

Fire Authority Plan 2011-2012 – Third Quarter Analysis - Performance Indicators

1. Operational Activity Report by category

- 1.1. The first section of this report focuses on operational activity in terms of fires, special services and false alarms. It also provides the overall headlines from Quarter 3 and compares against the same quarter in 2010-2011:

Total Number of Fires Attended

| | Quarter 3 2010-11 | Quarter 3 2011-12 | Percentage change |
|--------------------|----------------------|----------------------|----------------------|
| Primary Fires | 277 | 277 | 0.0% |
| Secondary Fires | 135 | 213 | +57.8% |
| Chimney Fires | 104 | 65 | -37.5% |
| Total Fires | 516 | 555 | +7.6% |

(Table 1 – Total Fires Q3 10-11 and Q3 11-12)

- Primary fire numbers are the same as last year - building fires have increased
- Secondary fires increased due to dry conditions lasting into October 2011
- Chimney fires have seen a significant reduction of 37.5% during this period

Special Service Incidents

| | Quarter 3 2010-11 | Quarter 3 2011-12 | Percentage change |
|-----------------------------|----------------------|----------------------|----------------------|
| RTC Incidents | 178 | 179 | 0.6% |
| Flooding | 178 | 14 | -92.1% |
| Other Special Services | 243 | 186 | -23.5% |
| All Special Services | 599 | 379 | -36.7% |

(Table 2 – Special Services Q3 10-11 and Q3 11-12)

- RTC incident numbers are constant against the same quarter last year
- Special Services reduced significantly when compared with the same quarter last year (Christmas 2010, prolonged cold weather conditions)

False Alarm Incidents

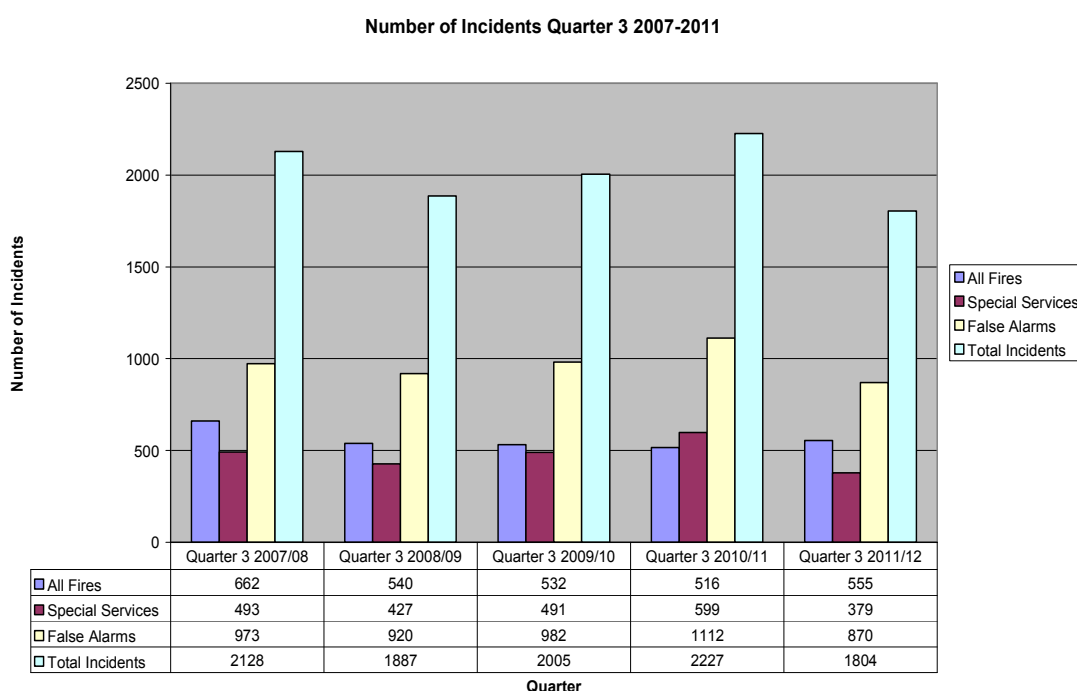
| | Quarter 3 2010-11 | Quarter 3 2011-12 | Percentage change |
|---------------------------|----------------------|----------------------|----------------------|
| Malicious False Alarms | 13 | 15 | 15.4% |
| False Alarm Good Intent | 222 | 175 | -21.2% |
| Automatic False Alarms | 877 | 680 | -22.5% |
| Total False Alarms | 1112 | 870 | -21.8% |

