Authority Plan 2010-2011 3rd Quarter Analysis
Performance Indicators

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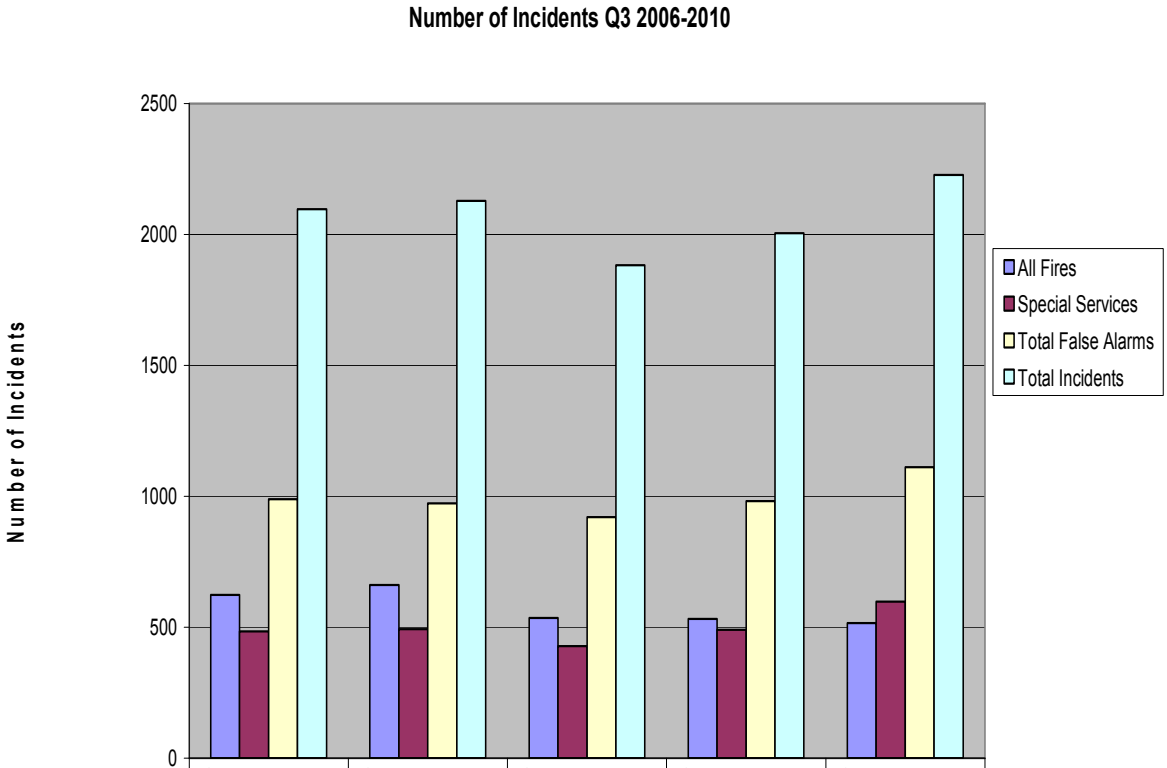
1. Strategic Direction: Community

1.1. ***We will improve the safety of the community by targeting 'at risk' groups, improving the environment within which we live and by working and engaging with the people we serve.***

Operational Incidents and Total Number of Fires Attended

1.2. Figure 5 below demonstrates overall operational activity during Quarter 3 2010-2011 compared with the third quarter in the previous 4 years:



	Quarter 3 2006/07	Quarter 3 2007/08	Quarter 3 2008/09	Quarter 3 2009/10	Quarter 3 2010/11
All Fires	623	662	535	532	516
Special Services	484	493	427	491	599
Total False Alarms	989	973	920	982	1112
Total Incidents	2096	2128	1882	2005	2227

(Figure 1 – Comparative number of incidents Q3 2006-2010)

1.3. Total incident numbers for Quarter 3 2010-2011 show an increase on the same quarter last year. This is due to increases in the number of false alarms and special services attended. The total number of incidents has increased from 2005 in Quarter 3 2009-2010 to 2227 in Quarter 3 2010-2011, (+11.1%).

1.4. The number of fires has decreased from 532 in Quarter 3 2009-2010 to 516 in Quarter 3 2010-2011, (-3.01%).

	Quarter 3 2009-10	Quarter 3 2010-11	Percentage change
Primary Fires	299	277	-7.4%
Secondary Fires	152	135	-11.2%
Chimney Fires	81	104	28.4%
Total Fires	**532**	**516**	**-3.01%**

(Table 1 – Total Fires Q3 09-10 and Q3 10-11)

1.5. Table 1 above demonstrates that although overall total fires have decreased, there has been an increase in chimney fires in Quarter 3 2010-2011 compared with Quarter 3 2009-2010. This increase is perceived to be due to the severe weather conditions in December 2010 together with the previously reported autumn/winter increase in chimney fires starting earlier than in previous years. Our Press Office has issued monthly media releases warning of the dangers of chimney fires during this period.

1.6. Other Prevention action for Chimney Fires is as follows:

- An updated Chimney Fire Advice Leaflet includes the 3 websites of the National Associations of Chimney Sweeps which have details of approved competent and insured sweeps for the relevant area. It also includes key information on how often each chimney should be swept depending on fuel type, e.g. every 3 months for wood when in use. All stations including our Community Safety Technicians/Advisors have been sent this leaflet. Also, all of the Chimney Sweeps on the recognised list have been contacted to see if they would use the leaflet and assist us in distributing it. Take up of this offer has been high and supplies have been sent out.
- Media/press releases have gone out throughout the service delivery area including a radio interview on Wyvern Radio as part of the Winter Safety Campaign. This interview was used regularly with positive feedback.
- An Advice sheet advert was placed in the Herefordshire magazine which is distributed throughout Herefordshire.
- Our Service website has now been updated to give the concise key points from the Leaflet and also includes direct links to the 3 National Associations of Chimney Sweeps. There is also a Chimney Safety link on the home page of the website as part of the current campaign.
- Chimney Fire Safety has been included in the Community Safety Technicians' training who will now include this as part of the HFSCs. With the Technicians now in place, this will assist in reducing the number of chimney fires across retained station areas.
- Chimney Fire statistics will be closely monitored throughout the year and this information will be fed into the technicians to deliver into HFSCs.

