Figure 15: Do you agree or disagree that the Fire Service information/advice booklet was...?
By all respondents who received a Fire Service information/advice booklet**

Fire Safety Advice

- 4.3 For incidents which were fires (99% of all the incidents), 74% of respondents were given advice on general fire safety at the scene, with 99% of those given advice finding it helpful.
- 4.4 98% of those respondents who were given advice had adopted at least some of it.

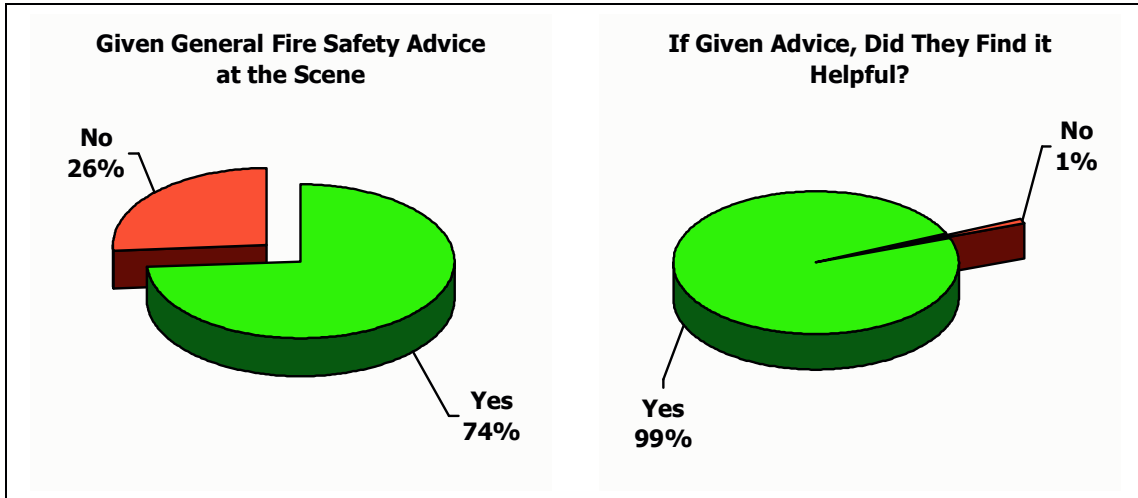


Figure 16: Were you given any general fire safety advice by the Fire Service at the scene and if yes, did you find the advice you were given helpful? By all respondents where the incident was a fire

- 4.5 After the fire, 17% of respondents were contacted by the Fire Service with an offer of support and advice. 13% of all respondents who experienced a fire would have liked the Fire Service to offer further support and advice.

