

REPORT OF THE CHIEF FIRE OFFICER

QUALITY OF SERVICE SURVEY AFTER THE INCIDENT SURVEY 2005/06

1 Purpose of Report

To present to Members the actions being taken by officers, following publication of the above report, previously presented to the Audit and Performance Management Committee.

2 Recommendations

It is recommended that Members agree that:

- a) Officers should ensure that suitable positive feedback is provided to all operational staff;
- b) Officers review the information currently provided and improve this, if necessary;
- c) Officers review the process of post-fire support to our communities and implement improvements, where this is cost-effective; and
- d) A further audit is carried out each year and that provision is identified in the budget for this.

3 Background

It is important that the Service receives feedback from service users on a regular basis, so we can judge how well we are doing. To achieve this, the Service has for a number of years used Opinion Research Services (ORS) to gather information from people, whom we have helped at incidents. The last time we carried out such a survey was 2004.

This year's survey looked at residential and business premises, which had experienced an incident attended by the Service between April 2005 and March 2006. The selection of premises was based only on whether it was appropriate for the service user to be consulted. We excluded any incident where there was a death or life-threatening injury.

Officers provide a list of incidents to ORS and they then contact the people themselves to ensure accurate and independent reporting.



4 Main Findings of Report

The survey contained questions on the following topics:

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

The key findings of the report are set out below. The full draft report is attached as an appendix to this report. Previous survey results are given in brackets, where available.

Initial Contact

All respondents, who reported the incident themselves, agree that the person they spoke to was efficient, helpful, polite and reassuring.

100% (100%) of respondents stated that their service expectations were met or exceeded.

At the Scene

59% (37%) of respondents felt that the time of arrival of the Service was quicker than expected and 35% (54%) felt it was as they expected. Only 6% (9%) felt our arrival time was slower than expected. Almost all agreed that our firefighters at the scene were efficient, helpful, polite, informative and sensitive.

98% (95%) felt that the Service kept the effects of the incident to a minimum.

Information and Advice

30% (16%) of respondents report that they were given an information booklet, of those, who did not receive one, almost half would have liked one.

74% (67%) were given general fire safety advice at the scene and almost all found the advice helpful and had adopted at least some of it.

After the fire 17% (10%) were contacted by the Service with an offer of support and advice. 13% would have liked follow up advice from us.

Overall Service

100% (98%) of our customers agree that at the scene of the incident the quality of service they received met or exceeded their expectations.

95% (96%) also felt that the quality of service they received after the incident met their expectations. When taking everything into account 98% (all but 2) (98%) of the respondents were satisfied with the service they received.

As Members can see, there have been improvements to almost all measurements. We can, however, still improve in a number of areas. Further analysis has been carried out and recommendations for action is summarised below.

5 Recommendations for Action

This report offers the Service a number of opportunities. Firstly, it provides further quantitative data to support our Operational Assurance and other assessments due later this year. Secondly, it provides us with an opportunity to send a message of congratulations to all our staff for continuing to improve the service they provide to the people of Shropshire.



The following recommendations are, therefore, made:

- 1 Suitable positive feedback is provided to all operational staff**
One area that identifies possibilities for improvement is that of the increased desire amongst our communities for relevant information both during and more particularly after an incident.
- 2 Officers review the information currently provided and improve this, if necessary**
26% of respondents did not receive general safety advice at the scene of the incident. Clearly on some occasions this may not have been possible but we are sure that we can improve the quality of information we offer. In addition 13% of people surveyed would have liked further contact from us.
- 3 Officers review the process of post fire support to our communities and implement improvements, where this is cost effective**
Very often, where an audit reveals almost universal praise for part of a service the temptation is to question the efficacy of the analysis to drive further improvement. This audit has, however, set a benchmark for further improvement outcomes for service delivery. The cost of the audit is around £1,800 per year (depending on number of incidents).
- 4 It is recommended that a further audit is carried out in 12 months' time and that provision is identified in next year's budget for this.**

6 Financial Implications

As outlined in the recommendations above, the cost of a further audit in 12 months' time would be £1,800. If Members agree that they wish the survey to be conducted, provision for it will be made in next year's budget.

7 Legal Comment

There are no legal implications arising directly from this report.

8 Appendix

Quality of Service Survey - After the incident 2005/06

9 Background Papers

There are no background papers associated with 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.

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	

For further information about this report please contact Alan Taylor, Chief Fire Officer, on 01743 260201 or Paul Raymond, Deputy Chief Fire Officer, on 01743 260205.





Quality of Service Survey After the Incident 2005/06

Draft Report for Shropshire Fire and Rescue Service

Date of Issue: 15th August 2006

Opinion Research Services

Spin-out Company of the
University of Wales Swansea

Quality of Service Survey 2005/06

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Executive Summary

The Survey

1. Opinion Research Services was commissioned by Shropshire Fire and Rescue Service (SFRS) to undertake a Quality of Service survey 2005/06.
2. ORS conducted a postal survey of selected residential and business addresses which had experienced an incident attended by SFRS between April 2005 and March 2006. The cut-off date for returned questionnaires was 31st May 2006. 128 completed questionnaires were returned.

