

Annual Report 2009/10

Report of the Chief Fire Officer

For further information about this report please contact Paul Raymond, Chief Fire Officer, on 01743 260201 or Steve Worrall, Assistant Chief Fire Officer 01743 260204.

1 Purpose of Report

This report seeks Member approval of the proposed contents and format of the Fire Authority Annual Report 2009/10.

2 Recommendations

The Fire Authority is asked to:

- a) Approve the draft contents and format of the proposed Annual Report (which can be accessed via the web link given in section 9 of this report);
- b) Decide whether to promote the Annual Report using a wallet, as in previous years, or discontinue this practice, realising a saving as outlined in section 6 of this report; and
- c) Delegate final approval of the Annual Report to the Chief Fire Officer in consultation with the Chair of the Fire Authority.

3 Background

Historically all fire and rescue services have been duty bound through the statutory requirements of the Local Government Act 1999 to prepare and publish an annual Best Value Performance Plan (BVPP). These requirements have undergone change following the introduction of the Local Government and Public Involvement in Health Act 2007. The Act deregulates the Best Value regime and as a consequence removes the requirement to produce a BVPP.

These changes were reported to the Fire Authority on 13 February 2008, with approval given to the creation of two, new, overarching, integrated strategic documents – a forward-looking ‘Corporate Plan’ and a backward-facing performance report – an ‘Annual Report.’

The Corporate Plan, which came into effect on 1 April 2010, was agreed by the Fire Authority at its February 2010 meeting. This paper seeks agreement from Members on the contents and format of the Annual Report.

4 Contents of the Annual Report

The Annual Report is essentially a performance document, which contains updates on progress over the previous twelve months. It outlines how the Authority has sought to deliver against its stated aims and objectives (via the Improvement Priorities), progress against the Integrated Risk Management Plan and financial information, including last year’s budget spend and the annual efficiency statement.

The Annual Report also includes the outturn of performance data on 2009/10 Best Value Performance Indicators (BVPI’s) and a statement certifying compliance with the Code of Practice on Workforce Matters.

5 Format and Promotion of the Annual Report

In previous years to keep costs to a minimum but to ensure maximum exposure to the widest possible audience an online version of the document has been published on the Authority’s website. This was supplemented by a fold-out, branded wallet, summarising key aspects from the Annual Report and directing interested persons/parties to the website to view the complete report. An example of the wallet will be circulated at the Fire Authority meeting.

Members are asked to decide whether to continue with the promotional wallet this year or discontinue this practice, which would realise a saving as outlined in the section below.

6 Financial Implications

The costs for producing the Annual Report are incorporated into the existing Best Value budget, however, if the wallet is discontinued, this would realise a saving of £724 (for 1,000 wallets).

7 Legal Comment

There are no legal implications associated with this paper.

8 Equality Impact Assessment

An Initial Equality Impact Assessment has been completed and is attached to this report.

9 Appendix

The Draft Annual Report can be accessed via the link below:

<http://www.shropshirefire.gov.uk/webimages/managing-the-service/cfa/fireauthority-meetings-data/pdf-676-11%20Appendix%20Annual%20Report%20200910.pdf>

10 Background Papers

Shropshire and Wrekin Fire Authority:

10 February 2010, Report 11 – Fire Authority Corporate Plan 2010/11.

Strategy and Resources Committee 4 March 2010
Report 8 – Fire Authority Corporate Plan 2010/11

Implications of all of the following have been considered and, where they are significant (i.e. marked with an asterisk), the implications are detailed within the report itself.

Business Continuity Planning		Legal	
Capacity		Member Involvement	*
Civil Contingencies Act		National Framework	
Comprehensive Area Assessment		Operational Assurance	
Efficiency Savings		Retained	
Environmental		Risk and Insurance	
Financial	*	Staff	
Fire Control/Fire Link		Strategic Planning	*
Information Communications and Technology		West Midlands Regional Management Board	
Freedom of Information / Data Protection / Environmental Information		Equality Impact Assessment	*
Integrated Risk Management Planning	*		



Directorate	Performance Improvement	Department/ Section	Programme Office
Name of officers completing (minimum of 2)	Ged Edwards Alison Pritchard	Job title	Programme Manager Performance Improvement Officer
Name of Policy/Service/Activity to be assessed	Annual Report	Date of assessment	12 May 2010
New or existing policy	N/ E		

1) Briefly describe the aims, objectives and purpose of the policy/service/activity (referred to as policy in document) and also consider the following:

- What are the key performance indicators?
- Who is intended to benefit or be affected by it? (is this positive or negative)
- What outcomes do you want to achieve from this policy?

The Annual Report sets out progress against the strategic aims and priorities the service set out in the 2009/10 Corporate Plan.

The Fire Authority, the service and staff as well as external stakeholders are intended to benefit from the Annual Report.

The outcomes to be achieved from this policy are communicating budget spend, key achievements and improvements the service has delivered during 2009/10.

1 a) Who implements this policy?
Assistant Chief Fire Officer/ Programme Manager.

2) How does your current policy meet the needs around age, disability, race, religion/belief, gender, sexual orientation and caring responsibilities?

Are there any obvious barriers to accessing the service? E.g. physical or other.

The plan is offered in alternative formats on request.

2a) Where do you think improvements could be made?

2b) Have issues of equality been identified in this area of service delivery by SFRS?

No

3) Have we had any specific feedback or complaints on this

A questionnaire accompanies the report – no responses received.