(Table 3 – False Alarms Q3 10-11 and Q3 11-12)

- There was a slight rise in malicious false alarms compared with last year
- 18.5% AFA reduction in non-domestic premises (424 compared with 520 in Q3 last year)
- 28.3% AFA reduction in domestic premises (256 compared with 357 in Q3 last year)

Overall Operational Activity

- 1.2. Figure 1 below demonstrates overall operational activity during Quarter 3 2011-2012 compared with the third quarter in the previous 4 years:



(Figure 1 – Comparative number of incidents Q3 2007/08-2011/12)

- 1.3. Total incident numbers for Quarter 3 2011-2012 show a decrease on the same quarter last year. This has led to the lowest Quarter 3 total number of incidents attended in the last five years.

Intervention activities

- 1.4. Initiatives designed to respond to general increases in operational activity include tasking groups such as MATAC (Multi-Agency Tasking group) which aim to respond quickly to particular problems area through a combined multi-agency approach.
- 1.5. Although there are no discernible patterns to the increase in secondary fires, making targeted intervention difficult, the Service continues to focus on partnership activities with our local partners to tackle secondary fires and arson. Further details of these activities are included later in this report.
- 1.6. A number of activities have been initiated regarding chimney fires, including press releases in partnership with B&Q to advise on the dangers of chimney and wood burner fires, and the distribution of chimney safety leaflets within

B&Q shops. In addition, Community Safety Advisor have been targeting cooking safety issues within their respective areas.

Primary Fires

| | Quarter 3 2010-11 | Quarter 3 2011-12 | Percentage change |
|--------------------|------------------------------|------------------------------|------------------------------|
| Building Fires | 177 | 195 | +10.2% |
| Road Vehicle Fires | 88 | 70 | -20.5% |
| Outdoor Fires | 12 | 10 | -16.7% |
| Total Fires | 277 | 277 | 0.0% |

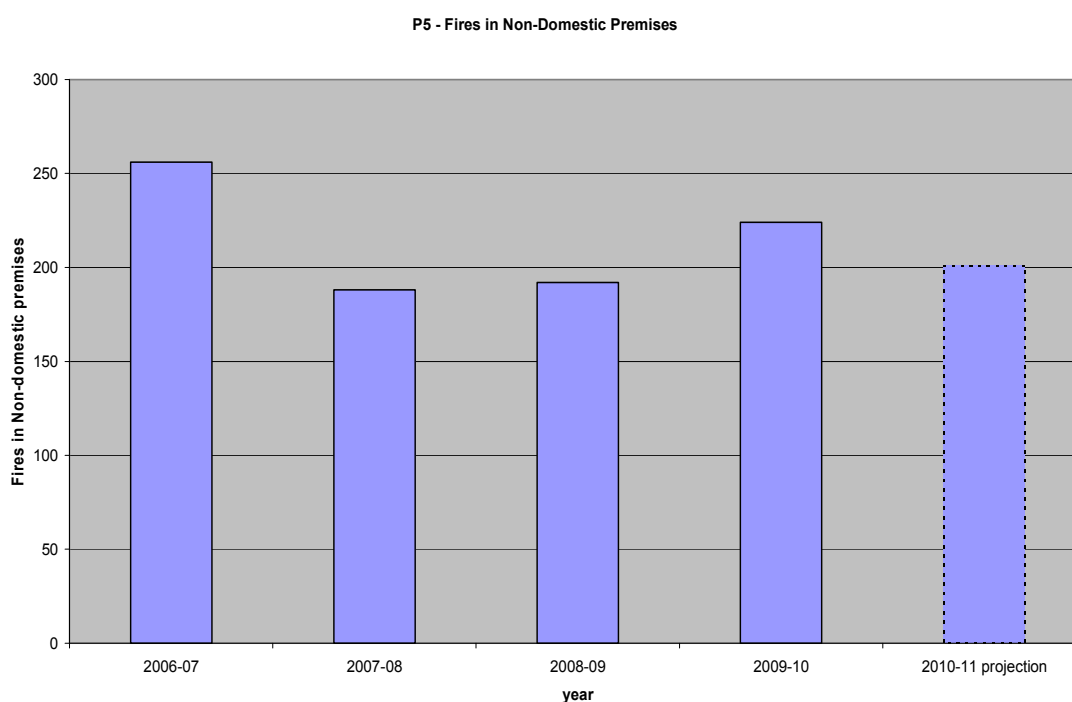
(Table 4 – Primary Fires Q3 10-11 and Q3 11-12)