Summary Results

Initial Contact

3. 78% of respondents reported the incident themselves and of this group 99% were connected to the Fire Service.
4. All respondents who reported the incident themselves agree that the person they spoke to was efficient, helpful, polite and reassuring.
5. 44% of respondents who contacted SFRS themselves state their service expectations were exceeded during their initial contact with the Fire Service and a further 56% state that their service expectations were met.

At the Scene

6. 59% of respondents feel that the arrival time of the Fire Service was quicker than expected and another 35% feel that it was as expected. 6% of respondents feel that the arrival time of the Fire Service was slower than expected.
7. Almost all respondents agree that the firefighters at the scene were efficient, helpful, polite, informative and sensitive.
8. 94% of respondents feel that they were kept fully informed of what was happening during their incident. 7% of respondents would have liked more information.
9. 98% of respondents report that they feel that the Fire Service kept the effects of the incident to a minimum.

Information and Advice

10. 30% of respondents report that they were given a Fire Service information/advice booklet after their incident. Of those who did not receive a booklet, 45% would have liked to have received one.
11. All respondents who did receive a Fire Service information/advice booklet agree that it was easy to understand, helpful, informative and relevant.
12. For incidents which were fires, 74% of respondents were given general fire safety advice at the scene. Of those who were given advice, 99% found it helpful and 98% have adopted at least some of it.
13. After the fire, 17% of respondents were contacted by the Fire Service with an offer of support and advice. 13% of all respondents where the incident was a fire would have liked further contact from the Fire Service to offer support and advice.

Overall Service

14. 72% of all respondents agree that at the scene the quality of service they received from the Fire Service exceeded their expectations, while for another 28% it met their expectations.
15. 95% also feel that the quality of service they received after the incident at least met their expectations.
16. When taking everything into account, almost all respondents were satisfied with the service they received from the Fire Service with only two respondents (2%) expressing dissatisfaction.

1. Project Overview

The Survey

- 1.1 Opinion Research Services was commissioned by Shropshire Fire and Rescue Service (SFRS) to undertake a Quality of Service survey 2005/06.
- 1.2 A questionnaire was distributed to selected residential and business addresses which had been involved in an incident attended by SFRS between April 2005 and March 2006. The cut-off date for returned questionnaires was 31st May 2006. 128 completed questionnaires were returned.
- 1.3 The survey contained questions on the following topics:
 - Initial Contact
 - At the Scene
 - Information and Advice
 - Overall Service
- 1.4 The tables on the following pages show the profiles of the residential respondents to the survey. Please note that the columns may not sum to 100% due to rounding.

Gender – residential respondents	Number of cases	Valid %
Male	47	50%
Female	47	50%
Not known	18	-

Figure 1: Gender, by residential respondents

Age – residential respondents	Number of cases	Valid %
15 to 17	1	1%
18 to 24	10	10%
25 to 39	14	14%
40 to 59	50	51%
60 to 74	15	15%
75 or over	9	9%
Not known	13	-

Figure 2: Age, by residential respondents

Household type – residential respondents	Number of cases	Valid %
Households with children	48	46%
Households without children	56	54%
Not known	8	-

Figure 3: Household type, by residential respondents

Employment status – residential respondents	Number of cases	Valid %
Working - full-time employee	45	43%
Working - part-time employee	19	18%
Not working	41	39%
Not known	7	-

Figure 4: Employment status, by residential respondents

Ethnic origin – residential respondents	Number of cases	Valid %
White	106	99%
Non-White	1	1%
Not known	5	-

Figure 5: Ethnic origin, by residential respondents

Housing tenure – residential respondents	Number of cases	Valid %
Owner	72	67%
Rented privately	10	9%
Rented from Housing Association	6	6%
Rented from Council	14	13%
Other	6	6%
Not known	4	-

Figure 6: Housing tenure, by residential respondents

Reporting of Findings

- 1.5 Graphics are used extensively in this report to make it as user-friendly as possible. The pie charts and other graphics show the proportions (percentages) of all respondents making relevant responses. It should again be noted that these may not sum to 100% due to rounding.
- 1.6 Where possible the colours used in the charts have been standardised with a “traffic light” system in which:
 - Green shades represent positive responses
 - Yellow represents neither positive nor negative responses
 - Red shades represent negative responses
 - Bolder shades are used to highlight the responses at the ‘extremes’ – for example, very satisfied or very dissatisfied.
- 1.7 For the majority of the questions there is little difference in responses between the different groups within the sample. Therefore, the data reported in the charts is for the whole sample, but any large discrepancies between different groups will be noted in the text. Please note that the results refer to all respondents and not just to residential respondents.

2. Initial Contact

Call Handling

- 2.1 Respondents were firstly questioned about how the incident was reported and their initial contact with SFRS. The majority of respondents (78%) reported the incident themselves.
- 2.2 On reporting the incident, nearly all the respondents (99%) who reported the incident themselves were connected to the Fire Service.

