



WEST MIDLANDS FIRE SERVICE

Annual Report
2007 - 2008

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**To book a Free Home Fire Safety Check in
your home, by your local firefighters
Freephone 0800 389 5525 or
register via www.wmfs.net**

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"FSC Chain of custody"

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Councillors and officers at a meeting of the West Midlands Fire and Rescue Authority



The Brigade's Senior Management team

The Authority's Vision and Mission Statements

The Vision Statement:

“Making West Midlands Safer”

The Mission Statement:

**“Providing a quality service to reduce risk by:
Preventing • Protecting • Responding”**

Joint Foreword from the Chief Fire Officer and Chairman of the Authority



Frank Sheehan QFSM
Chief Fire Officer
West Midlands Fire Service



Peter Howard
Chairman West Midlands
Fire & Rescue Authority

Our Annual Report details the successful work that has been undertaken by our staff during the financial year 2007-2008. There is a great deal of satisfaction felt for what we have achieved over the last year. We have delivered over 40,000 Home Fire Safety Checks and many other prevention based activities as part of our continuing drive to 'Making West Midlands Safer'. 2007-2008 has seen the lowest ever number of accidental fire deaths in the home, with just eight deaths occurring. We will continue to try and reduce these even further. Similarly we recorded our lowest ever level of injuries from fires in the home, no doubt as a result of the steady decrease in home fires themselves.

Our performance against a range of challenging but realistic targets, shared high levels of achievement against the indicators. Full details of all our key performance measures may be found in this Annual Report.

People working within our organisation are 100% committed to delivering an excellent service to the communities we serve and this is shown by the number of awards that have been won over the past year. These awards have covered a range of operational and support service activities and our staff should be proud of their many achievements.

Many of our successes have been achieved in partnership with other agencies. This report sets out several examples of the benefits of this joined-up approach to a range of services provided to the communities we serve.

Provision of Services

The West Midlands Fire Service covers the cities of Birmingham, Coventry and Wolverhampton and the Metropolitan Boroughs of Dudley, Sandwell, Solihull and Walsall. It is accountable to the public, via the West Midlands Fire and Rescue Authority, made up of 27 Elected Members from all of the above areas. This is headed by a Chairman of the Fire Authority. The Service is managed directly by the Chief Fire Officer and the senior management team.



Profile

Area (in hectares):	91,276
Population:	2,600,100
Fire Stations:	40
Wholtime Uniformed Posts:	1904
Retained Uniformed Posts (fte):	12
Control Staff Posts:	65
Non-Uniformed Posts (fte):	510
Operational Vehicles:	96

Operational Responses 2007/2008

Fires:	17,930
Other Emergency Incidents:	7,153
False alarms : Good intent	4,559
Automatic Detection Systems	11,377
Malicious	2,158
Total:	43,177

Fire Safety 2007/2008

Deaths from accidental dwelling fires:	8
Injuries from accidental dwelling fires:	137

Regional Collaboration

West Midlands Regional Management Board (WMRMB) was established following the publication of the Government's White Paper 'Our Fire and Rescue Service' that included a requirement for all Fire Authorities to establish Regional Management Boards (RMBs) by 1st April 2004.

The Boards take responsibility for delivering, under national policies, six strategic functions listed in paragraph 2.7 of The Fire and Rescue National Framework which are:

- integrate common and specialist services, for example fire investigation;
- put in place effective resilience plans for large scale emergencies;
- introduce regional personnel and human resource functions;
- develop a regional approach to training;
- establish regional control centres and as an operational priority and
- introduce regional procurement within the context of a national procurement strategy for the Fire and Rescue Service.

The West Midlands Region comprises:

- Hereford and Worcester Combined Fire Authority
- Shropshire and Wrekin Combined Fire Authority
- Stoke on Trent and Staffordshire Combined Fire Authority
- Warwickshire County Fire Authority
- West Midlands Fire and Rescue Authority.

These Fire Authorities have been meeting for a number of years as a forum and this group became a shadow Regional Board in January 2004 and then formed the West Midlands Regional Management Board (WMRMB) on 1st April 2004. WMRMB is a joint advisory committee created in accordance with Section 102(4) of the Local Government Act. This means that, unlike a joint committee, all decision making resides with constituent Fire Authorities. Each Fire Authority supplies three Members to the WMRMB, one of whom is the Chair and the five Chief Fire Officers act as advisors to the Board.

WMRMB has a model constitution and standing orders agreed by the constituent Fire Authorities and has a programme of public meetings. It has appointed a Clerk, Treasurer, Legal Advisor, Assistant Legal Advisor, Programme Manager, Programme Accountant, Communications Manager and a Risk Manager.

Using the PRINCE2 project management system, the Board has a programme of projects to deal with the six strategic functions listed earlier. Each discrete project has been allocated to a Fire Authority, with a project manager and responsible owner appointed to each project.

Code of Practice on Workforce Matters

In producing this Annual Report, the Authority confirms that it will comply fully with Annex D of ODPM circular 09/2004 in respect of the code of practice on workforce matters in Local Authority Service Contracts.

Looking back on success over the last year 2007/2008

Educating the younger members of our community



Over the last year, West Midlands Fire Service has continued the drive to improve public safety by providing a modern and proactive fire and rescue service. Some of the good work undertaken by our staff is contained within the following pages.

Our Successes 2007-2008 – Prevention

Home Fire Safety Checks (HFSCs) are an important part of the range of services that we provide to make people of the West Midlands safer. We are pleased to announce that from April 2007 to March 2008, operational crews completed 48,383 HFSCs. This number exceeded the target of 40,000 that was set for 2007-2008. Since the launch of HFSCs in 2003-2004 the number of accidental dwelling fires has reduced by more than 500. This achievement is down to the dedication of our workforce and their commitment to delivering an excellent service and making people safer every day, reducing the risk to lives and property. A contact centre has been introduced to support stations by managing HFSC appointments. The contact centre takes calls from the community and makes appointments that are convenient to both the caller and the team who will be carrying out the check.

Our Community Advocates, who help us reach those most at risk of fire, play a key role within the organisation. Since the establishment of the team they have helped to develop and create partnerships with different agencies and groups; arranged and attended functions; given presentations to specific target groups; generated HFSC referrals from those most at risk and have attended open days, workshops and other community events. In addition the members of the team have created or supported various initiatives across the West Midlands area. Talks have also been given to various groups including tenants associations;



Community Advocate arranging a Home Fire Safety Check



Community Advocates with Woodgate Valley White Watch



Safety demonstrations at the Northcote Farm Crucial Crew Event

participants from the English for Speakers of Other Languages (ESOL) course; mother and toddler groups and many more.

Working with young people is a priority function for West Midlands Fire Service. This work allows us to explain the hazards that are associated with fire and during the year we have developed many successful programmes.

In Wolverhampton a comprehensive Education Strategy for Young People has been developed making sure that a wide range of services and activities are available to those who need them. In putting the strategy together views of all those organisations that work with young people such as Pupil Referral Units and Youth Offender Teams were taken into account. The strategy includes those activities that clearly support the educational needs of the young people and much of the work relates to the Certificate of Personal Effectiveness. This means that it is part of a wider work scheme resulting in a recognised qualification for the individual taking part. Another success within the Wolverhampton area has been the annual Crucial Crew event. This multi-agency event took place over a fortnight and involved young people visiting Northcote Farm for a series of personal safety workshops and demonstrations. The event included fire safety advice, as well as advice from the local Road Safety team, Police; St. John's Ambulance; Red Cross and the Gazebo Theatre drama group. During the event 1,461 pupils from 36 schools took part and excellent feedback was received from the teachers.

An idea thought up by firefighters at Ladywood Community Fire Station now means that children in Birmingham are safer as they walk to and from school. The crew from White Watch came up with the idea of

producing high-visibility vests to make the children easier for motorists to see. As an added bonus a fire safety message was printed on the back of the vest. Funding for 1,000 jackets was secured through the Birmingham Fire Reduction Partnership and these have been supplied to schools in the Ladywood area. Due to the success of this project the Soho Finger/Gibb Heath Neighbourhood Element Board funded a further 1,350 jackets that were distributed to four schools in the area.

More than 105,000 people from our communities have visited our first purpose-built Community Fire Safety Centre at Handsworth since 10 June 2000. Over 20,000 have visited the Red Hot Education Station. This is an excellent example of a resource that is used by many community groups, the Fire Service and other professional organisations. Activities based at the centre have included a harvest festival where local children presented the produce that they had grown; training for station personnel on the new Command Support Vehicle; using the training area for young people on work experience; a planning event run by Birmingham City Council and City College students using the Information Technology suite and many more. A typical day at this facility could see up to 170 people visiting the centre at one time. In addition to this there are also the usual visitors to the Red Hot Education Station including a number of schools. The diverse range of activities that have been provided over the past 7-8 years is seen to be making a contribution to the overall reduction in the number of fire deaths and injuries within our communities. This success is down to the enthusiasm of the staff who have a wealth of experience and who come up with innovative ideas for moving forward. The Centre is open between 8am and 9pm, Monday to Thursday; 8am to 4pm on Friday and 8am to 2pm on Saturday.



A member of the deaf community at The Red Hot Education Station



We recognise that we cannot achieve our vision of 'Making West Midlands Safer' in isolation and we strive to build robust working relationships within the seven Local Authority areas. A few examples of our successes are detailed below and on the following pages.

The Interactive Centre of Erdington (ICE) was officially opened in December 2006 and due to its growing popularity throughout the past 18 months within the area, a post was established to manage the centre and take bookings. This facility has a conference/meeting room that can accommodate up to 20 people as well as 'before' and 'after' fire rooms and an Information Technology (IT) room with six work stations. The Local Delivery Group (LDG) aims to reduce crime and improve community safety and has established the facility as its base. As a result many diverse groups have used the centre and we now have access to many other vulnerable groups. The LDG gave us the chance to work with local youths and we have had the opportunity to positively influence youths from disadvantaged backgrounds. The ICE is also the home of the Erdington Town Centre Partnership. As a result, direct links to all the local businesses was obtained allowing members of the Brigade to deliver the 'Keep Your Business in Business' package, developed by the Arson Taskforce. It also provided the opportunity to have an influence in the Business and Pub Watches initiatives. A partnership with Merlin Venture was forged during the year and this gave focus on giving unemployed people the skills to get back to work. This has resulted in a job club being based in the IT room that meets twice a week. The centre has given us the capacity to expand the work on the normal schools programme in that all schools within the Erdington area are invited to the ICE to take part in an Arson Awareness programme.

The Sandwell Road Casualty Reduction Partnership was set up 18 months ago with the aim of reducing the number of accidents and casualties on the roads in the area. The partnership brought our organisation together with the West Midlands Police, West Midlands Ambulance, Sandwell Road Safety Unit and Sandwell Primary Care Trust (PCT). Several meetings have taken place over the past year and have resulted in a number of new initiatives being introduced. This included the very hard hitting 'Your Choice On the Road' presentation which has been delivered in a number of venues across the Sandwell area. In January 2008 members of the partnership attended an away day at our Training Centre facility. Presentations were given from representatives of the various agencies, increasing awareness about the roles different partners can play. It also explored opportunities for further joint working. During the afternoon session a mock road collision was set up and delegates were guided through the scenario and given the chance to get their hands on extrication equipment used by the Fire Service.

The Health and Safety Manager for Wolverhampton Homes wanted to raise awareness of the need for having safe escape routes in high rise multi occupancy buildings. To highlight the issues a campaign to explain the need to clear communal areas and hallways was required. It was suggested that, in order to put a positive view of the issue, we offer to enter into a partnership with Wolverhampton Homes by putting on a road show event, which was held over a week. All tenants were offered a free Home Fire Safety Check and given important fire safety messages. At the same time the representatives from Wolverhampton Homes started their clearing of the communal areas. This initiative worked very well and proved popular with both the tenants and Wolverhampton Homes. Our presence made the link that a clear



Police, Ambulance & Council officials at the Joint Services Day.



Road Casualty Reduction Team giving prevention advice



Promotion of HFSCs at the One Stop Shop at Tile Hill Library, Coventry



Housing Exhibition at the International Convention Centre Birmingham

communal area is necessary for a safe escape in the event of a fire occurring. The partnership is to be extended to make sure that every high rise block in Wolverhampton is visited in this way.

Firefighters in Coventry teamed up with Coventry City Council with the aim of improving fire safety in people's homes. Three Coventry Direct One Stop Shops are run by the City Council giving people a place to go for advice and guidance covering a range of issues. Watch Commander Steve Taylor and Community Advocate Steve Shoker set up the partnership arrangement and as a result staff at these venues have been trained to proactively generate Home Fire Safety Checks. It is anticipated that this partnership will continue to help in reaching high risk groups within the Coventry area.

Our Successes 2007-2008 – Protection: Advice and Enforcement

During the last 12 months we have put in place a Fire Engineering Team. This is to meet the needs of architects and designers who are increasingly moving away from prescriptive design codes to an engineered approach to fire safety. Innovative designs are being used to achieve some spectacular results and these are only made possible by using fire engineered solutions. The establishment of the team has resulted in increased support being given to all Fire Safety Centres. Greater consultation on an equal professional business footing has also taken place with our external stakeholders. We further support this initiative by sponsoring places on the B Eng (Hons) Fire Engineering degree in order to make sure that we continue to provide an excellent service.

