

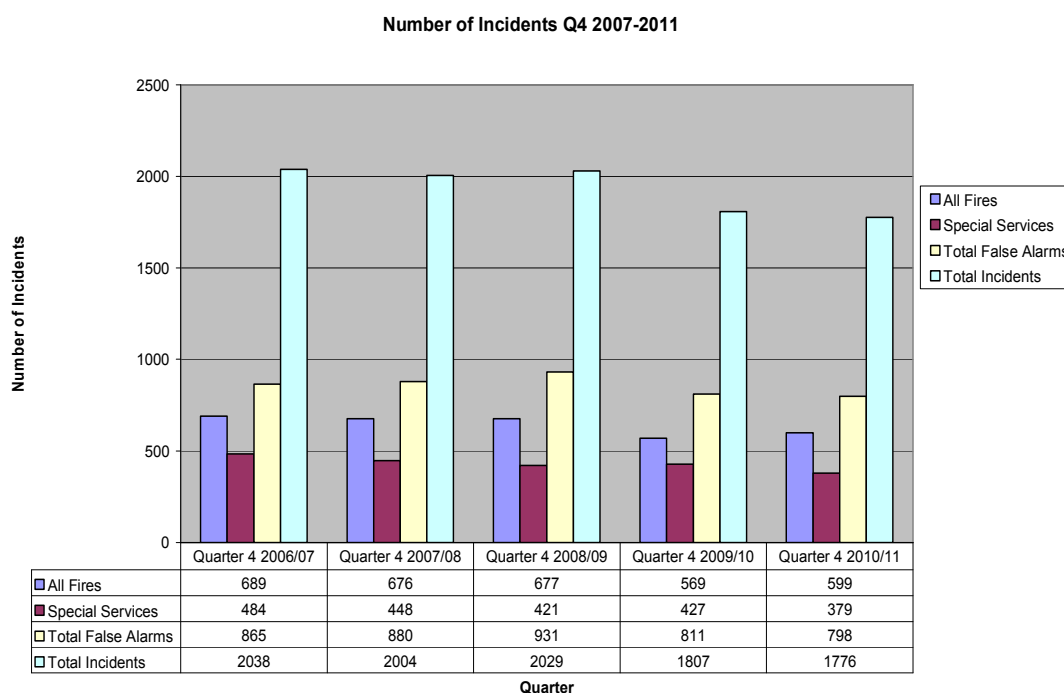
## Authority Plan 2010-2011 4th Quarter Analysis - Performance Indicators

### 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 4 2010-2011 compared with the fourth quarter in the previous 4 years:



(Figure 1 – Comparative number of incidents Q4 2007-2011)

- 1.3. Total incident numbers for Quarter 4 2010-2011 show a decrease on the same quarter last year. This is due to decreases in the number of false alarms and special services attended. The total number of incidents has decreased from 1807 in Quarter 4 2009-2010 to 1776 in Quarter 4 2010-2011, (-1.7%) and is the lowest number of incidents attended in the fourth quarter in the last five years.
- 1.4. The number of fires has increased slightly from 569 in Quarter 4 2009-2010 to 599 in Quarter 4 2010-2011, (+5.3%).

	Quarter 4 2009-10	Quarter 4 2010-11	Percentage change
Primary Fires	288	310	+7.6%
Secondary Fires	152	190	+25.0%
Chimney Fires	129	99	-23.3%
<b>Total Fires</b>	<b>569</b>	<b>599</b>	<b>+5.3%</b>

(Table 1 – Total Fires Q4 09-10 and Q4 10-11)

- 1.5. Table 1 above demonstrates that the increase in total fires is mainly due to an increase in secondary fires in Quarter 4 2010-2011 compared with Quarter 4 2009-2010. 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 each of the three months of the quarter when compared with the same quarter last year.

	Jan	Feb	Mar	Quarterly Total
Secondary Fires Q4 09-10	21	44	87	152
Secondary Fires Q4 10-11	29	60	101	190
<b>Percentage Change</b>	<b>+38.1%</b>	<b>+36.4%</b>	<b>+16.1%</b>	<b>+25.0%</b>

(Table 2 – Secondary Fires per month Q4 09-10 and Q4 10-11)

- 1.6. Further analysis indicates that there has been an increase in secondary fires starting in loose refuse, small refuse/rubbish containers and tree scrub in Quarter 4 2010-11 compared with the same quarter last year. There were 52 loose refuse fires in Quarter 4 2010-11 compared with 45 in the same quarter last year, 45 small refuse/rubbish container fires compared with 32 in the same quarter last year and 25 tree scrub fires compared with 17 in the same quarter last year. The total proportion of secondary fires caused accidentally has increased in Quarter 4 2010-11 compared with the same quarter last year, 85 out of 190 or 44.7% were caused accidentally compared with 61 out of 152 or 40.1% of secondary fires caused accidentally in Quarter 4 2009-10.
- 1.7. However, the number of secondary fires attended in both Quarter 4 2010-11 and Quarter 4 2009-10 are a significant reduction on the number of secondary fires attended in the same quarter in previous years. The average number of secondary fires attended in Quarter 4 2006-07 to Quarter 4 2008-09 was 236 incidents.
- 1.8. The number of special service incidents has decreased in Quarter 4 2010-11 compared with the same quarter last year with 379 incidents attended in Quarter 4 2010-2011 compared with 427 in Quarter 4 2009-2010, (-11.2%).