- 1.7. As can be seen in Table 4 the Service attended the same number of primary fires in Quarter 3 2010-11 as in Quarter 3 2011-12 (0.0% change).

Non-Domestic Fires

- 1.8. Table 4 also demonstrates that building fire occurrences have increased in Quarter 3 when compared with the same quarter last year. We are projecting 201 fires at non-domestic premises compared with a target of 190. Analysis shows that:

- We attended 54 non domestic fires this quarter against 49 Q3 last year
- 45 of the 54 non-domestic fires were accidental and 9 were deliberate
- 44 were in non-residential premises and 10 in other residential properties not classed as dwellings



(Figure 2 – Non-Domestic Fires Q3 2007/08-2011/12)

Intervention

- 1.9. Each non-domestic premises experiencing a fire received a post fire audit by the TFS department. The TFS department who have continued to develop a system to interrogate the incident data more easily and more frequently in order to identify any trends which may help to better target education activity.

Attendance Standards – Fires in Buildings

- 1.10. Despite an increase in the number of building fires when compared with the same quarter last year, the Service has met its attendance standard on 68.37% of occasions in Quarter 3 2011-2012. This is an improvement on 03 in 2010 where we recorded 66.3% .The Service standard of attendance at building fires within 10 minutes on 75% of occasions is still not being achieved, with the Service forecast to achieve an end of year projection of 71.19%. This figure, although below standard, would be the highest percentage achieved for four years. Analysis shows that:

- 134 out of 196 building fires were attended within 10 minutes compared with 122 out of 184 building fires in the same quarter last year
- December 2011 returned the best monthly return with the standard being achieved in 77 % of attendances
- The average time taken to attend all types of incidents in Quarter 3 2011-12 was 8 minutes 47 seconds (excluding four late fire calls)
- The Standards achieved for Primary fires were: Wholetime (78.76%), Retained (43.75%), Day crewed (70.59%)

- 1.11. The table below illustrates the breakdown of reasons for the 62 incidents in the Quarter which did not meet the performance standard:

| | | | |
|--|----|--|----|
| Travel distance to the incident | 29 | Appliance not booked in attendance | 1 |
| Turn in time (Retained and day crew only) | 8 | Communication Equipment Fault | 1 |
| Incident outside station turnout area | 5 | Insufficient crew with appropriate role skills | 1 |
| Road obstruction/road closure/road works/temp traffic controls or heavy traffic conditions once mobile | 5 | Mobilised to incorrect address | 1 |
| Late Fire call | 4 | Mobilising error | 1 |
| Traffic conditions causing delayed turn in time to stations (Retained & Day Crewed only) | 3 | Training event delaying turn out i.e. drilling | 1 |
| Difficulty in locating incident address | 2 | | |
| | | Total | 62 |

(Table 5 – Fire in Buildings Reasons for standard not met Q3 11-12)

Secondary Fires

| | Oct | Nov | Dec | Quarterly Total |
|--------------------------|----------------|---------------|---------------|-----------------|
| Secondary Fires Q3 10-11 | 52 | 56 | 27 | 135 |
| Secondary Fires Q3 11-12 | 126 | 49 | 38 | 213 |
| Percentage Change | +142.3% | -12.5% | +40.7% | +57.8% |