<p>area?</p> <p>Is there evidence that this has come from any of these specific groups: race, gender, disability, religion/belief, age, sexual orientation, caring responsibilities?</p>							
<p>3a) Do we have any feedback from managers or frontline staff on this policy?</p>	<p>A questionnaire accompanies the report – no responses received.</p>						
<p>3b) Is there any feedback from voluntary/community organisations?</p>	<p>A questionnaire accompanies the report – no responses received.</p>						
<p>3c) Is there any research / models of practice that may inform SFRS view?</p>	<p>Other plans and policies are accessed to inform our design.</p>						
<p>4) Detail the Actions / Improvement areas you have identified, or the need for further research. (These must be put onto the Action and Improvements Form FB 367 for consideration by Steering Group)</p> <p>If you have found considerable actions or research this will require you to proceed to a full assessment.</p>							
<p>5) Should the policy now proceed to a full impact assessment?</p>	<table border="1"> <tr> <td>Y</td> <td>N</td> <td>Please detail</td> </tr> <tr> <td></td> <td>✓</td> <td></td> </tr> </table>	Y	N	Please detail		✓	
Y	N	Please detail					
	✓						

**I am satisfied that this policy has been successfully impact assessed.
I understand the Impact Assessment of this policy is a statutory obligation and that, as owners of this policy, we take responsibility for the completion and quality of this process.**

Line Manager		Date	
Please note that this impact assessment will be scrutinised by the Equality and Diversity Officer.			

Appendix D

Equality Impact Assessment Actions and Improvements Form

When you have completed the Equality Impact Assessment a number of actions or improvement areas will have been identified, it is important that these are captured and put into normal work activities. In some cases there may be a few small actions required in other cases you will need to progress to a full impact assessment, you will need to complete this form for both of these situations when you identify actions that need completing, or have identified that future investigation will require specific resources that need to be put into the business planning process.

This form is to allow you to record the outcome from your impact assessments so that the actions or improvements can be carried out by your Department and monitored and in some cases approved by the Equality and Diversity Steering Group. Please ensure that this form is given to your line manager for discussion at your team or one to one meetings for incorporation into individual work plans.

Directorate:	Department:
Brigade Order/activity that has identified need, issue/objective:	EQIA No:

Action	Comments inc. Details of Consultations required/carried out	Resources / Finances allocated to this objective/target	How will this be monitored to ensure it is effective	Responsible for this action	Due Date	Progress

Head of Department		Date completed	
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This form must be sent to Management Support when completed for monitoring and/or consideration by the Equality & Diversity Steering Group



Shropshire

Fire and Rescue Service

Appendix to report 11 on
Annual Report 2009/10
Shropshire and Wrekin Fire and Rescue Authority
16 June 2010



Annual Report 2009/10



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 Authority Annual Report for 2009/10. This Report summarises and sets out our performance and achievements for what has been yet another successful year for the Authority and your Fire and Rescue Service. It is a year in which the Audit Commission has for a third consecutive year rated the Authority as providing one of the top performing Fire and Rescue Services in the country. It is also a year in which performance analysis undertaken by the Fire Brigades Union ranked your Service (together with Kent) as being the nation's top performer!

Serving the communities of Shropshire and Telford & Wrekin, the Authority's overarching purpose is to save life, protect property and the environment, whilst continuously seeking to reduce risk to deliver our vision of achieving 'A Safer Shropshire.'

Perhaps our most successful outcome during 2009/10 is witnessing a year with no accidental fire deaths in the home attributable to fire, we must continue to work hard to continue to keep fire risk low and prevent the suffering caused by fires in the home. However, despite the Service's sustained commitment, sadly deaths still occur through road traffic collisions on Shropshire's roads. Working with partners through the Local Area Agreements the reduction of risk and

protection of vulnerable groups within our communities remains a key priority for the Fire Authority during the forthcoming year, a year that financially will be our most challenging to date.

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

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

Stuart West, Chairman
Shropshire and Wrekin Fire Authority

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

Paul Raymond, Chief Fire Officer
Shropshire Fire and Rescue Service

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, and 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 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:

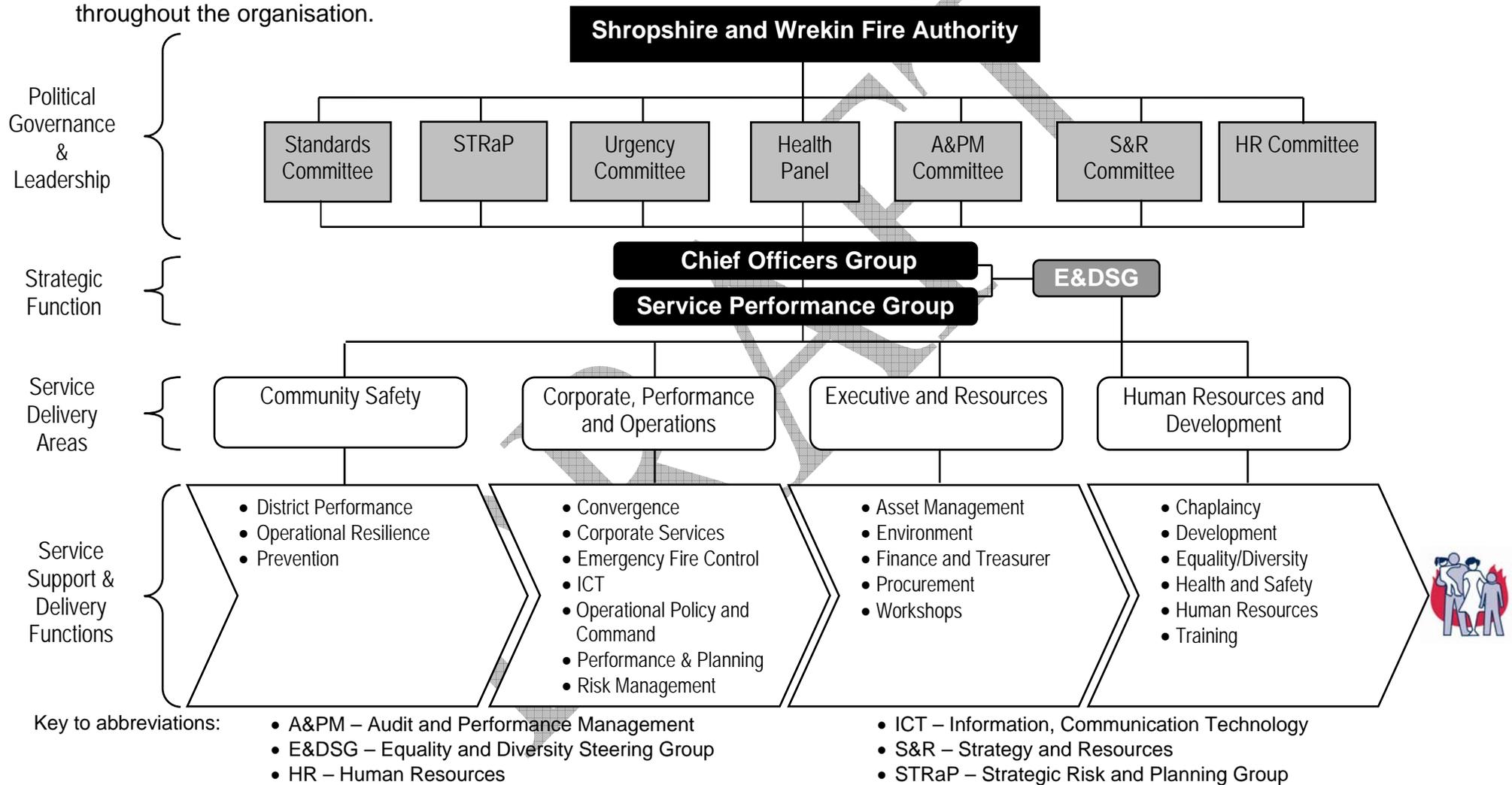
<http://www.shropshirefire.gov.uk/engine/managing-the-service/fire-authority.htm>

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

<http://www.shropshirefire.gov.uk/docs/cfa/members-handbook/section-3-pdf/05-Standards-Committee.pdf>

Organisational chart

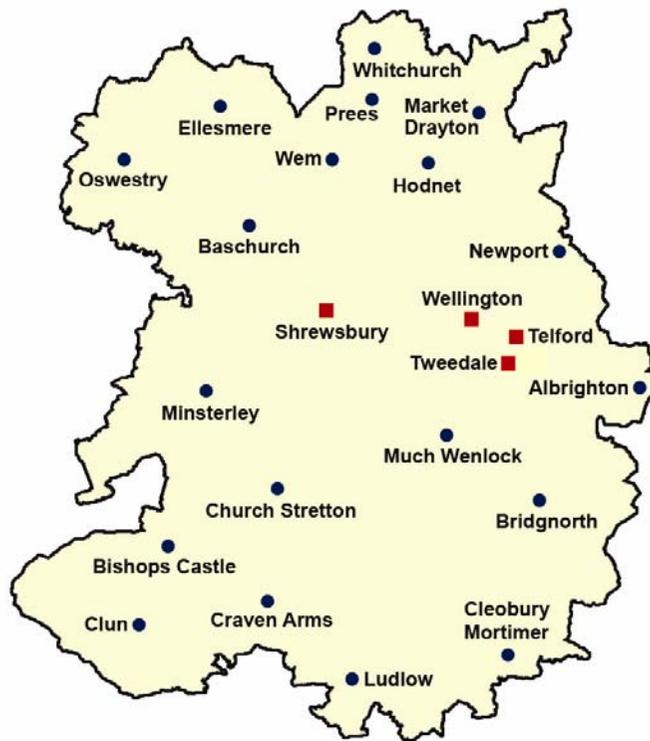
This organisational chart outlines the reporting structure of the Fire Authority; it demonstrates how information is disseminated throughout the organisation.



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



People

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

Equipment consists of a fleet of approximately 60 operational vehicles and special appliances including aerial ladder platforms, rescue boats and various pod-based units located throughout the county.

In the fiscal year 2009/10 the Service responded to 5524 incidents. There were 2055 calls to fire of which 936 were Primary fires (a fire involving any property of value, for example, a house or a car) and 934 were Secondary fires (a fire which is not a Primary fire). The total number of Road Traffic Collisions was 371 and false alarms (good intent, apparatus and malicious) were 1928.

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 biggest change to the county's administrative boundaries took place in April 1998 when the geographical county of Shropshire was split into the administrative county of Shropshire and the unitary authority of Telford and

Wrekin. Shropshire Council replaced the district and borough councils and the county council from April 2009.

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 administered 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 Culture

Shropshire Fire and Rescue Service staff come from a wide range of backgrounds, and we 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 mission; ***saving life, protecting property and the environment and reducing risk within the community*** is about what we do: our values are about how we do it.

In December 2009 a National Fire Service Equality Framework was introduced. This replaced the earlier Local Government Standard, under which we had reached level four out of a possible five. The new Framework contains three levels of performance; 'developing', 'achieving' and 'excellent', and as a Service we are now classified as 'moving towards excellent' in our equality and diversity performance.

Shropshire and Wrekin Fire 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, which is a form of assessment examining how well local public services meet the needs of citizens, service users and taxpayers.