	Quarter 4 2009-10	Quarter 4 2010-11	Percentage change
RTC Incidents	164	164	0.0%
Flooding	37	23	-37.8%
Other Special Services	226	192	-15.0%
<b>All Special Services</b>	<b>427</b>	<b>379</b>	<b>-11.2%</b>

(Table 3 – Special Services Q4 09-10 and Q4 10-11)

- 1.9. The number of false alarm incidents has decreased in Quarter 4 2010-11 with 798 incidents attended in Quarter 4 2010-2011 compared with 811 in Quarter 4 2009-2010 (-1.6%):

	Quarter 4 2009-10	Quarter 4 2010-11	Percentage change
Malicious False Alarms	11	18	+63.6%
False Alarm Good Intent	179	187	+4.5%
Automatic False Alarms	621	593	-4.5%
<b>Total False Alarms</b>	<b>811</b>	<b>798</b>	<b>-1.6%</b>

(Table 4 – False Alarms Q4 09-10 and Q4 10-11)

- 1.10. Although there has been a large percentage increase in malicious false alarms when compared with the same quarter last year (+63.6%), in real terms there has only been an increase of 7 incidents. There is no discernable trend or pattern emerging from this increase in incidents. Fire Control continue to call challenge suspected malicious calls and 35 hoax calls were challenged and no attendance made in Quarter 4 2010-11.
- 1.11. The 4.5% reduction in automatic false alarms compared with the same quarter last year has resulted in the overall reduction in false alarms comparing the same quarter.

### **Information Requests**

- 1.12. 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 4 2010-11.

<b>Q4 2010-11</b>	<b>FOIA Requests received and completed</b>	<b>DPA Requests received and completed</b>	<b>EIR Requests received and completed</b>	<b>Requests received to date</b>
Jan 2011	16	1	0	17
Feb 2011	24	1	0	25
Mar 2011	21	0	0	21
Total	61	2	0	63

*(Table 7 – Freedom of Information Act (FOIA)/Data Protection Act (DPA)/Environmental Information Regulations (EIR) Requests Q4 2010-11*

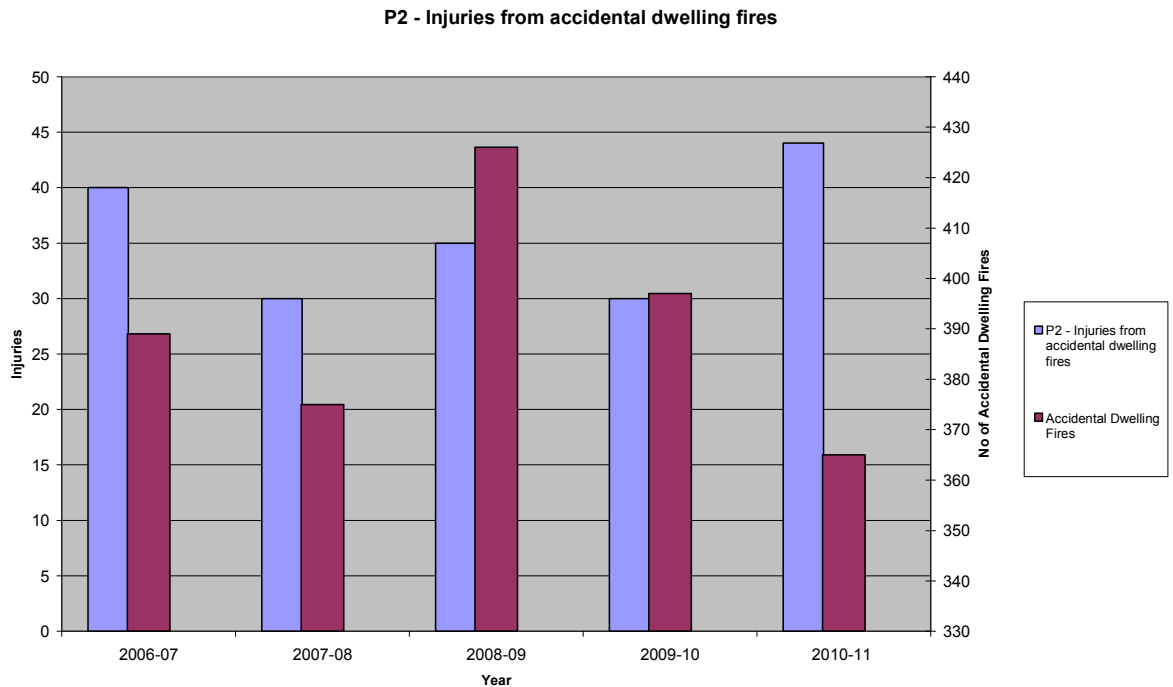
- 1.13. 34 out of the 61 FOIA requests (55%) were concerning the provision of individual fire incident reports and the remaining 27 were requests regarding all parts of the organisation including operational, establishment, welfare, equality and diversity and work wear issues.

### **Deaths from accidental dwelling fires**

- 1.14. There were no fatalities from accidental dwelling fires in Quarter 4 2010-11 and therefore only one fatality during 2010-11, this occurred during Quarter 1.

### **Injuries from accidental dwelling fires**

- 1.15. There were 9 injuries from accidental dwelling fires in Quarter 4 2010-2011 compared with 7 injuries in the same quarter last year. 5 of the 9 injuries were casualties suffering from smoke inhalation; one casualty was taken to hospital with breathing difficulties other than from smoke inhalation; one suffered from slight burns; one casualty had cuts/lacerations and one casualty had a combination of burns and smoke inhalation. There were two single incidents with more than one injury in Quarter 4 2010-2011, one in Worcester and one in Ledbury.



