

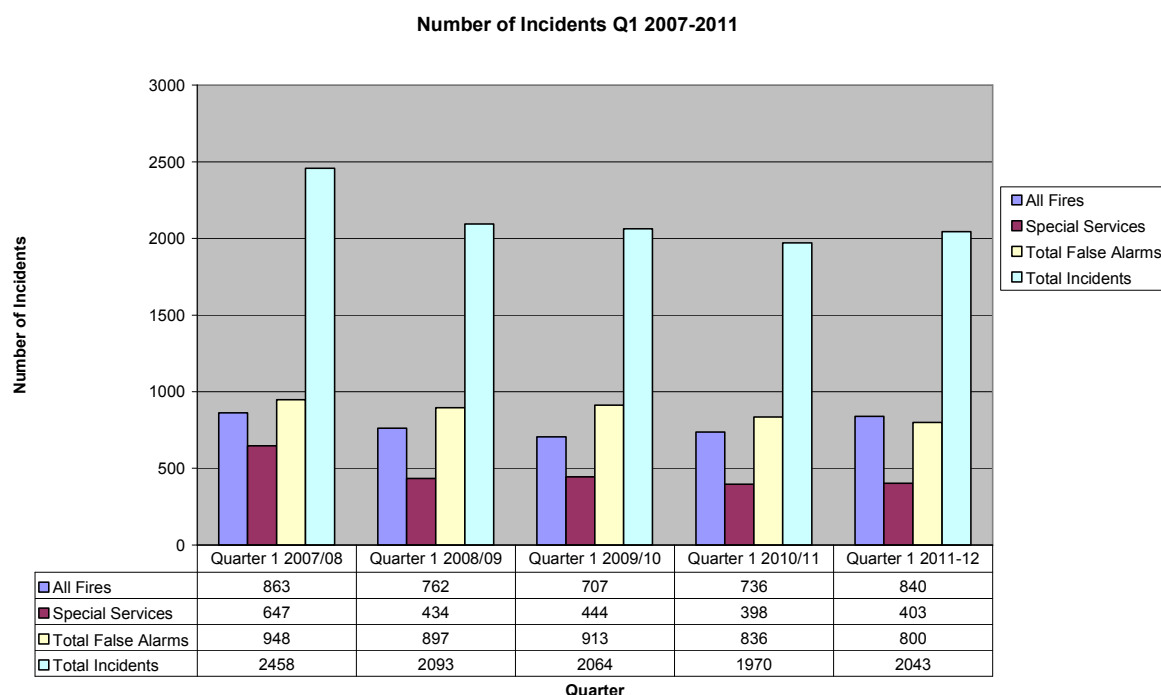
Fire Authority Plan 2011-2012 - 1st Quarter Analysis - Performance Indicators

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 1 below demonstrates overall operational activity during Quarter 1 2011-2012 compared with the first quarter in the previous 4 years:



(Figure 1 – Comparative number of incidents Q1 2007/08-2011/12)

- 1.3. Total incident numbers for Quarter 1 2011-2012 show an increase on the same quarter last year. 2043 incidents were attended in Quarter 1 2011-2012 compared with 1970 incidents in Quarter 1 2010-2011, (+3.7%). This is due to an increase in the total number of fires attended and a slight increase in the number of special services attended. Although the total number of incidents has increased when compared with the same quarter last year, it is still less than the same quarter in the previous three years.
- 1.4. The main reason for this overall increase in activity is the increase in the number of fires attended when compared with the same quarter last year. The number of fires has increased from 736 in Quarter 1 2010-2011 to 840 in Quarter 1 2011-2012, (+14.1%).

	Quarter 1 2010-11	Quarter 1 2011-12	Percentage change
Primary Fires	277	310	+11.9%
Secondary Fires	423	509	+20.3%
Chimney Fires	36	21	-41.7%
Total Fires	736	840	+14.1%

(Table 1 – Total Fires Q1 10-11 and Q1 11-12)

- 1.5. Table 1 above demonstrates that the increase in total fires is mainly due to an increase in secondary fires in Quarter 1 2011-2012 compared with Quarter 1 2010-2011. Secondary Fires tend to be more prevalent in the summer periods but the table below illustrates that there have been increases in the number of secondary fires attended in April and May rather than June when compared with the same quarter last year:

	Apr	May	Jun	Quarterly Total
Secondary Fires Q1 10-11	163	121	139	423
Secondary Fires Q1 11-12	227	168	114	509
Percentage Change	+39.3%	+38.8%	-18.0%	+20.3%

(Table 2 – Secondary Fires per month Q1 10-11 and Q1 11-12)