1.7. The number of special service incidents has increased with 599 incidents attended in Quarter 3 2010-2011 compared with 491 in Quarter 3 2009-2010, (+22.0%).

	Quarter 3 2009-10	Quarter 3 2010-11	Percentage change
RTC Incidents	234	178	-23.9%
Flooding	19	178	836.8%
Other Special Services	238	243	2.1%
All Special Services	**491**	**599**	**22.0%**

(Table 2 – Special Services Q3 09-10 and Q3 10-11)

1.8. Table 2 above demonstrates that flooding is the main reason for the increase in special services incidents in Quarter 3 2010-2011 compared with Quarter 3 2009-2010. A total of 178 flooding incidents were attended compared with 19 in the same quarter last year. The severe cold weather conditions in December led to 155 out of the 178 flooding incidents and the majority of incidents required the isolation of water and/or electricity supplies to properties. Table 3 below shows a breakdown on the actions required as a result of all 178 flooding incidents in Quarter 3 2010-11:

	Quarter 3-2010-11
Flooding – Isolation of Supplies	116
Flooding – Pumping Out	17
Flooding – Isolation of Supplies and Salvage of Goods	16
Flooding – Advice only	12
Flooding – Isolation of Supplies and Water Removal	8
Flooding – Salvage of Goods only	6
Flooding – Evacuation	2
Flooding – Standby – no action	1
Total Flooding Incidents	**178**

(Table 3 – Flooding incidents by action taken Q3 10-11)

1.9. The number of false alarm incidents has increased with 1112 incidents attended in Quarter 3 2010-2011 compared with 982 in Quarter 3 2009-2010, an increase of 13.2%:

	Quarter 3 2009-10	Quarter 3 2010-11	Percentage change
Malicious False Alarms	20	13	-35.0%
False Alarm Good Intent	199	222	11.6%
Automatic False Alarms	763	877	14.9%
Total False Alarms	**982**	**1112**	**13.2%**

(Table 4 – False Alarms Q3 09-10 and Q3 10-11)

1.10. The overall increase in total false alarms is mainly due to a 14.9% increase in the number of automatic false alarms compared with Quarter 3 2009-2010 as these make up the largest part of the total alarms figure.

	Oct	Nov	Dec	Quarterly Total
Auto False Alarms Q3 09-10	276	259	228	763
Auto False Alarms Q3 10-11	279	271	327	877
Percentage Change	**1.1%**	**4.6%**	**43.4%**	**14.9%**

(Table 5 – Automatic False Alarms per month Q3 09-10 and Q3 10-11)

1.11. Table 5 above illustrates that the largest monthly increase of automatic false alarms when comparing the two quarters was in December and this was partially due to a spike of incidents occurring over the Christmas period. There were 33 incidents on 26 December 2010 alone. The majority of these attendances were due to faulty systems which could have been exacerbated by buildings left empty over the Christmas period. The increase in AFAs from the same quarter last year is partially due to an increase in AFAs at domestic properties as opposed to non-domestic properties. Domestic AFAs accounted for 40.6% of all AFAs (356 out of 877) in Quarter 3 2010-11 compared with 35.1% of all AFAs (268 out of 763) in Quarter 3 2009-10.

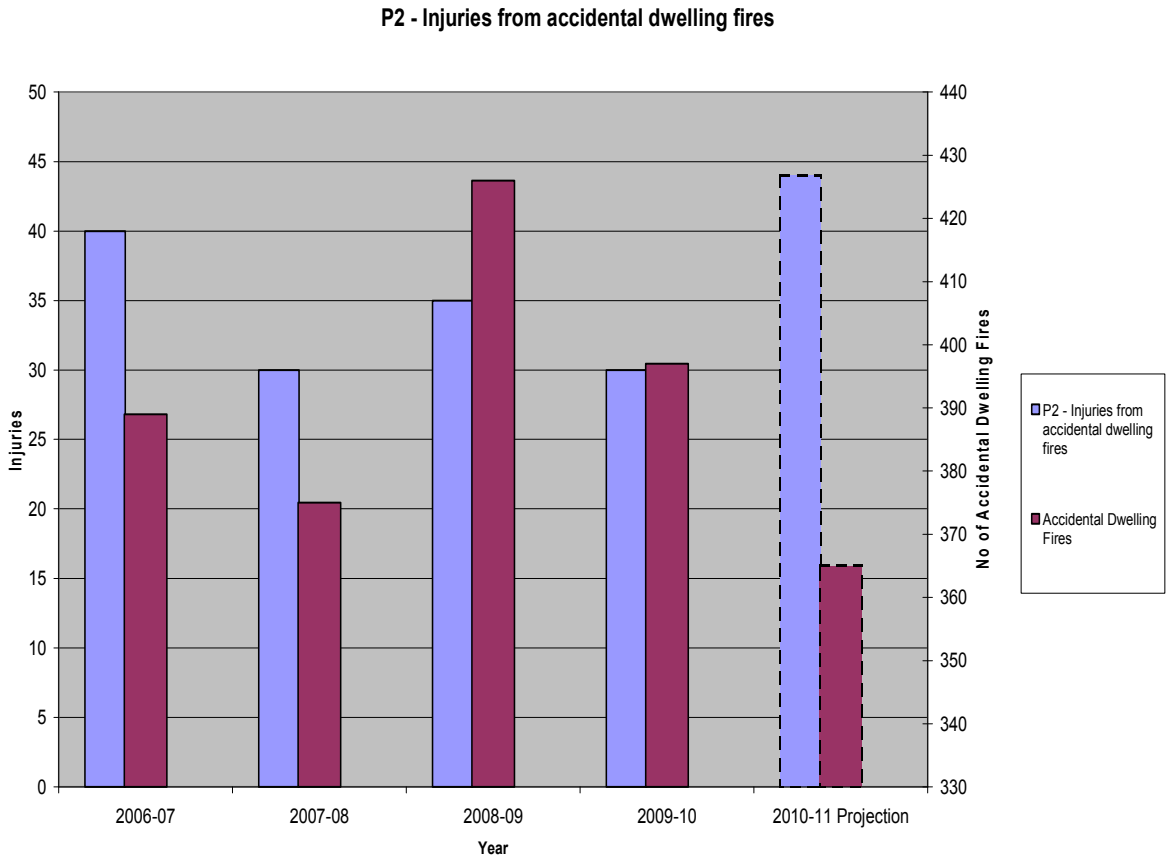
1.12. There was a slightly smaller increase in false alarm good intent in Quarter 3 2010-11 compared with the same quarter last year which also contributed to the overall increase in false alarms. 222 incidents were attended in Quarter 3 2010-11 compared with 199 in the same quarter last year, an increase of 11.6%. Further analysis indicates that the increase is mainly from incidents that do not fall within the categories of false alarm good intent set by the CLG. There have been 82 incidents categorised as 'other' on the IRS system in Quarter 3 2010-11 compared with 64 in Quarter 3 2009-10. Other incidents include suspected car engine fires and alarms mistaken for fire alarms which do not fall within the main IRS categories.