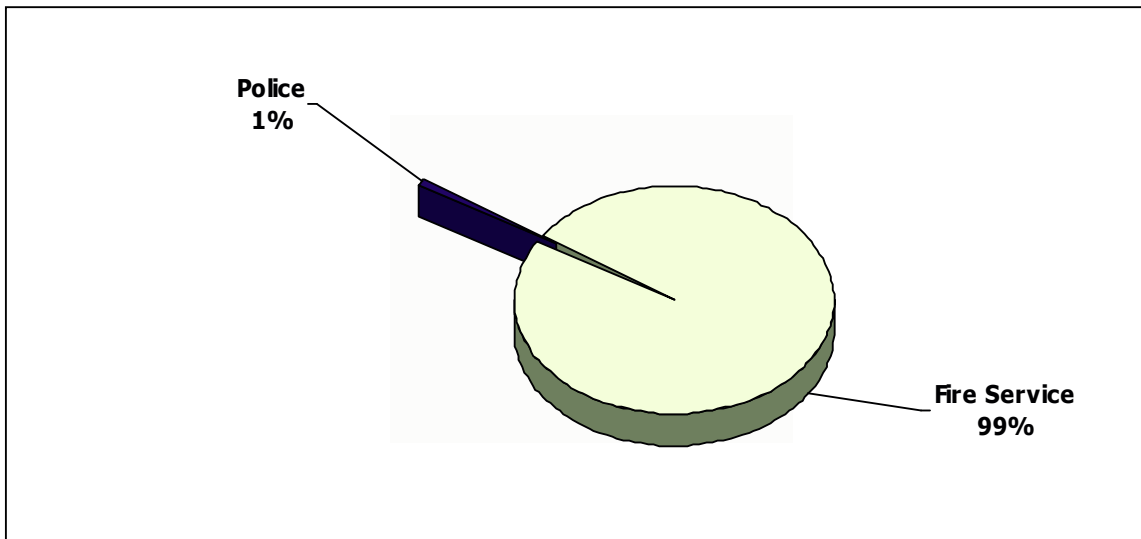


Figure 7: Which of the Emergency Services were you connected with? By all respondents who reported the incident themselves

2.3 The respondents who contacted the Fire Service themselves hold a positive view of the person they spoke to. All agree that the person they spoke to was efficient, helpful, polite and reassuring.

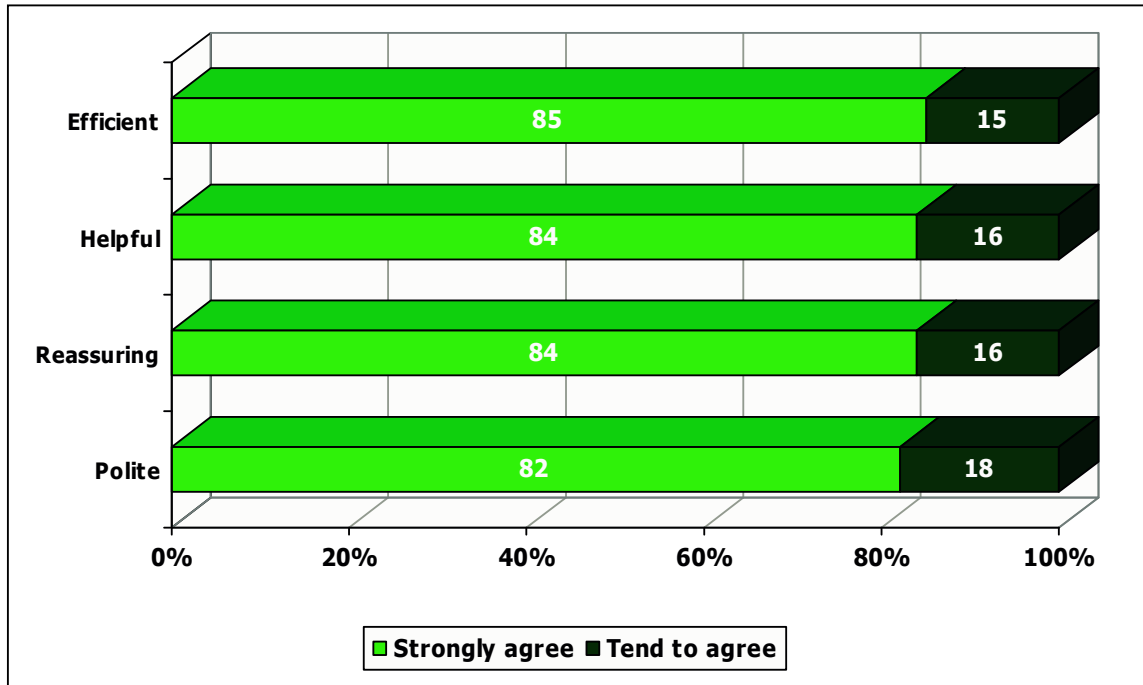


Figure 8: If you spoke to the Fire Service, do you agree or disagree that the person was...? By all respondents who spoke with the Fire Service

Meeting Expectations

- 2.4 Of those who reported the incident to the Fire Service themselves, 44% state that their initial contact with the service exceeded their expectations and a further 56% felt that their service expectations were met.