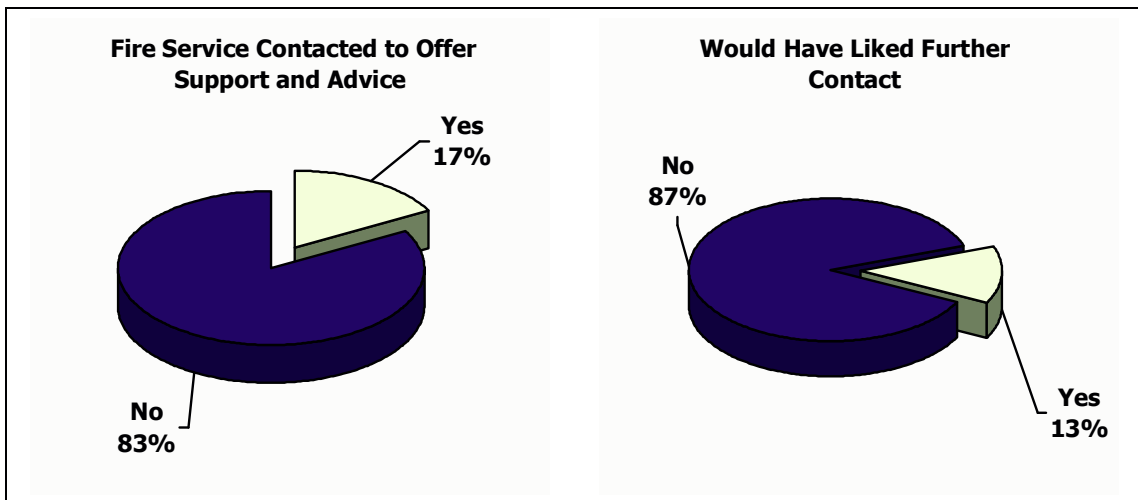


Figure 17: Did the Fire Service contact you again (after the fire) to offer support and advice and regardless of whether the Fire Service actually contacted you, would you have liked the Fire Service to offer further support and advice? By all respondents where the incident was a fire

5. Overall Service

Satisfaction and Meeting Expectations

- 5.1 All respondents agree that the quality of service they received from the Fire Service at the scene at least met their expectations, with 72% stating that it exceeded their expectations.
- 5.2 95% of respondents also feel that the quality of service they received after the incident at least met their expectations, with 5% reporting that their expectations failed to be met.

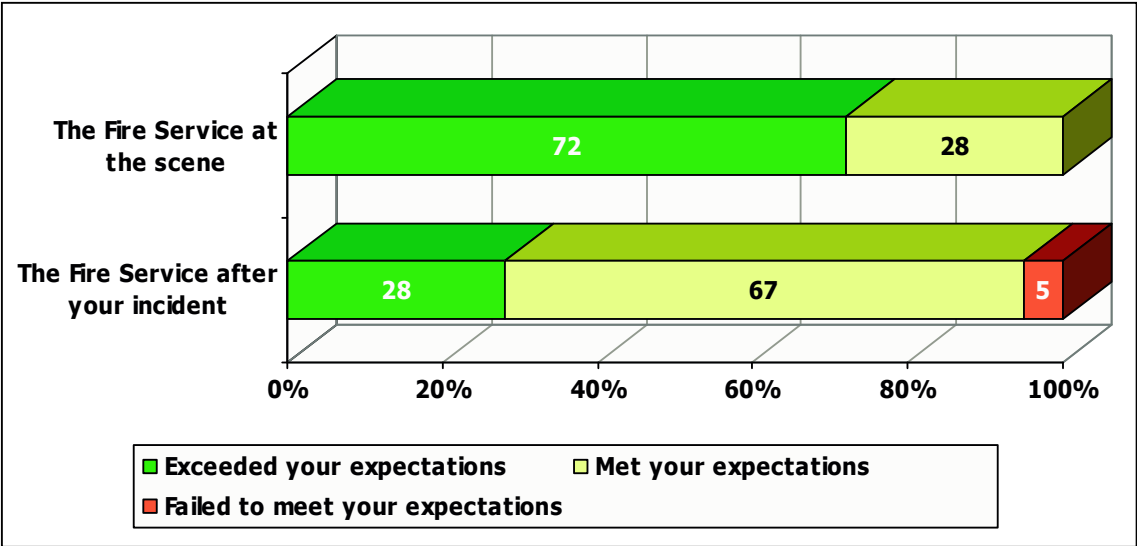


Figure 18: Looking at the following stages of your incident, did the quality of service exceed, meet or fail to meet your expectations? By all respondents



5.3 When taking everything into account, almost all respondents are satisfied with the service they received from the Fire Service with only two respondents (2%) expressing dissatisfaction. (Figure 19).