- 1.6. The increases in secondary fires were acknowledged early in the quarter at the Service Delivery monthly meetings and we have been working with our colleagues in the Community Safety Partnerships to map and identify any common trends and ascertain any links with other forms of anti-social behaviour. Deliberate fires accounted for 55.5% of all secondary fires in April 2011 and 52.4% of all secondary fires in May 2011 compared with 52.1% in April 2010 and 51.2% in May 2010.
- 1.7. Further analysis indicates that there has been an increase in secondary fires starting in loose refuse, tree scrub and domestic gardens in Quarter 1 2011-12 compared with the same quarter last year. There were 118 loose refuse fires in Quarter 1 2011-12 compared with 77 in the same quarter last year, 89 tree scrub fires compared with 67 in the same quarter last year and 45 domestic garden fires compared with 32 in the same quarter last year.
- 1.8. This is the second year in a row that the number of secondary fires has increased in Quarter 1 when compared with the same quarter in the previous year. These increases have been exacerbated by the hot and dry weather conditions experienced both in Quarter 1 2011-12 and Quarter 1 2010-11 compared to a low figure of 359 in Quarter 1 2009-10.
- 1.9. The number of special service incidents has increased slightly in Quarter 1 2011-12 compared with the same quarter last year with 403 incidents attended in Quarter 1 2011-2012 compared with 398 in Quarter 1 2010-2011, (+1.3%). Table 3 on the following page illustrates that the increase was due to an increase in RTC's attended when compared to the same quarter last year, with 169 RTC incidents attended compared with 149 in Quarter 1 2010-11 (+13.4%):

	Quarter 1 2010-11	Quarter 1 2011-12	Percentage change
RTC Incidents	149	169	+13.4%
Flooding	20	17	-15.0%
Other Special Services	229	217	-5.2%
All Special Services	398	403	+1.3%

(Table 3 – Special Services Q1 10-11 and Q1 11-12)

- 1.10. The number of false alarm incidents has decreased in Quarter 1 2011-2012 with 800 incidents attended in Quarter 1 2011-2012 compared with 836 in Quarter 1 2010-2011 (-4.3%):

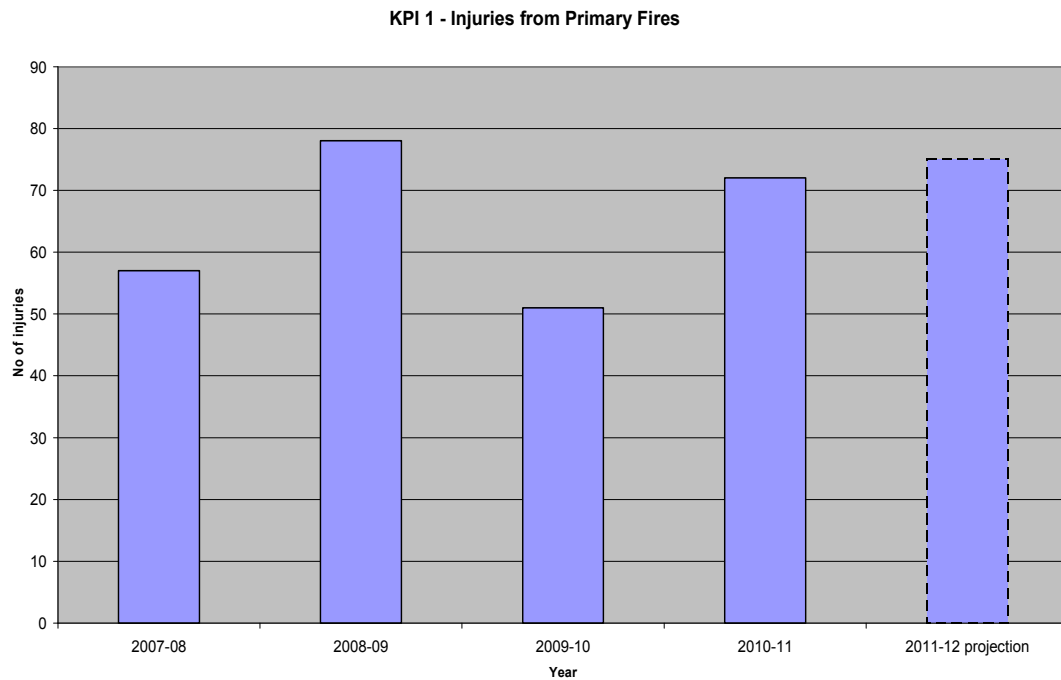
	Quarter 1 2010-11	Quarter 1 2011-12	Percentage change
Malicious False Alarms	23	20	-13.0%
False Alarm Good Intent	229	184	-19.7%
Automatic False Alarms	584	596	+2.1%
Total False Alarms	836	800	-4.3%

(Table 4 – False Alarms Q1 10-11 and Q1 11-12)

- 1.11. The decrease in the number of false alarms attended when compared with the same quarter last year is due to a decrease in the number of malicious false alarms and false alarm good intent attended. The Service attended 20 malicious false alarms in Quarter 1 2011-12 compared with 23 in the same quarter last year (-13.0%) and attended 184 false alarms good intent in Quarter 1 2011-12 compared with 229 in the same quarter last year (-19.7%). Automatic false alarms make up the bulk of total false alarms and they have increased slightly in Quarter 1 2011-12 when compared with Quarter 1 2010-11, with 596 incidents attended in Quarter 1 this year compared with 584 in the same quarter last year (+2.1%).