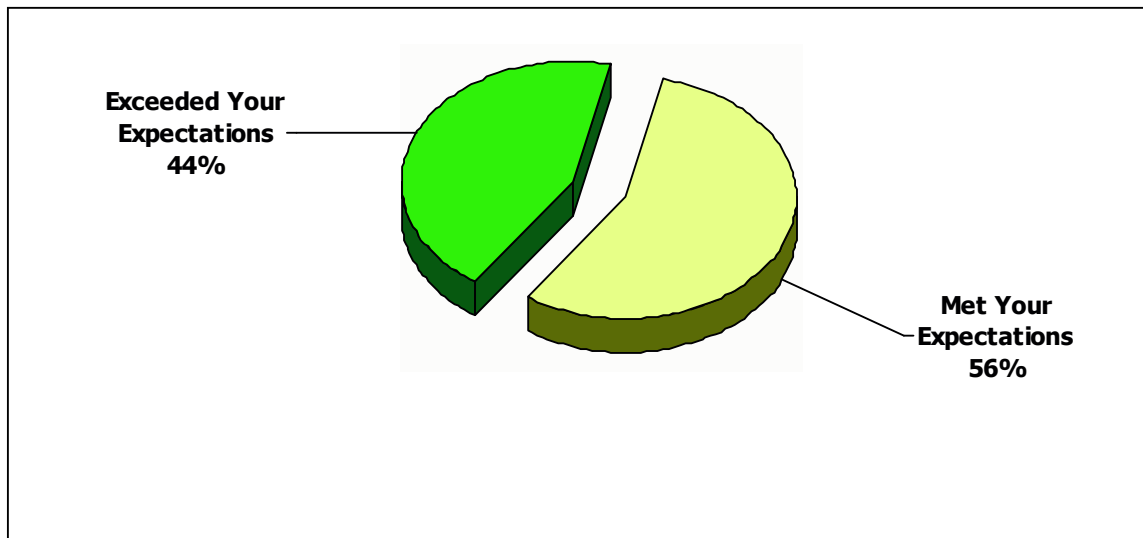


Figure 9: Thinking about the initial contact with the Fire Service on the telephone, did we exceed, meet or fail to meet your expectations? By all respondents who reported the incident to the Fire Service themselves

3. At the Scene

Service Response Time

3.1 Respondents were next questioned about the time it took the Fire Service to arrive and the conduct of the firefighters at the scene. 59% of respondents feel that the arrival time of the Fire Service was quicker than expected, while 35% feel that the response time was as expected. 6% feel that the Fire Service arrived slower than they expected.

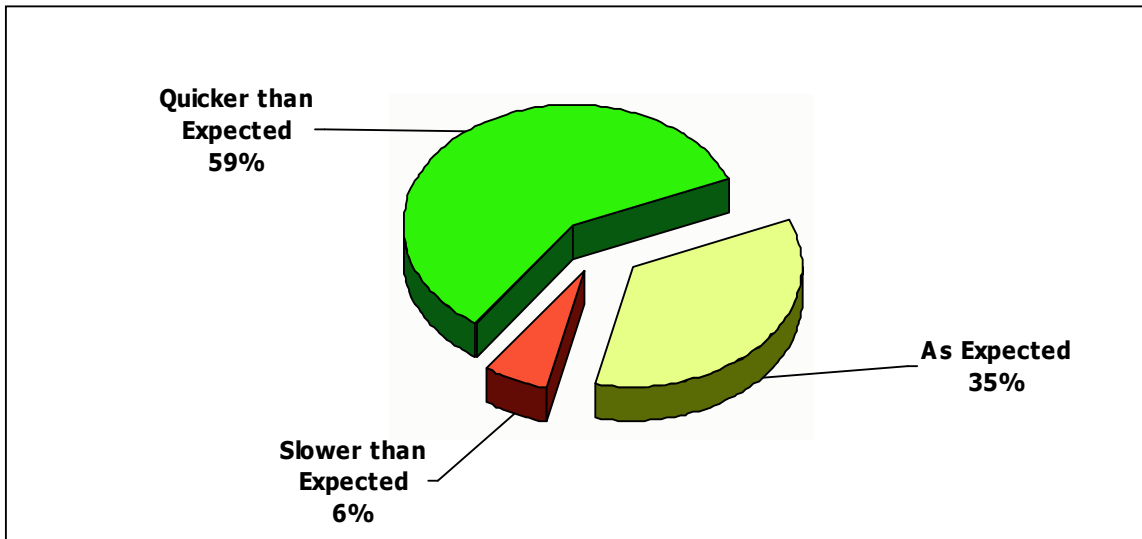


Figure 10: In your opinion, was the arrival of the Fire Service...? By all respondents

The Attending Firefighters

- 3.2 Respondents have an extremely positive view of the firefighters who attended the scene. Almost all respondents feel that they were efficient, helpful, polite, informative and sensitive (Figure 11).