Following the introduction of the Regulatory Reform (Fire Safety) Order 2005, and its impact upon premises that previously fell outside the scope of fire legislation, staff from Fire Safety Centres planned and started delivering a series of seminars during 2007. These were held across the West Midlands and aimed at educating and supporting all faiths to meet the requirements under the Fire Safety Order. The first seminar was held at Handsworth Community Fire Station where over 60 religious leaders, representing 19 different faiths, attended. Delegates were taken through a step by step process of how to make sure that their premises had compliant fire safety arrangements in place. Assurances were given that the local Fire Safety Centre would work with them to achieve the safest possible outcome. Additionally, delegates were encouraged to take up the offer of a free Home Fire Safety Check and it also gave them an insight into the work of the West Midlands Fire Service. Due to the success of the first seminar a further one was held in Coventry at which 150 faith leaders attended. Our partnerships with all faiths have been strengthened because of the good work achieved in putting these seminars together.

Part of our work is to look into fitting the appropriate sprinkler suppression units where there is a high likelihood that fire will occur and the occupant is unlikely to make an escape unaided. To help protect some of our most vulnerable people within the West Midlands area, we have fitted full automatic sprinkler systems in 17 homes.

In 2006 Fire Safety Officers from Hay Mills Fire Safety Centre raised concerns about a residential home in Moseley that provided accommodation for approximately 68 adults, some of whom had learning difficulties. A partnership was formed between the Fire Service, Trident Housing Association and Birmingham Community



Speakers & delegates at the Regulatory Reform (Fire Safety) Order Conference



Sprinkler head

Safety Partnership, and as a result a sprinkler system was installed at a cost of £60k. This funding was shared between the partnering organisations. Representatives for the residents were consulted throughout the process and the system was commissioned in 2007. All areas within the home were covered and particular attention was given to the bedroom areas. In addition we have now increased the number of portable suppression units that are available. These units are a 'first aid' measure and are installed into places where the risk may not be of a permanent nature but still requires a quick response. For example a person with a serious illness who is confined to bed or where the tenancy of the property is not long term. They have a limited area of coverage and operate best within one room. The majority of referrals for suppression systems are generated by the HFSC process.

During 2007 the Risk Based Inspection Program (RBIP) was improved to provide targeting of higher risk premises by;

- allowing for use of additional premises/site risk information gathered by operational personnel through Site Risk Survey. This information is used to identify premises requiring more detailed fire safety audits;
- ensuring compliance with the Enforcement Management Model, (EMM), which is accepted as best practice by the Chief Fire Officers Association, (CFOA). Application of this model makes sure that all owners of buildings are dealt with in an equal and fair manner;
- collecting additional data relevant to risk associated with building complexity and occupancy factors to further differentiate between lower and higher risk premises; and

- applying common weightings to premises by type, the starting point for prioritising the frequency of audits, is currently being re-evaluated to further make sure we are targeting high risk premises.

Our Successes 2007-2008 – Emergency Response

The Pump Rescue Water Tower (PRWT) is the latest front line addition to our fleet and combines the water tower capability of a hydraulic platform with the equipment and facilities of a pumping appliance. It can simultaneously supply 4,500 litres of water per minute through several hoses. It also has a camera facility; thermal imaging capability; lighting mast and a line rescue capability. The vehicle was delivered to Ward End Community Fire Station and started responding to calls in June 2008.

Firefighters were supplied with new Breathing Apparatus (BA) lamps during 2007/2008. The replacements began in May 2007 with appliances having new charging units fitted by the Transport Engineering Workshops (TEW) team. These were fitted to fire engines when they were called into TEW for their scheduled service to make sure they were available to respond to emergencies when they were called upon. The new lamps have been designed so they can be easily attached to a BA set and easily handled. The initial feedback indicates that the new lamps have been well received by the firefighters.

We have provided our firefighters with new radios that improved communications particularly in larger, more complex buildings that have been built in recent years. The first delivery of the new radios was received in April 2007. The radios were issued to senior officers



The Pump Rescue Water Tower being tested at the National Exhibition Centre



The new breathing apparatus lamps in use

initially, then operational crews, throughout 2007. This model was chosen following feedback from operational personnel, who identified certain key features that would be of benefit to the user. Overall feedback from users has been positive.

Large buildings present problems when using radio communications; the effective range of radio signals is dramatically reduced, due to the fabric of the buildings and this can have an adverse effect on command and control at incidents. During 2007 and early 2008, University Hospital Coventry and Warwickshire (formerly known as Walsgrave Hospital), Winson Green Prison and Touchwood Shopping Centre improved their radio communications systems to enable attending crews to communicate throughout each building using existing fire service radio channels. The involvement of our Radio Engineers was crucial to the success of these projects.

During 2007 work has been undertaken to replace and upgrade our Command Units with 3 new Command Support Vehicles (CSV). These vehicles have improved communication and information technology systems that integrates information and image recording systems to improve support for Incident Command Officers. As well as the standard equipment (radios, specialist surcoats and so on) there are 3 computer terminals inside the vehicle. The crew are able to enter essential details from the incident ground such as messages and resources in use on to the system. The information is displayed via a large 'touch screen' monitor that is then viewed from outside the vehicle. 'Mapping' technology is also available allowing the crew or officers to draw incident plans including fire engine icons for easy identification. Once an incident has ended all the information recorded on the computer terminals and on the monitor can be saved for later

use. 'Primary' locations have been identified and the vehicles will be located at Handsworth, Tipton and Solihull Community Fire Stations.

During 2007 we appointed two additional temporary Hydrant Technicians to carry out full wet testing of hydrants. An average of 1,000 hydrants per month are now being wet tested. As a result of the good progress made throughout the year the 2 temporary positions were made permanent in late February 2008. Currently a Hydrant Risk Based Inspection Programme is being developed, this will mean that hydrants will be tested on a sliding scale that is, hydrants in high risk areas will be tested yearly and those in low risk areas every four years. In addition a mapping project has started and this will compare the hydrant location data the Water Office holds with that of the water companies. This information will then give firefighters the precise location of hydrants in the area. Throughout 2008 the Water Office will be working with the Information and Communication Technology (ICT) section to develop a new application for the management of hydrants and open water supplies.

One of the most valuable resources to operational crews when responding to an emergency is information. The more information that is made available, the more informed the decision making can be resulting in improved emergency response and firefighter safety. During 2007 a Site Risk Survey project was carried out and as a result of this work, up to date information about site specific risks can now be accessed by operational crews via the fire engines' on-board IT systems. Since the setting up of the system, operational crews have been carrying out vital work identifying sites that present a potential risk and gathering information about them. Information captured includes:



Demonstration and training for use of new Command Support Vehicle



- construction details;
- relevant fire behaviour guidance;
- access points;
- chemical storage;
- location of fire exits;
- water availability;
- fire safety information including whether the premise has an up to date fire risk assessment and so on; and
- maps and photographs.

This is not an exhaustive list and crews can record any information that they feel is relevant and add any premises that they feel present some form of risk, for example back-street garages that are storing acetylene cylinders. The benefits of the information gathered are not just limited to immediate emergency response, it can also add a new dimension to planning resource allocation. Fire safety inspection programmes that prioritise sites according to risk can be developed. The system helps crews maintain and develop skills and knowledge as it allows for 'virtual familiarisation' of a wide range of premises. There is potential in the future for more information to be added to the database including that gathered during Home Fire Safety Checks. The work is on-going and currently 20 – 30 new Site Risk Identification forms are being added to the system every week.

Since its operational 'Go live' in November 2007, the Incident Support imaging System (ISiS), our 'eye in the sky' has been requested and successfully used at a variety of incidents. The ISiS team has taken part in many familiarisation and training events, including a large scale national Health Protection Agency exercise held at the Fire Service College, in Moreton in Marsh, earlier this year.

Site Risk Survey at Aston Villa Football Club

The small unmanned aerial vehicle is the first of its type to be utilised operationally by any UK Fire and Rescue Service and as such has attracted a vast amount of interest from Fire and Rescue Services and other national agencies. The system now comes complete with a forward looking infra red thermal camera which makes ISiS an even more capable system to be used for safe incident management.

Our Successes 2007-2008 – Organisation

The most valuable resource within the West Midlands Fire Service is our staff. All are committed to delivering an excellent service to the communities that we serve.

In October 2007, an Awards Ceremony was held to recognise and praise the work and achievements of both uniformed and non-uniformed members of staff. Also the achievements of external individuals and groups from the local community were also recognised. The recipients were:

- *Crew Commander Jason McKinney who responded to a fire in a neighbour's house whilst off duty (pictured overleaf top left);*
- *Crew Commander Alex Daw; Firefighter Michael Buckley; Firefighter Phillip Duncliffe; Firefighter Robert Gallagher and Firefighter Doug Forbes in recognition of their work in rescuing three people from a second floor maisonette (group picture overleaf);*
- *Crew Commander Andy Connolly who stopped to assist at a road traffic collision whilst off duty (pictured overleaf top right);*





- *Fire Control Operator Katie Smirthwaite* who gave vital fire survival advice to a person who was trapped (pictured opposite top left);
- *Watch Commander David Bromley* and *Crew Commander Mark Clifton* – whilst on their way to work they noticed smoke, informed the fire service, evacuated the premises, located the fire and provided valuable information to the arriving fire crews (pictured opposite top right);
- *Watch Commander Tony Bucknall* who tirelessly works to support Adult Learning and youth work in Wolverhampton (pictured opposite bottom left);
- *Firefighter Katrina Treble* for introducing educational packages during a secondment with the New Leaf Centre for excluded children and schools in the Borough of Walsall (pictured opposite bottom right);
- *Watch Commander Des Lloyd* for being instrumental in establishing a branch of the Young Firefighters' Association (YFA) at West Bromwich Community Fire Station (pictured on p.24 top left);
- *Parbinda Kaur* who works voluntarily in conjunction with local fire stations across the Sandwell Borough promoting Home Fire Safety Checks to members of the Sikh community (pictured on p.24 top right);

- *Watch Commander Graham Hickman* for his work with the Young Firefighters' Association (YFA) and setting up a YFA Special Educational Needs Group at Oldbury Community Fire Station (pictured on p.24 bottom left);
- *Firefighter Steve Corbett* who has been instrumental in running a branch of the Fire Services National Benevolent Fund (FSNBF) at Sutton Coldfield Community Fire Station on a voluntary basis;
- *Fire Control Operator Jacqui Harmitt-Smith* who gave exceptional fire advice during the course of an incident;
- *Firefighter Richard Garbett* who, due to his quick decision making, assisted in relieving the suffering of a person who was struggling to breathe as a result of smoke inhalation.

In the Queen's Birthday honours two members of the West Midlands Fire Service received the Member of the Order of the British Empire (MBE) award. Alan Brandon, Director of Corporate Planning and Support received the honour in recognition of his loyal service to Local Government. Mr Graham Bow, a retired firefighter has worked on a voluntary basis for a number of years and received the honour in recognition of his services to the Fire Service, (pictured on p.24 bottom right).

Station Commander Gary Taylor from Erdington Community Fire Station and Gary Brookes from Oldbury Community Fire Station were chosen to attend a Ministerial Reception at Westminster. This was in recognition of their commitment to community fire safety.





Aaron Manning, Brigade Photographer won an award in the Press and Public Relations category as part of the British Institute of Professional Photographers (BIPP). The image awarded was the collapse of Shannon's Mill, an historic leather mill in the heart of Walsall town centre, taken on 3 August 2007.

A work experience course developed and run at Tipton Community Fire Station won a prestigious award. Watch Commanders Lee Walker and John Williams, with assistance from our Youth Services team, developed a one week course. Since that time over 40 secondary school pupils have taken part, for example from Willingsworth High School. It was pupils from this school that nominated the course as part of the Sandwell Education Business Partnerships awards for providing high quality work experience. 4,000 nominations were submitted from within the Sandwell area and assessed by an independent panel. The course developed by the Watch Commanders was selected as one of the Highest Quality Work Experience Providers for 2006. The award was presented at a Showcase Award Ceremony at the Botanical Gardens in March 2007.

The Performance Assessment and Improvement Team (PAIT) based at Solihull Community Fire Station, has been very busy throughout the past 12 months.

Performance management is a core element to the achievement of our key priorities and there is a need to continuously make improvements to the service we provide. Part of this work has seen PAIT managing and co-ordinating the Price Waterhouse Coopers (PwC) Performance Improvement Programme. The work of the PwC teams demonstrates a cross cutting and inclusive approach to the improvement of

performance management. The teams are made up of dedicated staff from all functions including our lead Member for performance management, Councillor Stuart Davis. These teams have engaged with staff across the organisation to assist in the development and completion of this work.

PAIT has engaged with staff and been leading in the 4D (Discover, Dream, Design, Destiny) visioning process with a view to achieving a new vision for the Service five years from now. We recognised that it was, and still is important for all staff to have 'their say' in a positive way. Events have taken place and will continue to take place throughout 2008 in all areas of the Brigade, to make sure that this happens.

During 2007-2008 PAIT continued to support Operations Performance Improvement Meetings (PIMs). With the support of PAIT, key outcomes and performance measures for service delivery have been defined which are the focus of these improvement meetings. PAIT has undertaken a number of performance reviews throughout the past 12 months across key operational and support areas of the Service. Improvements recommended and implemented as a result of these reviews aim to make sure that the customers needs, both internal and external, are being addressed in the most efficient, effective and economic way. As an example, the review of Fire Safety; Transport Engineering Workshops; Personal Protective Equipment and Operational Training have allowed us to challenge some critical areas of service delivery, which will ultimately enhance our core response, prevention and protection processes.



Officers and Members at the 4D Visioning Summit



4D Visioning Summit



Celebration of Inventions & Pioneers from the Black Community



Councillor Kevin Foster & Balbir Singh Dhami (Multi Faith Sikhs Community Forum) talk to Community Advocate Steve Shoker at the Varsakki Festival

Many improvements have been made in the field of Equality and Diversity. During 2006 we produced our first Race Equality Scheme which gave us the opportunity to promote the race equality duty within our organisation.

