



Our Core Values

Service to the Community

We value service to the community by:

- Working with all groups to reduce risk
- Treating everyone fairly and with respect
- Being answerable to those we serve
- Striving for excellence in all we do

People

We value all of our employees by practicing and promoting:

- Fairness and respect
- Recognition of merit
- Honesty, integrity and mutual trust
- Personal development
- Co-operative and inclusive working

Diversity

We value diversity in the service and the community by:

- Treating everyone fairly and with respect
- Providing varying solutions for different needs and expectations
- Promoting equal opportunities in employment and progression within the Service
- Challenging prejudice and discrimination

Improvement

We value improvement at all levels of the Service by:

- Accepting responsibility for our performance
- Being open-minded
- Considering criticism thoughtfully
- Learning from our experience
- Consulting others



Our Aims

- Aim 1:** Reduce the risk to life and material loss from fires, road traffic collisions and other emergencies in the community
- Aim 2:** Protect life, property and the environment from fire and other emergencies
- Aim 3:** Secure the highest level of safety and welfare/wellbeing for all staff and Authority Members
- Aim 4:** Provide a sustainable service that demonstrates quality and best value in service provision
- Aim 5:** Provide a service committed to the highest levels of equality and diversity



Shropshire and Wrekin
Fire and Rescue Authority

Budget

Our Improvement Priorities

We will improve the way we communicate by:

- Improving our internal communications
- Improving our external communication
- Increasing the time to communicate effectively

We will improve our competence by:

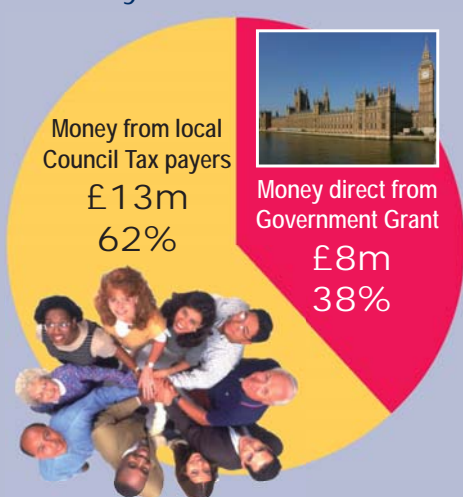
- Developing our managers and leaders
- Improving our core and specialist skills
- Improving our performance

We will improve our capacity to do things by:

- Balancing our available resources to meet demand
- Maintaining our Service under all circumstances
- Reducing bureaucracy and costs



Where do we get the money from?

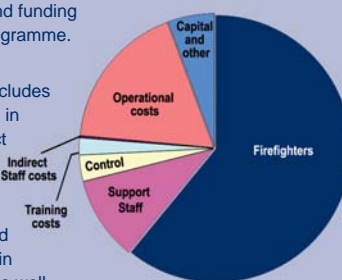


How the money is spent

Around 75% of the total budget is spent on our staff; firefighters on the wholetime and retained duty systems, control staff, and non-uniformed support staff.

The remaining balance is spent on the supply and maintenance of operational equipment, uniforms, supplies and services, information and communications technology, and funding the capital programme.

This year's programme includes the next stage in a major project to refurbish the Service's fire station, workshops and headquarters in Shrewsbury, as well as the replacement of fire engines and protective equipment for firefighters.



Corporate Plan 2010/11 – Overview

Never before has the nation's Fire and Rescue Services faced so much uncertainty and new challenges as those presented to us in 2010/11. As with all public sector organisations, we face the threat of reduced budgets coupled with a general election that could result in a new change agenda for the public sector.

Mindful of the potential for both financial and political change, the 2010/11 Corporate Plan focuses upon the consolidation and delivery of our three existing priorities – communication, competence and capacity that collectively serve to support our key aims and underpinning core values. Notwithstanding the latter, we will of course implement the outcomes arising from previous IRMP initiatives resulting in the refurbishment of Shrewsbury Fire Station, Headquarters and Workshops, introduction of district support teams and ALP relocation. We will also continue to support the roll-out of Regional Control Centres, and as an interim arrangement, relocate our existing Fire Control to Telford Central Fire Station.

To determine our long-term strategy for beyond 2010/11, a new strategic planning and consultation process that integrates the IRMP process with broader initiatives will be implemented leading to the development of a 5-year strategic plan to further increase public value within our communities.

Critical to our success is a collective approach, and we look forward to working with you as 'one team' to address the uncertainty and challenges that face us all.

Cllr Stuart West
Chairman
Shropshire and Wrekin Fire Authority

Paul Raymond
Chief Fire Officer

Shropshire Fire and Rescue Service – at a glance

- SFRS serves a population of approximately 450,000 people and protects over 192,000 domestic and 15,500 commercial properties
- SFRS employs approximately 650 staff, operating from 23 sites
- Shropshire is England's largest inland county occupying approximately 3,490 square kilometres
- During 2009/10, SFRS was once again ranked by the Audit Commission as one of the country's best performing fire and rescue services
- SFRS achieved Level 4 of the Equality Standard for Local Government and is 'moving towards excellence' in the Fire Service Equality Framework which has now replaced it

