

2010 Public Value Review: Update

Report of the Chief Fire Officer

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1 Purpose of Report

This report advises Members of progress to date with the Service's 2010 Public Value review.

2 Recommendations

The Fire Authority is requested to note the contents of this report.

3 Background

Public Value, as a concept, is focused upon both public and staff 'participation' (consultation) and is based on the assumption 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 Shropshire Fire and Rescue Service 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 staff; and
- Long-term sustainability of social and economic networks.

As society enters the most economically challenging period to ever face all public services, never has there been such an important time for the Service to work together with the community as one Team, to deliver one Service, with one clear Vision. The Public Value approach will help achieve this.

During the spring of 2010 over 25 public value participation sessions have taken place, with approximately 200 staff involved in the process. Through structured participation and engagement staff have put forward over 300 suggestions for improvements in the Service and the creation of Public Value. Some of the suggestions are 'quick wins' and have/will be acted upon without the necessity for detailed consultation. Of the 300+ suggestions provided a total of 24 have been selected as strategic 'outcomes' for development and implementation. The 24 outcomes were arrived at through the application of the 80/20 rule often known as Pareto Analysis.

Pareto analysis is a statistical technique in decision making that is used for selection of a limited number of tasks that produce significant overall effect. It uses the Pareto principle – the idea that 20% of the ideas presented by staff will deliver 80% of the outcomes.

The outcomes have been grouped under four headings: Response, Community Safety, Corporate Support and Development. (*These groupings have no relationship to existing Service departments/functions bearing similar titles.*)

The Fire Authority's Budget Working Group and the Strategic Risk and Planning Group (STRaP) met on 8th July 2010 to consider progress to date and note the outcomes arrived at through the Public Value review. Officers, in consultation with the STRaP Group, are now in the process of costing, risk assessing and profiling the proposed outcomes into a suitable format for public and staff engagement/participation. In addition, a number of service reviews will be undertaken using 'Systems Thinking'¹ methodologies (similar to 'Lean' systems thinking). It is anticipated that the engagement/participation process will commence in August, with summary findings and recommendations brought to the Fire Authority in October 2010.

4 Financial Implications

The developed outcomes derived through the Public Value review will identify areas of cost savings, together with determining what the community value from *their* fire and rescue service. The scale and delivery of these savings will be determined during the engagement/participation process and will be carefully balanced against managing public expectations and alignment to anticipated reductions in Service budgets. It is not expected that a full assessment of the implications arising from the Coalition Government's public service cuts will be known until after publication of the '2010 Spending Review' (circa 20th October 2010). As a consequence, the full costed findings and recommendations from the 2010 Public Value Review will not be presented to Members until the meeting of the Fire Authority on 15th December 2010.

¹ Please visit this webpage for further details: <http://www.systemsthinking.co.uk/home.asp>

5 Legal Comment

There are no legal implications arising directly from this report

6 Equality Impact Assessment

An Initial Equality Impact Assessment has previously been completed.

7 Appendices

There are no appendices to this report.

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	*
Efficiency Savings	*	Operational Assurance	
Environmental		Retained	
Financial	*	Risk and Insurance	
Fire Control/Fire Link		Staff	*
Information Communications and Technology		Strategic Planning	*
Freedom of Information / Data Protection / Environmental Information		West Midlands Regional Management Board	
Integrated Risk Management Planning	*	Equality Impact Assessment	