Deaths from accidental dwelling fires

1.13. So far there has been 1 fatality from an accidental dwelling fire during 2010-2011, this occurred during Quarter 1.

Injuries from accidental dwelling fires

1.14. There were 22 injuries from accidental dwelling fires in Quarter 3 2010-2011 compared with nine injuries in the same quarter last year. Eight of the 22 injuries were casualties suffering from smoke inhalation; seven were taken to hospital with breathing difficulties other than from smoke inhalation; three casualties were suffering from shock; two were suffering from slight burns; one casualty reported chest pains as a result of smoke inhalation and one casualty has a combination of burns and smoke inhalation. There were four single incidents with more than one injury in Quarter 3 2010-2011.



(Figure 2 – Injuries from accidental dwelling fires 2006-07 to 2010-11)

1.15. As a result and based on previous years' data, we are forecasting that we will miss our end of year target set for 2010-2011. The projected number of injuries for the end of the 2010-2011 year is now 44 compared with our internally set target based on 27 injuries.

1.16. The 22 injuries from accidental dwelling fires in Quarter 3 is the highest number of injuries per quarter recorded on CorVu which holds data since 2004. The previous highest number of injuries was in Quarter 3 2006-07 where there were 20 injuries from accidental dwelling fires. The average number of injuries in Quarter 3 of the last past five years was 13.

1.17. 10 of the injuries from accidental dwelling fires in Quarter 3 occurred in October, 2 in November and 10 in December. 7 out of the 22 injuries were in Worcester, 6 in Hereford, 3 in Redditch and 2 in Pershore. The rest of the injuries were in Malvern, Leominster, Bromsgrove and Worcester. **None of the properties involved had received a Home Fire Safety Check prior to the incident occurring but five had requested a HFSC after the event.**

1.18. At the end of the 3rd Quarter 2010-2011, Hereford & Worcester was the 11th ranked performer out of 13 FRSs for this indicator in Family Group 4.

Accidental Dwelling Fires

1.19. There were 97 accidental dwelling fires in Quarter 3 2010-2011 compared with 118 accidental dwelling fires in the same quarter last year.

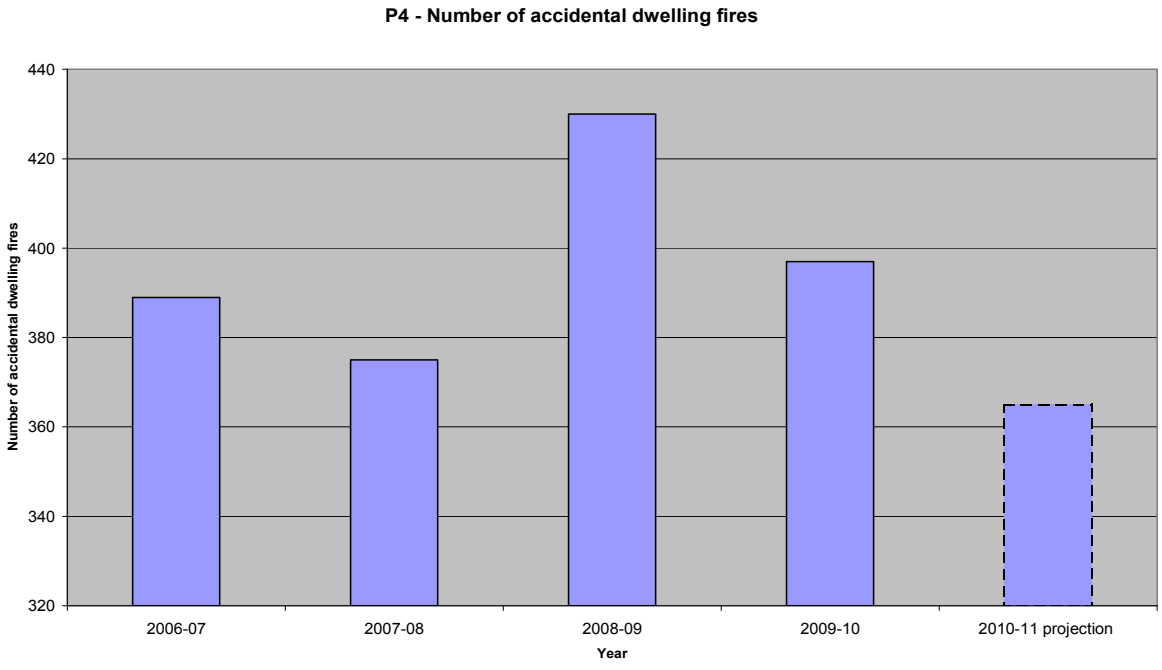
1.20. As a result, the projection for the end of the 2010-2011 year is that the Service will attend approximately 365 accidental dwelling fires which will exceed the target which equates to 377 accidental dwelling fires. The overall number of accidental dwelling fires has a direct effect on several other indicators and is key to the overall aim of making Herefordshire and Worcestershire safer from fires.

