



Shropshire

Fire and Rescue Service



Annual Report 2010/11



If you would like this information in an alternative language or format such as large print or audio please contact us on 01743 260200 or email enquiries@shropshirefire.gov.uk

如果您希望获得这份资料的中文译本或其他各式（例如大字体版本或录音磁带），请与我们联系。电话：01743 260200，或电子邮件：enquiries@shropshirefire.gov.uk

(Chinese)

Jeśli chcieliby państwo otrzymać informacje w innym języku lub formacie, np. w formacie audio lub napisane dużą czcionką, prosimy o kontakt pod numer 01743 260200 lub na adres e-mailowy: enquiries@shropshirefire.gov.uk

(Polish)

ਜੇ ਤੁਸੀਂ ਇਹ ਜਾਣਕਾਰੀ ਕਿਸੇ ਹੋਰ ਭਾਸ਼ਾ ਜਾਂ ਰੂਪ ਜਿਸ ਤਰ੍ਹਾਂ ਕਿ ਵੱਡੀ ਛਪਾਈ ਜਾਂ ਸੁਣਨ ਵਾਲੀ ਟੇਪ ਵਿੱਚ ਚਾਹੁੰਦੇ ਹੋ, ਤਾਂ ਕ੍ਰਿਪਾ ਕਰਕੇ ਸਾਡੇ ਨਾਲ 01743 260200 ਤੇ ਸੰਪਰਕ ਕਰੋ ਜਾਂ enquiries@shropshirefire.gov.uk ਤੇ ਈਮੇਲ ਕਰੋ।

(Punjabi)

اگر آپ کو یہ معلومات کسی متبادل زبان یا طریقہ مثلاً بڑے سائیز یا آڈیو میں درکار ہوں تو برائے مہربانی فون نمبر 01743 260200 یا ای میل enquiries@shropshirefire.gov.uk پر رابطہ کریں

(Urdu)

Haddii aad doonaysid dokumentigan oo ku qoran luqad kale ama qaab kale sida far waaweyn ama maqal ah, fadlan nagala soo xiriir 01743 260200 ama iimayl enquiries@shropshirefire.gov.uk

(Somali)

Os hoffech chi gael y wybodaeth hon mewn iaith neu ar ffurf wahanol fel print bras neu sain cysylltwch â ni ar 01743 260200 neu drwy'r e-bost enquiries@shropshirefire.gov.uk

(Welsh)

The Fire and Rescue Authority (FRA) welcomes comments on this Annual Report. Please use the questionnaire sheet at the end of this report or visit our website on www.shropshirefire.gov.uk to print a copy from the PDF version.

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Chairman's and Chief Fire Officer Foreword

Welcome to the Shropshire and Wrekin Fire and Rescue Authority Annual Report for 2010/11. This Report summarises and sets out our performance and achievements for the Authority and your Fire and Rescue Service.

The previous year has witnessed a general election, change of Government, and perhaps one of the most economically challenging periods experienced for generations.

As a community focused service we have risen to the financial challenges that both society and ourselves face and have taken steps through a comprehensive review to minimise our draw on public finances, be these provided centrally or locally. As an outcome, over the next few years we will shrink staff levels by around 10 percent and reduce our budgets during the same period by £4m. However, despite these reductions we will continue to serve the collective communities of Shropshire and Telford & Wrekin aiming to save life, protect property and the environment, whilst continuously seeking to reduce risk to deliver our vision of 'Putting Shropshire's Safety First.'

We hope you find this report informative and beneficial in describing the work and successes of **your** Fire and Rescue.



A handwritten signature in black ink, appearing to read 'Stuart West'.

Stuart West, Chairman



A handwritten signature in black ink, appearing to read 'Paul Raymond'.