We have made progress in the following areas:

- Provided further equality training to all staff;
- Assessed all policies for relevance to the duty to promote race equality;
- Provided training on Equality Impact Assessments;
- Further encouraged under represented groups to apply to join the service through positive action initiatives;
- Refined our monitoring ethnicity in relation to employment and Service delivery;
- Successfully engaged with community initiatives, for example, Multi Faith Forums;
- Further targeted vulnerable groups to make sure that there is equal access to home fire safety initiatives and
- Employed Community Advocates.

In December 2006 we produced our first Disability Equality Scheme and this has resulted in our organisation making significant progress in the promotion and implementation of disability equality. During the last year we made significant progress in the following areas:

- Enhanced our work with the deaf community;
- Provided Disability Equality training;
- Implemented the Peer Support Officer Scheme;
- Involved staff with disabilities in the design of the Headquarters building;

- Established an internal disability focus group and
- Developed a deaf community home page on our web site.

We are proud of our achievements to date, however we recognise the importance of continuing to make sure that disability and race equality are embedded within our organisation's practices and procedures.

Management Development Programmes are now being delivered for all three levels of management: supervisory; middle and strategic. The first Strategic Manager Development Programme took place during last year and 7 strategic manager candidates undertook a 12 month modular programme. This was delivered by external consultants and explored a range of organisational and leadership strategies. At the same time candidates also had the opportunity to work towards the Introductory Executive Diploma in Management. This was awarded by the Institute of Leadership and Management (ILM) and gave the candidates the opportunity of achieving a nationally accredited level 7 qualification.

In January 2007, 11 managers commenced the Middle Manager Development Programme to help gain knowledge and understanding required for the role of Station Commander. Once again candidates were given the opportunity to work towards achieving nationally recognised management qualifications. Some of the group undertook the ILM level 5 qualification in management that required each candidate to complete a work based assignment which demonstrated a commitment to bringing improvements into the workplace. The remaining candidates enrolled on the Diploma in Public Service Leadership (DPSL), a 12 month programme accredited by the Chartered Management Institute.



A member of the deaf community at The Red Hot Education Station



Womens Development Programme



Building work in progress at the new Headquarters

Towards the end of 2007 10 Group Managers attended a four day workshop designed to support them in new aspects of their role. Topics covered included strategy development; change management and leadership.

During 2007-2008, work on the new Headquarters and Safeside at Eastside buildings moved on at a rapid pace. The sale of the current site at Lancaster Circus was completed on 2 October 2007. Bids were received regarding the sale of our former stores building on 19 October 2007. These were assessed and completion took place before to the Christmas period.

The major tasks that were completed during the past year and since the start of the project include:

- acquiring the land at Vauxhall Road for the new Headquarters;
- selling the existing Headquarters building at Lancaster Circus;
- selling our stores building at Oughton Road;
- progressing issues about the move to a new Headquarters via a new Consultation Group;
- appointing consultants to the positions of employers agent and mechanical and electrical consultant for the design and build project;
- gaining planning permission for the new Headquarters from Birmingham City Council;
- appointing Design and Build contractor for the new Headquarters building following completion of tendering process;
- appointing Design and Build contractor for the new car park adjacent to the new Headquarters site;
- securing £250k of funding from Birmingham sources for the Safeside at Eastside safety centre;

- approval for a range of technical and practical 'fit out' specifications for the new Headquarters building and Safeside.

During the build staff have had the opportunity to visit the site and by April 2008, 28 visits with 120 staff members, had taken place. The project team received a number of positive comments from those who had visited the site and many useful issues were raised. The project remains on-target and it is anticipated that members of staff will start to move across to the new Headquarters on 25 July 2008, completing September 2008.

The building will have a range of environmentally friendly measures including:-

- a lightweight thermally efficient structure;
- high quality double glazing;
- low heat generation within the building;
- computer based energy management system;
- air conditioning system with directional hot/cold sensors;
- activity sensed lighting;
- rain water harvesting;
- solar water heating;
- water sensors in wash rooms and
- a green/brown roof.

All of these features have helped the Authority to become owners of the first public building in Birmingham to whom the Building Research Establishment Environmental Assessment Methodology (BREEAM) agency has presented an EXCELLENT award.



Building work in progress at the new Headquarters Safeside site



Artists impression inside Safeside



One of the major threats to the well-being of our society today is climate change. The scientific community agree that the past activities of people have had, and will continue to have, an adverse impact on the global climate.

It is the responsibility of businesses and services to develop and implement strategies that will help to minimise the effects of climate change. The West Midlands Fire Service has a significant role to play as part of this agenda including taking action that will help to protect and improve the environment. With this in mind our new environmental strategy was launched at an internal management briefing on 13 March 2008. This document outlines our approach and details a number of key objectives in relation to:

- procurement;
- resources;
- e-green Information and Communication Technology;
- waste and recycling;
- energy reduction;
- water;
- transport;
- operations;
- employment;
- awareness; and
- performance.

The document also outlines how we are going to develop and deliver the strategy. For more information and to access the full document, go to www.wmfs.net and click on the link on the left hand side of the home

page entitled "Environment Strategy". In addition an Environmental Working Group has been set up and held its first meeting on 26 September 2007. Representatives from key stakeholders and Representative Bodies meet every two months to drive forward the environmental strategy and associated action plans for key priority areas. A number of smaller working parties have been set up to develop strategy in key areas, for example, paper use, mileage reduction, operations, estates, employment.

Work is now underway looking at how we measure our carbon footprint and reduction in energy usage. This piece of work will include researching the best way of measuring the environmental impact of our activities and developing robust performance measures. Environmental measurement needs to be factored into the work being undertaken to develop the performance framework for the Brigade. The Performance Assessment and Improvement Team will be working with Operations Support and the Carbon Trust in the forthcoming financial year.

Progress in respect of Integrated Risk Management

The Authority first published the Integrated Risk Management Plan in April 2004. This was followed by three further action plans containing recommendations that focused on prevention and protection, as well as the emergency response service. Changes to the process were made resulting in making the action plan part of the Annual Service Plan. Six recommendations thought to have a potential impact on our service to the community were subject to a period of public consultation and the final Annual Service Plan was published on 1 April 2007. Progress in each of the recommendations is detailed below.



Environmental Strategy Launch event at Headquarters



Firefighters preparing for training in the use of Defibrillators



We have delivered over 40,000 Home Fire Safety Checks and continue to drive this initiative forward. We reviewed our emergency response to fires of a low risk, for example those involving grass or rubbish. As a result of this work we intend to introduce two Targeted Response Vehicles into the Brigade during 2008-2009 to respond to calls of this nature. These vehicles are smaller fire engines crewed by three firefighters instead of five, using new firefighting techniques to put fires out quickly and efficiently. A Brigade policy is now in place regarding carrying defibrillators on fire service vehicles. Training has been arranged for our instructors with West Midlands Ambulance Service. Training units and consumables have been purchased and all front line vehicles, key locations and other selected sites have been identified for implementation. Fire engines now carry defibrillators for use when people suffer a heart attack. Work has commenced on the development of a Technical Rescue facility at Bickenhill Community Fire Station and is due to be ready by Autumn 2008. During 2007 the Risk Based Inspection Program (RBIP) was improved to ensure we target our response to risk.

We have been actively seeking to influence the behaviour of all road users in order to reduce the number of people killed or seriously injured in road collisions. We have worked with our partner organisations namely Local Authority Road Safety teams; West Midlands Police; Youth Justice Boards and the Justice System for the West Midlands. Our work with children and young people through the "Your Choice: On the Road" initiative has been successful and effective at teaching young people the consequences of poor riding and driving.

Risk Management is the process of identifying threats and opportunities, evaluating their potential consequences and then determining the most appropriate methods of responding to them.

The Fire Authority has long recognised that having an effective risk management framework in place enables it to deliver its key objectives whilst making sure that it gives value for money.

During 2007-2008 the Authority carried out an extensive review of its approach to risk management, which involved seeking the views of over 100 managers from across the organisation. As a result, an updated strategy was issued in November 2007.

A significant part of the work also included a review of the content and methodologies surrounding the Corporate Risk Register. As a result, the register has been updated to reflect a wider range of risks to the organisation and now includes a framework by which assurance on the relative effectiveness of control measures can be reported. These revisions, which were developed in order to prepare the Authority for Comprehensive Area Assessment, were scrutinised by Internal Auditors during the latter part of the reporting year and approved by the newly formed Authority Audit Committee in March 2008.



Corporate Risk Register

Definition: 'those risks that, if realised, would seriously affect the Authority's ability to carry out its core functions or deliver key objectives'.

1. The Fire Authority is unable to maintain the positive engagement of staff, resulting in an inability to deliver key priorities and objectives.

RISK OWNER: Head of Human Resources

2. The Fire Authority is unable to maintain its ICT provision, excluding its operational mobilising and communication services, resulting in significant disruption to the organisation's ICT functionality.

RISK OWNER: Director (Technical Services)

3. The Fire Authority is unable to respond effectively to the threats posed by the transition to the Regional Control Centre, resulting in the Brigade being unable to maintain a robust Command and Control structure.

RISK OWNER: Director (Technical Services)

4. The Fire Authority is unable to ensure proper controls are established whilst working in partnership with other agencies/groups, resulting in a significant impact on the financial standing and reputation.

RISK OWNER: Head of Finance and Procurement

5. The Fire Authority is unable to deliver the core objectives of preventing, protecting and responding effectively as a result of an extensive disruption to normal working methods.

RISK OWNER: Director (Operations Support)

6. The Fire Authority is unable to ensure that operational staff have sufficient information, instruction and training in order to meet the demands of dealing with a wide range of emergency incidents.

RISK OWNER: Director (Operations Support)

7. The Fire Authority is unable to deliver the core objectives of preventing, protecting and responding effectively as a result of insufficient or ineffective physical resources.

RISK OWNER: Director (Operations Support)

8. The Fire Authority is unable to deliver the core objectives of preventing, protecting and responding effectively as a result of insufficient resources or the inefficient use of resources.

RISK OWNER: Head of Finance and Procurement

9. The Fire Authority is unable to deliver the core objectives of preventing, protecting and responding effectively as a result of insufficient or ineffective human resources.

RISK OWNER: Head of Human Resources

10. The Fire Authority is unable to implement and/or manage the its regulatory responsibilities under the Regulatory Reform (Fire Safety) Order 2005, resulting in legal action being taken against the Authority.

RISK OWNER: Director (Operations Support)

11. The Fire Authority is unable to maintain the command and control function, resulting in an inability to receive, process and respond to emergency call effectively.

RISK OWNER: Director (Operations Support)

12. The Fire Authority suffers a major Health and Safety or environmental failure, resulting in the Authority being subject to legal challenge.

RISK OWNER: Director (Operations Support)

13. The Fire Authority is unable to influence at Local Strategic Partnership, Crime and Disorder Reduction Partnership and other key partnership groups, resulting in an inability to cooperate and support the delivery of joint outcomes for local people and communities, as well as the delivery of key fire service objectives.

RISK OWNER: Director (Operations)



Battery warehouse fire



The Deputy Chief Fire Officer in Afghanistan with British Reservists

Our Deputy Chief Fire Officer, Vijith Randeniya, visited British Reservists in Afghanistan as part of the Ministry of Defence's Employers Abroad programme. Whilst there, the DCFO, saw first hand the contribution made by Reservists and what could be done by employers to better support them.

The West Midlands Fire Service supports its Reservists and has changed its procedures to reflect this. The DCFO stated "Reservists are indeed ordinary people, they are however doing an extraordinary job and I salute them."

Further information can be obtained by contacting Supporting Britain's Reservists and Employers (SaBRE) at www.sabre.mod.uk

A new Action Planning template was developed and put in place in the organisation during the last financial year. As part of the process informal consultation took place with several members of staff, both uniformed and non-uniformed to ask for ideas as to how the current format could be improved and to identify what elements they wanted included. It was identified that work towards achieving corporate objectives was being planned but interdependencies such as work required from the ICT and Statistics section had not been identified. With this in mind, a new section was added to the template so that owners of the plans had to consult other departments in order to complete the plans.

Another section added was the Risk Impact Assessment. This came about following the Audit Report which stated risk management needed to be embedded within the organisation. The Corporate Planning Team developed a Risk Impact Assessment pro-forma which, along with the guidance and tolerance levels has started us on the way to embedding risk management.

Equality and Diversity plays an important part within the organisation and one way to get everyone thinking is the completion of Equality Impact Assessments (EIA). The new Action Planning template acts as a checklist and those filling in the information will have to indicate that they have completed an EIA. The new template can be used when completing Individual Performance Development Reviews (IPDRs); for monitoring work and completing the Progress Report section and providing evidence that they have carried out work. This latter section also assists the Performance and Improvement Team (PAIT) when they do their quarterly monitoring of actions.

Following approval from Corporate Board the new Action Planning template was used for the completion of 2008/2009 Action Plans. Completed plans have been placed on the Corporate Planning & Support Intranet pages.

In January 2008 an Audit Committee was established to provide independent assurance regarding the adequacy of the risk management framework. The Audit Committee will independently scrutinise the Authority's financial and non-financial performance and oversee the financial reporting process. One independent Member will sit on this committee for a period of three years but will not have any voting rights and it is expected that this vacancy will be filled by mid 2008. The Chartered Institute of Public Finance and Accountancy (CIPFA) recommended that audit committees should meet regularly and, therefore, a work programme based on this advice has been put together. This programme will be reviewed and updated on a regular basis.