1.21. 59 out of the 97 accidental dwelling fires were in wholetime station grounds with Hereford the highest with 16 incidents. 18 out of 97 incidents were in day crewed station grounds with Malvern the highest with 9 incidents and the remaining 20 incidents occurring within retained areas with 5 in Stourport and 3 in Pershore.

1.22. Kitchen fires accounted for 53 out of the 97 accidental dwelling fires, 21 out of these 53 kitchen fires started in a cooker, 7 in a grill or a toaster and 4 in a microwave oven. 21 of the 97 accidental dwelling fires started in the living room, with 6 out of the 21 fires starting due to heating equipment and 4 out of the 21 due to fires spreading initially from the chimney.

1.23. Kitchen and Chimney Safety form a large part of our Community Fire Safety Strategy. As stated above, our Press Office has issued monthly media releases warning of the dangers of chimney fires and kitchen safety was one of the strands of our Winter Safety Campaign ("The Twelve Days of Christmas Safety").

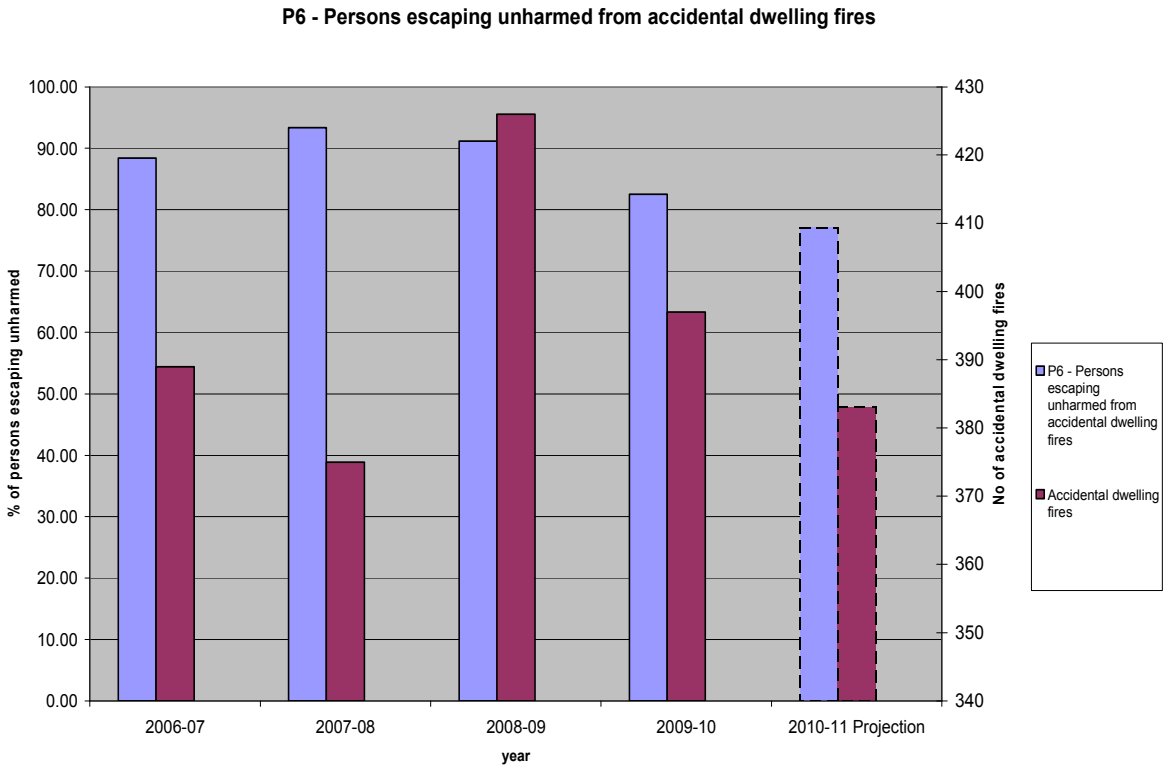
1.24. At the end of the third Quarter 2010-2011, Hereford & Worcester was the 4th ranked performer out of 16 FRSs in Family Group 4 who collated this indicator.



(Figure 3 –Number of Accidental Dwelling Fires 2006-07 to 2010-11)

Persons escaping unharmed from accidental dwelling fires

1.25. In Quarter 3 2010-2011, 40 out of 70 people escaped unharmed from accidental dwelling fires (57.1%). Out of the remaining 30 people, 8 were evacuated or rescued with FRS assistance, and the remaining 22 were casualties. Although this is a significantly lower percentage than in the same quarter last year (83.3%), there has been a large reduction in the total number of people involved in fires. 120 out of 144 people escaped unharmed in the same quarter last year.



