

REPORT OF THE CHIEF FIRE OFFICER

QUALITY OF SERVICE SURVEY AFTER THE INCIDENT 2005/06

1 Purpose of Report

To present to Members the above draft survey recently carried out by Opinion Research Services Ltd. on behalf of the Service and to outline the major results and proposed method for taking forward recommendations for further improvement.

2 Recommendations

Members are asked to agree that the Chief Fire Officer:

- a) Takes the findings of the report, together with detailed recommendations for action, through the Service's Policy Group and produces a detailed report to the next meeting of the Fire Authority; and
- b) Reviews the resource requirements of the process and recommends a timeframe for regular surveys of this type.

3 Background

It is important that the Service receives feedback from service users on a regular basis so officers can judge how well it is doing. To achieve this, the Service has for a number of years used Opinion Research Services (ORS) to gather information from people helped at incidents. Such a survey was last carried out in 2004.

This year's survey looked at selected residential and business premises, which had experienced an incident attended by Shropshire Fire and Rescue Service between April 2005 and March 2006. Premises were selected on the basis of whether it was appropriate for the service user to be consulted. Any incident where there was a death or life-threatening injury was excluded.

Officers provide a list of incidents to ORS, who then contact the people themselves to ensure accurate and independent reporting. Initially ORS issue a draft report containing the major findings. Once this has been discussed with ORS they will publish full findings, from which officers can carry out more detailed investigation and improvement planning.



4 Main Findings of Draft Report

The survey contained questions on the following topics:

- Initial contact
- At the scene
- Information and advice
- Overall service

The key findings of the report are set out below and Members can access the full draft report at the appendix (previous survey results are given in brackets where available). The appendix can be found at:

<http://www.shropshirefire.gov.uk/Docs/CFA/Meetings/Performance-Management/2006-09-07/Report%2010%20Appendix.pdf>

Initial Contact

- All respondents, who reported the incident themselves, agree that the person they spoke to was efficient, helpful, polite and reassuring.
- 100% (100%) of respondents stated that their service expectations were met or exceeded.

At the Scene

- 59% (37%) of respondents felt that the time of arrival of the Service was quicker than expected and 35% (54%) felt it was as they expected. Only 6% (9%) felt arrival time was slower than expected. Almost all agreed that the firefighters at the scene were efficient, helpful, polite, informative and sensitive.
- 98% (95%) felt that the Service kept the effects of the incident to a minimum.

Information and Advice

- 30% (16%) of respondents report that they were given an information booklet. Of those who did not receive one almost half would have liked to.
- 74% (67%) were given general fire safety advice at the scene and almost all found the advice helpful and had adopted at least some of it.
- After the fire 17% (10%) were contacted by the Service with an offer of support and advice. 13% would have liked follow up advice from us.

Overall Service

- 100% (98%) of customers agree that at the scene of the incident the quality of service they received met or exceeded their expectations.
- 95% (96%) also felt that the quality of service they received after the incident met their expectations.
- When taking everything into account 98% (98%) (all but 2) of the respondents were satisfied with the service they received.

As Members can see, there have been improvements to almost all measurements. There is, however, still room for improvement in a number of areas. Time constraints between receipt of the report and deadlines for this meeting preclude any detailed analysis but it seems that people's requirement for support and information during, and after, an incident is increasing.



5 Recommendations for Action

This report offers the Service a number of opportunities. Firstly, it provides further quantitative data to support operational assuredness and other assessments due later this year (as well as Comprehensive Performance Assessment next year). Secondly, it provides an opportunity to send a message of congratulations to all staff for continuing to improve the service they provide to the people of Shropshire.

To move forward it is recommended that the Chief Fire Officer takes the findings of the final report, together with detailed recommendations for action, to the Service's Policy Group and produces a detailed report to the next meeting of the Fire Authority. This will allow time for full data analysis and management reflection.

Such is the value of this survey it is also recommended that the Chief Fire Officer reviews the financial and people resource requirements of the process and recommends a timeframe for regular surveys of this type.

6 Financial Implications

There are no direct financial implications arising from this report.

7 Legal Comment

The Fire Service is aware of its responsibilities under the Data Protection Act and steps have been taken to ensure that any data obtained is handled appropriately.

8 Appendix

Quality of Service Survey - After the incident 2005/06

This can be found at:

<http://www.shropshirefire.gov.uk/Docs/CFA/Meetings/Performance-Management/2006-09-07/Report%2010%20Appendix.pdf>

9 Background Papers

There are no background papers associated with this report.

Implications of all of the following have been considered and, where they are significant (i.e. marked with an asterisk), the implications are detailed within the report itself.

Balance Score Card		Integrated Risk Management Planning	
Business Continuity Planning		Legal	
Capacity		Member Involvement	*
Civil Contingencies Act		National Framework	
Comprehensive Performance Assessment	*	Operational Assurance	*
Equality and Diversity		Retained	
Efficiency Savings		Risk and Insurance	
Environmental		Staff	*
Financial	*	Strategic Planning	
Fire Control/Fire Link		West Midlands Regional Management Board	

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