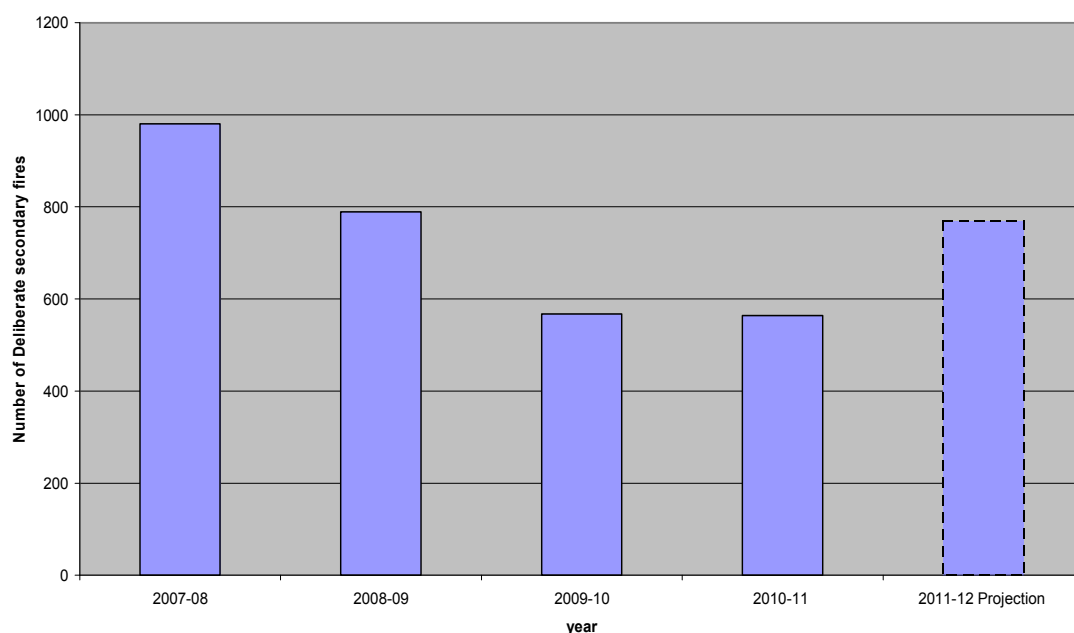
(Table 6 – Secondary Fires per month Q2 10-11 and Q2 11-12)

1.12. The Service attended 213 secondary fires in Quarter 3 2011-12 compared with 135 in the same quarter last year. As a result, it is forecast that we will attend 1493 secondary fires in 2011-12 compared with a target based on 1050 fires. There have been increases in the number of secondary fires attended in every month when compared with the same quarter last year. Analysis shows that:

- The majority of secondary fires in October were located in tree scrub, loose refuse and domestic gardens (73 out of 126 fires)
- 51.6% of all secondary fires in October were accidental in cause
- South District had the highest percentage of secondary fires in the quarter (42.3%), North District (39.4%), West District (18.3%)
- South District had highest percentage of accidental secondary fires (41.5%)
- North and South District both had 42.9% of deliberate secondary fires

Total Number of Deliberate Secondary Fires

P13 - Number of Deliberate Secondary Fires Attended



(Figure 3 – Deliberate Secondary Fires attended 2007-08 to 2011-12)

1.13. The Service attended 112 deliberate secondary fires in Quarter 3 2011-12. This together with the increase in activity in Quarter 2 in deliberate secondary fires has led to the projection that we will miss the end of year target for deliberate secondary fires which was based on 560 fires with a current projection of 769 fires attended.

Secondary Fires – Interventions:

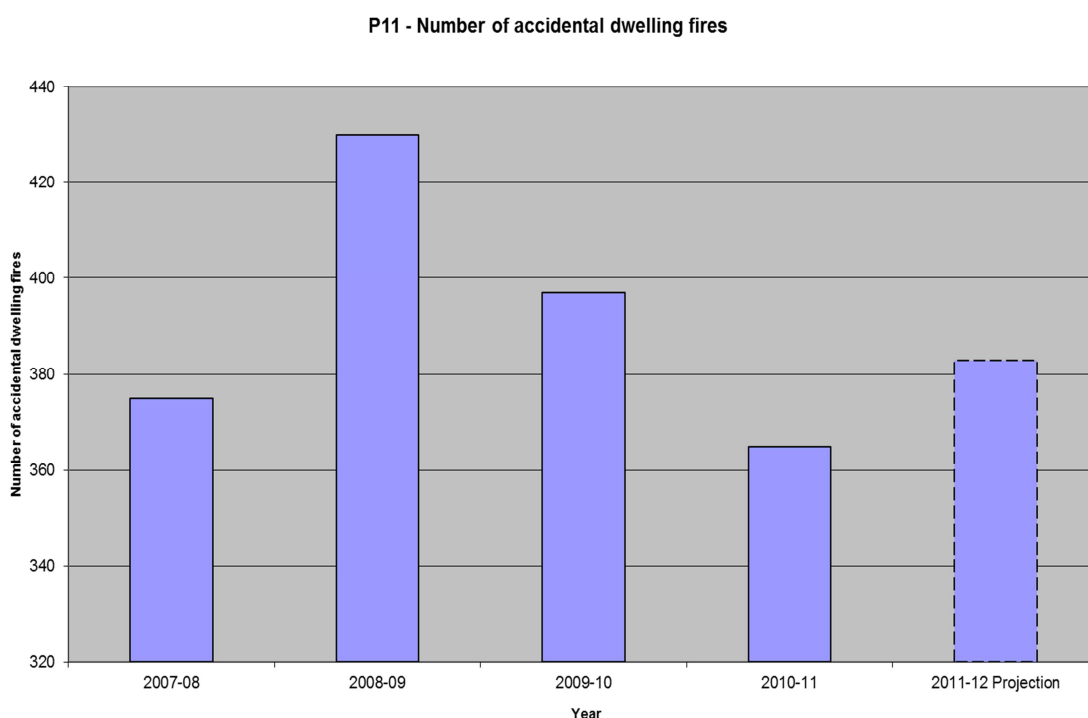
1.14. Interventions undertaken by the Community Safety Department in the last quarter and aimed at preventing secondary fires include:

- Redditch and Bromsgrove referral system has been trialled with local councils and police to quickly remove large amounts of rubbish in problem areas.
- A continuation of the successful Juvenile Firesetter referrals scheme
- That five arrests were made for arson following close working with the police on deliberate fire cases. This was achieved through the highlighting of trends and identify opportunities for joint remedial action

2. Performance Indicators : Strategic Direction - Community

2.1. ***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.***

Accidental Dwelling Fires



(Figure 4 - Accidental Dwelling Fires attended 2007-08 to 2011-12)

2.2. It is forecast that we will attend 383 accidental dwelling fires in 2011-12, which is within accepted tolerances against an end of the year target of 375 fires. The Service attended 99 accidental dwelling fires in Quarter 3 2011-12 compared with 97 in the same quarter last year. Analysis shows that:

- Kitchen fires accounted for 54 out of the 99 accidental dwelling fires
- The main sources of kitchen fires were: -cooker (21), ring or hot plate (8), microwave (5), grill or toaster (5)
- That 16 of the 99 accidental dwelling fires started in the living room
- That the Main causes of living room fires were - heating equipment (5), chimney fire (3), candles or matches (3)

Accidental Dwelling Fires - Interventions

2.3. During the last quarter the Community Safety Department has ran its 18 week Winter Safety Campaign which has included:

- A focus on Chimney Safety
- Demonstrations in local shopping centres
- Promotion of electric blanket safety
- Press releases and the distribution of Fire Safety literature to libraries, children's centres and Council hubs
- The timing of the winter safety campaign has been scheduled to coincide with the Service's launch of social media. This is in order to trial the effectiveness of social media for the delivery of community safety messages

Injuries at Accidental Dwelling Fires

2.4. It is forecast that there will be 35 accidental dwelling fire injuries by the end of the year compared with a target based on 36 injuries. There were 8 injuries from accidental dwelling fires in Quarter 3 2011-12 compared with 22 in the same quarter last year. However it is projected that the Service may not meet its target set for injuries from all primary fires.

Injuries at Fires - Primary Fires

2.5. There were 15 injuries from primary fires in Quarter 3 2011-2012 compared with 28 injuries in the same quarter last year. As a result, it is forecast that the Service will record 70 injuries from primary fires by the end of 2011-2012 compared with a target based upon 63 injuries: Analysis shows that:

- There were 4 serious injuries (overnight stay in hospital) and 11 slight injuries (attended hospital)