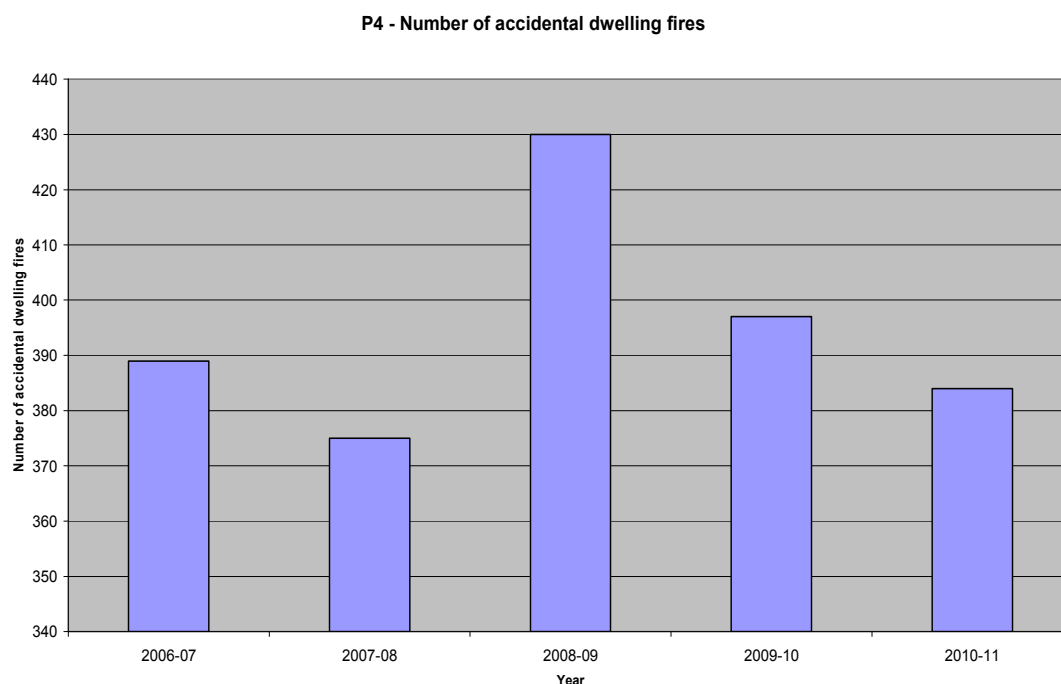
*(Figure 2 – Injuries from accidental dwelling fires 2006-07 to 2010-11)*

- 1.16. As a result we have missed our end of year target set for 2010-2011. The total number of injuries from accidental dwelling fires at the end of the 2010-2011 year was 44 compared with our internally set target based on 27 injuries. The main reason for missing the target by such a large factor was the 22 injuries from accidental dwelling fires in Quarter 3, which was the highest number of injuries per quarter recorded on CorVu which holds data since 2004.
- 1.17. One of the 9 injuries from accidental dwelling fires in Quarter 4 occurred in January, 5 in February and 3 in March. 3 out of the 9 injuries were in Worcester, 2 in Ledbury, and 1 injury only occurred in Bewdley, Bromsgrove Hereford and Kidderminster respectively. Two of the properties involved had received a Home Fire Safety Check prior to the incident.

### **Accidental Dwelling Fires**

- 1.18. There were 121 accidental dwelling fires in Quarter 4 2010-2011 compared with 120 accidental dwelling fires in the same quarter last year.
- 1.19. As a result, at the end of the 2010-2011 year the Service has attended 384 accidental dwelling fires exceeding the annual target which equated 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.
- 1.20. 64 out of the 121 accidental dwelling fires were in wholetime station grounds with Worcester the highest with 19 incidents. 26 out of the 121 incidents were in day crewed station grounds with Malvern the highest with 12 incidents and the remaining 31 incidents occurring within retained areas with 5 in Bromyard and 4 in Pershore and Stourport.

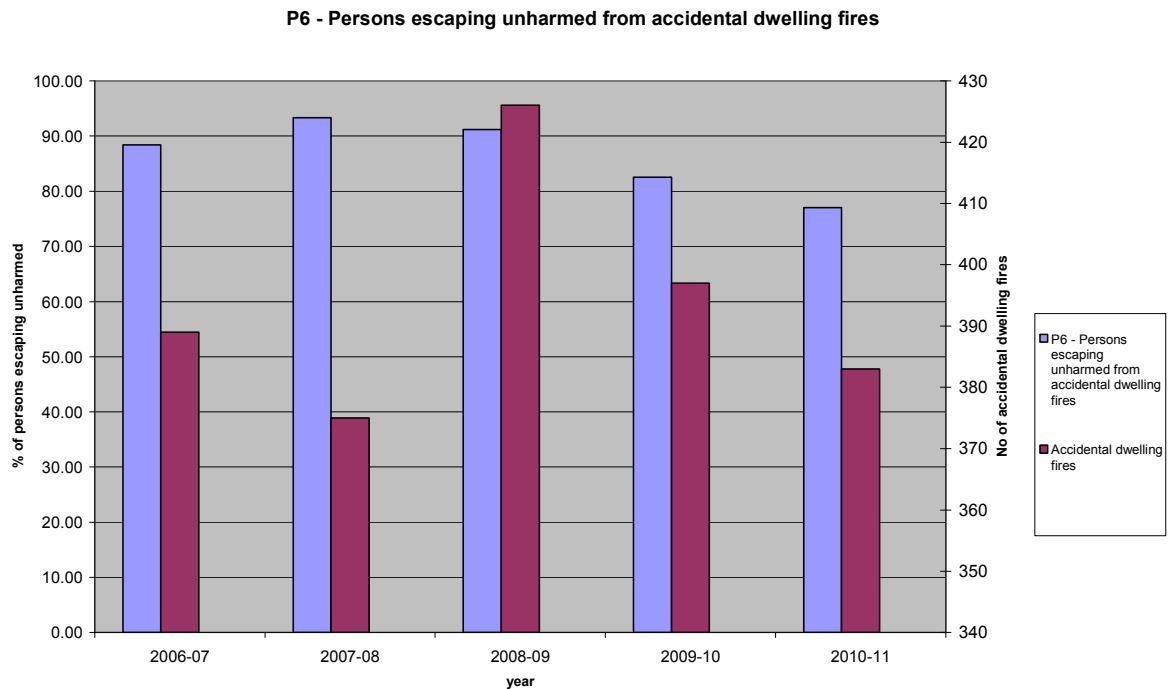
- 1.21. Kitchen fires accounted for 59 out of the 121 accidental dwelling fires, 25 out of these 59 kitchen fires started in a cooker, 10 in a grill or a toaster and 6 on a ring or hot plate. 10 of the 121 accidental dwelling fires started in the bedroom, with electrical wiring or lighting the source of 4 out of the 10 bedroom fires.
- 1.22. Kitchen and Home Safety forms a large part of our Community Fire Safety Strategy. Our Press Office have continued to issue monthly media releases warning of the dangers of chimney fires and the Service has reissued kitchen safety advice regarding the dangers of leaving cooking unattended after a number of incidents during the fourth quarter.