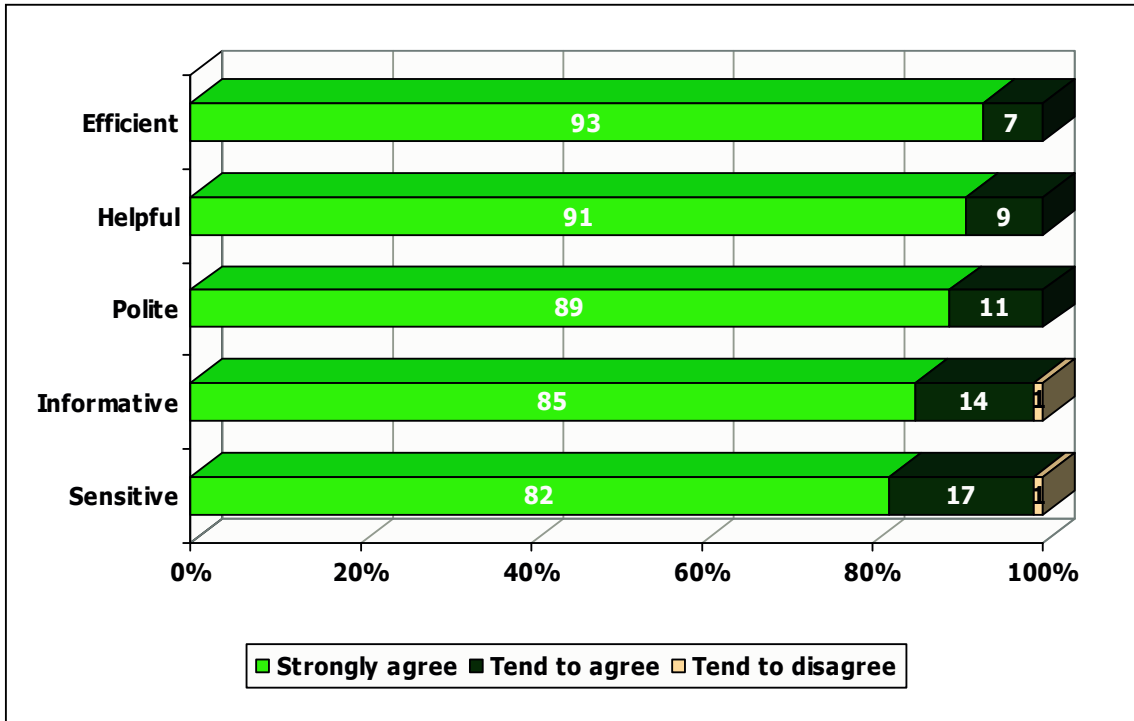


Figure 11: Thinking about the firefighters at the scene, do you agree or disagree that they were...? By all respondents

Being Kept Informed

- 3.3 The majority of respondents (94%) feel that they were kept fully informed of what was happening during their incident. 7% would have liked more information.

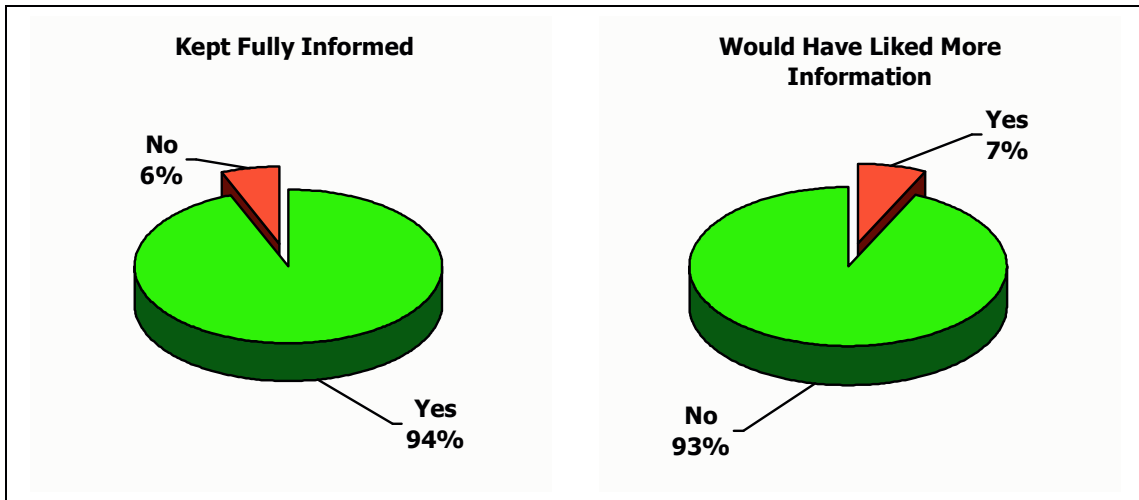


Figure 12: Were you kept fully informed of what was happening during your incident and would you have liked more information? By all respondents

Keeping Effects to a Minimum

- 3.4 Almost all respondents (98%) report that they feel that the Fire Service kept the effects of the incident to a minimum with three respondents (2%) reporting otherwise.