Paul Raymond, Chief Fire Officer

Service Delivery Areas

Executive and Resources

The Executive and Resources directorate, headed by the Chief Fire Officer (CFO), comprises of the Resources and Finance teams. The Resources team is responsible for ensuring that employees have the resources (including buildings, vehicles and equipment) and supplier support needed to provide an effective, safe and efficient service. The finance team provides all budget and financial support for the Service. The CFO is also head of service, delivering the Fire and Rescue Service on behalf of the Fire Authority.



Community Safety

The Community Safety team, led by the Deputy Chief Fire Officer, is the service delivery branch of the Service. Through this team the Service delivers a broad range of community safety services including community fire safety, business fire safety, and operational delivery. There is a clear sense of purpose and common objective for preventing fires and other emergencies occurring, protecting the lives and livelihoods of citizens and responding to calls for assistance in a professional way.



Corporate, Performance and Operations

The Corporate, Performance and Operations team is led by the Assistant Chief Fire Officer, it collectively provides a core support function to Shropshire Fire and Rescue Service. The team is primarily responsible for the provision and maintenance of a modern and resilient communications and information infrastructure, the management of operational command, Fire Control, corporate risk management, strategic planning, and project and performance management. In addition the team supports major administration and corporate services across the Service.



Human Resources and Development

The Human Resources and Development teams are led by the Assistant Chief Fire Officer. The Service recognises that people are the organisation's most important resource and the role of the Human Resources and Development teams is to ensure that the Service has the right people in the right place at the right time, with the right skills and competence to properly meet the needs of the organisation, and that individuals gain the maximum satisfaction from their jobs.



Our Governance

Shropshire and Wrekin Fire and Rescue Authority was established in 1998 following local government reorganisation. Shropshire Council and Telford and Wrekin Council are responsible for the Fire Authority but are independent from it. Representative Members of each council sit on the Fire Authority, which oversees the Service's finances, strategies and operations.



To help carry out the responsibilities of the Fire Authority a number of specific committees and panels have been established, at which members of the public are welcome to attend.

Details on the Fire Authority Members, the constituent Authority's they represent are detailed on the Service website¹, if you would like further information on the Terms of Reference of the various committees; please visit the Service website on the link below:

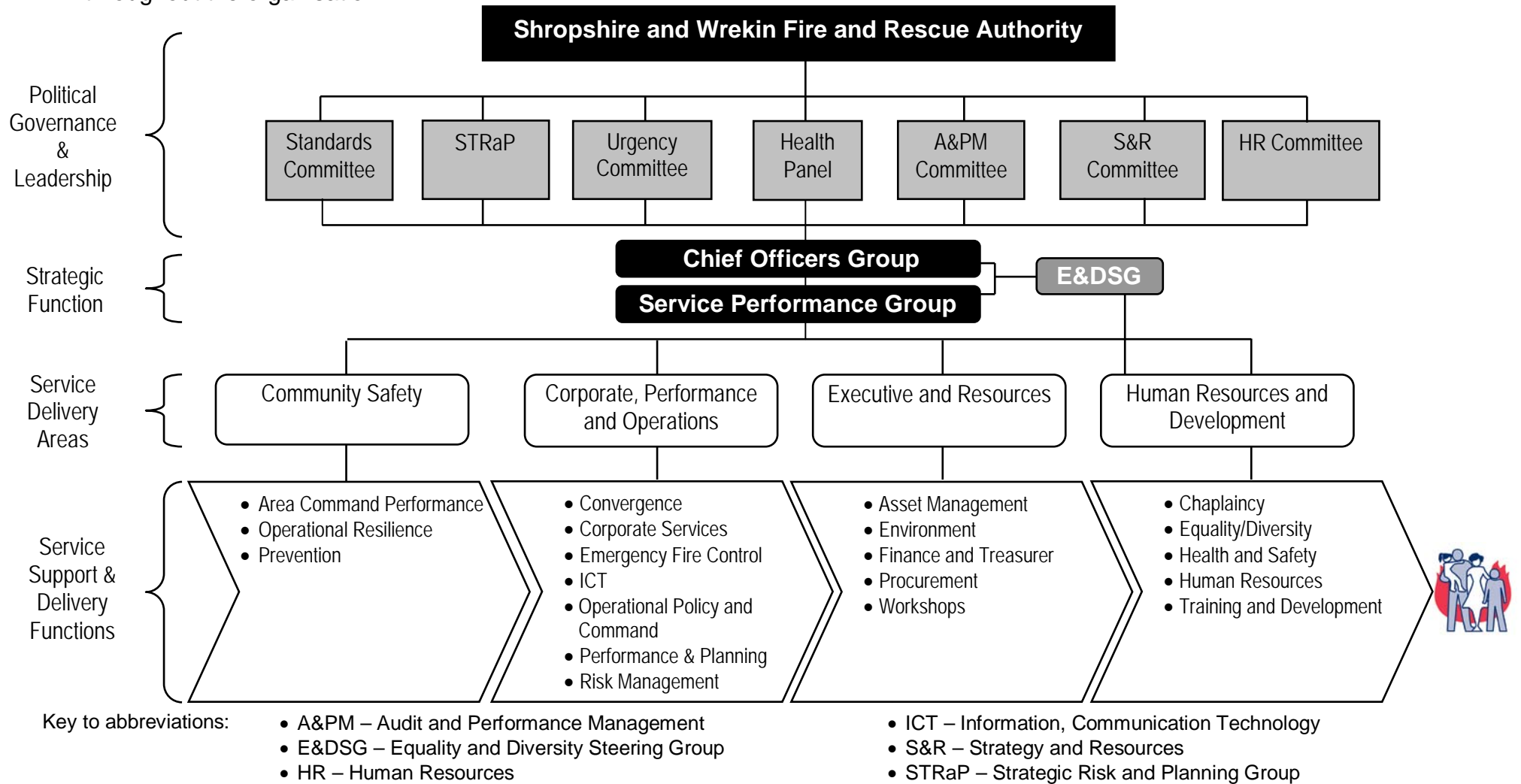
<https://www.shropshirefire.gov.uk/managing-the-service/fra/members>

¹ There are also non-elected Independent Members of the Standards Committee, for details on this committee please visit the following link:

<https://www.shropshirefire.gov.uk/managing-the-service/fra/members-handbook/section4>

Organisational Chart

This organisational chart outlines the reporting structure of the Fire Authority; it demonstrates how information is disseminated throughout the organisation.



About our Area

The county of Shropshire is England's largest inland county occupying approximately 3,490 square kilometres. The English counties of Cheshire, Staffordshire, Herefordshire and Worcester and the Welsh counties of Powys and Clwyd bound the county.



The geographical county of Shropshire is one of England's most beautiful and historic areas with magnificent countryside and market towns such as Ludlow which has in excess of 500 listed buildings. The county is home to Ironbridge Gorge which is universally accepted as the birthplace of the industrial revolution. It is also renowned for being the birthplace of the modern Olympics, with the 2012 Olympic mascot Wenlock named after Shropshire's – Much Wenlock.

The areas covered by Shropshire Council and Telford & Wrekin Council are in many ways different.

Shropshire Council covers a large area – some 3,197 square kilometres and has a population of approximately 287,900. The area is essentially rural in nature and almost one third is designated as an area of outstanding natural beauty. Approximately 55% of the population is classed as urban and 45% as rural.

Shropshire has a higher percentage of retired people and lower percentages of children and adults of working age. Because of the rural nature of Shropshire (approximately 80% of land use is agriculture), a higher proportion of residents work in agriculture compared to the national average.

In contrast the area of Telford & Wrekin is among one of the fastest growing local authority areas in Europe. The majority of the population lives in the rapidly growing new town of Telford. Telford was originally designated as a 'New Town' in 1963 and recent decades have seen a remarkable growth in industry, commerce and population in the area, which covers 290 square kilometres. It does retain, however, some concentrated pockets of social deprivation, which are being addressed.