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

### **Persons escaping unharmed from accidental dwelling fires**

- 1.23. In Quarter 4 2010-2011, 132 out of 156 people escaped unharmed from accidental dwelling fires (84.6%). Out of the remaining 24 people, 15 were evacuated or rescued with FRS assistance, and the remaining 9 were casualties. 105 out of 121 people escaped unharmed in the same quarter last year (86.8%).

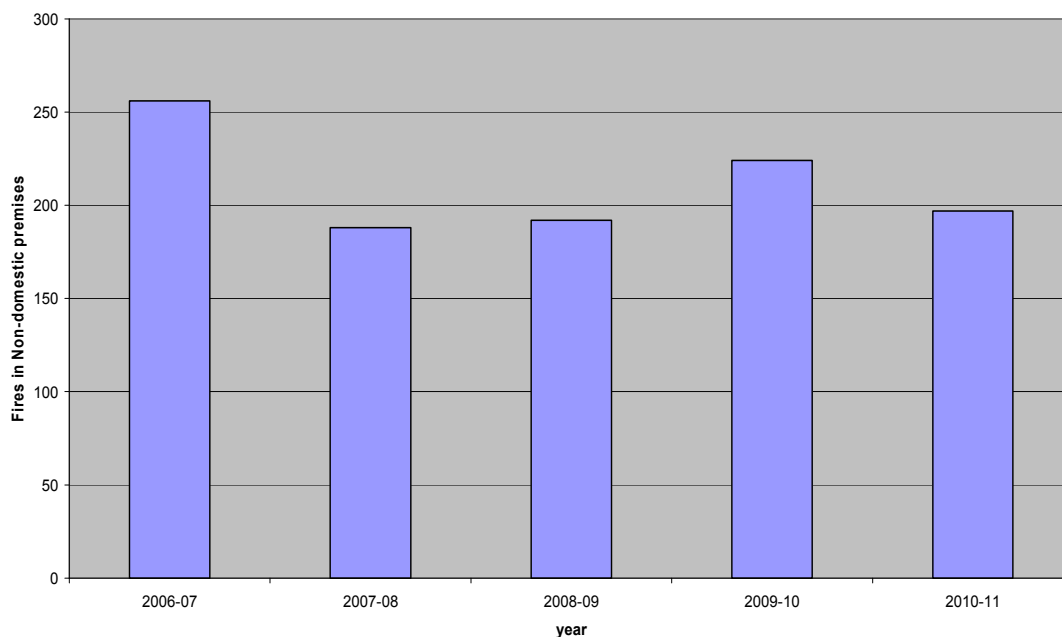


*(Figure 4 – Persons Escaping Unharmed from Accidental Dwelling Fires 2006-07 to 2010-11)*

- 1.24. Out of the 24 people who failed to escape unharmed in Quarter 4 2010-11, 2 failed to escape unharmed in January, 11 in February and 11 in March. Out of these 24, 7 were in Redditch and 5 were in Worcester, 4 were in Stourport and 2 were in Ledbury. The remainder were single escapees in Bewdley, Bromsgrove, Hereford, Kidderminster, Leominster and Malvern. 14 out of the 24 people were in Wholtime station grounds, 9 in Retained station grounds and 1 in a Day Crewed station ground.
- 1.25. At the end of the year, 76.1% (302 out of 397) of people escaped unharmed from fires compared with a target of 82.5%, which would equate to 327 out of 397 people.

### **Non-Domestic Fires**

- 1.26. We attended 57 non-domestic Fires in Quarter 4 2010-2011 compared with 67 in the same quarter last year. Out of the 57 incidents, 54 were accidental or of unknown cause and 3 were of deliberate intent. As a result, at the end of the year the Service has attended 197 fires at non-domestic premises compared with a target of 213 fires.