CAA brings together, judgments from independent inspectorates to provide an overview of how well local organisations achieve priority outcomes and makes sure that public services are accountable to local people for their quality and impact. But it differs from previous approaches in three important respects:

- 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 following link:



oneplace
For an independent overview of local public services
Directgov

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 organisational assessment 2009

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

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.

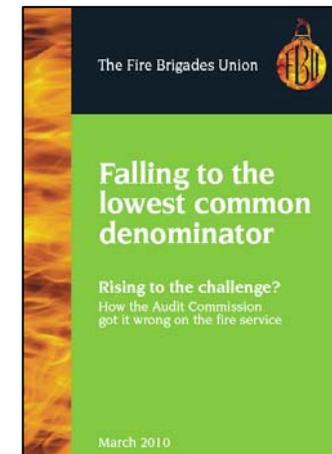
Summary

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 agree priorities. 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 in its report “Falling to the lowest common denominator”, published in March 2010, ranked Shropshire as joint highest performing Service. This document can be viewed on the following link:

<http://www.fbu.org.uk/newspress/publications/pdf/6119FBUAuditReport.pdf>



Integrated Risk Management Planning

Since the introduction of Integrated Risk Management Planning in 2004, Shropshire and Wrekin Fire and Rescue Authority has fully embraced the concept of holistic countywide risk management. The cornerstone of this being a full and comprehensive review of risk within the county and the implementation of risk reduction measures resulting in changes to prevention, protection and response measures that demonstrate proven and sustainable long term benefits to the communities that we serve.

To view the improvements we have achieved since 2004 and future plans please visit the dedicated section on the service website on the link below:

<http://www.shropshirefire.gov.uk/engine/managing-the-service/irmp.htm>

DRAFT

The screenshot shows the Shropshire Fire and Rescue Service website. The header includes the service logo and name: "Shropshire Fire and Rescue Service - Putting Shropshire's Safety First". The main content area is titled "Integrated Risk Management" and features a navigation menu on the left with categories like "Integrated Risk Management", "Managing the Service", and "Performance Management". The main content includes a photo of staff, a list of IRMP action plans from 2004/05 to 2009/10, and a section titled "What is Integrated Risk Management Planning (IRMP)?" which explains the requirements for IRMP plans under the Fire and Rescue Act 2004. The text states that IRMP plans should clearly state how they intend to ensure they use fire and rescue service resources most effectively to reduce risk in their area. It also lists strategic aims such as "Protect life, property and the environment from fire and other emergencies" and "Provide a sustainable service that demonstrates quality and best value in service provision".

Public Value

The Fire Authority responsible for your public taxes that make up the Service's budget and are thus accountable for how well money is spent, allocated and invested. It is money that we expect will reduce by around 10-15% over the next five years!

As the Service enters the most economically challenging period to ever face all public services, never has there been such an important time for the Authority to work together with the community as one Team, to deliver one Service, with one clear Vision. In moving forward the Authority has implemented the concept of *Public Value*

Public Value, as a concept, is focused upon public 'participation' (consultation) and grounded in the notion that public services, as with the private sector, create value but, unlike the private sector, this value cannot be simply reduced to financial profit and loss. As a concept, it identifies with organisations such as Fire and Rescue Services as creating a wide range of beneficial outcomes, which include, as examples:

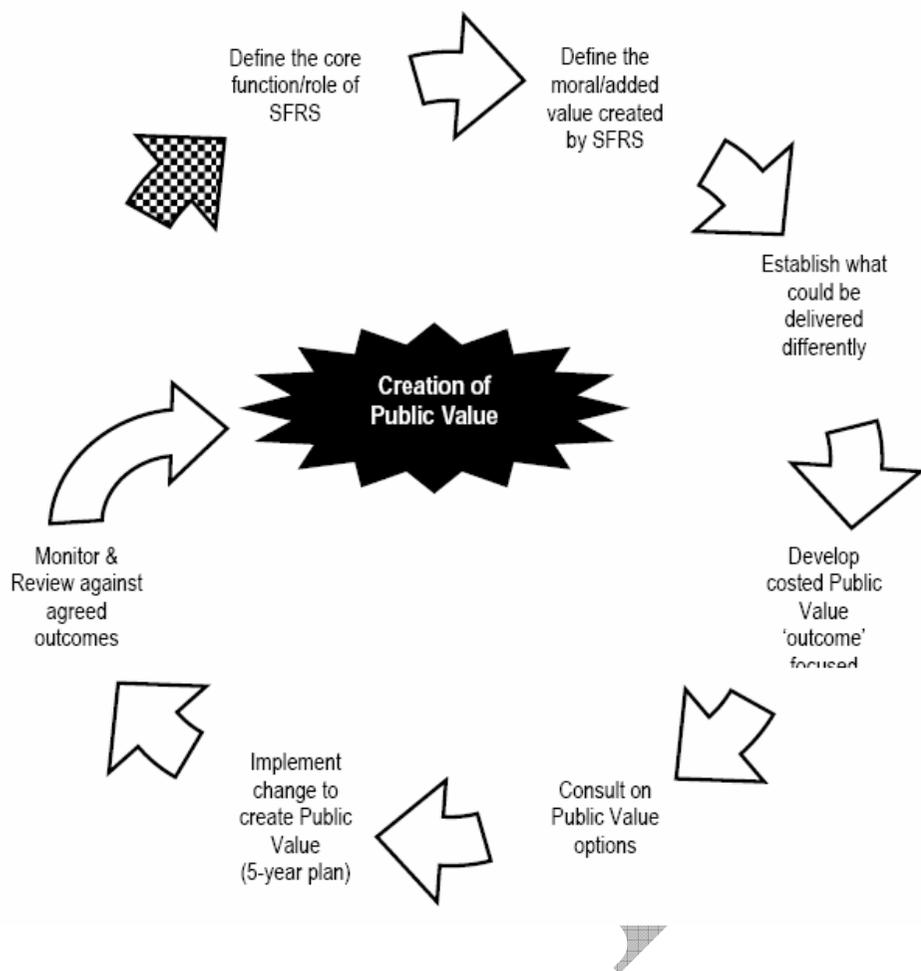
- wider economic value;
- social and cultural value;
- fairness and equity, particularly with reference to vulnerable groups;
- political and democratic value by encouraging debate, participation and engagement amongst citizens; and
- long-term sustainability of social and economic networks.