- 8 casualties were overcome by gas, smoke or toxic fumes, 4 suffered from burns, 1 had breathing difficulties or chest pains other than smoke inhalation, 1 had cuts/lacerations with an additional 1 passer-by at an incident with unknown injury
- There were 3 incidents with more than one casualty in Q3, the rest of the incidents had single casualties only
- 55% of injuries occurred as a result of dwelling fires, with others occurring on boats and not inside premises
- The majority of injuries occurred where the person attempted to fight the fire themselves and 11% of injuries appear to have been influenced by alcohol

Information Requests

| Q3 2011-12 | FOIA Requests received and completed | DPA Requests received and completed | EIR Requests received and completed |
|-------------------|---|--|--|
| Oct 2011 | 15 | 0 | 0 |
| Nov 2011 | 13 | 1 | 0 |
| Dec 2011 | 13 | 1 | 0 |
| Total | 41 | 2 | 0 |

Table 7 – Freedom of Information Act (FOIA)/Data Protection Act (DPA)/Environmental Information Regulations (EIR) Requests Q3 2011-12)

- 2.6. The Service collects and maintains information and data to enable the organisation to undertake our statutory duties. The table above shows the number of information and data requests received in Quarter 3 2011-12.
- 2.7. Information requests received by the Service reflect the national trend both in the number received and subject areas. In Quarter 3 these subject areas have included Fire Incidents reports and requests regarding flooding incidents.

3. Performance Indicators : Strategic Direction - People

- 3.1. ***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.***
- 3.2. 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.
- 3.3. The decision was made in 2010 to report progress against the PI's regarding the overall makeup 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.

3.4. Out of the other Key or Primary Indicators under this strategic direction the following indicators are projected not to achieve internal target set for the year:

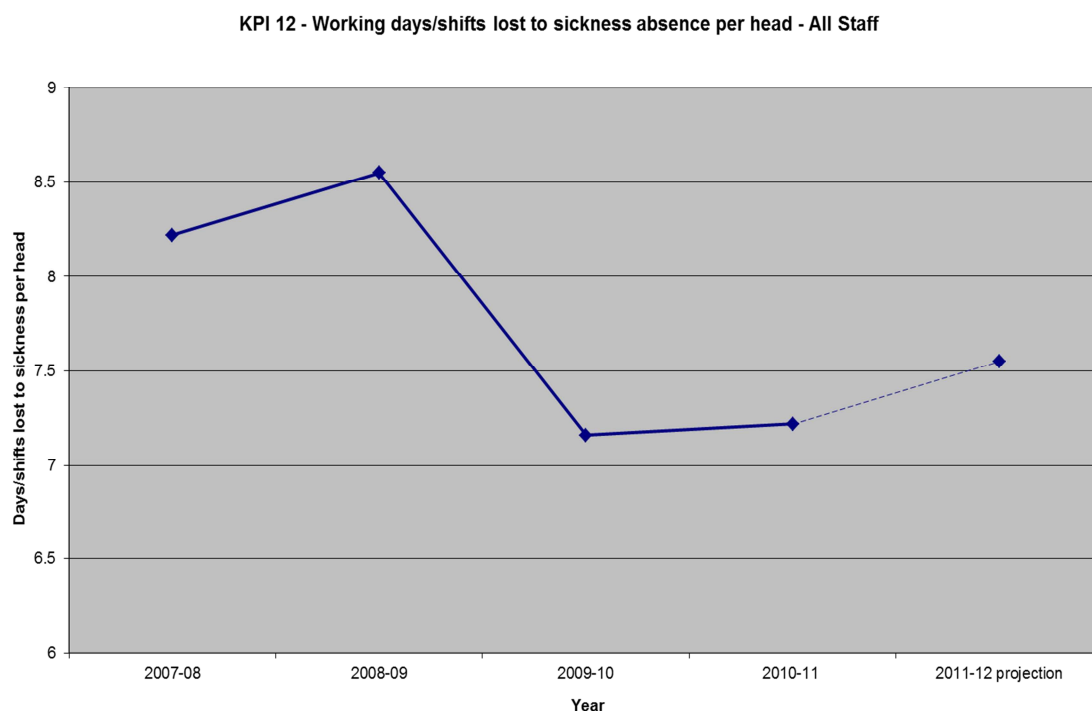
- Working days/shifts lost to sickness for all staff
- Working days/shifts lost to long-term sickness for all staff
- Working days lost to sickness by non-uniformed staff