(Figure 4 – Persons Escaping Unharmed from Accidental Dwelling Fires 2006-07 to 2010-11)

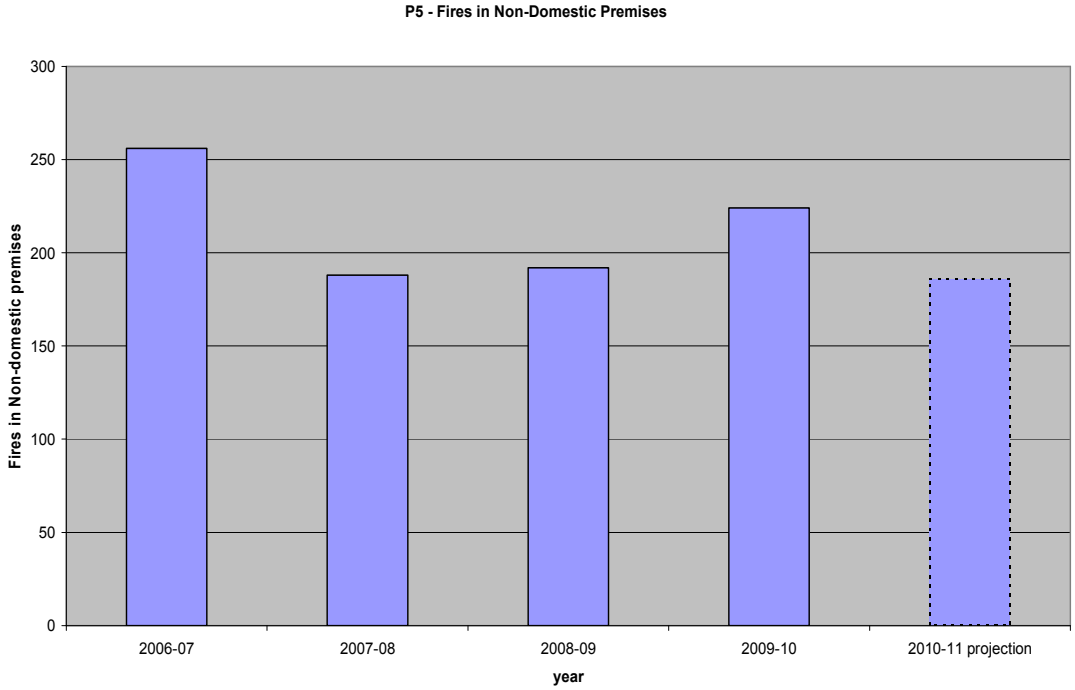
1.26. Out of the 30 people who failed to escape unharmed in Quarter 3 2010-2011, 12 failed to escape unharmed in October, 6 in November and 12 in December. Out of these 30, 8 were in Hereford and 8 were in Worcester, 5 were in Redditch, 2 were Kidderminster and Pershore respectively. The remainder were single escapees in Bromsgrove, Ewyas Harold, Leominster, Malvern and Whitchurch. 24 out of the 30 people were in Wholetime station grounds, 5 in Retained station grounds and 1 in a Day Crewed station ground.

1.27. The projection for the end of 2010-2011 is that 71.1% (235 out of 331) of people will escape unharmed from fires compared with a target of 82.5%.

1.28. Family Group 4 data is unavailable for this indicator.

Non-Domestic Fires

1.29. We attended 49 Non-Domestic Fires in Quarter 3 2010-2011 compared with 67 in Quarter 3 2009-2011. Out of the 49 incidents, 41 were accidental or of unknown cause and 8 were of deliberate intent. As a result, the projection is that by the end of the year the Service will have attended approximately 186 fires at non-domestic premises compared with a target of 213 fires.



(Figure 5 – Fires in Non-Domestic premises 2006-07 to 2010-11)

1.30. At the end of the third Quarter 2010-2011, Hereford & Worcester was the 7th ranked performer out of 15 FRSs for this indicator.

1.31. The IRMP commitment for the reduction in the number of fires in non-domestic premises is to reduce the number of fires to 220 premises averaged over the 3 year plan period. The 2009-2010 actual was 224 but the current 2010-2011 projection is 186 and therefore the IRMP achievement is on track. We will need to focus firmly on the existing actions and Performance Indicators that support reduction in the number of fires in non-domestic premises.

1.32. 35 out of 49 Non-domestic fires were caused by electrical faults or misuse. Following national reports that local authorities are reducing the level of scrutiny by their trading standards departments due to efficiency savings, the Technical Fire Safety department are now focusing on electrical safety as part of the Technical Fire Safety audit process.

2. Strategic Direction: People

2.1. ***We will ensure the fair and equitable treatment of both our staff and the people we serve and promote the training and safety of all our personnel.***

2.2. Progress against the Key Performance Indicators for this area will now be reported on an annual basis against our own internal targets as experience

has shown that the rate of change is so small. It should also be noted that the requirements set out in the Department for Communities and Local Government (CLG) Equality and Diversity Strategy 2008-2018 have been removed, however the Service recognise the importance of collating this data.

3. Strategic Direction: Business Process and Organisational Development

3.1. ***We will develop and implement systems, procedures and structures to improve efficiency and effectiveness, mitigate risk, enable effective response to emergencies and to review, monitor and measure our performance.***