Since the introduction of Public Value in America in the mid-1990s, it has been attracting growing interest among public policy makers and managers here in the UK, Europe, Australia and New Zealand, and several developing countries.

The theory of Public Value identifies with the public sector as creating a wide range of beneficial outcomes and is framed around the 'Strategic Triangle' that draws attention to three distinct issues that public sector organisations must address in developing their strategic vision. The diagram below presents this theory with the Fire Authority at its centre, designed to focus the attention of Members and officers in three key areas.



With the support of Members forming the Strategic Risk and Planning Group, officers have developed a planning process based on the concept of Public Value. The process, in its most simplistic form, is summarised below:



The actual process spans a twelve-month period and involves engagement with a wide range of stakeholders through structured consultation sessions. The outcome from the process will be a detailed five-year change programme, incorporating the Authority's statutory IRMP obligations, that creates Public Value within the local communities.

Quality within the process is controlled through regular checkpoints, utilising the Office of Government Commerce 'Gateway Review' procedure, a procedure that is Member led. Moreover, the process includes set reporting points to the Authority and its delegated committees at all major decision points.

Representative bodies have been advised of the process and underpinning Public Value methodology. It is pleasing to report that they are supportive of both Public Value and the process. It is also worthy to note that the concept of Public Value has also been warmly received by the Trade Unions Congress (TUC). To view their comments please visit the following link:

<http://www.tuc.org.uk/touchstone/publicservicereform/publicservicereform.pdf>

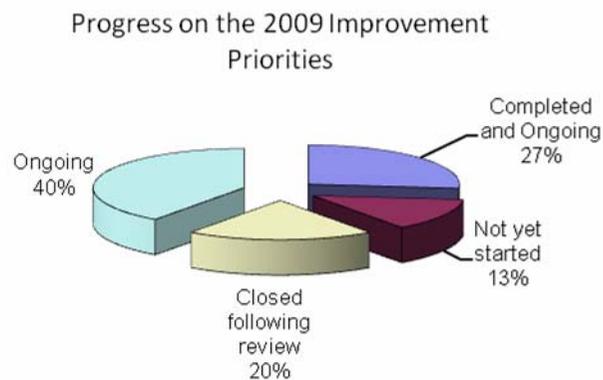
For further information on the Authority's approach to Public Value, please visit the website on

<http://www.shropshirefire.gov.uk/webimages/managing-the-service/cfa/fireauthority-meetings-data/pdf-657-2010-04-28-12-implementing-public-value.pdf>

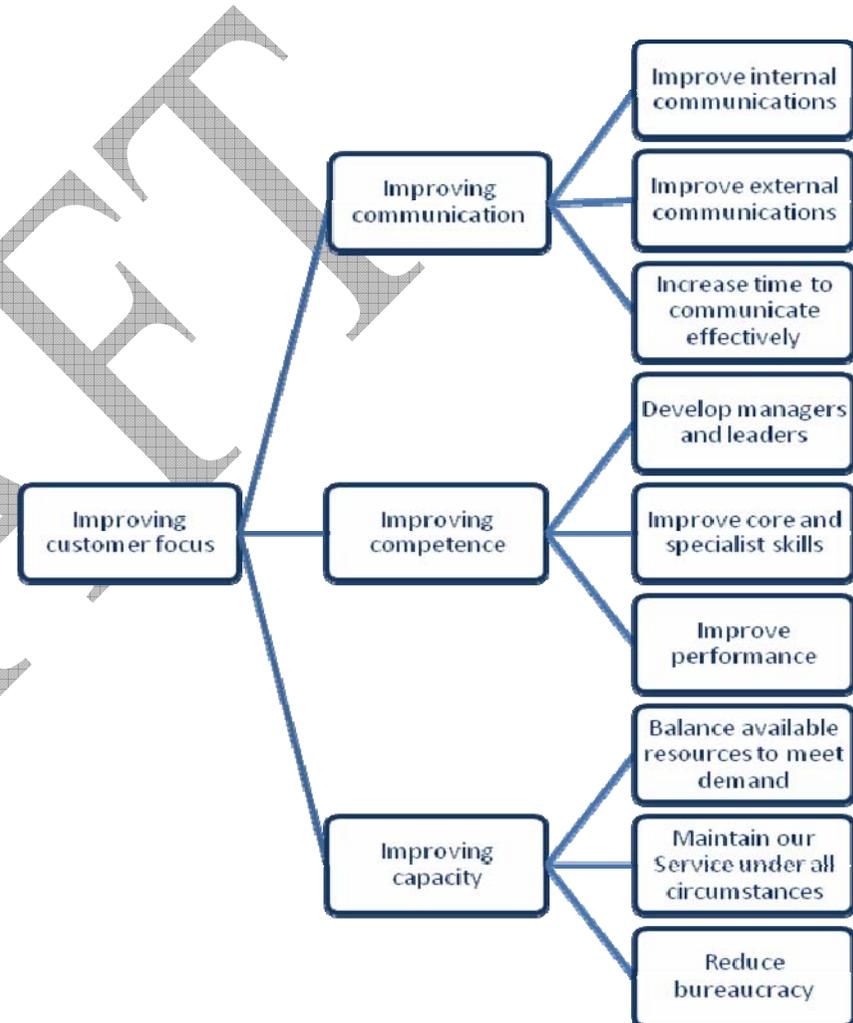
Regular updates on this process will be reported to the Fire Authority and will be available to view on our website.