Telford & Wrekin has a population of approximately 161,000 and a significant manufacturing base providing 30% of all jobs in the area.



About our Service

The respective communities of Shropshire and Telford & Wrekin vary greatly and as a consequence place very different demands on Shropshire Fire and Rescue Service.

The Service employs approximately 660 members of staff who operate from 23 strategically located sites across Shropshire. The Service has 4 whole-time stations located in Wellington, Shrewsbury, Tweedale and Telford, 19 retained stations, Service headquarters in Shrewsbury and a training and development centre in Telford.



People

Designation	Description
Firefighters (wholetime duty system)	Firefighters and officers are included in the strength figure. A shift pattern is worked by watch personnel.
Firefighters (retained duty system)	Retained duty system staff are called in when required to attend emergency incidents.
Control staff	The control staff work shift arrangements to take emergency calls and dispatch Service resources to incidents.
Support service staff	Non-operational staff provide a wide range of technical and specialist support.

Equipment consists of a fleet of approximately 50 operational vehicles and special appliances including aerial ladder platforms, rescue tender, rescue boats and various pod-based units located throughout the county.



About our Intervention

In the fiscal year 2010/11 the Service responded to circa 5,200 incidents. There were 1,926 calls to fire of which 842 were Primary fires (a fire involving any property of value, for example, a house or a car) and 869 were Secondary fires (a fire which is not a Primary fire), there were 215 chimney fires and the number of false alarms (good intent, apparatus and malicious) were 2,115².

The Service also attended 277 Road Traffic Collisions.



Incident information is available to view on the Service website:

www.shropshirefire.gov.uk

The screenshot shows the 'Incidents' page on the Shropshire Fire and Rescue Service website. It includes a search bar, a table of incidents, and a sidebar with navigation links.

Incident number	Location	Attendance	Details	Date	Type	Stop time
1090	Boston Wan, Telford	1 appliance from Telford Control	Small quantity of rubbish involved in fire, subject of water at risk	Tuesday, Mar 31, 2011 20:30	Rubbish fire	Tuesday, Mar 31, 2011 22:40
1088	Bewdley, Brocksbale	1 appliance from Telford Control	Fire involving 1 domestic white hot fire, 2 buckets of water and equipment used to extinguish.	Tuesday, Mar 31, 2011 20:18	Dom. Fire	Tuesday, Mar 31, 2011 20:29
1087	Burdell Way, Huddler	1 appliance from Telford Control	Reports of water leaking from upstairs property through and affecting electrical in property below. Crews are attempting to locate electrical supply using street grid.	Tuesday, Mar 31, 2011 19:42	Flood affecting electrical	
1086	Dutton Hill, passenger road	1 appliance from Telford Control	Grass fire 1 house roof not lit	Tuesday, Mar 31, 2011 19:42	Grass fire	Tuesday, Mar 31, 2011 19:45
1085	Brocksbale, Urban	1 appliance from Telford and 1 appliance from abingdon	Fire involving escapee in apartment, 1 hose not yet used	Tuesday, Mar 31, 2011	Apartment fire	Tuesday, Mar 31, 2011

² All figures are subject to verification.

About our Prevention

Smoke alarms are a vital piece of equipment and no home should be without this protection. A smoke alarm will dramatically reduce the chance of you or your family being killed or injured in a house fire.

Shropshire Fire and Rescue Service play an important role in advising members of the public about potential dangers they may have in their homes. Last year we visited over 4,000 homes and fitted over 5,700 smoke alarms.

As part of our home fire safety visit we will test all smoke alarms within the home. Some householder's, dependent on their circumstances, who do not have working smoke alarms may qualify for one smoke alarm per level free of charge.