The Annual Audit and Inspection Letter for the West Midlands Fire and Rescue Authority (WMFRA) once again assessed the organisation as 'improving well'.

The report looked at evidence obtained from the latest Comprehensive Performance Assessment and Direction of Travel review and from findings and conclusions from the audit of the Authority for 2006-2007. It stated that good progress is being made in improving areas of priority and that sound arrangements to make sure further improvements could be made in the future were in place. Notable comments included:



Demonstration of some of our technical equipment to external inspectors

"The FRA is improving faster than other FRAs in reducing the levels of deliberate primary fires...."

"Community safety activity has significantly increased."

"The FRA is continuing to make sound contributions to wider community outcomes."

"The FRA is developing its approach to improve safety in the community through more targeted evaluation of local initiatives."

"There are innovative approaches to access and the quality of service to vulnerable groups is improving."

"The authority is the second lowest cost per head of population, the lowest band D council tax of any metropolitan authority and has consistently high satisfaction results..... It is exceeding its efficiency targets through IRMP projects and best value reviews....."

Table 1 Fire and Rescue Service Assessment

Table 1 details the assessments for the West Midlands Fire and Rescue Authority. The overall rating was lower than that of 2006 but our external auditors said *"We do not see these variations as detracting from our overall message that the Authority is improving well."*

Element	Assessment
Performance Indicators	2 out of 4
Operational assessment of service delivery	3 out of 4
Overall fire and rescue service assessment	2 - Adequate performance - only at minimum requirements

Table 2 Use of Resources Assessment

For the purposes of the Comprehensive Performance Assessment, the external auditors assessed the Authority's arrangements for use of resources in the following five areas:

Element	Assessment
Financial Reporting	3 out of 4
Financial management	2 out of 4
Financial standing	3 out of 4
Internal control	2 out of 4
Value for money	3 out of 4
Overall assessment of the Audit Commission	3 out of 4
(Note: 1 = lowest, 4 = highest)	

Notable comments included:-

"The Authority continues to perform well in respect of financial reporting ..." ... "the Authority was put forward as 'notable practice' for the summary financial information it produced and the approach and production of its annual report."

"The Authority manages its finances well in line with its medium term financial strategy ..."

"The Authority has the main elements of an internal control framework in place and has now developed an audit committee."

Please visit the Audit Commission website: www.audit-commission.gov.uk, for a full copy of the Annual Audit and Inspection Letter.

How the Service performed against it's budget

How much did the service cost in 2007/2008?

To be inserted after the Annual General Meeting (AGM) of the Fire Authority on 23rd June 2008.

piechart 1

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How much was the service funded in 2007/2008?

To be inserted after the Annual General Meeting (AGM) of the Fire Authority on 23rd June 2008.

piechart 2

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Balances and Reserves

The Fire Authority must consider the level of general balances it wishes to maintain before it can decide the level of Council Tax to charge in any year.

In order to set a balanced budget in 2007/08 the Authority assumed no movement in general balances. The actual level of general balances increased in the year by £x, leaving £x general balances at the end of the financial year.

The Authority holds general balances as funding to meet any unforeseen events which it may need to respond to. Interest is earned on any unused balances.

In addition, as part of the closedown of accounts process, consideration needs to be given to the level of earmarked reserves required. These are amounts set aside to meet specific anticipated future demands. The level of earmarked reserves increased by the end of the year by £x. This brought the total level of these reserves to £x (full details are on page 33 of the Statement of Accounts). Interest is earned on any balances until expenditure is committed against the demands identified.

Capital Expenditure and Funding

In 2007/08, the Authority spent £15,638 million on capital projects.

The expenditure was incurred on the following:

	£000s
Land & Buildings	12,524
Vehicles	1,747
Equipment	1,270
ICT Software Licences	97

A considerable amount of this expenditure was financed by borrowing (46.5%). The balance was funded by grants, direct revenue funding and the utilisation of capital receipts.

In the same way that borrowing was used to help purchase assets during 2007/08, borrowing in earlier years meant that at the end of 2007/08, the Authority had total loans of £46.981m (the interest and principle on any loans needs to be met from future revenue budgets). The value of fixed assets held by the Authority as at 31 March 2008 which the loans had helped fund was £93.9m, of which approximately 91% related to land and buildings and 9% related to vehicles and equipment.

Note: At time of going to print, the Authority's Statement of Accounts had not been externally audited.

Further information is available in our Corporate Strategy available via our website www.wmfs.net

Assessment of Last Year's Performance Against Targets and Against Performance Over Previous Years





Shop fire in Small Heath, Birmingham



Officers & the Lead Member for Performance Management agreeing targets

Summary of Performance against the Best Value Performance Indicators for 2007/2008

The following section details our results for 2007/2008 against each of our Performance Indicators.

These figures are set alongside our year on year performance since 2004/2005.

We have also provided some comparison with other Fire Authorities.

At the end of the section we list a number of Local Indicators.

KEY ON INDICATORS

To aid understanding, all Indicators in this section are marked as follows:



For Indicators where the target has been met or exceeded



For Indicators where the target has not been met but performance has improved





For Indicators where the target has not been met

Indicators Relating to Fires



BVPI 142ii	The number of property and vehicle fires per 10,000 population
LI 10	The number of property and vehicle fires

DEFINITION: The number of fires in dwellings, other buildings and vehicles, attended by the Brigade.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 142ii Service Specific	36.41	32.39	28.14	27.63	24.38	
LI 10 Local	9,387	8,354	7,291	7,160	6,339	

BVPI 142iii	The number of accidental fires in dwellings per 10,000 dwellings
LI 11	The number of accidental fires in dwellings

DEFINITION: Dwelling fires where the cause was an accident or not known. Fires where the suspected cause was arson, are excluded.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 142iii Service Specific	23.52	22.50	20.17	19.39	18.40	
LI 11 Local	2,466	2,369	2,133	2,050	1,959	

Indicators Relating to Fires

Background to BVPI 142ii and iii

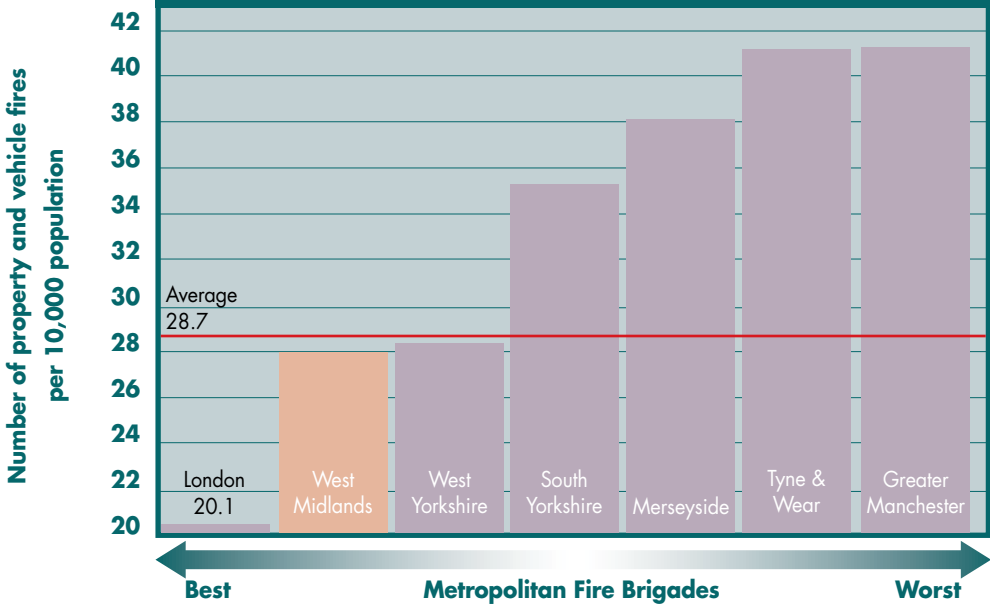
We are constantly striving to reduce the damage and loss caused by all types of fire.

We focus particularly on fires in the home, which pose the greatest threat to the lives and safety of the community, by acting to prevent fires before they occur.

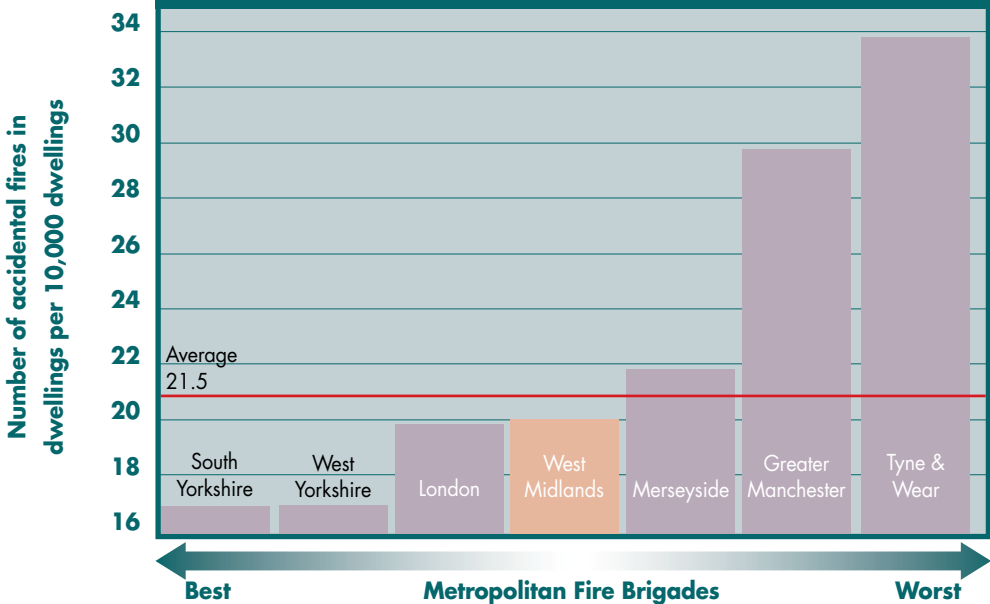
We will always respond quickly to emergencies should the worst happen, but we would rather prevent fire by informing the community of the dangers, helping teach children about fire risks and working with others to make those most at risk from fire, safer.



BVPI 142ii - Comparison of Metropolitan Fire Brigades (year 2006/2007)





BVPI 142iii - Comparison of Metropolitan Fire Brigades (year 2006/2007)



Indicators Relating to Fires



BVPI 206i	The number of arson property fires (excluding arson fires in vehicles) per 10,000 population
LI 24	The number of arson property fires (excluding arson fires in vehicles)

DEFINITION: The number of fires in dwellings or other buildings where the cause was arson.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 206i Service Specific	7.56	6.62	6.44	6.38	5.20	
LI 24 Local	1,948	1,707	1,668	1,652	1,353	

BVPI 206ii	The number of arson fires in vehicles per 10,000 population (excluding derelict vehicles)
LI 3	The number of arson fires in vehicles (excluding derelict vehicles)



DEFINITION: The number of fires in vehicles where the cause was arson (excluding derelict vehicles).

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 206ii Service Specific	12.24	9.76	7.27	7.27	6.07	
LI 3 Local	3,156	2,517	1,883	1,883	1,578	

Indicators Relating to Fires



BVPI 206iii	The number of arson fires not involving property or vehicles (e.g. grass or rubbish fires) per 10,000 population
LI 25	The number of arson fires not involving property or vehicles (e.g. grass or rubbish fires)

DEFINITION: The number of arson fires not involving property or vehicles e.g. grass or rubbish fires.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 206iii Service Specific	41.24	44.34	49.94	52.70	36.65	
LI 25 Local	10,633	11,436	12,942	13,656	9,530	

BVPI 206iv	The number of arson fires in derelict vehicles per 10,000 population
LI 26	The number of arson fires in derelict vehicles

DEFINITION: The number of arson fires in derelict vehicles per 10,000 population.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 206iv Service Specific	0.93	0.62	0.54	0.50	0.50	
LI 26 Local	239	160	141	130	129	

Indicators Relating to Fires

Background to BVPI 206i, ii, iii and iv

The West Midlands Arson Task Force (WMATF) has been specifically established to support the targeting of all deliberate fires, initially concentrating on the reduction of vehicle arson by working with the West Midlands Police and our partners in Local Authorities.

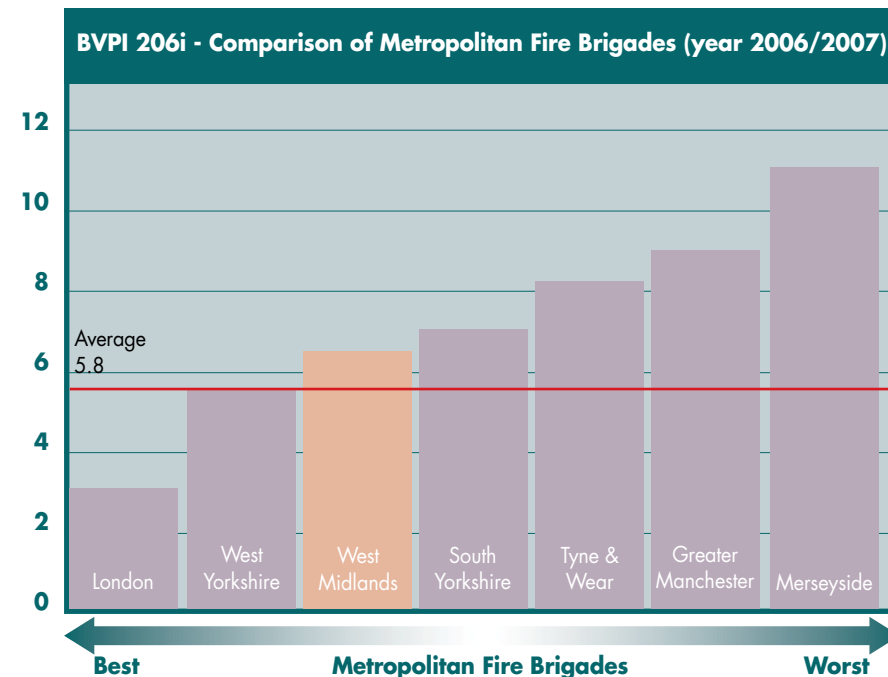
The work is divided between prevention, education, investigation and detection.