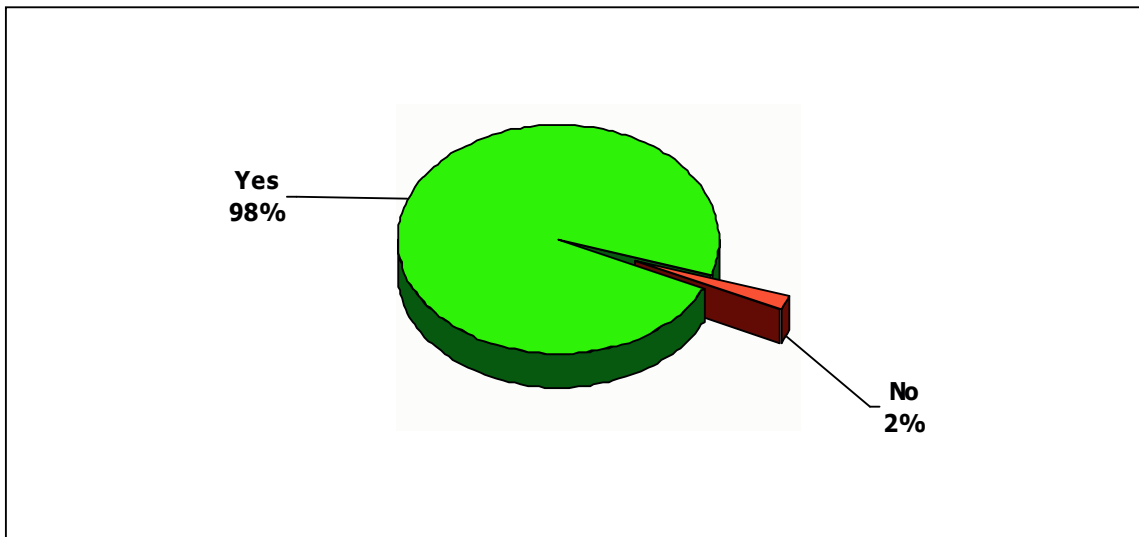


Figure 13: Do you feel the Fire Service kept the effects of the incident to a minimum? By all respondents

4. Information and Advice

Information Provided

- 4.1 Nearly a third (30%) of the respondents report that they received a Fire Service information/advice booklet after the incident. Of those who did not receive a booklet, nearly half (45%) would like to have received one.

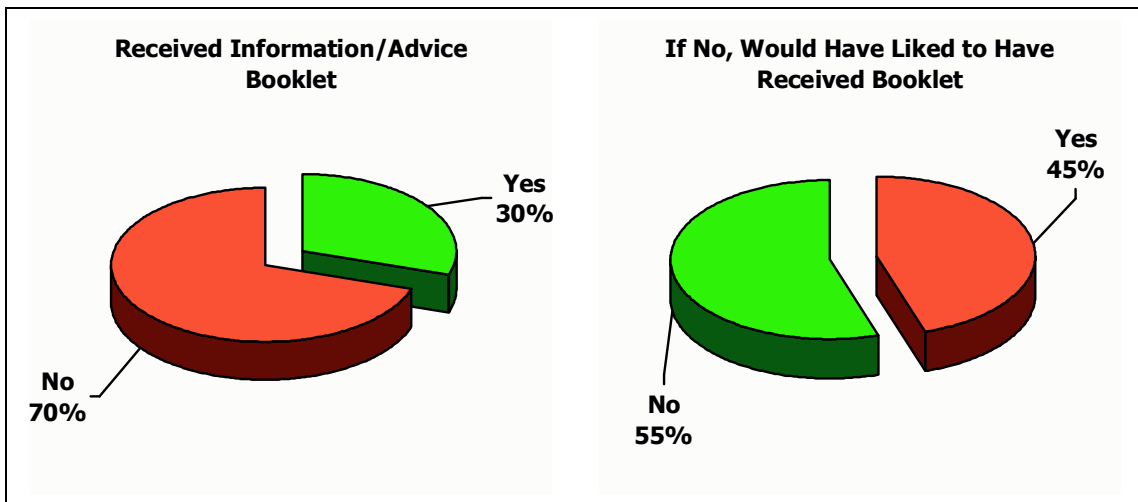
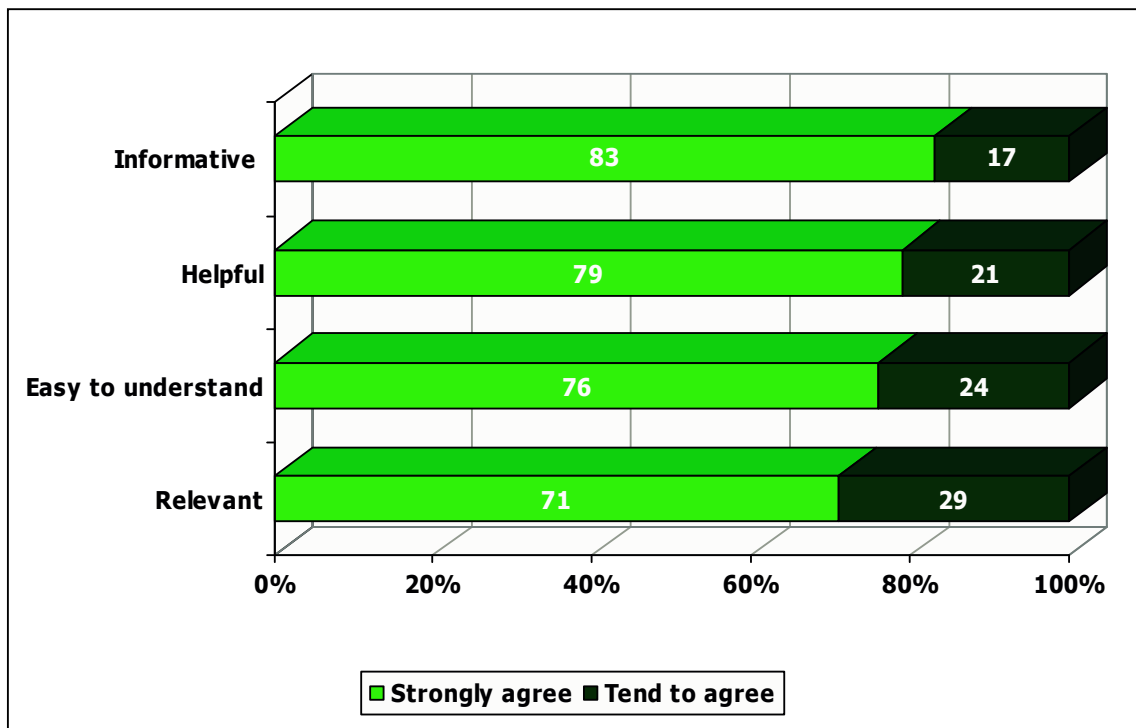