Sickness Absence Overall

| | Oct | Nov | Dec | Quarterly Total |
|-------------------------------|--------------|---------------|---------------|-----------------|
| All Staff Sickness Q3 2010-12 | 353.15 | 326.76 | 397.18 | 1077.09 |
| All Staff Sickness Q3 2011-12 | 381.8 | 401.18 | 264.11 | 1047.09 |
| Percentage Change | +8.1% | +22.8% | -33.5% | -2.9% |

(Table 8 – All Staff Sickness per month Q3 10-11 and Q3 11-12)

- 3.5. In Quarter 3 2011-2012, 1047.09 working days/shifts were lost to all staff sickness (2.25 days/shifts lost per head of staff) compared with 1077.09 working days/shifts lost in the same quarter last year (2.3 days/shifts lost per head of staff), a decrease of 30.0 working days/shifts.
- 3.6. The Quarter 3 sickness figure for all staff has been adversely affected by sickness taken in October and November 2011 compared with the same quarter the previous year.
- 3.7. Although there has been an improvement in sickness when compared to the same quarter last year, the forecast for the total days/shifts lost for the 2011-2012 year for all staff sickness is now 7.55 working days/shifts per head. This would not achieve our target of 6.9.



(Figure 5 – Working days/shifts lost to sickness 2007-08 to 2011-12)

Long-Term Sickness Absence

3.8. The increase in October and November 2011 in all staff sickness is mainly due to increases in long term staff sickness in those months. Long term sickness equates to those individual continuous periods of sickness of more than 28 calendar days. Analysis shows that:

- 1.48 working days/shifts per head of staff was lost to long term sickness (689.94 days/shifts) in Q3 compared with 1.46 in same quarter last year (682 days/shifts)
- Long term Non-Uniform sickness figures equate to 2.53 days per head of staff compared with 1.12 shifts lost per head of staff for Wholetime staff.

| | Oct | Nov | Dec | Quarterly Total |
|--------------------------------------|-------|--------|--------|-----------------|
| Long Term Staff Sickness Q3 2011-12 | 267 | 255 | 167.84 | 689.84 |
| Short Term Staff Sickness Q3 2011-12 | 114.8 | 146.18 | 96.27 | 357.25 |
| All Staff Sickness Q3 2011-12 | 381.8 | 401.18 | 264.11 | 1077.09 |

(Table 9 – Long & Short term Staff Sickness per month Q3 11-12)

3.9. Further analysis of long term sickness shows that the increase in October and November 2011 was due to an increase in wholetime long term staff sickness in October, and additionally an increase in non-uniform long term staff sickness in November:

| | Oct | Nov | Dec | Quarterly Total |
|---|-----|-----|--------|-----------------|
| Long Term WT Staff Sickness Q3 2011-12 | 167 | 126 | 93 | 386 |
| Long Term Non Uniformed Staff Sickness Q3 2011-12 | 100 | 129 | 74.84 | 303.84 |
| All Long Term Staff Sickness Q3 2011-12 | 267 | 255 | 167.84 | 689.84 |

(Table 10 – Long term Staff Sickness per month Q3 11-12)

Non-Uniformed Sickness Absence Overall

3.10. The increase in long term non-uniformed staff sickness has contributed to an increase in all non-uniform staff sickness in Quarter 3 2011-12 when compared with the same quarter last year. Analysis shows that:

- 3.99 days were lost per head of non-uniformed staff in Q3 compared with 2.2 days lost per head in the same quarter last year,