The WMATF combines the information from its partners disseminating those results to determine its priority for that year, therefore being efficient in managing the work to achieve the best impact.

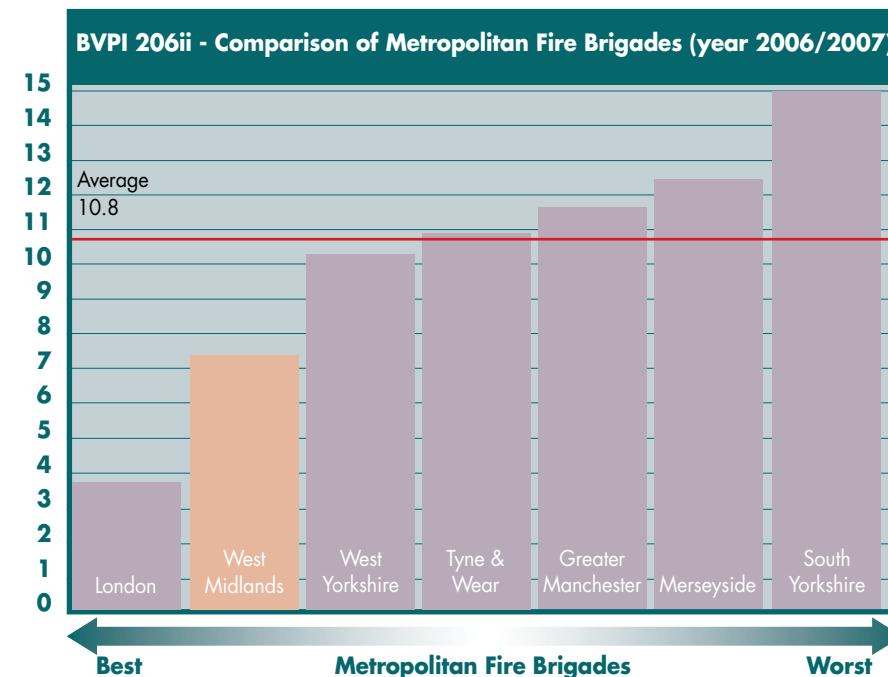
This approach to data exchange allows all concerned to understand the real issues and minimises misconceptions or distorted views.



Number of arson property fires (excluding arson fires in vehicles) per 10,000 population

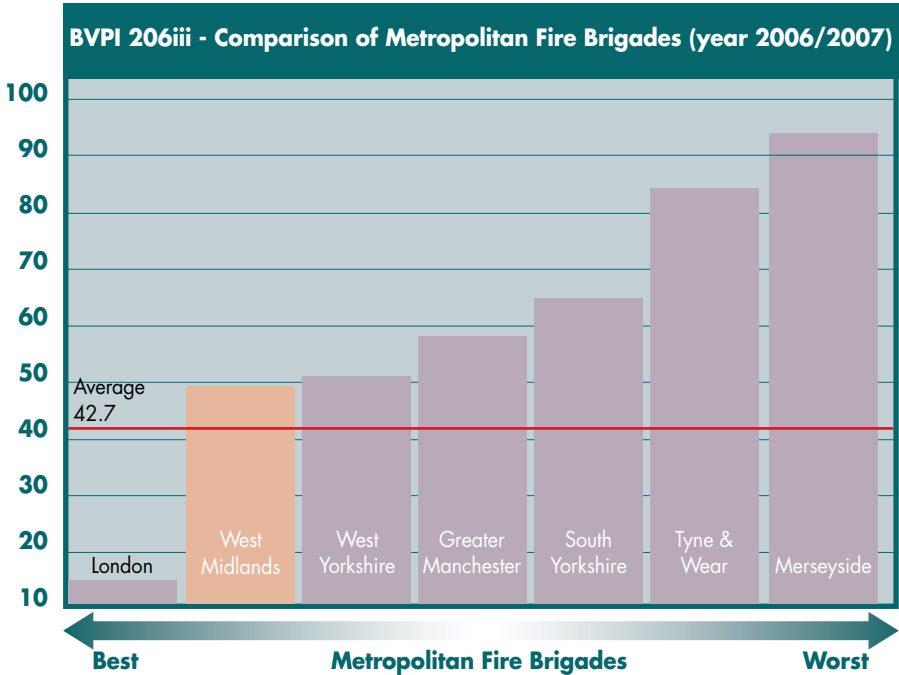


Number of arson fires in vehicles per 10,000 population (excluding derelict vehicles)

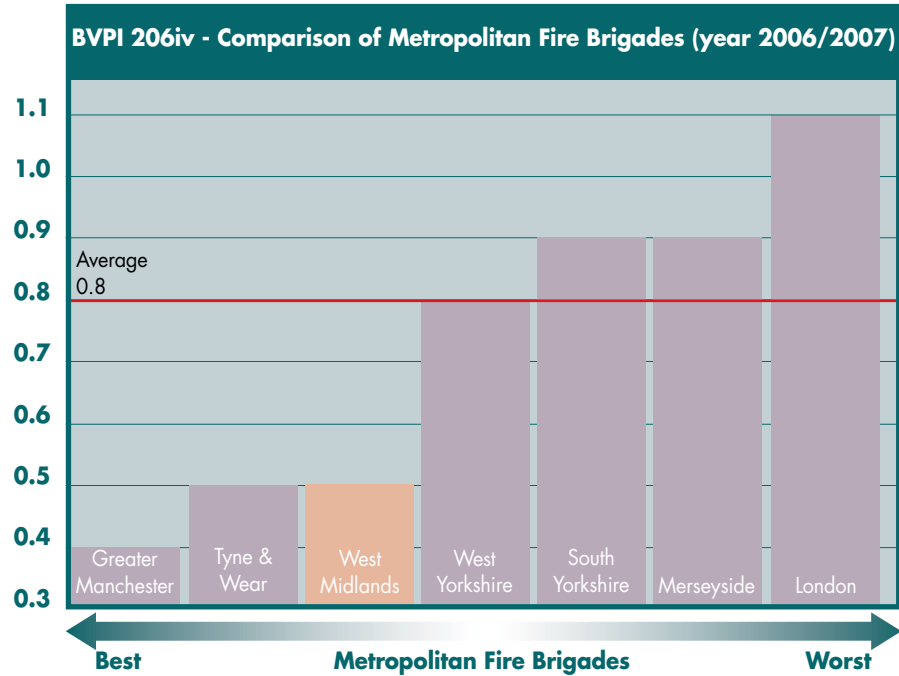




Number of arson fires not involving property or vehicles (e.g: grass or rubbish) per 10,000 population





Number of arson fires in derelict vehicles per 10,000 population



Indicators Relating to Fires

BVPI 207	The number of fires in non-domestic premises per 1,000 non-domestic premises
LI 27	The number of fires in non-domestic premises

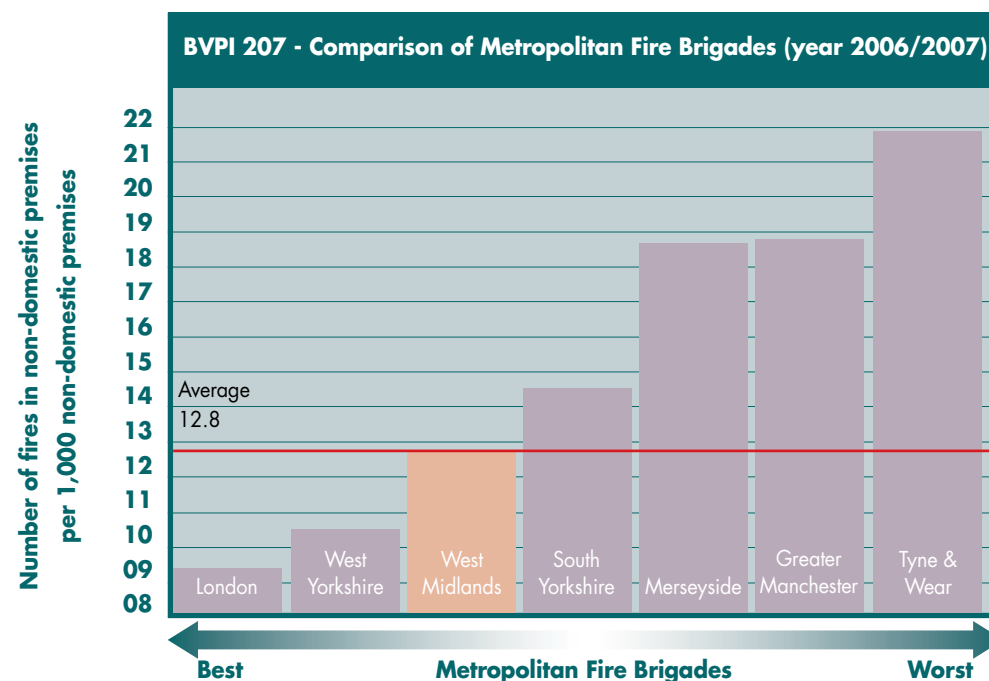
DEFINITION: The number of fires in non-domestic premises per 1,000 non-domestic premises.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 207 Service Specific	16.75	14.39	12.97	12.44	10.72	
LI 27 Local	1,499	1,293	1,178	1,130	982	

Background to BVPI 207

We recognise the profound impact that fires in commercial premises have, not only on the economy, but the environment and the community.


Together with partners, we strive to educate and reduce risk to employers and employees, to reduce the impact of fires and help to prevent them.



Indicators Relating to Fires

BVPI 208	The percentage of people in accidental dwelling fires who escaped unharmed without any assistance					
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DEFINITION: The percentage of people in accidental dwelling fires who escaped unharmed without any assistance.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 208 Service Specific	n/a	92.39%	82.51%	88%	87.19%	

Background to BVPI 208

In our aim of continuous improvement, we are striving to reduce death and injuries from fires occurring in the home. We have identified those people in our community who are at greatest risk.

We can respond quickly to incidents, but through education and a targeted programme to increase smoke alarm ownership, we aim to reduce the numbers of injuries and rescues from accidental dwelling fires, ensuring more people escape unharmed.

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FREEPHONE HELPLINE:

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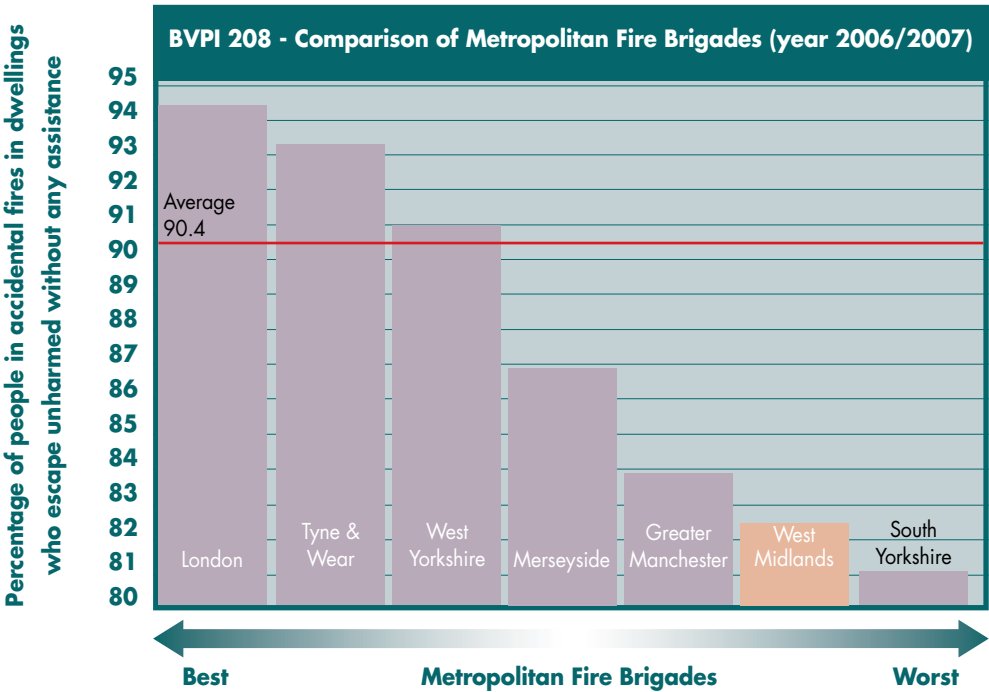
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TOO LATE




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Indicators Relating to Fires


BVPI 209i The percentage of dwelling fires where a smoke alarm activated

DEFINITION: The percentage of fires attended in dwellings where a smoke alarm activated and raised the alarm.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 209i Service Specific	37.85%	32.77%	34.11%	35%	38.06%	

BVPI 209ii The percentage of dwelling fires attended where a smoke alarm was fitted but did not activate


DEFINITION: The percentage of fires attended in dwellings where a smoke alarm was fitted but did not activate.