Injuries from Primary Fires

- 1.12. There were 19 injuries from primary fires in Quarter 1 2011-2012 compared with 15 injuries in the same quarter last year. 8 of the 19 injuries were casualties suffering from smoke inhalation; 7 were suffering from burns of which 2 were severe and 5 were slight, 3 had breathing difficulties or chest pains and one suffered a knee injury. There was one single incident with two casualties in Quarter 1 2011-2012, the rest of the incidents had single casualties only.

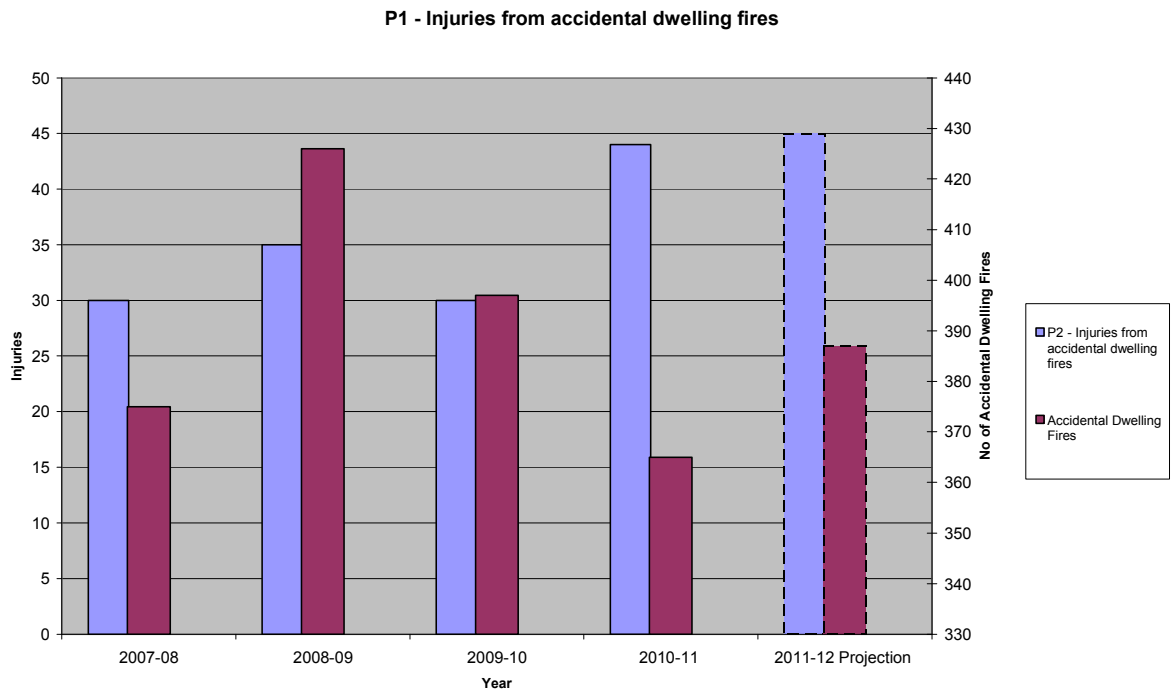


(Figure 2 – Injuries from accidental dwelling fires 2007-08 to 2011-12)

- 1.13. As a result, it is forecast that the Service will record 75 injuries from primary fires by the end of 2011-2012 compared with a target based upon 63 injuries.
- 1.14. Out of the 19 injuries from primary fires in Quarter 1, 7 occurred in April, 9 in May and 3 in June. 6 out of the 19 injuries were in Worcester, with 2 in Bromsgrove, Evesham and Hereford and Kidderminster and 1 in Bromyard, Droitwich, Leominster, Redditch and Tenbury respectively.

Injuries from Accidental Dwelling Fires

- 1.15. Nine out of the 19 primary fire injuries were a result of accidental dwelling fires in Quarter 1 2011-2012 compared with 7 injuries from accidental dwelling fires in the same quarter last year. 4 of the 9 injuries were casualties suffering from smoke inhalation; 3 were suffering from burns, and 2 had breathing difficulties or chest pains.