It is important to test smoke alarms weekly, many Fire Services nationally are running the "Test it Tuesday" campaign which reminds followers via social media mediums such as Facebook and Twitter to test their alarms. Shropshire Fire and Rescue Service have produced a YouTube video which can be seen on the link below:

http://www.youtube.com/user/imagesukvideos?blend=8&ob=5#p/u/15/Y8dPkWj_C70



To book your **free home fire safety visit**, please leave your details on our dedicated line **01743 260 298** or for further advice and assistance contact Community Fire Safety on **01743 260 260**.



About our Culture

Shropshire Fire and Rescue Service staff come from a wide range of backgrounds, and all share a desire to make a difference in people’s lives; in their local communities and in wider society. We employ people who are strongly committed to and proud of the services we deliver. The Service has always been praised for its open and supportive culture.

We were keen to adopt the Government’s Core Values for the Fire and Rescue Service when they were first introduced, seeing them as an opportunity to highlight the importance of civility and respect across the whole Service. These values play a major part in projecting a clear and consistent picture of what we are about. Our purpose; **Save and protect life, property and the environment from fire and other emergencies** is about what we do: our values are about how we do it.

Under the National Fire Service Equality Framework which replaced the earlier Local Government Standard, we, as a Service are classified as ‘moving towards excellent’ in our equality and diversity performance.

Shropshire and Wrekin Fire and Rescue Authority value:

- Service to the Community
- People
- Improvement
- Diversity



Shropshire and Wrekin Fire and Rescue Authority - Performance

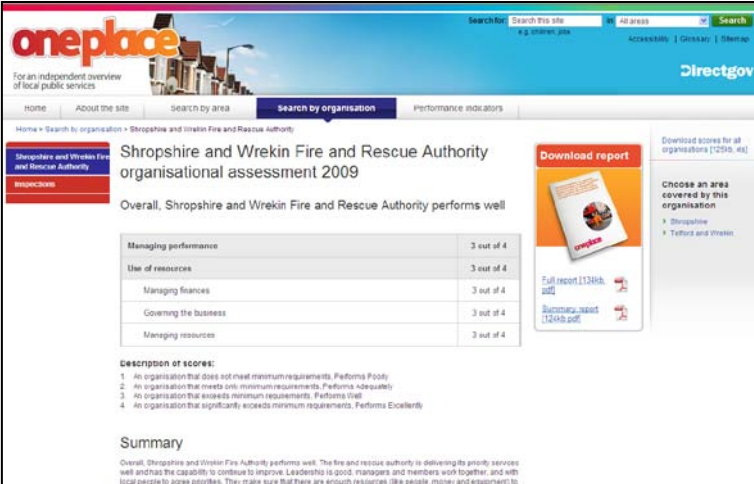
Fire Authorities, during 2009/10 were audited under the Comprehensive Area Assessment (CAA) regime, a form of assessment examining how well local public services meet the needs of citizens, service users and taxpayers.

CAA brought together judgments from independent inspectorates to provide an overview of how well local organisations achieve priority outcomes making sure that public services are accountable to local people for their quality and impact. CAA differs from previous approaches to assessment in that:

- It is area-based, recognising that what matters locally varies from place to place; but also that services are now delivered as much by formal and informal partnerships of local organisations, as by local public bodies working alone.
- It focuses on outcomes, recognising that people care about what is achieved, what it costs and the impact on local people and places, and are less concerned with the detail of how it is achieved.
- It is forward-looking, focusing on continuing and lasting improvements and risks to achieving outcomes, rather than past performance.