Figure 14: Did you receive a Fire Service information/advice booklet after your incident? By all respondents. If not, would you have liked to have received a Fire Service information/advice booklet? By those respondents who did not receive a Fire Service booklet

4.2 All respondents who were given a Fire Service information/advice booklet agree that it was easy to understand, helpful, informative and relevant.



**Figure 15: Do you agree or disagree that the Fire Service information/advice booklet was...?
By all respondents who received a Fire Service information/advice booklet**

Fire Safety Advice

- 4.3 For incidents which were fires (99% of all the incidents), 74% of respondents were given advice on general fire safety at the scene, with 99% of those given advice finding it helpful.
- 4.4 98% of those respondents who were given advice had adopted at least some of it.

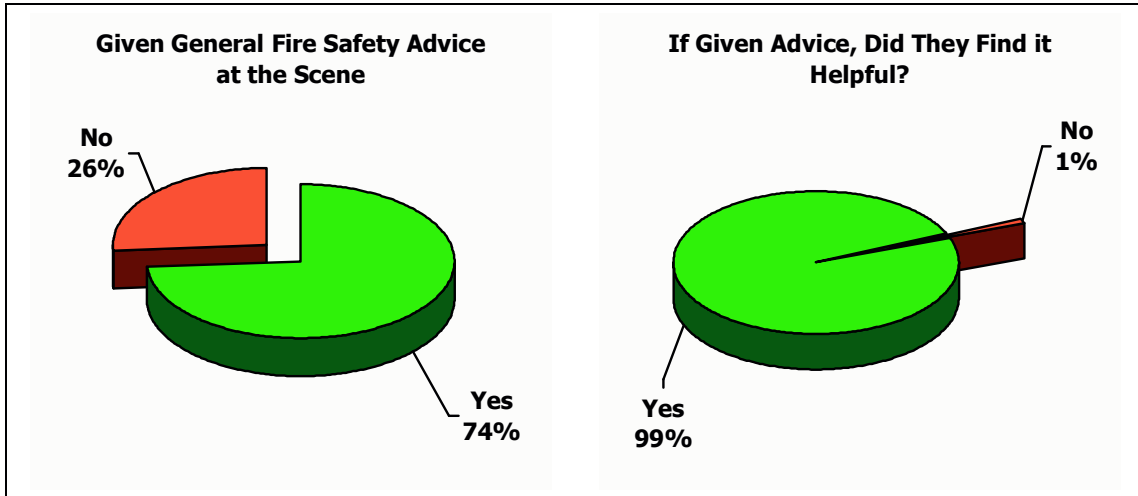


Figure 16: Were you given any general fire safety advice by the Fire Service at the scene and if yes, did you find the advice you were given helpful? By all respondents where the incident was a fire

- 4.5 After the fire, 17% of respondents were contacted by the Fire Service with an offer of support and advice. 13% of all respondents who experienced a fire would have liked the Fire Service to offer further support and advice.

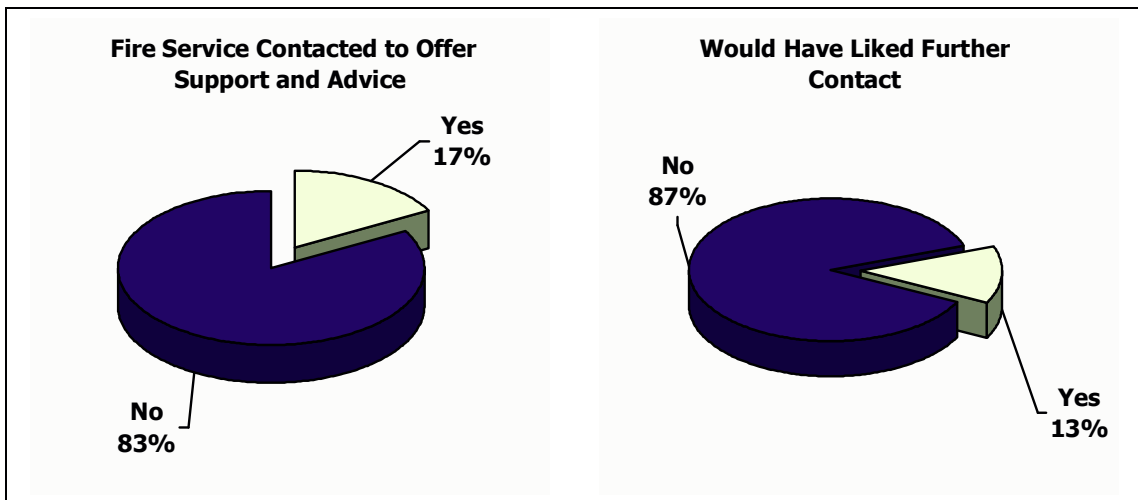


Figure 17: Did the Fire Service contact you again (after the fire) to offer support and advice and regardless of whether the Fire Service actually contacted you, would you have liked the Fire Service to offer further support and advice? By all respondents where the incident was a fire

5. Overall Service

Satisfaction and Meeting Expectations

- 5.1 All respondents agree that the quality of service they received from the Fire Service at the scene at least met their expectations, with 72% stating that it exceeded their expectations.
- 5.2 95% of respondents also feel that the quality of service they received after the incident at least met their expectations, with 5% reporting that their expectations failed to be met.