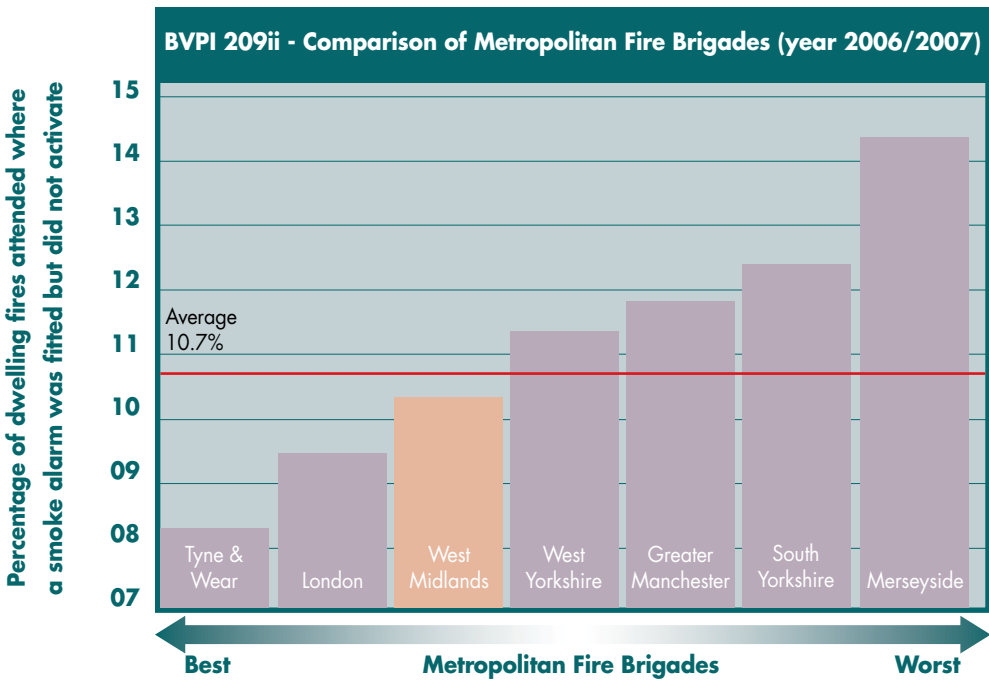
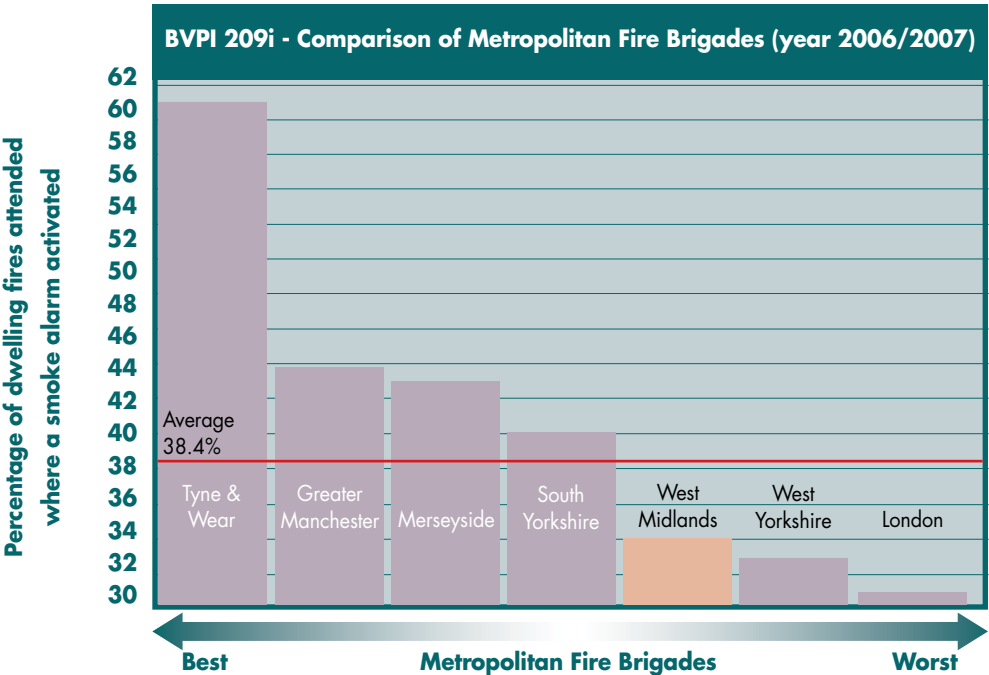
Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 209ii Service Specific	14.19%	10.96%	10.39%	15%	11.80%	

The aim of this indicator is to have the percentage as low as possible.

BVPI 209iii The percentage of dwelling fires attended where no smoke alarm was fitted

DEFINITION: The percentage of fires attended in dwellings where no smoke alarm was fitted.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 209iii Service Specific	47.83%	56.3%	55.47%	50%	50.14%	

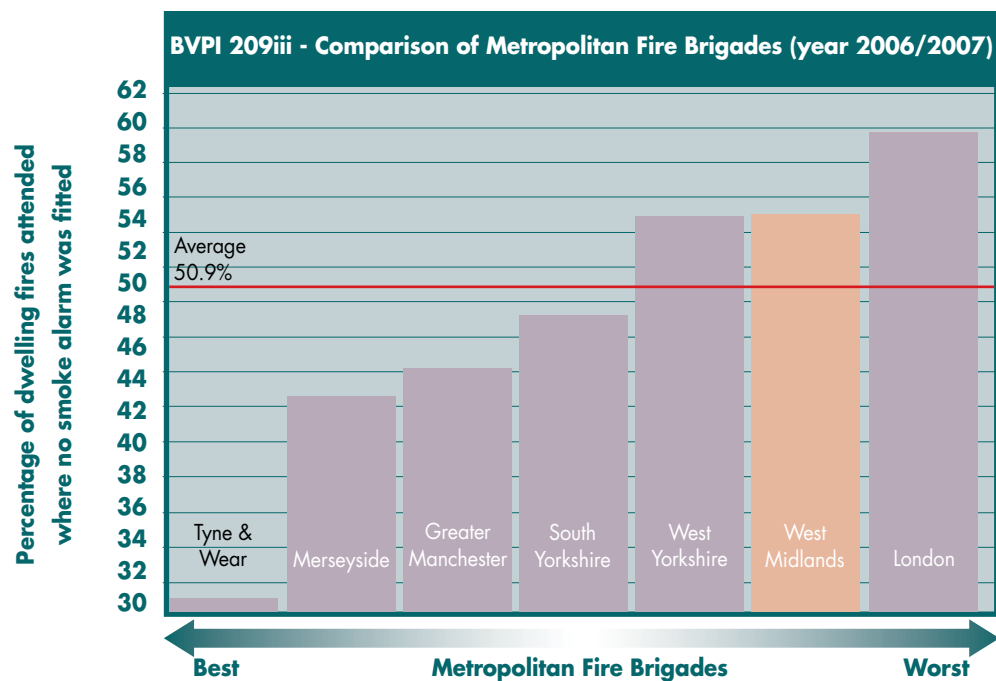


Indicators Relating to Fires


Background to BVPI 209i, ii and iii

Working smoke alarms play an important role in reducing the levels of death, injury and loss from fire.

These BVPIs give us an indication of the levels of smoke alarm ownership within the premises affected by fire. Data collected can be used to form the basis of future prevention based activity.



Indicators Relating to Fires

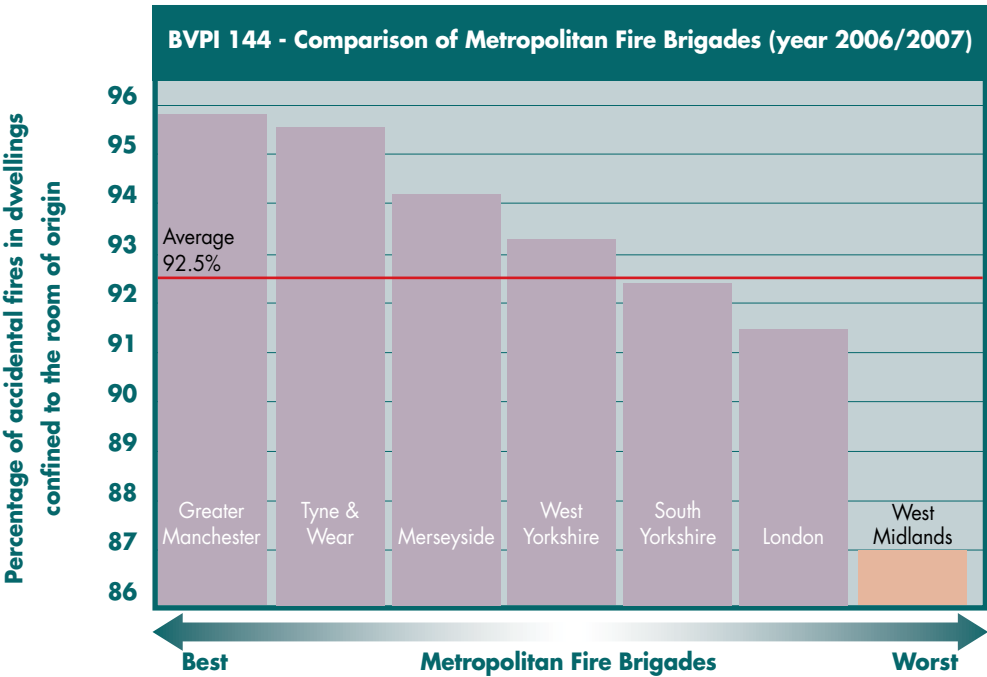
BVPI 144		The percentage of accidental fires in dwellings confined to the room of origin				
DEFINITION: The percentage of dwelling fires where the cause was accidental or not known, where fire and heat damage were confined to the room of origin.						
Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 144 Service Specific	89.9%	85.27%	86.97%	87.50%	87.60%	

Background to BVPI 144

This Indicator demonstrates:

- the effectiveness of actions taken by members of the public to prevent fires occurring;
- the protection measures that are in place to detect fire and contain it within the room of origin; and
- the effectiveness of the emergency response that we provide.



Through the HFSC process and other fire prevention-based activity, we will be increasing the quality of our work and the amount of time that we commit to this type of activity, so that we can improve our performance.



Indicators Relating to Fires



BVPI 146i	The number of malicious false alarm calls not attended by the Brigade per 1,000 population
LI 4c	The number of malicious false alarm calls not attended by the Brigade

DEFINITION: The call was made with the intention of calling the Brigade to attend a non existent fire – not attended.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 146i Service Specific	1.29	1.39	1.27	1.27	1.14	
LI 4c Local	3,331	3,575	3,283	3,300	2,972	

BVPI 146ii	The number of malicious false alarm calls attended by the Brigade per 1,000 population
LI 4b	The number of malicious false alarm calls attended by the Brigade

DEFINITION: The call was made with the intention of calling the Brigade to attend a non existent fire – attended.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 146ii Service Specific	1.25	1.12	0.99	0.96	0.83	
LI 4b Local	3,214	2,897	2,578	2,500	2,158	

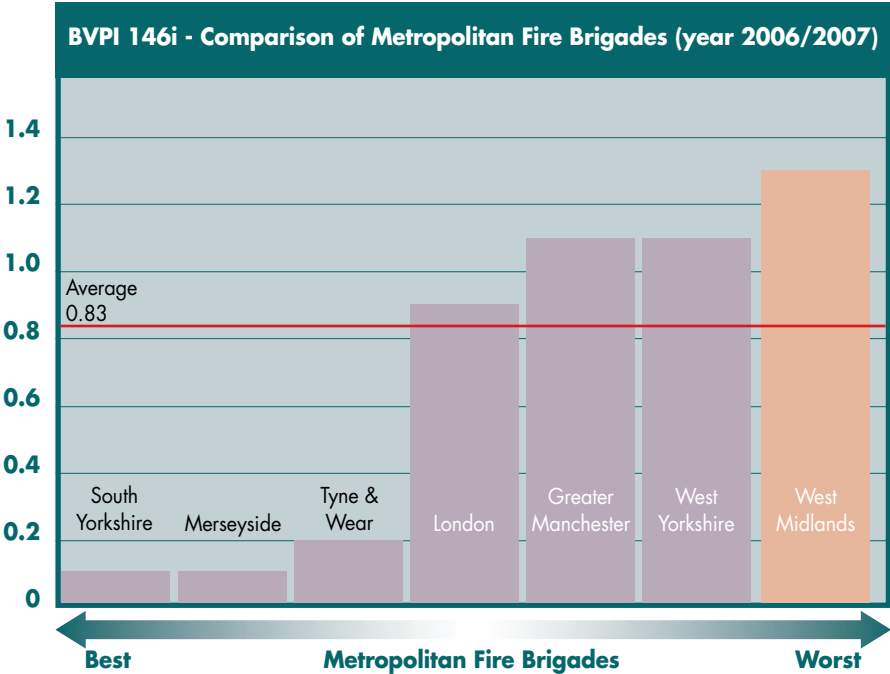
Background to BVPI 146i and ii

Deliberately calling the Fire Brigade when there is no emergency has a serious impact on the service that we provide and can lead to loss of life. Most of these calls are made by children.