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

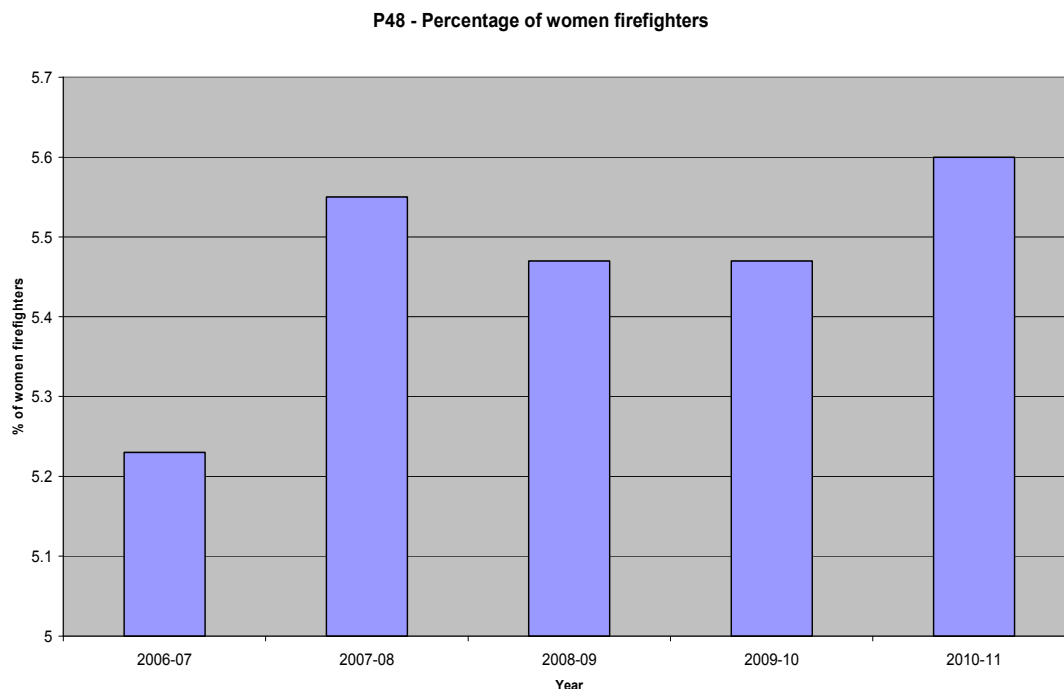
- 1.27. The IRMP commitment for the reduction in the number of fires in non-domestic premises is to reduce the number of fires to 220 premises averaged over the 3 year plan period. The 2009-2010 actual figure was 224 but the end of year 2010-2011 total was 197 and therefore the IRMP achievement is on 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.
- 1.28. 21 out of 57 non-domestic fires were caused by electrical faults or misuse, and the Technical Fire Safety department continue to focus on electrical safety as part of the Technical Fire Safety audit process. In addition, recent prohibition notices have identified a risk with accommodation above fast food restaurants and the Technical Fire Safety department are working in collaboration with the Local Authority Environmental Health Departments to identify and assess these properties.

## **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. The decision was made earlier this year to report progress against the KPIs for this area 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.

## **Women Firefighters**

- 2.3. At the end of Quarter 4 and hence end of the year, the percentage of women firefighters stood at 5.6% (33.8 women Full Time Equivalent-FTE). This just missed the target set for 2010-11 of 6%. This figure is for wholetime and retained female staff and does not include Fire Control staff.



*(Figure 6 – Percentage of Women Firefighters 2006-07 to 2010-11)*

## **Top 5% of Earners**

- 2.4. There are three indicators which measure the number of women, the number of people from Black and Minority Ethnic communities (BME) and the number of disabled people included in the top 5% of earners in the organisation. As the flexi-duty allowance is included when calculating the top 5% of earners this is at present restricted to uniform staff only.
- 2.5. The percentage of the top 5% of earners from BME communities at the end of Quarter 4 2010-2011 and hence at the end of the year remains at zero.
- 2.6. The percentage of the top 5% of earners who consider themselves as disabled at the end of Quarter 4 2010-2011 is zero compared with 6.0% at the end of 2009-2010. This reduction is due to a number of staff retirements over the last year.
- 2.7. The percentage of the top 5% of earners who are women at the end of Quarter 4 2010-2011 and hence at the end of the year remains 3.13% and achieves the target of 3.03%.



### **Percentage of Staff from BME Communities**

- 2.8. The Service currently measures the number of staff from BME communities as a percentage of the total workforce and how close this mirrors the percentage of people from BME communities within the total population of Hereford & Worcester. This indicator was introduced at the start of 2009-2010.
- 2.9. At the end of Quarter 4 2010-2011, the percentage of staff from BME communities was 2.75%, this is comparable to the 5% overall population from BME communities for Hereford & Worcester.