(Figure 3 – Injuries from accidental dwelling fires 2007-08 to 2011-12)

- 1.16. As a result, it is forecast that the Service will record 45 injuries from accidental dwelling fires by the end of 2011-2012 compared with a target based upon 35 injuries.
- 1.17. Out of the 9 injuries from accidental dwelling fires in Quarter 1, 4 occurred in April, 3 in May and 2 in June. 4 out of the 9 injuries were in Worcester, with 2 in Kidderminster, and 1 in Bromsgrove, Hereford and Redditch respectively. None of the properties involved had received a Home Fire Safety Check prior to the incident.
- 1.18. Further analysis is required in view of the escalation of injuries in both primary and accidental dwelling fires. The Performance and Information (P&I) section have developed, in conjunction with the Community Fire Safety (CFS) department, an injury reporting template to capture data from the Incident Recording System (IRS), Community Fire Risk Management Information System (CFRMIS) and local knowledge of an incident regarding the nature, cause, severity and possible prevention of all injuries. This data will start to be provided at future quarterly meetings. The “Pinpoint” software system (a newly acquired mapping system for targeting CFS activities) will also inform CFS of further geographical based data regarding injuries at accidental dwelling fires.

Attendance Standards – Fires in Buildings

- 1.19. In Quarter 1 2011-2012, we met the target of 75% and improved on the same quarter last year with 151 out of 200 building fires attended within 10 minutes, a percentage of 75.50% compared to 75.31% or 122 out of 162 building fires in the same quarter last year. The average time taken to attend incidents was 8 minutes 42 seconds.
- 1.20. Although the Standard was met this quarter, travel distance to the incident continues to be an issue for incidents which did not meet the standard (18 out

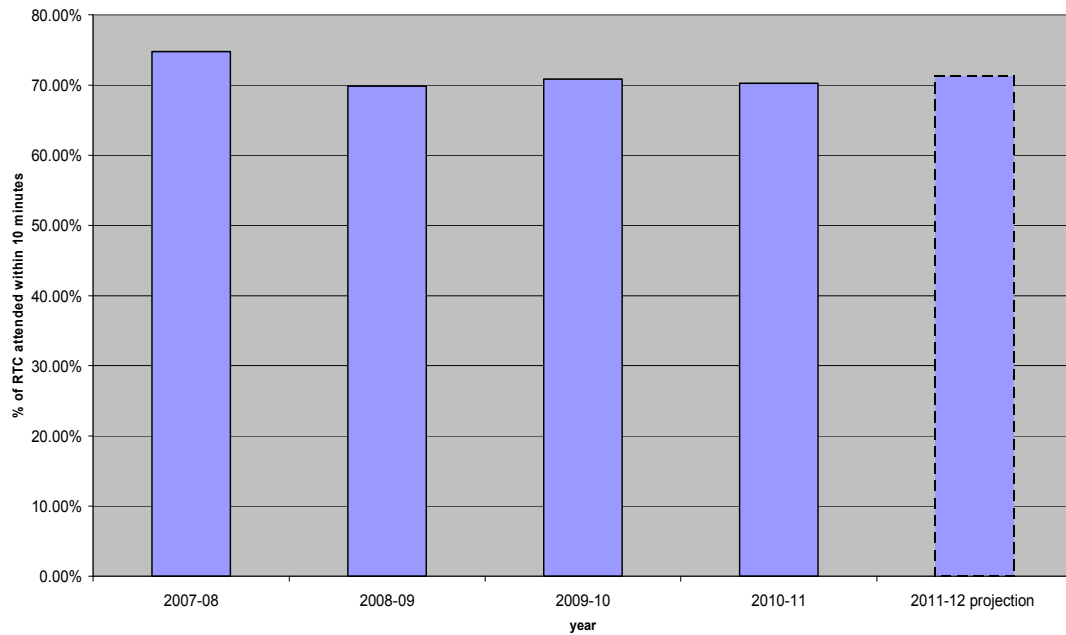
of 49). The remaining 30 incidents were spread over 13 other reasons broken down as follows:

Travel distance to the incident	18	Essential Training i.e. BA Refreshers or Boat Training off the station	1
Turn in time (retained and day crew only)	10	Late Fire Call	1
Difficulty in locating incident address	5	Communication Equipment Fault	1
Appliance not booked in attendance	2	Mobilised from other location (not on home station)	1
Incident outside station turnout area	2	Mobilised to incorrect address	1
Road obstruction/road closure/road works/temp traffic controls or heavy traffic conditions once mobile	2	Mobilising error	1
Training event delaying turn out i.e. drilling	2	Not on home station i.e. school visit, HFS check	1
Control intervention i.e. 1st pump re-directed	1		
		Total	49

(Table 6 – Attendance Standards Fire in Buildings Reasons for standard not met Q1 11-12)

- 1.21. 21 of the 49 incidents which did not meet the standard were first attended by Wholetime appliances, 21 were first attended by a retained pump and 6 by a day crewed appliance, 1 incident was first attended by an appliance from another FRS. This can be compared with Quarter 1 2010-11 where 17 of the 40 which did not meet the standard were Wholetime appliances, 17 were first attended by a retained pump and 6 by a day crewed appliance.
- 1.22. May 2011 demonstrated the lowest levels in terms of performance this quarter with the standard being achieved only 72.0% of the time. 54 incidents out of 75 building fires were attended within 10 minutes in May. This is compared with 75.76% in April 2011 and 79.66% in June 2011. The percentage achieved in June 2011 is the best monthly performance in this indicator since June 2010 when 81.13% of building fires were attended within 10 minutes.