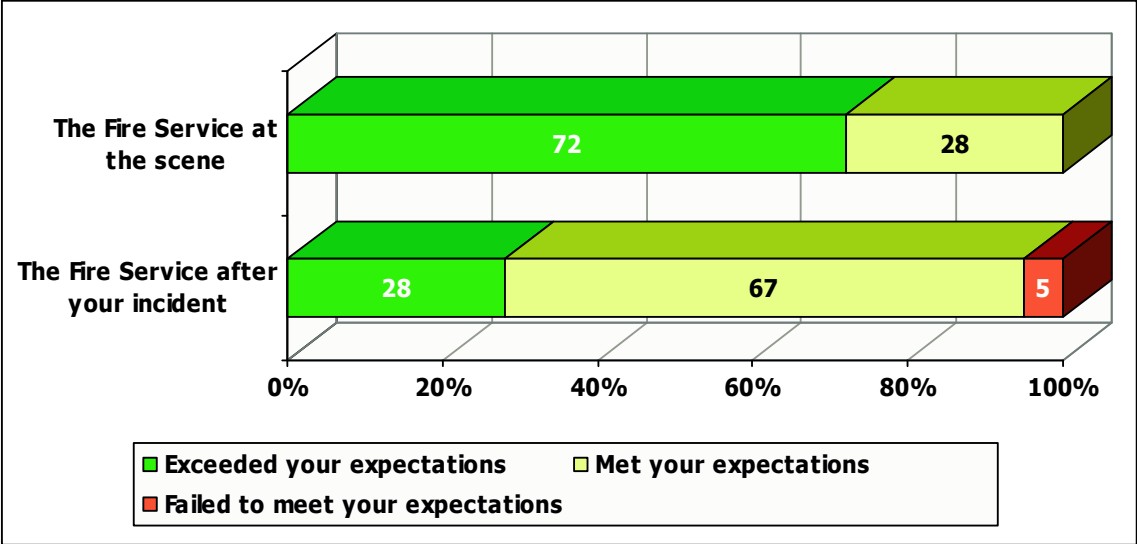


Figure 18: Looking at the following stages of your incident, did the quality of service exceed, meet or fail to meet your expectations? By all respondents



5.3 When taking everything into account, almost all respondents are satisfied with the service they received from the Fire Service with only two respondents (2%) expressing dissatisfaction. (Figure 19).

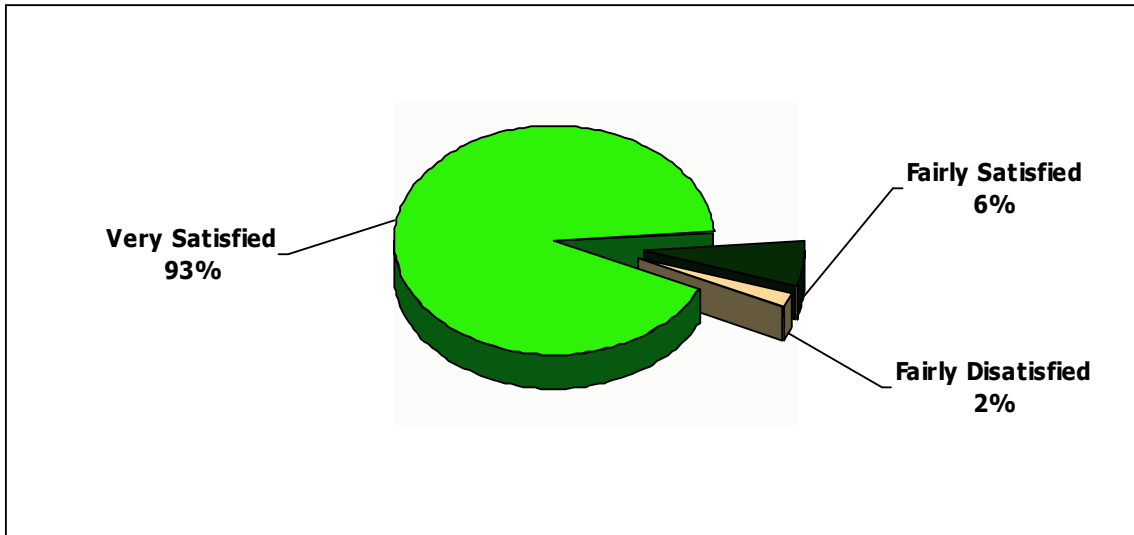


Figure 19: Taking everything into account, how satisfied or dissatisfied are you with the service you received from the Fire Service? By all respondents

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**Quality of Service 2005/06
Report of Findings for Shropshire Fire and Rescue Service**

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