

## REPORT OF THE CHIEF FIRE OFFICER

# QUALITY OF SERVICE SURVEY - BENCHMARKING AFTER THE INCIDENT SURVEY 2005/06

### 1 Purpose of Report

To provide benchmarking information to Members of the Fire Authority regarding the 'After the Incident Survey' conducted during 2006.

### 2 Recommendations

It is recommended that Members note the contents of this report.

### 3 Background

At a meeting of the Fire Authority on 18 October 2006, officers presented the findings of a quality of service survey conducted with all residential and business premises, which had experienced an incident attended by Shropshire Fire and Rescue Service between April 2005 and March 2006 inclusive.

In noting the very positive outcomes and approving the use of further similar surveys, Members also requested that, if possible, benchmarking information with other fire and rescue services be obtained in order that comparisons could be made.

### 4 Benchmarking Results

Members will recall that the survey of Shropshire service users had been conducted on our behalf by Opinion Research Services and had contained questions on the following topics:

- Initial contact
- At the scene
- Information and advice
- Overall service



Through Opinion Research Services it has been established that a total of 33 fire and rescue services have carried out a very similar survey and the benchmarking results requested by Members are as follows for each of the four topic areas:

### Initial Contact

	<b>Shropshire F&amp;RS</b>	<b>National Score</b>
Initial Contact Polite	93	96
Initial Contact Helpful	94	96
Initial Contact Efficient	94	96
Initial Contact Reassuring	94	94
<b>Expectation of Initial Contact Met</b>	<b>72</b>	<b>73</b>

Note: Individual scores represent the percentage of respondents declaring that they either 'tend to agree' or 'strongly agree' with the statements. The overall figure is then achieved by Opinion Research Services using a graded scoring system, i.e., strongly agree scores 100; tend to agree scores 67; tend to disagree scores 33; and, strongly disagree scores 0.

Members will note that for the category of initial contact, the Service's achievements, although very high, are slightly below those of the national average.

### At the Scene

	<b>Shropshire F&amp;RS</b>	<b>National Score</b>
Speed of Response	75	73
Firefighters Polite	95	96
Firefighters Helpful	96	96
Firefighters Informative	94	94
Firefighters Efficient	97	96
Firefighters Sensitive	92	94
Effect of Incident Kept to a Minimum	97	98
Received enough Information during Incident	94	92
Received Fire Safety Advice at Scene	70	67
<b>Expectations at Scene Met</b>	<b>84</b>	<b>80</b>

Members will note that with regard to expectations at the scene, scores are again very high and overall slightly better than the national average. In view of the very rural nature of our Service, and hence the longer attendance times experienced in some parts of the County, it is somewhat surprising that our result for 'speed of response' is higher than the national average.



## Information and Advice (After the Incident)

	Shropshire F&RS	National Score
Contacted After Incident	17	26
Received Information Booklet	36	34
Booklet was Relevant	91	91
Booklet was Helpful	93	92
Booklet was Informative	93	92
Booklet was Easy to Understand	92	92
<b>Expectations After Incident Met</b>	<b>60</b>	<b>65</b>

The much lower satisfaction results in this area were noted previously by Members, and officers have been tasked with reviewing the post-fire support and implementing improvements where this is cost-effective.

## Overall Service

	Shropshire F&RS	National Score
<b>Satisfaction with Service Overall</b>	<b>96</b>	<b>97</b>

Members will note that the overall satisfaction levels achieved by the Service are very marginally lower than the national average.

## 5 Financial Implications

There are no financial implications arising directly from this report.

## 6 Legal Comment

There are no legal implications arising directly from this report

## 7 Appendices

There are no appendices attached to this report.

## 8 Background Papers

Shropshire and Wrekin Fire Authority  
18 October 2006 Report 19 – Quality of Service after the Incident Survey 2005/06



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.

Balance Score Card		Integrated Risk Management Planning	
Business Continuity Planning		Legal	
Capacity		Member Involvement	*
Civil Contingencies Act		National Framework	
Comprehensive Performance Assessment	*	Operational Assurance	*
Equality and Diversity		Retained	
Efficiency Savings		Risk and Insurance	
Environmental		Staff	
Financial	*	Strategic Planning	
Fire Control/Fire Link		West Midlands Regional Management Board	
Information, Communications, Technology and Data			

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