### **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.***

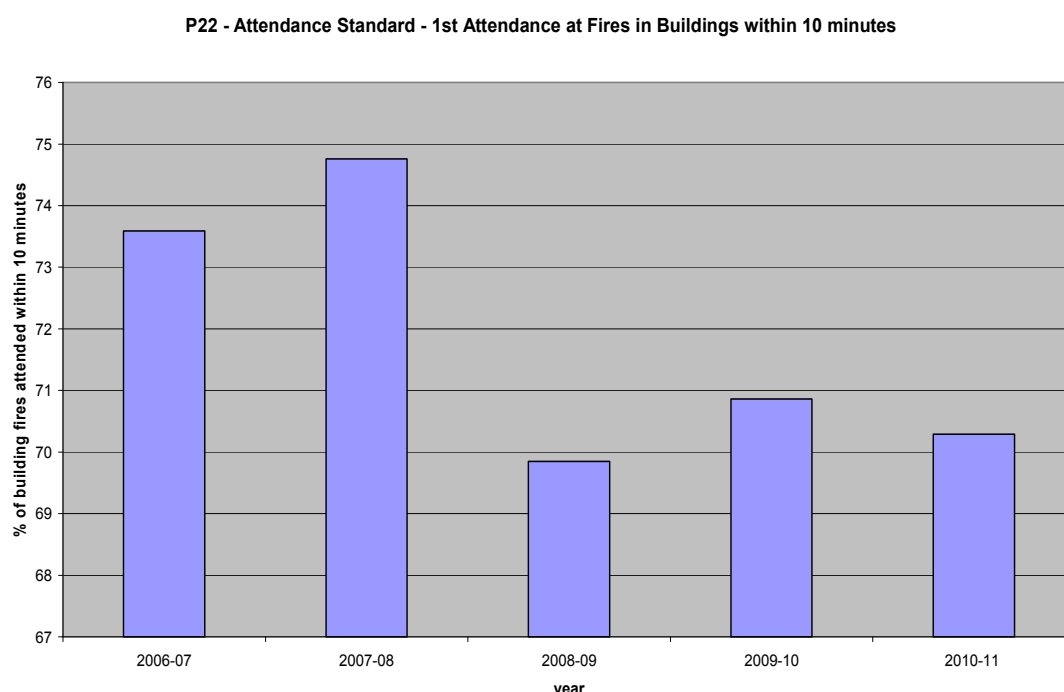
### **Attendance Standards – Fires in Buildings**

- 3.2. In Quarter 4 2010-2011, 157 out of 220 building fires were attended within 10 minutes, a percentage of 71.4% compared to 76.5% or 153 out of 200 building fires in the same quarter last year. We achieved the target of 75% in under 10 minutes 45 seconds and the average time taken to attend incidents was 8 minutes 43 seconds.
- 3.3. Travel distance to the incident was the main reason entered (28 out of 63) for incidents which did not meet the standard and the remaining 35 incidents were spread over 13 other reasons broken down as follows:

Travel distance to the incident	28	Incorrect or insufficient information passed to control on initial call	2
Turn in time (Retained and day crew only)	6	Training event delaying turn out i.e. drilling	2
Difficulty in locating incident address	5	Appliance breakdown/Off the Run	1
Traffic conditions causing delayed turn in time to stations (Retained and Day Crewed only)	5	Control intervention i.e. 1st pump re-directed	1
Mobilised from other location (not on home station)	4	Incident out side station turnout area	1
Road obstruction/road closure/road works/temp traffic controls or heavy traffic conditions once mobile	3	Known False Alarm	1
Weather conditions/Road conditions	3	Not on home station i.e. school visit, HFS check	1
		Total	63

(Table 8 – Attendance Standards Fire in Buildings- Reasons for standard not met Q4 10-11)

- 3.4. 23 of the 63 incidents which did not meet the standard were first attended by wholtime appliances, 31 were first attended by a retained pump and 8 by a day crewed appliance, 1 incident was first attended by an appliance from another FRS. This can be compared with Quarter 4 2009-10 where 16 of the 47 which did not meet the standard were wholtime appliances, 25 were first attended by a retained pump and 5 by a day crewed appliance, with 1 incident first attended by an appliance from another FRS.
- 3.5. February 2011 demonstrated the lowest levels in terms of performance this quarter with the standard being achieved only 66.2% of the time. 45 incidents out of 68 building fires were attended within 10 minutes in February. This is compared with 70.0% in January 2011 and 77.8% in March 2011. March was the first time since May 2010 that the target of 75% had been achieved on a monthly basis. As a result, the percentage of fires in buildings first attended within 10 minutes in the full year 2010-11 was 70.29%.



(Figure 7 – 1st Attendance at Fires in Buildings within 10 minutes 2006-07 to 2010-11)

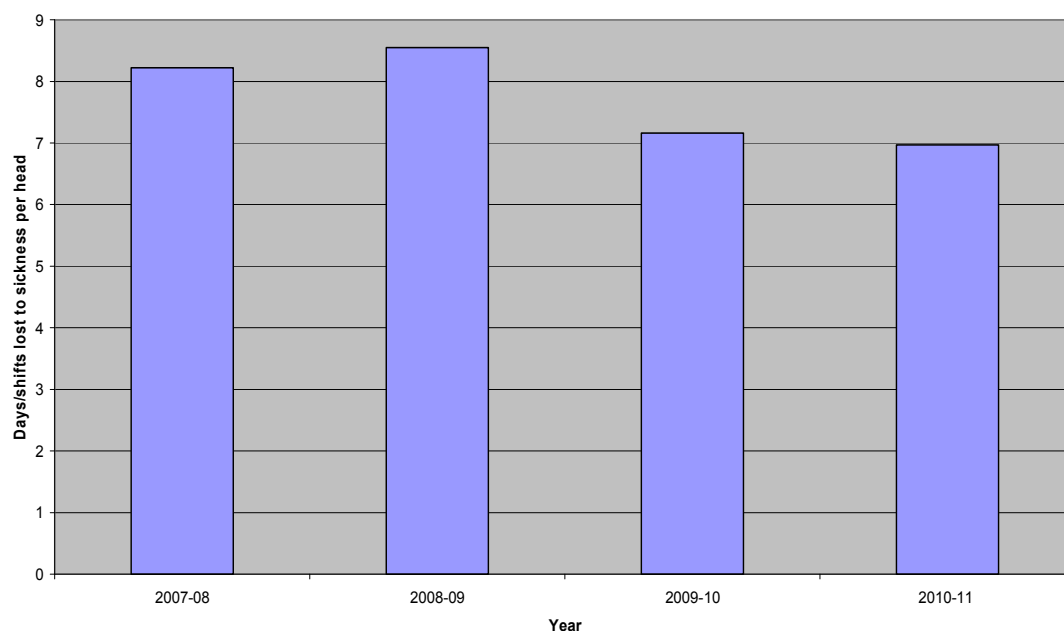
## **Strategic Direction: Finance and Resources**