KPI 7 - 1st Appliance at Building Fires attending within 10 mins



(Figure 4 – 1st Attendance at Fires in Buildings within 10 minutes 2007-08 to 2011-12)

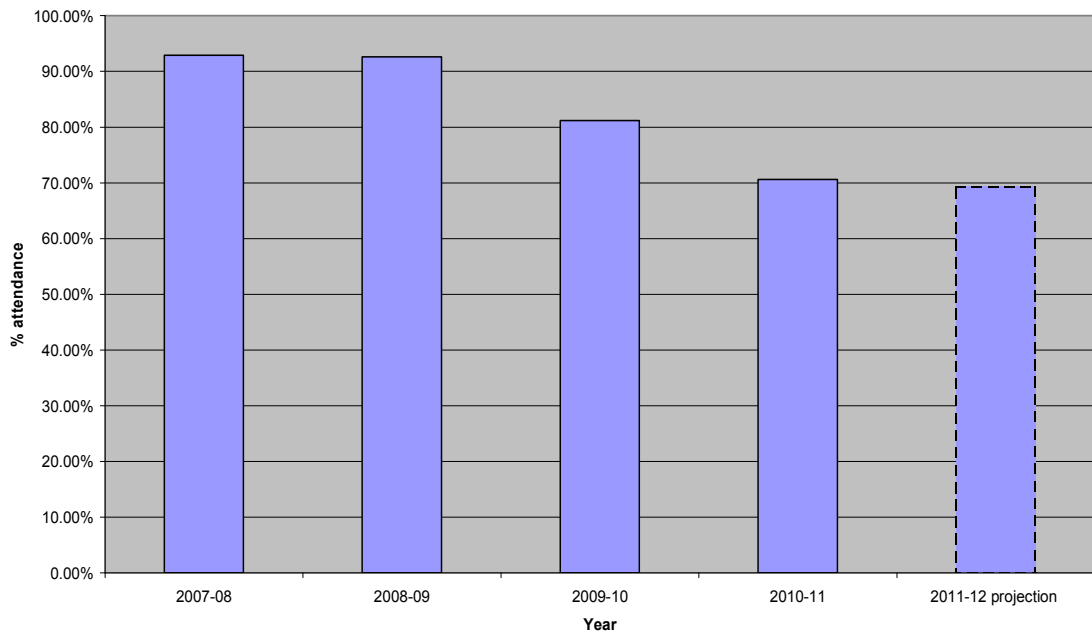
- 1.23. In Quarter 1 2011-2012, we met the target of 75% and improved on the same quarter last year with 113 out of 145 building fires attended by a 2nd appliance within 5 minutes of the 1st appliance attendance, a percentage of 77.93% compared to 73.64% or 81 out of 110 building fires in the same quarter last year.
- 1.24. Travel distance to the incident was the main reason entered (9 out of 32) for incidents which did not meet the standard and the remaining 23 incidents were spread over 9 other reasons broken down as follows:

Travel distance to the incident	9	Incorrect or insufficient info passed to control on initial call	2
Turn in time (retained and day crew only)	8	AFA 1 Pump only mobilised	1
Appliance not booked in attendance	2	Road obstruction/road closure/road works/temp traffic controls or heavy traffic conditions once mobile	1
Essential Training i.e. BA Refreshers or Boat Training off the station	2	Station Establishment below minimum (RDS Only)	1
Communication Equipment Fault	2	Reason not given	4
		Total	32

(Table 7 – Attendance Standards Fire in Buildings Reasons for 2nd appliance not arriving within 5 minutes of 1st Appliance Q1 11-12)

- 1.25. May 2011 demonstrated the lowest levels in terms of performance this quarter with the standard being achieved only 75.51% of the time. 37 incidents out of 49 building fires were attended by a 2nd pump in less than 5 minutes after the first pump arrival in May. This is compared with 80% in April 2011 and 78.26% in June 2011.