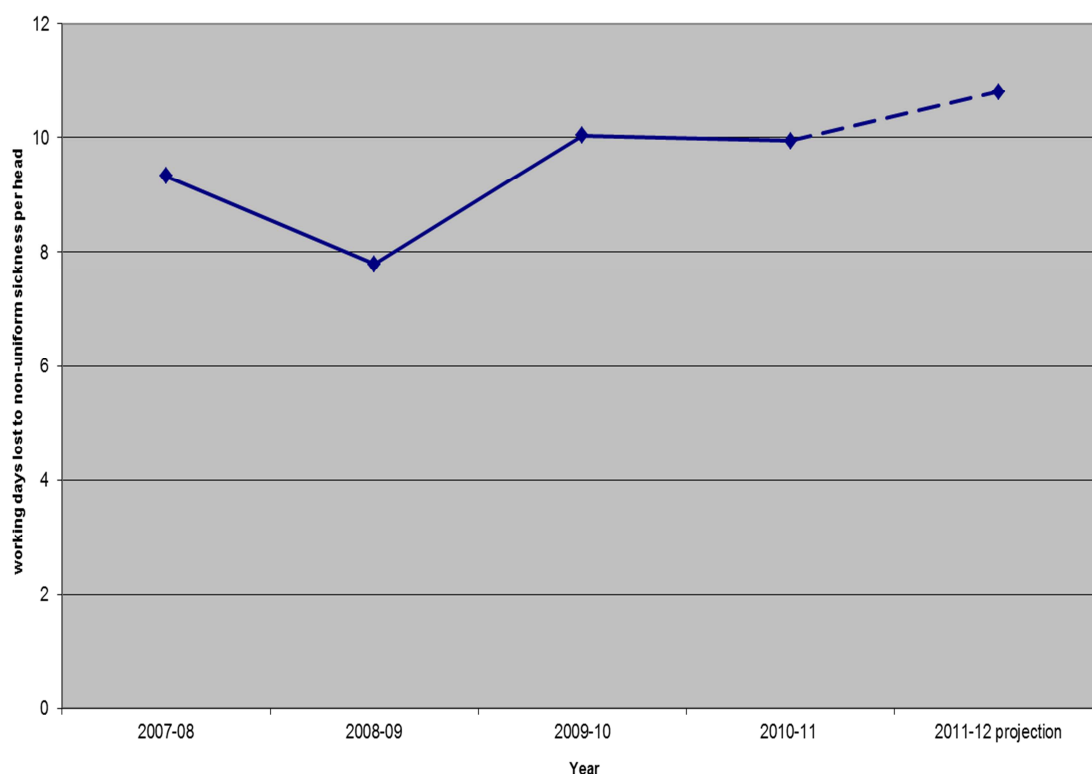
3.11. The table below illustrates the breakdown between long term and short term non-uniformed staff sickness for the quarter:

| | Oct | Nov | Dec | Quarterly Total |
|--|-------|--------|--------|-----------------|
| Short Term Non Uniformed Staff Sickness Q3 2011-12 | 52.8 | 70.18 | 51.27 | 174.25 |
| Long Term Non Uniformed Staff Sickness Q3 2011-12 | 100 | 129 | 74.84 | 303.84 |
| All Non-Uniformed Staff Sickness Q3 2011-12 | 152.8 | 199.18 | 126.11 | 478.09 |

(Table 11 –Non-Uniform Staff Sickness per month Q3 11-12)

3.12. As a result it is projected that there will be the equivalent of 10.81 days lost to non-uniformed sickness absence per head of staff compared with an annual target of 8.10 days lost per head of non-uniformed staff.

P22- Working days lost to sickness absence per head - Non-Uniform



(Figure 6– Working days/shifts lost to non-uniformed sickness 2007-08 to 2011-12)

- 3.13. It is important to recognise that these missed internal sickness targets should be seen in context of the overall improvement in sickness following changes to the absence management policy, with the introduction of return to work procedures and HR meetings with department heads, which have added depth to the local monitoring processes. Work in this area continues, for example, trials are to commence shortly that will further devolve the management and monitoring of sickness absence to line managers, with them taking more direct responsibility and accountability for pro-actively managing sickness absence. This is intended to free up resources within the HR team, enabling them to focus on supporting managers in dealing with absence.

4. Performance Indicators : Strategic Direction - Organisational Development

- 4.1. ***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.***
- 4.2. 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.
- 4.3. None of the Key or Primary indicators under this strategic direction are forecast to miss our end of the 2011-12 year targets based on performance in Quarter 3 2011-12. However we will continue to monitor these indicators at a departmental level.

5. Performance Indicators: Strategic Direction - Finance and Resources

- 5.1. ***We will ensure the economic use of resources, meeting budgetary challenges and maximising funding opportunities in order to deliver value for money services.***
- 5.2. 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.
- 5.3. None of the Key or Primary Indicators under this strategic direction are forecast to miss our end of the 2011-12 year targets based on performance in Quarter 3 2011-12. However we will continue to monitor these indicators at a departmental level.