Attendance Standards – Fires in Buildings

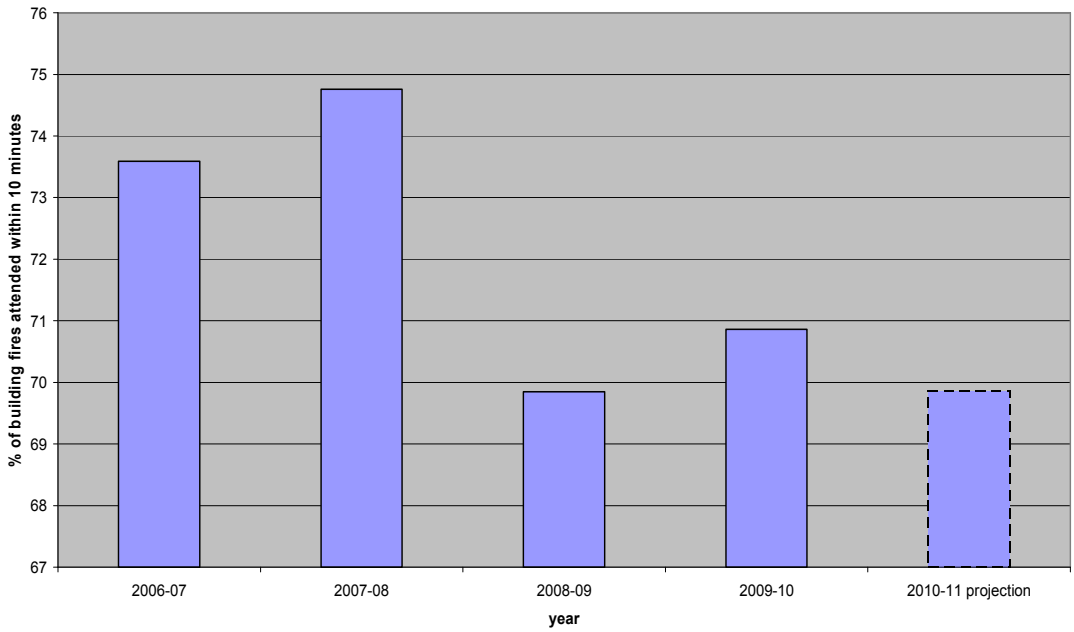
3.2. In Quarter 3 2010-2011, 122 out of 184 building fires were attended within 10 minutes, a percentage of 66.3% compared to 65.7% or 140 out of 213 building fires in the same quarter last year. We achieved the target of 75% in under 11 minutes 15 seconds and the average time taken to attend incidents was 9 minutes 10 seconds.

3.3. Travel distance to the incident was the main reason entered (22 out of 62) for incidents which did not meet the standard and the remaining 40 incidents were spread over 14 other reasons broken down as follows:

Travel distance to the incident	22	Control intervention i.e. 1st pump re-directed	1
Weather conditions/Road conditions	14	Communications Equipment Faults	1
Turn in time (Retained and day crew only)	9	Late fire call	1
Not on home station i.e. school visit, HFS check	3	Road obstruction/road closure/road works/temp traffic controls or heavy traffic conditions once mobile	1
Difficulty in locating incident address	2	Simultaneous Incident	1
Incident out side station turnout area	2	Traffic conditions causing delayed turn in time to stations (Retained and Day Crewed only)	1
Incorrect or insufficient information passed to control on initial call	2	Training event delaying turn out i.e. drilling	1
Appliance breakdown/off the run	1	Total	62

(Table 6 – Attendance Standards Fire in Buildings Reasons for standard not met Q3 10-11)

3.4. 25 of the 62 incidents which did not meet the standard were first attended by wholetime appliances, 26 were first attended by a retained pump and 9 by a day crewed appliance, 2 incidents were first attended by appliances from another FRS. This can be compared with Quarter 3 2009-10 where 26 of the 73 which did not meet the standard were wholetime appliances, 36 were first attended by a retained pump and 11 by a day crewed appliance.



(Figure 6 – 1st Attendance at Fires in Buildings within 10 minutes 2006-07 to 2010-11)

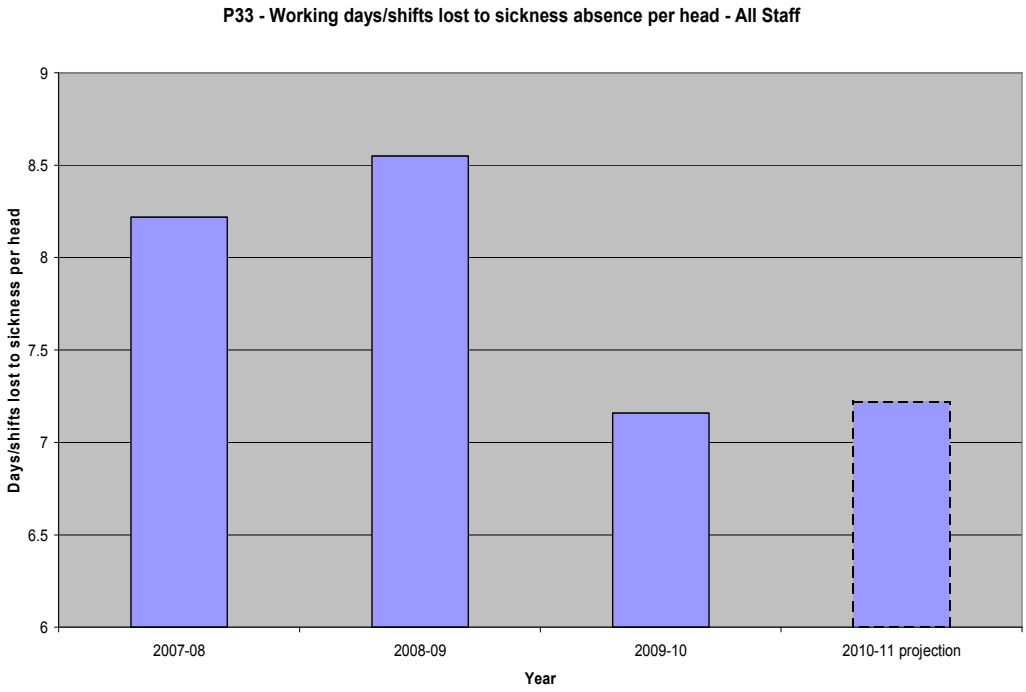
3.5. October 2010 demonstrated the lowest levels in terms of performance this quarter with the standard being achieved only 62.7% of the time. 37 incidents out of 59 building fires were attended within 10 minutes in October. This is compared with 68.2% in November 2010 and 67.8% in December 2010. Travel distance was a major factor and was cited as a reason in 8 out of the 22 incidents which missed the target in October 2010. There is however no correlation with a particular increase or decrease in activity in terms of building fires. Although there were more primary fires attended in total in October 2010 when compared with the other two months of the quarter, there were less AFAs attended in October compared with November and December. Therefore it cannot be said that appliance availability had a detrimental effect on attendance standards in October 2010.

