



**Shropshire**  
Fire and Rescue Service

# Service Plan 2011/12

Appendix to report 7 on  
Service Plan and Public Value Performance Measures 2011/12  
Shropshire and Wrekin Fire and Rescue Authority  
Strategy and Resources Committee  
17 March 2011

## Service Plan 2011/12 - Overview

The purpose of this Service Plan is to guide and inform staff of the direction Shropshire and Wrekin Fire Authority is pursuing for the Service during the coming year. The Plan is reflective of the changing environment, particularly economically, in which the organisation now operates. To this end, the Service's priorities have been refined and simplified to four Aims, enabled through eight Public Value Measures.

Within each Department's Business Plans for 2011/12 will be a range of measures, objectives and priorities necessary to deliver the Plan. Underpinning all our activities remain our Core Values. But most importantly, our success rests in us all working well together across the whole organisation, as **ONE TEAM**, with **ONE VISION**, to deliver **ONE SERVICE** that the communities expect from us.

**Cllr Stuart West**  
Chairman  
Shropshire & Wrekin Fire Authority

**Paul Raymond**  
Chief Fire Officer

Our vision remains 'Putting Shropshire's Safety First.' Our purpose is to save and protect life, property and the environment from fire and other emergencies. We will fundamentally achieve this purpose through two strands:

- **Professional Response** where we will deliver a trained and well equipped crew of firefighters to any incident in a time that is acceptable to the public; and
- **Precision Prevention** where we will target our finite resources to those in our communities who are at greater risk.

These two strands are supported by:

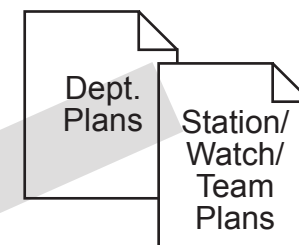
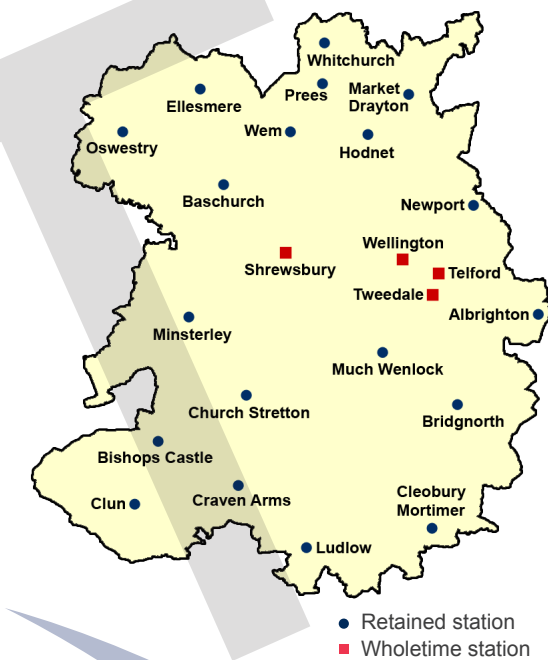
- **Local leadership**, with managers across the Service taking greater responsibility for their teams and providing local community leadership.
- **Public Engagement**, with the Service involving and listening to communities to determine public satisfaction.
- **Teamwork**, working well together across the whole organisation, as one team, with one vision, to deliver one service.
- **Innovation**, looking at problems and finding innovative ways to simplify the way we work, reducing bureaucracy duplication of effort.
- **Flexibility**, as a workforce, being flexible in how, where and when we work.
- **Personal Development**, being competent in our roles, and where necessary, the ability to take up new roles.



**Our Purpose:**  
Save and protect life, property and the environment from fire and other emergencies

## Shropshire Fire and Rescue Service - at a glance

- SFRS serves a population of approximately 450,000 people and protects over 206,200 properties.
- SFRS employs approximately 650 staff, operating from 23 sites.
- SFRS has, for 2011/12, a net operating budget of £21m.
- The cost per household (Band D) for 2011/12 is £83.



### Our Aims:

1. To be there where and when you need us in an emergency with a professional and well equipped team
2. To reduce the number of fires in our community
3. To reduce the number of fire related deaths and serious injuries
4. To deliver an effective fire and rescue service at a cost that is acceptable to our community

### Public Value Measures:

- The first fire engine will arrive at an emergency incident within X minutes on Y% of occasions
- The first fire engine will arrive with a minimum competent crew of X staff on Y% of occasions
- Maintain the total number of accidental fires to below X in 2011/12
- Maintain the number of fire crimes to below X in 2011/12
- Maintain all fire related deaths and serious injuries in the community to below X in 2011/12
- Maintain total number of injuries sustained by SFRS staff whilst firefighting to below X during 2011/12
- The achievement of a minimum four star rating ('Good') in our customer satisfaction on 75% of occasions
- The achievement of a minimum four star rating ('Good') for service that represents Value for Money on 75% of occasions