KPI 8 - 2nd Appliance at Building Fires within 5 minutes of 1st

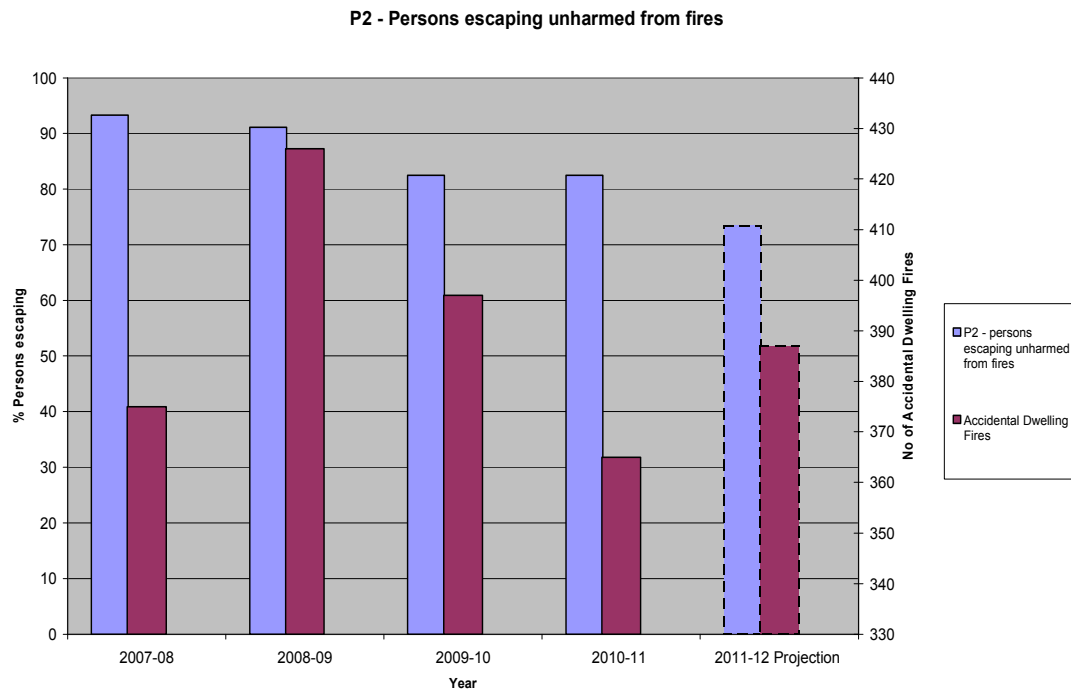


(Figure 5 – 2nd Appliance attendance at Fires in Buildings within 5 minutes of 1st Appliance 2007-08 to 2011-12)

- 1.26. Despite this good performance in Quarter 1, it is forecast that the Service will record 69.33% within 5 minutes by the end of 2011-2012 compared with a target based upon 75% within 5 minutes.

Persons Escaping Unharmful from Accidental Dwelling Fires

- 1.27. In Quarter 1 2011-2012, 91 out of 120 people escaped unharmed from accidental dwelling fires (75.83%). Out of the remaining 29 people, 20 were evacuated or rescued with FRS assistance, and the remaining 9 were casualties. 40 out of 66 people escaped unharmed in the same quarter last year (60.6%).
- 1.28. Out of the 29 people who failed to escape unharmed in Quarter 1 2011-12, 15 failed to escape unharmed in April, 12 in May and 2 in June. 11 of the 29 were in Hereford and 8 were in Worcester, 4 were in Pershore and 3 were in Kidderminster. The remainder were single escapees in Bromsgrove, Redditch and Upton. 24 out of the 29 people were in Wholesome station grounds, and 5 were in Retained station grounds.
- 1.29. We are forecasting that by the end of the year 73.5% (305 out of 415) of people will have escaped unharmed from fires compared with a target of 82.5%, which would equate to 342 out of 415 people.



(Figure 6 – Persons Escaping Unharmed from Accidental Dwelling Fires 2007-08 to 2011-12)