4. Strategic Direction: Finance and Resources

4.1. ***We will ensure the economic use of resources, meeting budgetary challenges and maximising funding opportunities in order to deliver value for money services.***

Sickness

4.2. The projection for the end of 2010-2011 year for all staff sickness is 7.2 days/shifts per head, a slight increase on the projections at the end of Quarter 1 and Quarter 2 2010-11 which was 7.1. This projection is just above the target of 7.0. In Quarter 3 2010-2011, 1078 working days/shifts were lost to all staff sickness (2.3 days lost per head of staff) compared with 984 working days/shifts lost in the same quarter last year (2.0 days lost per head of staff) an increase of 94.5 working days/shifts. There is an average of 468 staff employed in Quarter 3 2010-2011 compared with 486 staff employed in the same quarter last year.



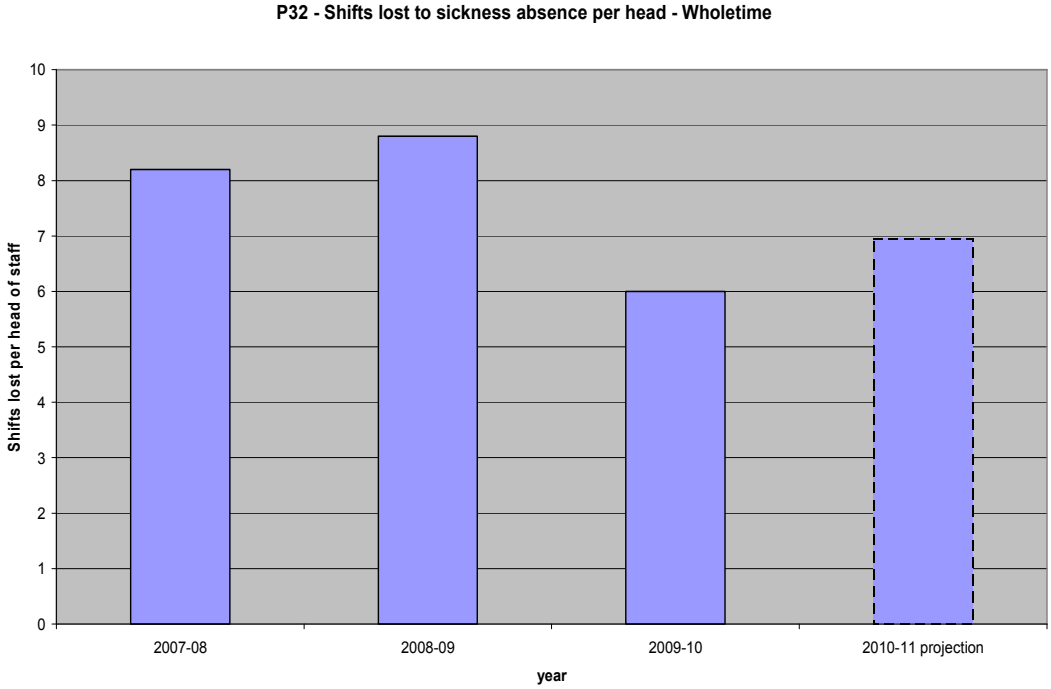
(Figure 7 – Working days/shifts lost to sickness 2007-08 to 2010-11)

4.3. 397 out of the total of 1078 working days/shifts lost in Quarter 3 were lost in December compared with 354 working days/shifts in October and 327 working days/shifts in November. December 2010 sickness was the highest monthly figure lost to sickness absence since December 2008. 38% of short term sickness absence in Quarter 3 was due to cold/flu related illnesses.

	Quarter 3 2010-11		
	Total Days/Shifts lost	Average Establishment	Days/shifts lost per head
Short Term Sickness Non-Uniformed staff	113	127	0.9
Short Term Sickness Wholetime Staff	292	340	0.9
Short Term Sickness All Staff	405	468	0.9
	Quarter 3 2010-11		
	Total Days/Shifts lost	Average Establishment	Days/shifts lost per head
Long Term Sickness Non-Uniformed staff	170	127	1.3
Long Term Sickness Wholetime Staff	502	340	1.5
Long Term Sickness All Staff	672	468	1.4