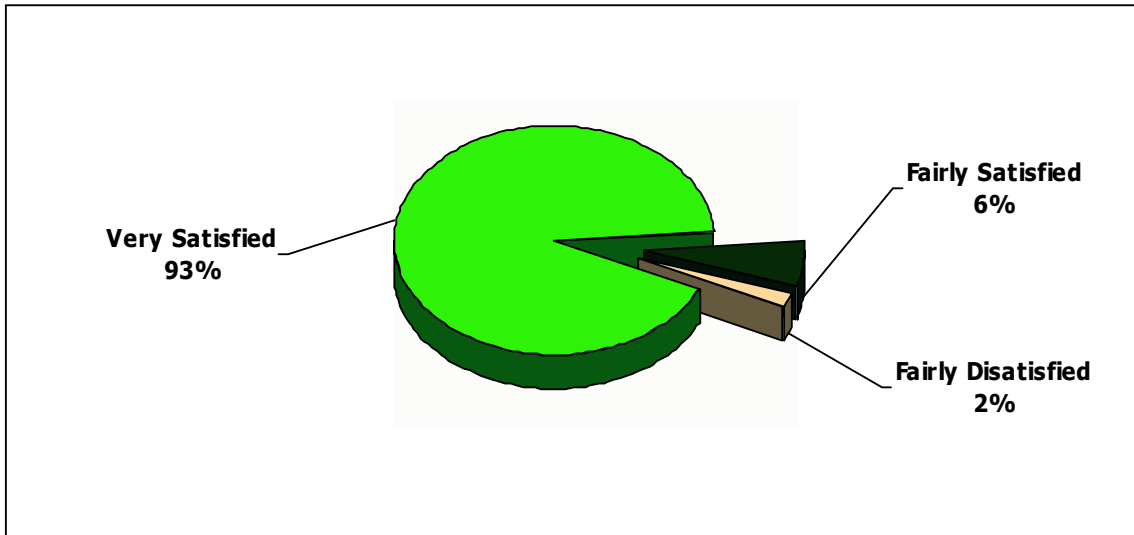


Figure 19: Taking everything into account, how satisfied or dissatisfied are you with the service you received from the Fire Service? By all respondents

Table of Figures

Figure 1: Gender, by residential respondents	7
Figure 2: Age, by residential respondents	7
Figure 3: Household type, by residential respondents	7
Figure 4: Employment status, by residential respondents	7
Figure 5: Ethnic origin, by residential respondents	8
Figure 6: Housing tenure, by residential respondents	8
Figure 7: Which of the Emergency Services were you connected with? By all respondents who reported the incident themselves	9
Figure 8: If you spoke to the Fire Service, do you agree or disagree that the person was...? By all respondents who spoke with the Fire Service	10
Figure 9: Thinking about the initial contact with the Fire Service on the telephone, did we exceed, meet or fail to meet your expectations? By all respondents who reported the incident to the Fire Service themselves	11
Figure 10: In your opinion, was the arrival of the Fire Service...? By all respondents	12
Figure 11: Thinking about the firefighters at the scene, do you agree or disagree that they were...? By all respondents	13
Figure 12: Were you kept fully informed of what was happening during your incident and would you have liked more information? By all respondents	14
Figure 13: Do you feel the Fire Service kept the effects of the incident to a minimum? By all respondents	14
Figure 14: Did you receive a Fire Service information/advice booklet after your incident? By all respondents. If not, would you have liked to have received a Fire Service information/advice booklet? By those respondents who did not receive a Fire Service booklet	15
Figure 15: Do you agree or disagree that the Fire Service information/advice booklet was...? By all respondents who received a Fire Service information/advice booklet	16
Figure 16: Were you given any general fire safety advice by the Fire Service at the scene and if yes, did you find the advice you were given helpful? By all respondents where the incident was a fire	17
Figure 17: Did the Fire Service contact you again (after the fire) to offer support and advice and regardless of whether the Fire Service actually contacted you, would you have liked the Fire Service to offer further support and advice? By all respondents where the incident was a fire	17

Figure 18: Looking at the following stages of your incident, did the quality of service exceed, meet or fail to meet your expectations? By all respondents18

Figure 19: Taking everything into account, how satisfied or dissatisfied are you with the service you received from the Fire Service? By all respondents.....19



Opinion Research Services
The Strand
Swansea
SA1 1AF

Tel: (01792) 535300
Fax: (01792) 535301

Quality of Service 2005/06
Report of Findings for Shropshire Fire and Rescue Service

© Copyright 2006 Opinion Research Services