Improvement Priorities

Improvement Priorities are business activities that support the achievement of the Authority's Core Values, Strategic Aims and Objectives. The successful delivery of these aims and objectives is dependent on officers addressing three priority areas – **capacity, competence and communication** under the overarching Improving Customer Focus theme. These three areas are supported by supplementary priorities/statements as detailed opposite.



Progress made on the 2009 Improvement policies is shown above. A brief update on the completed work streams continues over the page.



Undertake a Review of Officer Command and Management Training

Following a comprehensive review of Officer Command and Management Training, Shropshire Officers now attend the West Midlands Fire and Rescue Service Incident Command Training Suite at Smethwick giving them the opportunity to deal with realistic and challenging scenarios in a safe but pressurised environment. The Training also provides Incident Commanders, Specialist Officers, i.e. those who may be required to perform specific tasks, and the Command Support Crew from Tweedale Fire Station an opportunity to practice their skills whilst working together as an Incident Command Team.

This example of regional partnership working also facilitates an exchange of ideas and procedures between two diverse organisations in terms of risks and resources.

The Service's Hazmat (Hazardous Material) Officers meet on a regular basis for refresher training, this will normally also include input from external partners such as the Environment Agency or the National Chemical Emergency Centre, the meetings also allow Hazmat Officers to debrief and discuss learning points from incidents. One of the main objectives of the Hazmat Training days is to set up a protocol between local agencies and other emergency services for dealing with chemical spills, especially those on roads or in public areas.

All officers are scheduled to attend a programme of practical exercises throughout the Service which allow them to further hone their skills in conjunction with station/watch personnel, these training sessions usually take place at premises which are deemed to be of a higher risk than normal following an assessment by local personnel.

Ensure Business Continuity Plan arrangements include procedural manuals for all Critical Service streams

Procedural manuals, during periods of normal operating, ensure a consistent level of service is attained where a number of staff are required to carry out the same function. It also supports the training of new staff. There are additional benefits during business continuity events that result in a loss of essential staff, in that departments have the potential of training and using alternative staff to undertake critical service streams and still maintain an appropriate quality of service.

Undertake a full review of the IPDR/Appraisal System

A full review of the IPDR process took place during 2009 and a new simplified process introduced. The previous system was over bureaucratic and confusing for users. Early feedback on this new system is positive.

Continue to develop plans that secure operational availability through foreseeable threats

The service has introduced an "Operational Response Resilience Strategy" which provides guidance for service managers in the event of large scale staff reduction. The strategy was produced primarily in response to the threat of Pandemic but has been written so that it is flexible enough to provide direction for response to any event likely to cause loss of large numbers of staff. During 2009 the strategy was implemented in the face of the influenza pandemic, and was initiated in preparation for the impact of severe weather during the 2009/10 winter, and to deal with potential staff shortages resulting from the ash fallout of the Icelandic volcano. Whilst none of these events actually resulted in significant disruption to the service's staffing, Service managers were imbued with confidence that the arrangements in place would have secured business continuity.

Financial Performance to be updated

This is a summary of the Fire Authority's Statement of Accounts, and sets out the Authority's financial position for the year ended 31 March 2009. The full statement has been prepared in accordance with the CIPFA Code of Practice on Local Authority Accounting, and also the Best Value Accounting Code of Practice, and its publication is required under the Accounts and Audit Regulations 2003.

For further information, please refer to the full Statement of Accounts which is available on our website on the following link: www.shropshirefire.gov.uk

Our Performance during 2008/09

In February 2008, the Fire Authority approved a revenue budget of £20.035m for 2008/09, and expenditure against this budget was closely monitored throughout the year.

During 2008/09, the Fire Authority has approved transfers to contingency of £548,000, and noted a further £230,000 in April. Actual spend on the revised revenue budget was £18.907m, and resulted in an additional surplus of £350,000.

Some of this year's underspend represents expenditure that has slipped from 2008/09 into 2009/10, and so this will be held in the General Fund balance at the end of the year, and transferred back to the revenue account for use in 2009/10. In addition, the Fire Authority has already approved the use of some of this year's surplus for schemes commencing in 2009/10.

Unspent balances on the revenue account will be held in the Fire Authority's General Fund balance.

Capital Expenditure

The Fire Authority approved a capital programme totalling £1.025m in 2008/09. In addition, a number of schemes from years prior to 2008/09 were rolled forward for completion.

Schemes prior to 2008/09

A total of £659,000 has been spent on schemes which were approved prior to 2008/09. Six schemes are still to be completed, with estimated completion costs of £184,000.

2008/09 Schemes

A total of £762,000 has been spent on schemes approved in 2008/09, including £667,000 on operational vehicles and equipment, £76,000 on building and training improvements, and £19,000 on small vehicles.

Eight schemes are still to be completed, with estimated completion costs of £168,000.

The Capital Programme for 2009/10

There are three major schemes in the capital programme for 2009/10, the largest one being the refurbishment of the Fire Authority's fire station, workshops and headquarters in Shrewsbury. The fire appliance rolling programme will also

continue, and scheme to replace the Service's personal protective equipment (PPE) will commence in 2009/10.

The Revenue Account

This summarises how much has been spent on services during the year, and how this was funded. Last year's account is also shown for comparative purposes.