- 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. In Quarter 4 2010-2011, 744.79 working days/shifts were lost to all staff sickness (1.62 days lost per head of staff) compared with 908.05 working days/shifts lost in the same quarter last year (2.98 days lost per head of staff), a decrease of 163.26 working days/shifts. As a result, the total shifts lost for 2010-2011 year for all staff sickness is 6.97 days/shifts per head, and therefore we have achieved the target of 7.0. There is an average of 458.79 staff employed at the end of Quarter 4 2010- 2011 compared with 481.445 staff employed at the end of last year.

P33 - Working days/shifts lost to sickness absence per head - All Staff



(Figure 8 – Working days/shifts lost to sickness 2007-08 to 2010-11)

- 4.3. 280.76 out of the total of 744.79 working days/shifts lost in Quarter 4 were lost in January compared with 223.3 working days/shifts lost in February and 240.73 working days/shifts lost in March. The increase in January is mainly due to an increase in long term sickness which accounted for 173 working days/shifts lost of the 280.76 working days/shifts lost in that month.

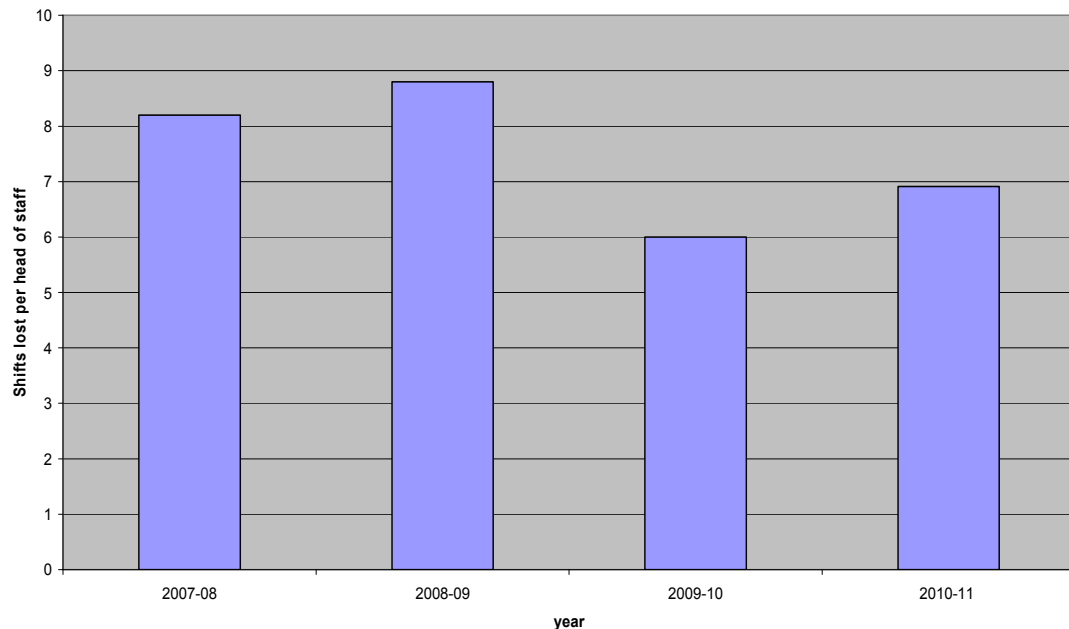
	Quarter 4 2010-11		
	Total Days/Shifts lost	Average Establishment	Days/shifts lost per head
Short Term Sickness Non-Uniformed staff	99.62	124.79	0.8
Short Term Sickness Wholetime Staff	215	334	0.6
Short Term Sickness All Staff	314.62	458.9	0.7
	Quarter 4 2010-11		
	Total Days/Shifts lost	Average Establishment	Days/shifts lost per head
Long Term Sickness Non-Uniformed staff	73.17	124.79	0.6
Long Term Sickness Wholetime Staff	357	334	1.1
Long Term Sickness All Staff	430.17	458.79	0.9

(Table 9 – Short Term and Long Term Sickness Absence Q4 10-11)

- 4.4. Although the target has been achieved for all staff sickness, there are three Performance Indicators which have missed our internal targets set for 2010-11. These are the shifts lost to all wholetime sickness; the shifts lost to wholetime long term sickness; and the working days/shifts lost to long term sickness for all staff.

- 4.5. In Quarter 4 2010-2011, 572 shifts were lost to wholetime sickness (1.7 shifts lost per head of staff) compared with 518 shifts lost in the same quarter last year (1.48 shifts lost per head of staff) an increase of 54 shifts lost. There was an average of 334 staff employed in Quarter 4 2010-2011 compared with 350.5 wholetime staff employed in the same quarter last year. As a result, there have been 6.91 shifts lost to wholetime staff sickness in 2010-2011 which has missed the internal target set of 6.5.