Under this regime, Shropshire and Wrekin Fire and Rescue Authority, following the 2009 assessment, was “Performing

Well”. The complete document is available to view on the Oneplace website on the link below:



oneplace

Search this site
eg. shropshire.gov.uk

Accessibility | Guidance | Contact

Directgov

For an independent overview of local public services

Home | About the site | Search by area | **Search by organisation** | Performance indicators

Home > Search by organisation > Shropshire and Wrekin Fire and Rescue Authority

Shropshire and Wrekin Fire and Rescue Authority

Instructions

Shropshire and Wrekin Fire and Rescue Authority organisational assessment 2009

Download report

Download scores for all organisations [2398 files]

Choose an area covered by this organisation

- > Shropshire
- > Telford and Wrekin

Overall, Shropshire and Wrekin Fire and Rescue Authority performs well

Managing performance	3 out of 4
Use of resources	3 out of 4
Managing finances	3 out of 4
Governing the business	3 out of 4
Managing resources	3 out of 4

Full report 1131kb.pdf

Summary report 1124kb.pdf

Description of scores:

1. An organisation that does not meet minimum requirements. Performs Poorly
2. An organisation that meets only minimum requirements. Performs Adequately
3. An organisation that exceeds minimum requirements. Performs Well
4. An organisation that significantly exceeds minimum requirements. Performs Excellently

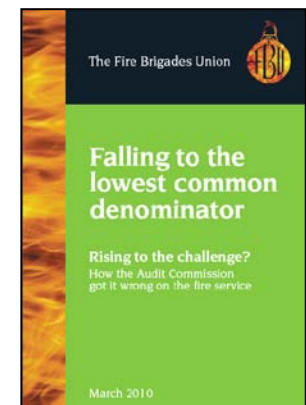
Summary

Overall, Shropshire and Wrekin Fire Authority performs well. The fire and rescue authority is delivering its priority services well and has the capability to continue to improve. Leadership is good, managers and members work together, and with local people to great benefit. They make sure that there are enough resources (the people, money and equipment to

<http://oneplace.direct.gov.uk/infobyorganisation/organisation/Pages/default.aspx?orgId=1494>

The Fire Brigades Union (FBU) in its report “Falling to the lowest common denominator”, published in March 2010, ranked Shropshire as joint highest performing Service. This document can be found on the FBU website on the following link:

www.fbu.org.uk



Integrated Risk Management Planning /Public Value

Integrated risk management planning (IRMP) underpins the reforms to the Fire and Rescue Service that flowed from the White Paper - Our Fire and Rescue Service, published in June 2003.

The Fire Authority's IRMP process is well established and the current IRMP 2009-2012³ is published on the Service's website.

During 2009 the Authority sanctioned and oversaw the implementation of an IRMP Action Plan (2009/10⁴) that resulted in several initiatives, including a risk analysis undertaken within all of the Service's response areas. The purpose of the assessment was to ensure that the Service has a clear and accurate picture of risks across the County. This initiative has enabled a refinement and realignment of training, equipment, procedures and procedural guidance required at local, district and service level, therefore reducing the risk and hazards to the community and staff alike.

In 2010, to address the then impending prospect of budget/grant reductions, the Fire Authority instigated probably the most comprehensive staff engagement process ever undertaken to meet the financial challenges that were set out in the Government Spending Review 2010. The review sought

³ <http://alpha.shropshirefire.gov.uk/sites/alpha.shropshirefire.gov.uk/files/page/files/2009-12-strategic-plan.pdf>

⁴ <http://alpha.shropshirefire.gov.uk/sites/alpha.shropshirefire.gov.uk/files/page/files/2009-10-action-plan.pdf>

to create a Service culture and approach of **one Team**, to deliver **one Service**, with **one clear Vision**.

The review identified a range of initiatives that predominantly take advantage of natural staff attrition rates to secure savings, whilst maintaining, without significant reduction, frontline services to the community. Essentially, this approach allows for a gradual budget reduction of circa £3m, whilst avoiding compulsory redundancies, maintaining all fire stations and alleviating the necessity for merger with one or more other fire authorities.