Note		2008/09 £'m	2007/08 £'m
	Expenditure		
	Community Fire Safety	2.5	2.2
	Firefighting and Rescue Operations	17.9	17.0
	Emergency Planning and Civil Defence	0.1	0
1	Democratic Costs	0.6	0.6
	Net Cost of Services	21.1	19.8
	Contribution to/(from) Reserves	(0.6)	(0.0)
2	Pension Fund Adjustments	(0.4)	(0.9)
2	Depreciation and Capital Costs	(1.2)	(0.4)
	Amount to be met by Govt Grant and Council Tax	18.9	18.5
3	Government Grant	(7.7)	(7.2)
	Council Tax	(12.3)	(11.9)
	Surplus for the Year	(1.1)	(0.6)

Notes

- 1 The costs of the running the Fire Authority are shown separately from the cost of services provided by the Fire and Rescue Service.
- 2 As we are a local authority, there are a number of costs that should not be passed on to the council tax payer. Adjustments within the account ensure that the costs shown reflect the true cost to the tax payer.
- 3 The Authority received Revenue Support Grant directly from central Government, and National Non Domestic Rates which are collected nationally and distributed back to local authorities based on population.
- 4 Council tax is set by the Authority to fund expenditure which is not covered by government grant. The Band D council tax for 2008/09 was set at £78.39

The Balance Sheet

This shows the financial position of the Fire Authority as at 31 March 2008. Last year's balance sheet is also shown for comparative purposes.

Note		2008/09 £'m	2007/08 £'m
	Long Term Assets - buildings & vehicles	24.1	24.0
	Debtors – money owed to the Authority	1.1	0.8
	Creditors – money owed by the Authority	(2.0)	(1.8)
	Borrowing – to fund long term assets	(5.8)	(5.6)
	Investments – cash in hand at year end	4.8	5.4
	Provisions – money provided for future years	(0.1)	(0.1)
1	Money owed to pensioners in future years:	(91.3)	(108.4)
	Less Fire Pension Reserve	88.7	105.6
	Less Local Government Pension Reserve	2.6	2.8
	Total Assets	22.1	22.7
	Assets are funded by:		
2	Long Term Asset Reserve	17.8	18.9
	Reserves – money set aside for specific purposes	2.7	2.2
	General Reserve – money set aside for general risks	.5	1.0
	General Fund Balance	1.1	0.6
	Total Funding	22.1	22.7

Notes

- 1 The Authority is required to show the total value of future pensions that it is committed to as at the balance sheet date. These will be met from future revenues, which are represented by reserves in the balance sheet.
- 2 This reserve reflects the difference between the cost of fixed assets consumed and the capital financing set aside to pay for them. A substantial amount of our assets were transferred from Shropshire County Council in 1998, when the Fire Authority was established.

The Year Ahead

A number of national, regional and local developments within the Fire Service are likely to have a significant impact on the Fire Authority during the coming year.

- **Retained Firefighters & the Part-Time Workers Regulations**

Firefighters on the Retained Duty System are claiming access to the Firemen's Pension Scheme, equality on sick pay, and additional duty payments under the above regulations. In January 2006, the House of Lords granted a re hearing at the firefighters' Employment Tribunal, which declared that retained firefighters were engaged in broadly similar work as wholetime firefighters.

There will be potential pension costs to the Fire Authority relating to the financial periods between July 2000 and April 2006, as a large proportion of the Fire Authority's employees are retained firefighters. There may also be other salary related costs. Following an updated risk assessment of the possible impact of this case on the Fire Authority's revenue budget, a proportion of the total expected cost is currently held in the Pensions and Other Staff Issues Reserve.

- **West Midlands Regional Management Board**

The Fire Authority will continue to work with partners, both on a local and regional level, most notably as part of the West Midlands Regional Management Board (WMRMB).

WMRMB was formed in April 2004, with the aim of delivering the Government's agenda of reform and modernisation of the fire and rescue service of the West Midlands. The Board continues to work towards the delivery of improved efficiencies and enhanced operational resilience across the West Midlands region, through a portfolio of regional projects and activities.

- **Shrewsbury Headquarters Programme**

Over the next two years the refurbishment of the Authority's facilities currently housed at St Michaels Street, Shrewsbury will take place. The Authority has put in place policies to maximise internally generated funds and thereby minimise external borrowings and the associated financial burdens.

The Authority is also aware of the complexity of the programme of work, the need to ensure continuity of service, and the opportunities for ensuring efficiency, and has therefore planned to invest up to £100,000 in optimising new ways of delivering services through the project.

- **FiReControl Local Authority Controlled Company**

The national FiReControl project is working towards the migration of fire and rescue control functions into nine regional control centres. In the West Midlands region, it is proposed that the regional control centre will become operational for Shropshire in February 2011.

The West Midlands Fire and Rescue Services Regional Control Centre Company was incorporated in February 2007, and will be responsible for managing the regional control centre when it becomes operational.

No transactions have taken place between the Authority and the Company in 2008/09.

Annual Efficiency Statement

The Annual Efficiency Statement is the formal quantification of the Fire Authority's policies for Best Value.

The Fire Authority regards the objective of providing value for money as a key part of its culture and two of its policies reflect this:

- The ambition that service developments should take into account the amount of funding available from efficiencies.
- An open approach to delivery of the Government target for efficiencies for the Fire Service as a whole.

Although the target is acknowledged as a national average, and not all authorities will be able to make it, the Fire Authority takes the view that it should aim to deliver its average share, and, if higher efficiencies are achievable, to deliver these as well. The current situation is set out opposite.

The £231,000 reported in 2009/10 means that the Authority has fallen behind the National Disaggregation although it is hoped that by the end of the three years to March 2011, efficiencies will match the National Disaggregation.