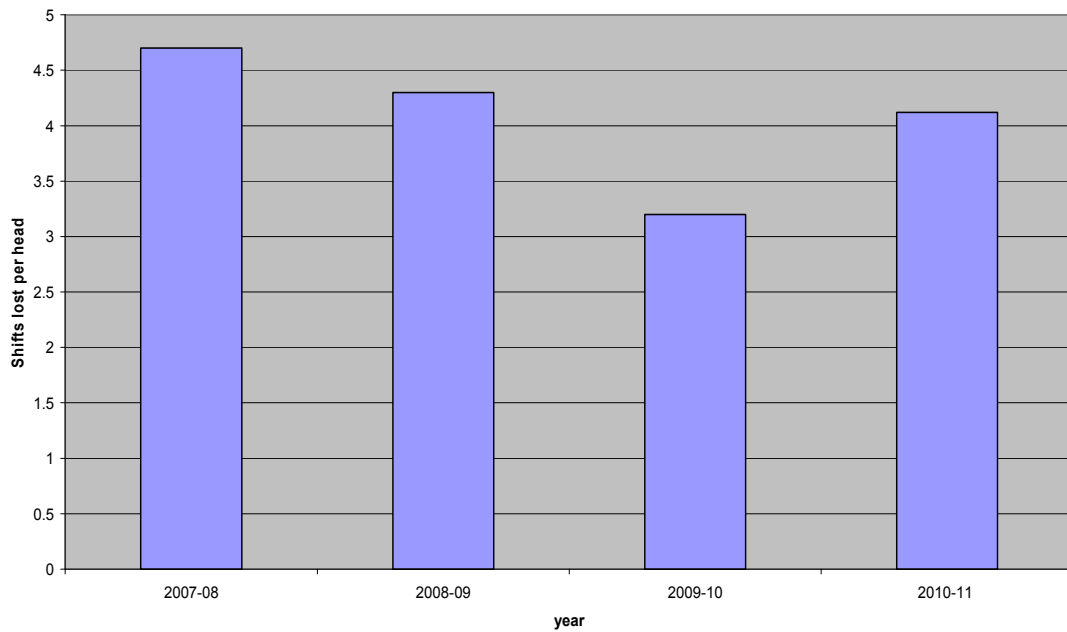
P32 - Shifts lost to sickness absence per head - Wholetime



(Figure 9 – Shifts lost to Wholetime sickness 2007-08 to 2010-11)

- 4.6. A contributory factor to the increase in wholetime sickness is long-term wholetime sickness. In Quarter 4 2010-2011, 357 shifts were lost to long term wholetime sickness (1.1 shifts lost per head of staff) compared with 238 shifts lost in the same quarter last year (0.7 shifts lost per head of staff) an increase of 119 shifts. As a result, there have been 4.12 shifts lost to long term wholetime staff sickness in the year 2010-2011 which has missed the internal target set of 3.7.

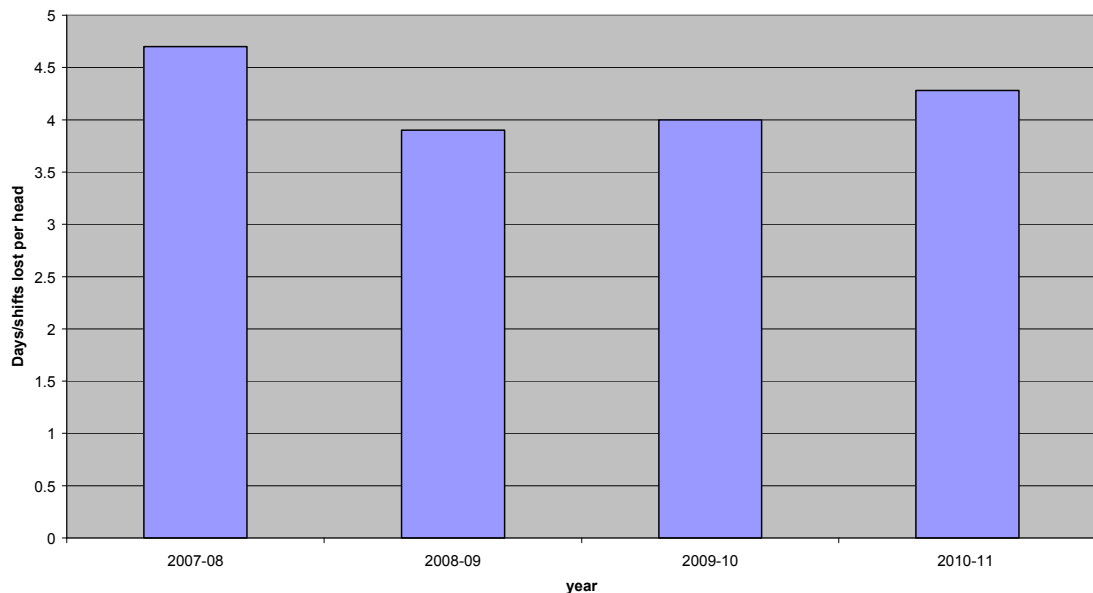
S106 - Shifts lost to long term sickness absence per head - Wholetime Staff



(Figure 10 – Shifts lost to Long Term Wholetime Sickness 07-08 to 10-11)

- 4.7. The target for long term sickness for all staff also has not been achieved. In Quarter 4 2010-2011, 430.17 working days/shifts were lost to long term all staff sickness (0.94 working days/shifts lost per head of staff) compared with 521 shifts lost in the same quarter last year (1.5 working days/shifts lost per head of staff) a decrease of 90.83 working days/shifts. Despite this reduction, there have been 4.28 working days/shifts lost to long term all staff sickness in the year 2010-2011 which has missed the internal target set of 3.9.

S104 - Days/shifts lost to long term sickness absence per head - All staff



(Figure 11 – Shifts lost to All Staff Long Term Sickness 07-08 to 10-11)

- 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.