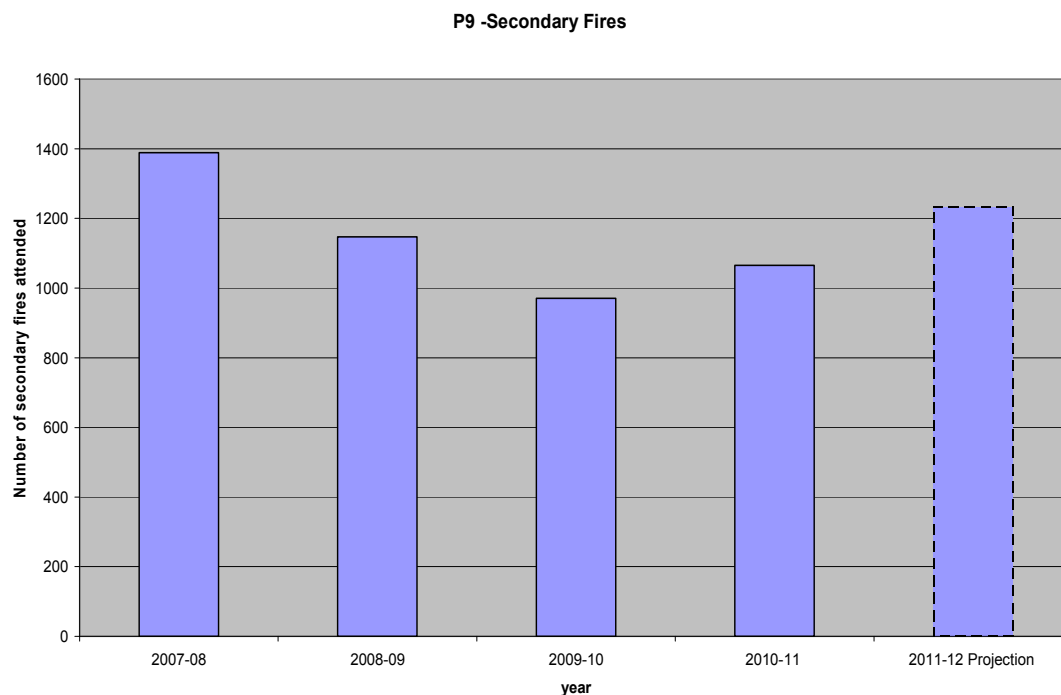
- 1.30. This indicator is influenced by the number of injuries from accidental dwelling fires previously referred to in this report. An increase in injuries would lead to an overall reduction in the percentage of people escaping unharmed from accidental dwelling fires. The identification of escape plans from dwellings continues to form a major part of our community safety education programme, particularly night time routines. Although the results of the recent Worcestershire County Council Citizens Panel Viewpoint Survey revealed that 17% of total number of people surveyed who had received Fire Safety information had not reviewed their escape plans following the receipt of this information (61 out of 359 people).

Total Number of Serious Injuries on our Roads in Herefordshire

- 1.31. This is a new indicator introduced for 2011-12 together with the total number of serious injuries on our roads in Worcestershire. The annual target for this indicator was based on maintaining or reducing the number of injuries from last year. There were 12 injuries sustained on the roads in Herefordshire from 50 RTCs in Quarter 1 2011-12 compared with 3 in the same quarter last year, from a total of 38 RTCs. We are forecasting that by the end of the year there will have been 36 injuries compared with a target of 26.
- 1.32. 4 out of the 12 injuries occurred at one incident on Fromes Hill, Bromyard. There were two further incidents where a single serious injury occurred in Bromyard, two in Ledbury and two in Hereford, one in Ross and one in Whitchurch.
- 1.33. Road Safety continues to be an important strand of our Community Safety activity with ongoing Dying to Drive (e.g. 24 June 2011 in Peterchurch) and Crucial Crew initiatives. The West District Commander plays an important role in Road Safety in Herefordshire by chairing the Herefordshire Road Safety Partnership.

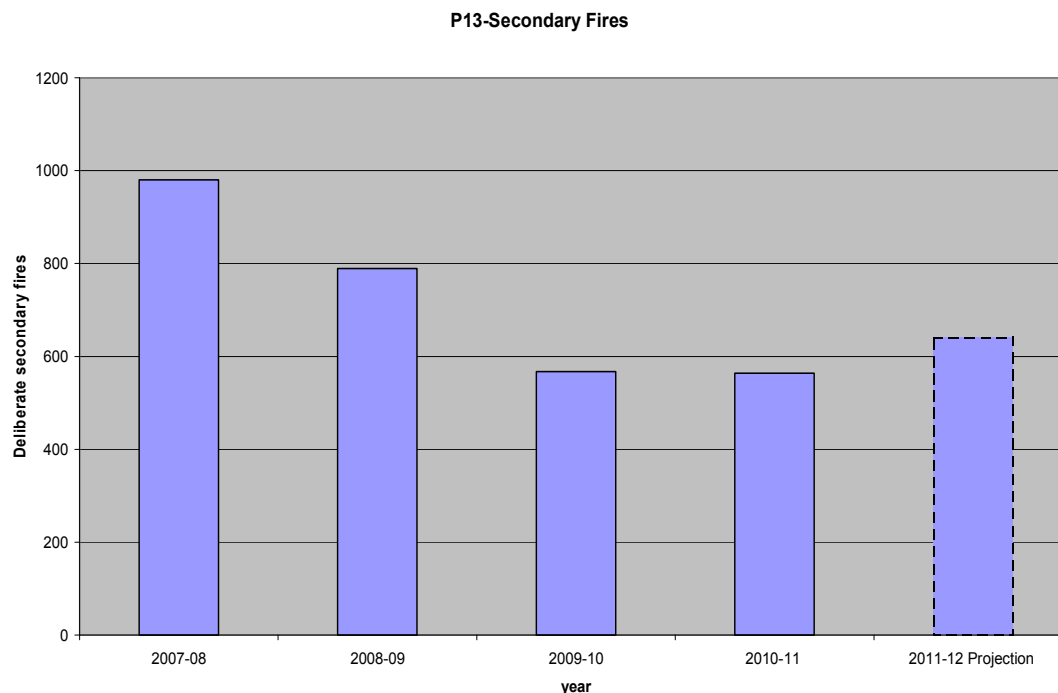
Total Number of Secondary and Deliberate Secondary Fires

- 1.34. There were 509 secondary fires attended in Quarter 1 2011-12 compared with 423 fires in the same quarter last year. As illustrated in Table 2 earlier in this report, this represents a 20.3% increase in secondary fires compared with the same quarter last year.
- 1.35. As a result, it is forecast that the Service will attend 1233 secondary fires by the end of 2011-12 compared with a target based upon 1050 secondary fires.