For the complete Public Value report that was presented to the Fire Authority in December 2010, please select the link below:

<https://www.shropshirefire.gov.uk/sites/alpha.shropshirefire.gov.uk/files/fra/08%20Appendix%20B%20-%20Public%20Value%20Update.pdf>

Financial Performance

Due to a change in the Accounts and Audit (England) regulations 2011, Shropshire and Wrekin Fire and Rescue Authority will publish details of its financial performance following formal sign off of the final accounts in September 2011.

Statement of Contracts Involving a Transfer of Staff

The Local Government Act 1999 requires all Best Value authorities to provide a statement of contracts involving a transfer of staff. Shropshire and Wrekin Fire and Rescue Authority has not been party to any contracts, involving a transfer of staff to or from the Authority during 2010/11.

Statement on the Code of Corporate Governance

Shropshire and Wrekin Fire and Rescue Authority is committed to the principles of effective corporate governance and has, therefore, adopted a Code of Corporate Governance, this can be viewed on the Services website on the link below:

<https://www.shropshirefire.gov.uk/managing-the-service/fra/members-handbook/section1>

Environmental Footprint

How much do we impact on the environment?

We use an overall assessment of our environmental impact which assesses the impact of all of our activities and allocates a value to them. This measurement forms part of an Environmental Management System which is registered with British Standards to the ISO14001:2004 international standard.

The current value is 820, a reduction over 12 months from 829. This has been achieved by a number of measures but the most significant improvements have come from improving our management of energy use.

While these figures are not comparable with any other organisation they do show that our overall negative impact is reducing. It is our target to further reduce this figure to less than 815 by April 2012.

For further information on the Service's environmental initiatives please visit the Service website on the link below:

<https://www.shropshirefire.gov.uk/>

Best Value Performance Indicators Outturn – 2010/11⁵

BVPI Detail	2010/11 Target	2010/11 Actual
BVPI 2a Equality Framework for Local Government	Moving towards excellence	Moving towards excellence
BVPI 8 Undisputed Invoices. The % of undisputed invoices which were paid in 30 days	98.5%	97.4%
BVPI 11a Top 5% of earners		
(i) The % of top 5% of earners that are women	11.77%	13.33%
(ii) The % of top 5% of earners from black and ethnic communities	5.88%	6.67%
(iii) The % of top 5% of staff who have a disability	11.77%	13.33%
BVPI 12 Sickness Absence		
(i) The proportion of working days/shifts lost to sickness absence by wholetime uniformed staff	6.5	6.65
(ii) The proportion of working days/shifts lost to sickness absence by all staff	8.8	7.06
BVPI 15 Ill Health retirements		
(i) Wholetime fire-fighter ill-health retirements as a % of the total workforce	0.43%	0.00%
(ii) Control and non-uniformed ill-health retirements as a % of the total workforce	0.00%	0.00%
BVPI 16a % of Employees with a Disability		
(i) Wholetime and Retained duty system employees with a disability	7.75%	1.21%
(ii) Control and non-uniformed employees with a disability	10.50%	4.0%
BVPI 17a % of uniformed staff from ethnic minority communities	2.5%	0.96%