On-going efficiencies

	2005/08 £000	2008/11 £000
2004/05 Final	167	
2005/06 Final	203	
2006/07 Final	318	
2007/08 Final	252	
2008/09 Final		327
2009/10 Provisional		231
	<hr/>	<hr/>
	940	558
National Target Disaggregation	930	614

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 Authority has not been party to any contracts, involving a transfer of staff to or from the Authority during 2009/10.

Statement on the Code of Corporate Governance

Shropshire and Wrekin Fire 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:

<http://www.shropshirefire.gov.uk/engine/managing-the-service/cfa/members-handbook/section-1.htm>

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 829, a reduction over 12 months from 849. This has been achieved by a number of measures, including:

- changing to a less polluting type of fire fighting foam for use at incidents and in training;
- reducing journeys by changing to the way we distribute stores and equipment around the Service; and
- introducing a cycle-to-work scheme.

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 820 by April 2011.

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

<http://www.shropshirefire.gov.uk/engine/brigade-resources/technical-services/environmental-management.htm>

Appendices

Performance

Appendix A demonstrates performance against Local attendance standards

Appendix B shows our expected outturn performance for the 2009/10 year.

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Local attendance standards

Following the introduction of local risk based attendance standards, targets for Life Risk Fires and Road Traffic Collisions (RTCs) were set for the first time and published in the 2007/08 Performance Plan. The table below summarises performance reported against these standards.

Attendance to Life Risk:	Standard	2007/08	2008/06	2009/10	Comments
Fires	5 Fire fighters in attendance	80%	89%	92%	
	8 Fire fighters in attendance	83%	75%	87%	XL Cab introduction
RTCs	5 Fire fighters in attendance	63%	66%	68%	
	8 Fire fighters in attendance	60%	72%	78%	XL Cab introduction
	Rescue Tender in attendance	78%	70%	77%	Ford Ranger with rescue equipment

Best Value Performance Indicators Outturn – 2009/10²

BVPI Detail	2009/10 Target	2009/10 Actual
BVPI 2a The level of achievement in Equality Standards ³	Level 4	Level 4
BVPI 2b The duty to promote Race Equality The quality of an Authority's Race Equality Scheme and the improvements resulting from its application.	94.7%	95%
BVPI 8 Undisputed Invoices. The % of undisputed invoices which were paid in 30 days	99.12%	97.04%
BVPI 11a Top 5% of earners		
(i) The % of top 5% of earners that are women	11.77%	6.25%
(ii) The % of top 5% of earners from black and ethnic communities	5.88%	6.25%
(iii) The % of top 5% of staff who have a disability	11.77%	12.5%
BVPI 12 Sickness Absence		
(i) The proportion of working days/shifts lost to sickness absence by wholetime uniformed staff	6.5	7.6
(ii) The proportion of working days/shifts lost to sickness absence by all staff	8.8	8.6
BVPI 15 Ill Health retirements		
(i) Wholetime fire-fighter ill-health retirements as a % of the total workforce	0.43%	0.44%
(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%	1.03%
(ii) Control and non-uniformed employees with a disability	10.50%	5.73%
BVPI 17a % of uniformed staff from ethnic minority communities	2.5%	1.00%

² Subject to verification by Communities and Local Government

³ Please note that the Target figure was against the Equality Standard for Local Government, the Actual figure is against the new Fire and Rescue Service Equality Framework, Level 4 indicates "Working towards Excellence".

BVPI Detail	2009/10 Target	2009/10 Actual
BVPI 142 Number of primary fires and accidental dwelling fires		
(ii) No of calls to fire attended: primary fires per 10,000 population	22.0	20.1
(iii) No of calls to fire attended: accidental fires in dwellings per 10,000 dwellings	11.5	13.6
BVPI 143 Number of fire deaths and injuries		
(i) No of deaths arising from accidental fires in dwellings per 100,000 population	0.66 ⁴	0
(ii) No of injuries (excluding precautionary checks) arising from accidental fires in dwellings per 100,000 population	3.0 ⁵	3.74
BVPI 144 The % of Accidental dwelling fires confined to room of origin	95.0%	95.0%
BVPI 146 Calls to Malicious False Alarms		
(i & ii) Total number of malicious false alarms per 1,000 population	0.68	0.51
(ii) Attended	0.20	0.23
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 ⁵	49.61
BVPI 150 Expenditure per head of population on the provision of fire and rescue services	£44.26	£44.26
BVPI 206 Deliberate Fires		
(i) Primary (excluding Vehicles)	3.6	2.8
(ii) Primary (in vehicles)	4.1	3.04
(iii & iv) Total number of deliberate secondary fires per 10,000 population	17.34	17.3
BVPI 207 Fires in non-domestic properties	11.3	11.2
BVPI 209 Smoke Alarms		
(i) Activated	49%	47.8%
(ii) Not activated	12.5%	18.3%
(iii) None Fitted	38.5%	33.9%
BVPI 210 % of Women Fire fighters	5.4%	2.54%

⁴ Upper level of tolerability

Feedback and Monitoring

Shropshire and Wrekin Fire 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 Programme Office on 01743 260200 if you need any assistance or wish to discuss anything in more detail.

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.

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 Authority and the Services it provides?

Strongly Agree Agree Disagree Strongly Disagree Do not know

Comments:	
Please include your name, address and telephone number here:	Please return to: The Programme 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

In Shropshire somebody will be left devastated today

**Don't let it be you!
Don't leave cooking unattended**

For Free Smoke Alarms and a Home Fire Safety Check 01743 260298

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

Shropshire and Wrekin Fire Authority



Putting Shropshire's Safety First
www.shropshirefire.gov.uk