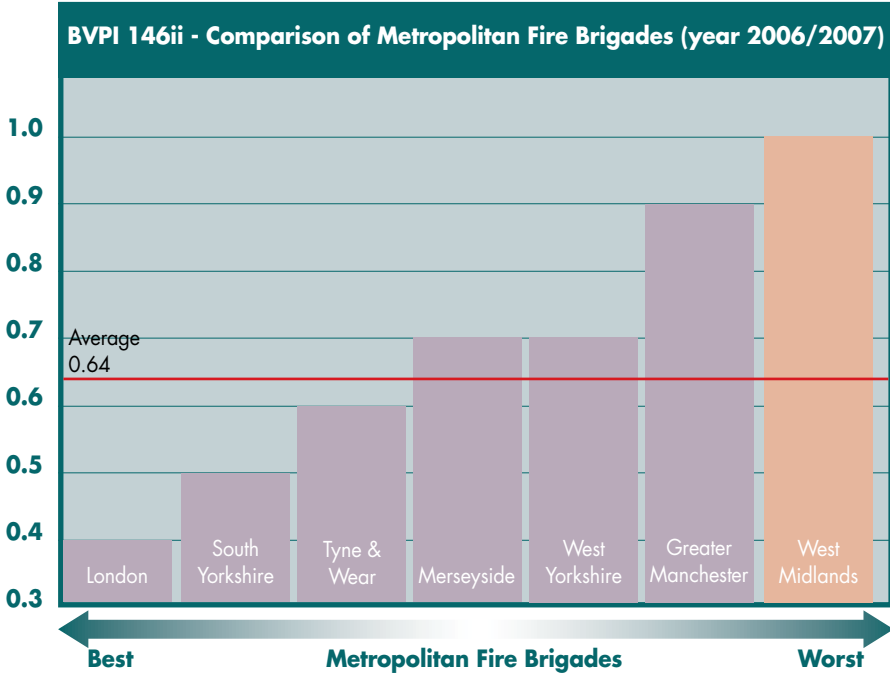
For several years, we have been working with partners, including the Police and telephone companies, to reduce this problem.



Number of malicious false alarm calls attended by the Brigade per 1,000 population





Number of malicious false alarm calls attended by the Brigade per 1,000 population



Indicators Relating to Fires


BVPI 149i	The number of false alarms caused by automatic fire detection per 1,000 non-domestic properties
LI 28	The number of false alarm calls due to automatic fire alarms in non-domestic properties

DEFINITION: The call was initiated by, or in response to, automatic fire alarms in non-domestic properties

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 149i Service Specific	n/a	86.19	88.36	88.36	75.17	
LI 28 Local	n/a	7,744	8,024	8,024	6,886	


BVPI 149ii	The number of those properties with more than one attendance since 1.4.07
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DEFINITION: The number of those properties with more than one attendance.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 149ii Service Specific	n/a	1,014	982	982	924	

BVPI 149iii	The percentage of calls which are to a property with more than one attendance since 1.4.07
--------------------	---

DEFINITION: The percentage of calls to those properties with more than one attendance.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 149iii Service Specific	n/a	58.59%	59%	59%	63.40%	

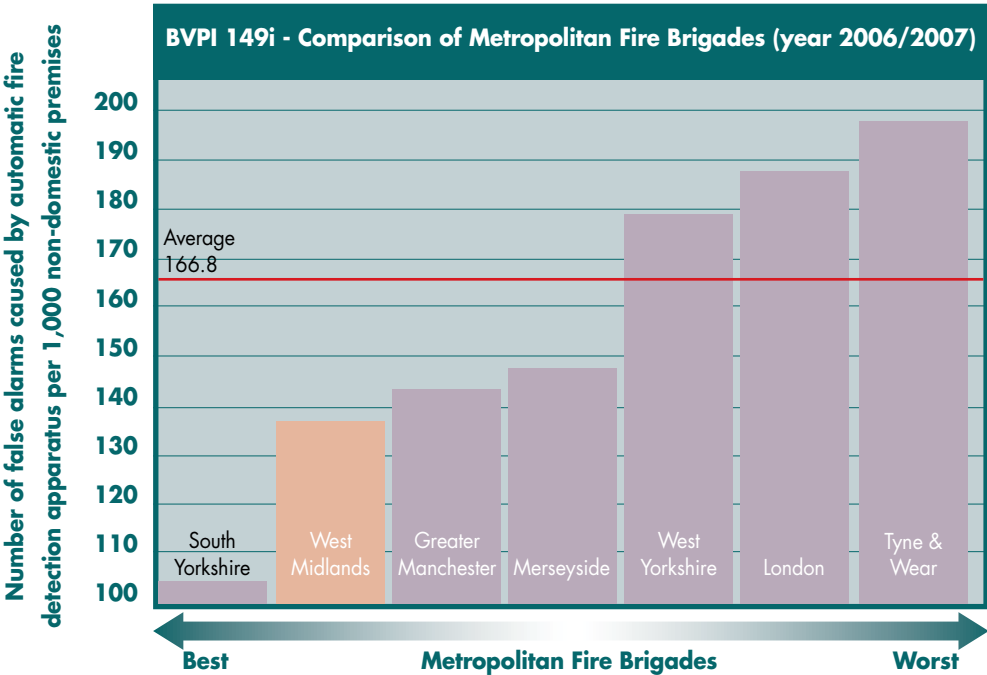


Indicators Relating to Fires

Background to BVPI 149i, ii and iii

There is continuing growth in the number of Automatic Fire Alarm systems being installed throughout the country, and this has increased the potential for false alarms.



This is a national problem reflected in the number of calls received from these systems within the West Midlands area.



Indicators Relating to Fires



BVPI 143i	The number of deaths from accidental fires in dwellings per 100,000 population
LI 18	The number of deaths from accidental fires in dwellings

DEFINITION: Deaths which occurred in dwelling fires where the cause of the fire was accidental or not known.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 143i Service Specific	0.35	0.43	0.73	0.35	0.31	
LI 18 Local	9	11	19	9	8	

BVPI 143ii	The number of injuries from accidental fires in dwellings per 100,000 population
LI 20	The number of injuries from accidental fires in dwellings

DEFINITION: Injuries which occurred in dwelling fires, where the cause of the fire was accidental or not known. (Those people who attended hospital for a precautionary check up are not included in these figures.)

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 143ii Service Specific	7.60	6.79	6.37	5.98	5.27	
LI 20 Local	196	175	165	155	137	

Indicators Relating to Fires

Background to BVPI 143i and ii

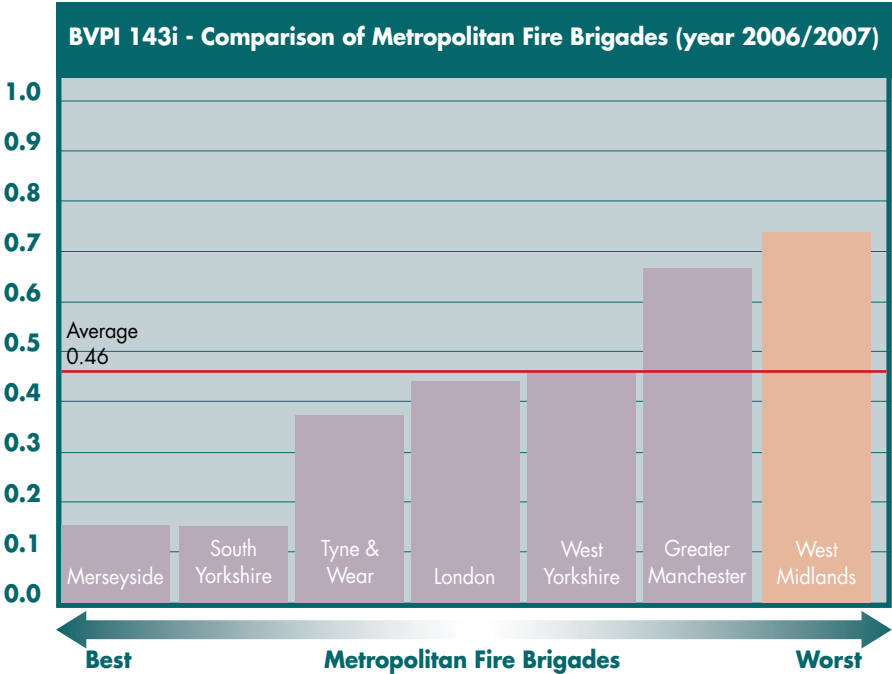
The greatest number of people who die in fire, do so in the home. Many of these victims are those who are vulnerable in society: older people, those on low incomes, those living alone and people affected by alcohol or drugs. Smokers are at a significantly higher risk. Many live in poor quality housing with lower standard of furniture. Although no one can afford to be complacent about fire, this combination of circumstances means that some groups are at higher risk.

We have introduced many programmes over the last ten years, substantially and consistently reducing these deaths to the current level. We need to maintain this pressure and work harder to help those most in need.

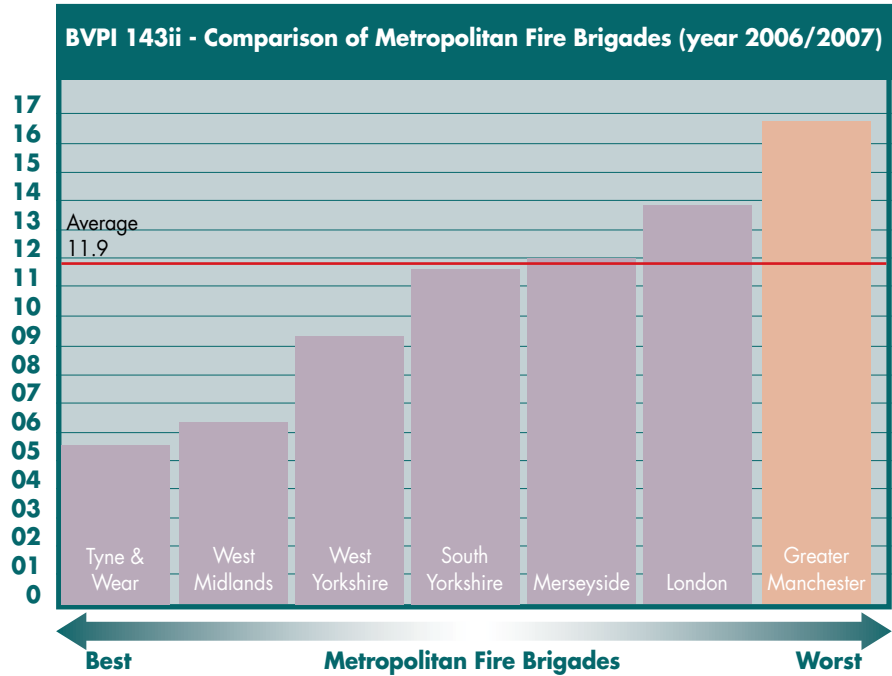
Many of the factors that lead to death from fire also result in injuries, which can be severe. The most common injuries occur in the kitchen, usually involving fat pans or grills.



The number of deaths from accidental fires in dwellings per 100,000 population





The number of injuries (excluding precautionary checks) from accidental fires in dwellings per 100,000 population



Personnel Indicators

BVPI 11i	Women in Senior Management
LI 30	The number of Women in Senior Management

DEFINITION: The percentage of top 5% of earners that are women.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 11i Service Specific	4.76%	6.77%	8.2%	8.33%	7.51%	
LI 30 Local	10/210	13/192	15/183	16/192	16/213	

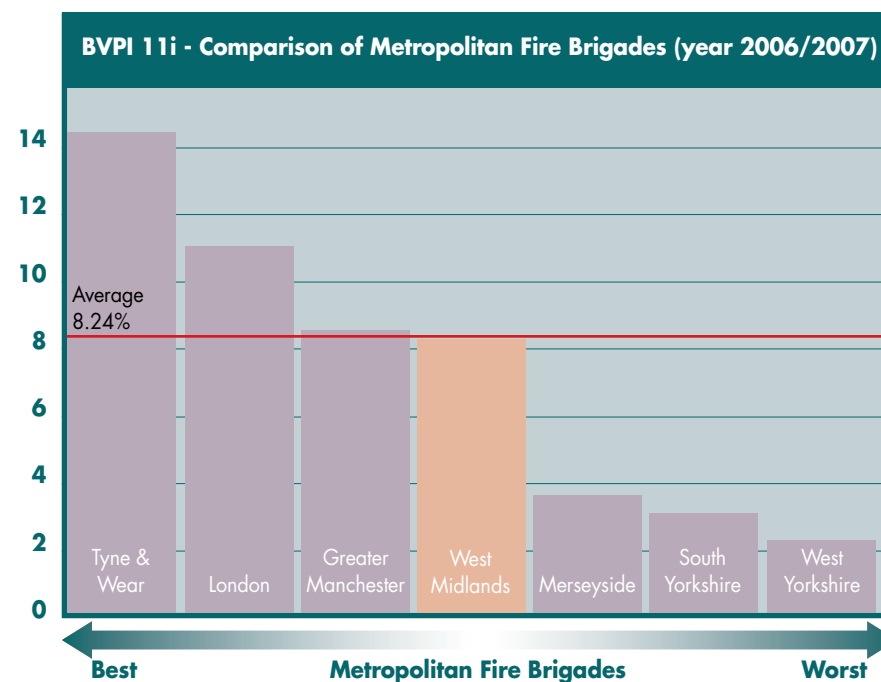
Note: Raw data figures have been used for local indicator.

Background to BVPI 11i

This figure is particularly influenced by the overall low percentage of women employed as uniformed staff (see BVPI 210 on page 70), as the greater number of 'senior management' positions are held within the uniformed structure of the organisation.





Percentage of top 5% of earners who are women



Personnel Indicators

BVPI 11ii	Ethnic minority Staff in Senior Management
LI 35	The number of Ethnic minority Staff in Senior Management

DEFINITION: The percentage of top 5% of earners from ethnic minority communities.