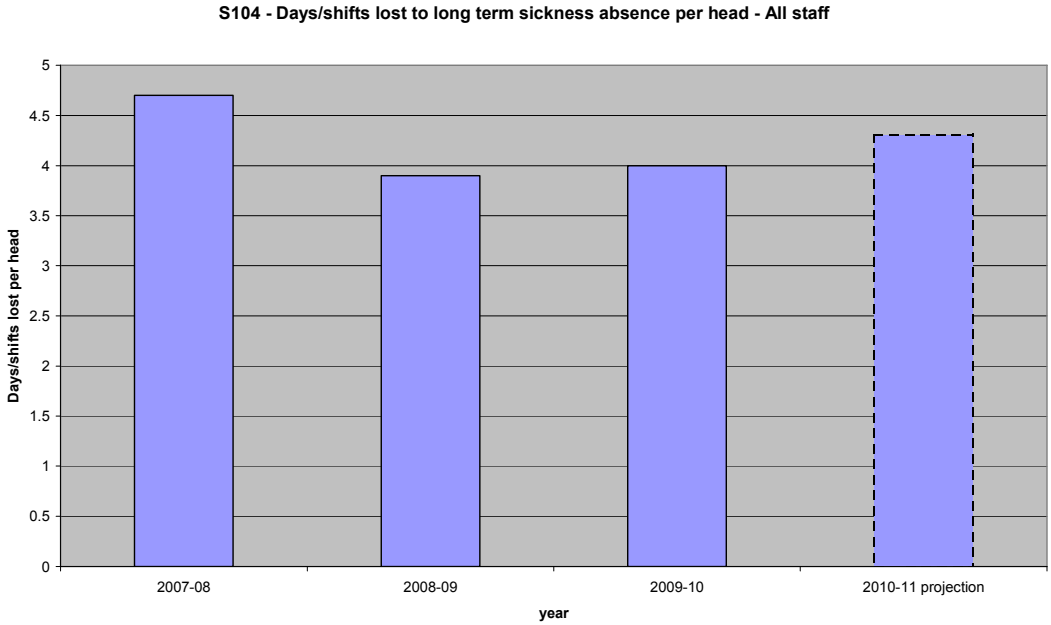
(Table 7 – Short Term and Long Term Sickness Absence Q3 10-11)

4.4. Contributory factors to the increase in overall sickness are in particular the days/shifts lost to all wholetime sickness; the days/shifts lost to all long term sickness; and the days lost to long term non-uniformed sickness. These three Performance Indicators are projected to miss the internal targets set for 2010-11 based on the data at the end of Quarter 3.



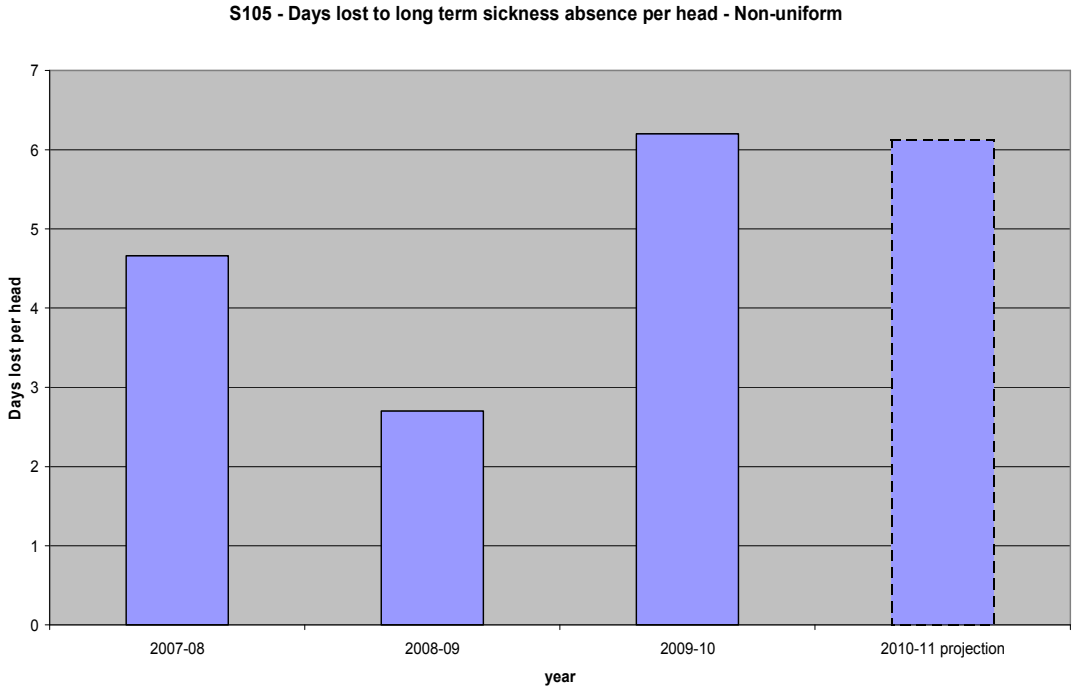
(Figure 8 – Shifts lost to Wholetime sickness 2007-08 to 2010-11)

4.5. The projection for the end of 2010-2011 year for wholetime staff sickness is 6.9 shifts per head. This projection is above the target of 6.5. In Quarter 3 2010-2011, 795 shifts were lost to wholetime sickness (2.5 shifts lost per head of staff) compared with 553 shifts lost in the same quarter last year (1.7 shifts lost per head of staff) an increase of 242 shifts. There is an average of 317 staff employed in Quarter 3 2010-2011 compared with 331 wholetime staff employed in the same quarter last year.



(Figure 9 – Days/Shifts lost to Long Term sickness 2007-08 to 2010-11)

4.6. The projection for the end of 2010-2011 year for long term sickness for all staff is 4.3 days/shifts per head. This projection is above the target of 3.9. In Quarter 3 2010-2011, 672 days/shifts were lost to long term sickness (1.4 days/shifts lost per head of staff) compared with 556 days/shifts lost in the same quarter last year (1.2 days/shifts lost per head of staff) an increase of 116 days/shifts.



(Figure 10 – Days lost to Long Term Non-Uniform sickness 07-08 to 10-11)

4.7. The projection for the end of 2010-2011 year for long term non-uniformed staff sickness is 6.1 days per head. This projection is above the target of 5.0. In Quarter 3 2010-2011, 170 days were lost to long term non-uniformed sickness (1.4 days lost per head of staff) compared with 266 days lost in the same quarter last year (2.0 days lost per head of staff) a decrease of 96 days. Although Quarter 3 has seen the least amount of non-uniform sickness compared with Quarters 1 and 2 2010-11, it is still projected to miss the target set for this indicator.

4.8. It is important to recognise that these missed internal sickness targets should be seen in context of the overall improvement in sickness taken following the changes to the absence management policy, with return to work procedures and HR meetings with department heads, which added depth to the local monitoring processes.