(Figure 7 – Secondary Fires attended 2007-08 to 2011-12)

- 1.36. 330 out of the 509 secondary fires were in wholetime station grounds with Kidderminster the highest with 91 incidents. 72 out of the 509 incidents were in day crewed station grounds with Malvern the highest with 28 incidents, and the remaining 107 incidents occurring within retained areas with 19 in Stourport.
- 1.37. Deliberate fires accounted for 284 out of the 509 secondary fires in Quarter 1 2011-12 compared with 211 deliberate secondary fires caused in Quarter 1 2010-11. 197 out of the 284 deliberate secondary fires in Quarter 1 2011-12 were in wholetime station grounds with Kidderminster the highest with 48 incidents. 43 out of the 284 incidents were in day crewed station grounds with Malvern the highest with 19 incidents, and the remaining 44 incidents occurring within retained areas with 12 incidents occurring in Stourport.



(Figure 8 – Deliberate Secondary Fires attended 2007-08 to 2011-12)

- 1.38. As a result, it is forecast that the Service will attend 641 deliberate secondary fires by the end of 2011-12 compared with a target based upon 560.
- 1.39. There have been a range of initiatives undertaken in Quarter 1 with the aim of reducing secondary fires. These include liaison with the Malvern Hills Conservators and other ranger services, collaboration work with Severn Valley Railway to reduce embankment fires, updated training for all Officer groups on secondary fire response, and increased focus on Redditch partnership work, in addition to the partnership work referred to earlier in the report. Several media messages have been issued in light of the hot and dry conditions experienced in Quarter 1, exercises have been undertaken and the hydrants' programme refreshed. Further prevention work scheduled for the next quarter includes the summer schools campaign and further media messages regarding barbeques.

Information Requests

- 1.40. The Service collects and maintains information and data to enable the organisation to undertake our statutory duties and a large amount of information on the Service is already available in the public domain through our Publication Scheme. The public have the right to request information under the Freedom of Information Act 2000, which gives them a general right of access to recorded information held by the Service. The table below shows the number of data requests received in Quarter 1 2011-12.

Q1 2011-12	FOIA Requests received and completed	DPA Requests received and completed	EIR Requests received and completed	Requests received to date
Apr 2011	18	2	0	20
May 2011	9	0	0	9
Jun 2011	23	0	0	23
Total	50	2	0	52

(Table 5 – Freedom of Information Act (FOIA)/Data Protection Act (DPA)/Environmental Information Regulations (EIR) Requests Q1 2011-12

- 1.41. When compared to the same Quarter last year, FOIA requests have fallen slightly, DPA requests have increased and EIR requests have remained constant. Information requests received by the Service reflect the national trend both in the number received and subject areas. These subject areas include fire incidents, animal rescues, fleet information, Service assets, Service establishment, contractual arrangements, average response times to 999 calls, number of days lost to absence, consultants used by the Service and purchasing cards.

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. Key Performance Indicators for 2011-12 under this strategic direction include the number of serious health and safety incidents, staff sickness and percentage of establishment that are disabled or members of black and minority ethnic (BME) communities.
- 2.3. The decision was made in 2010 to report progress against the PIs regarding the overall make up of the organisation 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.
- 2.4. None of the other Key or Primary Indicators under this strategic direction are forecast to be red at the end of the 2011-12 year based on performance in Quarter 1 2011-12. However we will continue to monitor these indicators at a departmental level.

3. Strategic Direction: 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.***
- 3.2. Key Performance indicators for 2011-12 under this strategic direction include the number of invoices paid and an indicator measuring that the annual accounts are reported inside defined timescales.

- 3.3. None of the Key or Primary indicators under this strategic direction are forecast to be red at the end of the 2011-12 year based on performance in Quarter 1 2011-12. However we will continue to monitor these indicators at a departmental level.

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.***
- 4.2. Key Performance indicators for 2011-12 under this strategic direction include the number of malicious calls attended and an indicator measuring that the annual budgets are agreed inside defined timescales.
- 4.3. None of the Key or Primary Indicators under this strategic direction are forecast to be red at the end of the 2011-12 year based on performance in Quarter 1 2011-12. However we will continue to monitor these indicators at a departmental level.