⁵ Subject to verification by Communities and Local Government

BVPI Detail	2010/11 Target	2010/11 Actual
BVPI 142 Number of primary fires and accidental dwelling fires		
(ii) No of calls to fire attended: primary fires per 10,000 population	21.1	19.1
(iii) No of calls to fire attended: accidental fires in dwellings per 10,000 dwellings	10.6	12.6
BVPI 143 Number of fire deaths and Injuries		
(i) No of deaths arising from accidental fires in dwellings per 100,000 population	0.66 ⁶	0.22
(ii) No of injuries (excluding precautionary checks) arising from accidental fires in dwellings per 100,000 population	3.0 ⁴	3.08
BVPI 144 The % of Accidental dwelling fires confined to room of origin	95.5%	89.7%
BVPI 146 Calls to Malicious False Alarms		
(i & ii) Total number of malicious false alarms per 1,000 population	0.80	0.48
(ii) Attended	0.15	0.13
BVPI 149 False Alarms caused by Automatic Fire Detection		
(i) False alarms caused by automatic fire detection per 1,000 non-domestic properties	57.0 ⁴	58.3
BVPI 150 Expenditure per head of population on the provision of fire and rescue services	£47.81	£43.42
BVPI 206 Deliberate Fires		
(i) Primary (excluding Vehicles)	3.4	3.3
(ii) Primary (in vehicles)	3.95	3.21
(iii & iv) Total number of deliberate secondary fires per 10,000 population	16.48	14.84
BVPI 207 Fires in non-domestic properties	10.8	8.8
BVPI 209 Smoke Alarms		
(i) Activated	49%	43.7%
(ii) Not activated	12.5%	16.8%
(iii) None Fitted	38.5%	39.8%
BVPI 210 % of Women Fire fighters	5.4%	2.83%

⁶ Upper level of tolerability

Feedback and Monitoring

Shropshire and Wrekin Fire and Rescue Authority very much welcome any comments you wish to make about this Annual Report as this will help us to improve the service we provide.

Please feel free to print off this and the following page. Alternatively you can telephone the Planning and Performance Office on 01743 260200 if you need any assistance or wish to discuss anything in more detail.

Section 1: About this plan

1. Do you think this Annual Report is easy to read?

Strongly Agree Agree Disagree Strongly Disagree Do not know

2. Do you think it is important to publish this information?

Strongly Agree Agree Disagree Strongly Disagree Do not know

3. Does the Annual Report explain effectively how the Service has performed and what targets have been set?

Strongly Agree Agree Disagree Strongly Disagree Do not know

4. Has the Annual Report left you better informed about the Fire and Rescue Authority and the services it provides?

Strongly Agree Agree Disagree Strongly Disagree Do not know

If you would like to make any comments about the Annual Report please do so below continuing on a separate page if necessary. If you would like a response, please make sure you include your name and address.

Comments:	
Please include your name, address and telephone number here:	Please return to: The Planning and Performance Office Shropshire Fire and Rescue Service FREEPOST SY1046 Brigade HQ Reception St Michaels Street Shrewsbury SY1 3BR

Please see over for monitoring information.

Section 2: About you

Please note we ask for this information primarily to help inform our register of where vulnerable groups live and where risk is highest.

Your Post Code: _____

Date of Birth: _____

Gender: Male/Female*

Do you consider yourself to be a disabled person? Yes/No*

I would describe my ethnic/cultural origin as:

White

- British
- English
- Scottish
- Welsh
- Any other, please state: _____

- Irish
- Any other white background, please state: _____

Mixed

- White and Black Caribbean
- White and Black African
- White and Asian
- Other mixed background, please state: _____

Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Other Asian background, please state: _____

Black or Black British

- Caribbean
- African
- Other Black background, please state: _____

Chinese or other Ethnic Group

- Chinese
- Other, please state: _____

Religion:

- None
- Buddhist
- Jewish
- Christian (including Catholic, Church of England, Protestant and all other Christian denominations)
- Other, please state: _____
- Sikh
- Hindu
- Muslim

Sexual Orientation:

- Gay woman/lesbian
- Bisexual
- Prefer not to say
- Gay man
- Heterosexual/straight
- Other

*Please delete as appropriate

Data Protection Act:

The information or data which you have supplied on this form will be used for reporting purposes and compiling statistics. By completing this information you will be giving your explicit consent to processing of data contained or referred to on it, including information which may be considered to be sensitive personal data.



Shropshire

Fire and Rescue Service

Brigade Headquarters
St Michael's Street
Shrewsbury
Shropshire
SY1 2HJ

Telephone: 01743 260 200
Website: www.shropshirefire.gov.uk
Email: enquiries@shropshirefire.gov.uk

Community Fire Safety
Telephone: 01743 260 260