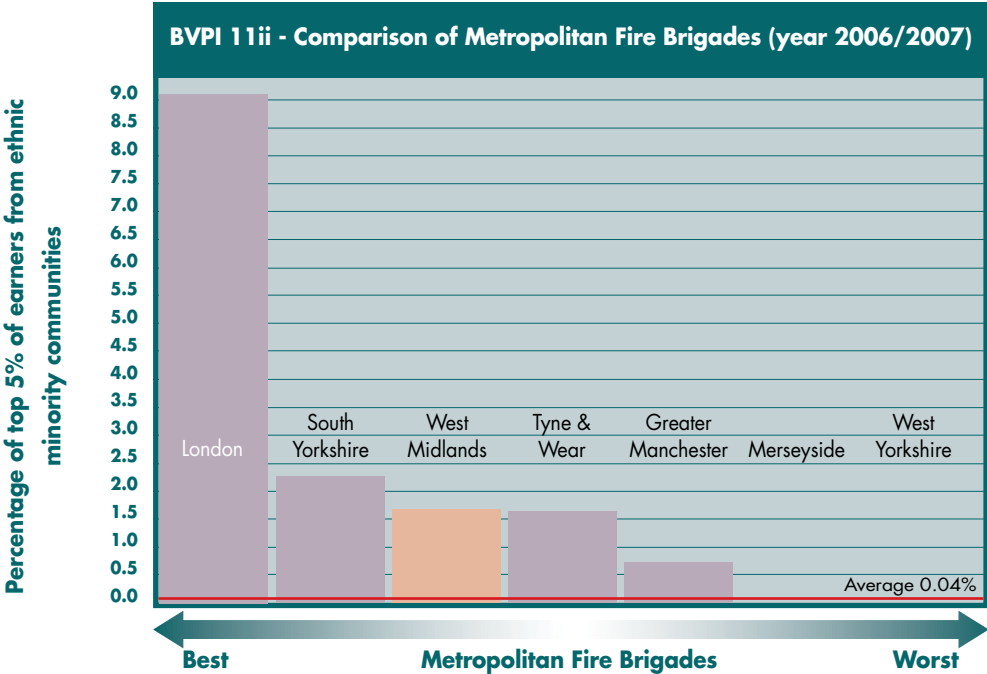
Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 11ii Service Specific	0.95%	1.56%	1.64%	2.08%	3.29%	
LI 35 Local	2/210	3/192	3/183	4/192	7/213	

Note: Raw data figures have been used for local indicator.

Background to BVPI 11ii

The Fire Service has been actively trying to secure a workforce that is reflective of the community in terms of ethnicity.



However, this Indicator is designed to monitor the progress of ethnic minority staff to senior management positions.



Personnel Indicators

BVPI 11iii	The top 5% of earners that have a disability
LI 32	The number of Staff in the top 5% of earners that have a disability

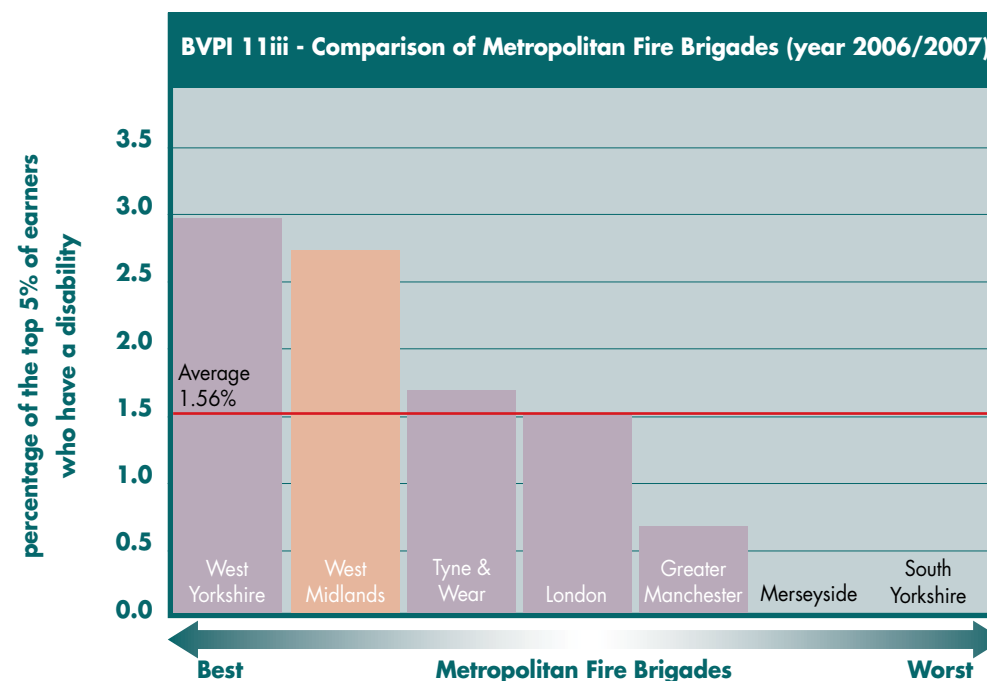
DEFINITION: The percentage of the top 5% of earners that have a disability

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 11iii Service Specific	0.48%	0.52%	2.73%	3.13%	1.41%	
LI 32 Local	1/210	1/192	5/183	6/192	3/213	


Note: Raw data figures have been used for local indicator.

Background to BVPI 11iii

This Indicator was introduced to remove barriers to career progression traditionally experienced by people with disabilities.



Personnel Indicators

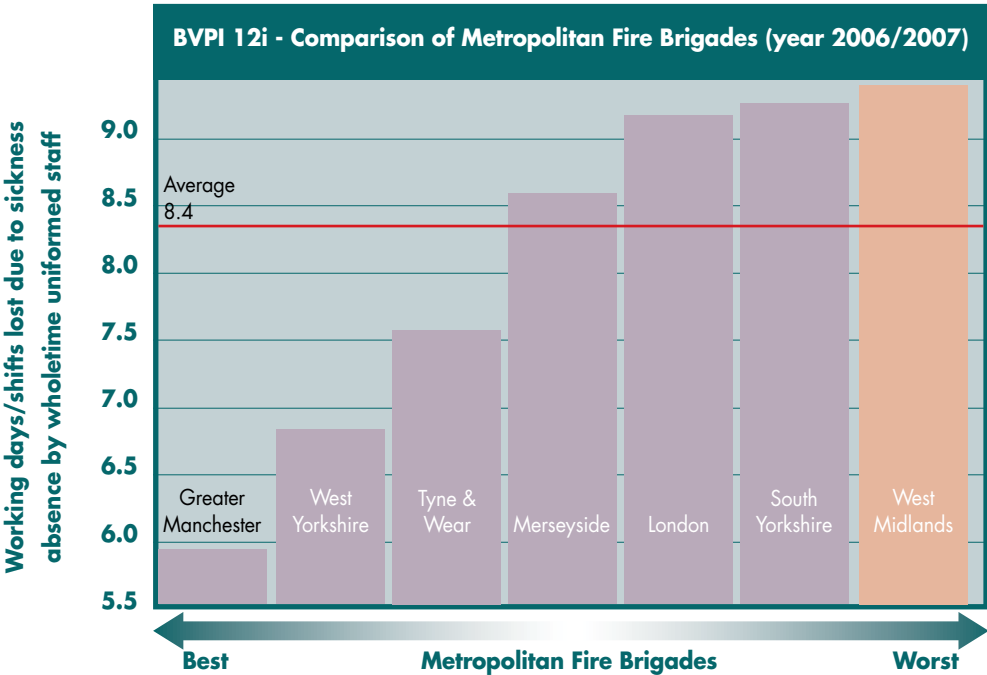
BVPI 12i		The average number of working days/shifts lost due to sickness absence – wholetime, uniformed staff				
DEFINITION: The total number of working days/shifts lost due to sickness absence by all wholetime, uniformed staff, divided by the number of wholetime, uniformed staff, including staff working in our call handling centre (Fire Control).						
Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 12i Service Specific	9.84	11.38	9.44	9.5	6.28	

Background to BVPI 12i

This Indicator was introduced following the publication of a number of Government reports on growing concerns regarding the sickness levels of Local Government employees.

ABSENCES (Sick or injured)

- 1. Absence from work must be reported as soon as possible.
- 2. A Self Certification **must** be submitted when the employee returns, for any duration of absence from work.
- 3. A Self Certification **must** be signed by the employee, if the absence exceeds three calendar days.
- 4. On the Eighth calendar day of sickness, a sick note must be provided – except where earlier production of a sick note is required.
- 5. Any injury incurred during working hours **must** be reported to the Health and Safety section on an Accident Report form.
- 6. Any absence as a result of such an injury must be recorded using the code I.A.




Personnel Indicators

BVPI 12ii

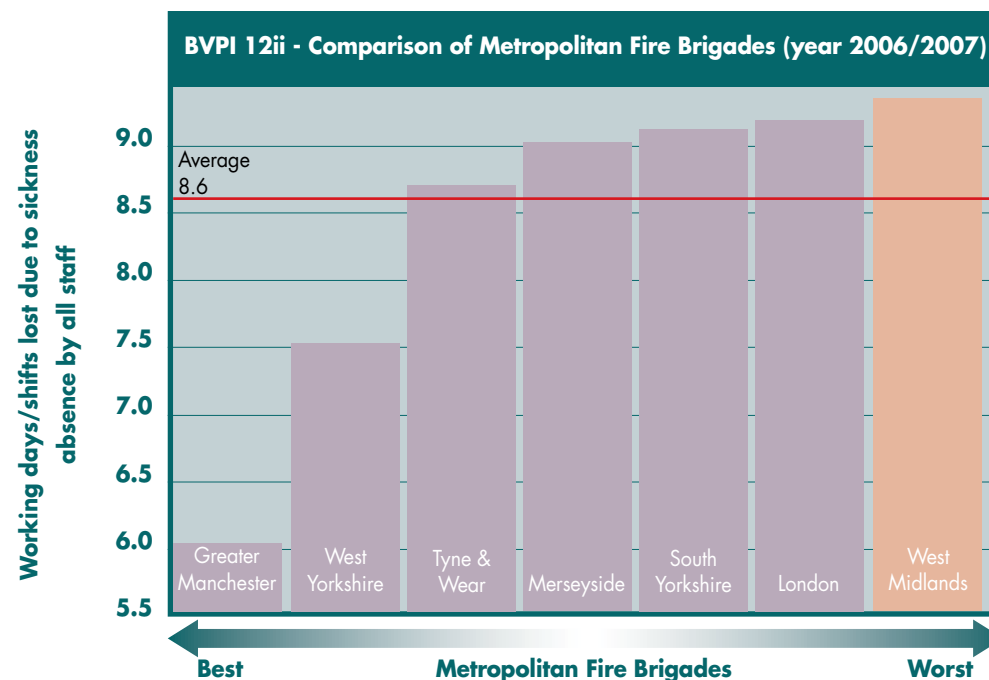
The average number of working days/shifts lost due to sickness absence – All staff

DEFINITION: The total number of working days/shifts lost due to sickness absence by all staff, divided by the number of staff.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 12ii Service Specific	9.72	10.97	9.41	9.5	6.18	

Background to BVPI 12ii



This Indicator was introduced following the publication of a number of Government reports on growing concerns regarding the sickness levels of Local Government employees.



Personnel Indicators

BVPI 15i	The percentage of those staff eligible for the firefighters' pension scheme retiring on grounds of ill health
LI 33	The number of staff eligible for the firefighters' pension scheme retiring on grounds of ill health

DEFINITION: The percentage of those staff eligible for the firefighters' pension scheme taking ill health retirement. Ill health retirement can occur at any age where a duly qualified doctor certifies that the employee is permanently disabled for work.

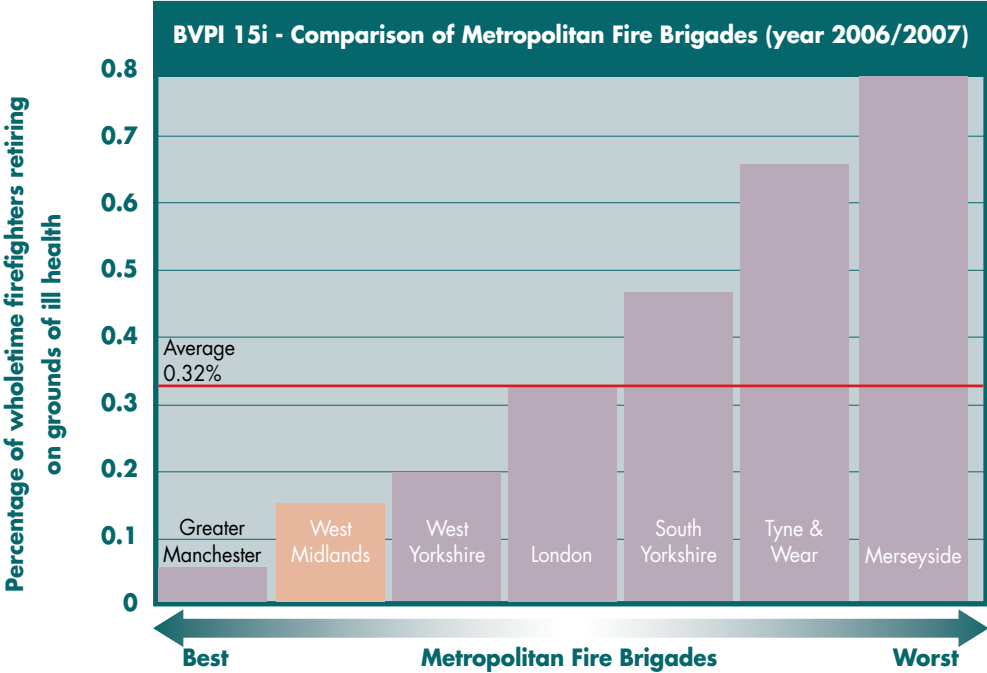
Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 15i Service Specific	1.18%	1.11%	0.16%	0.16%	0%	
LI 33 Local	23/1,956	21/1,890	3/1,870	3/1,890	0/1,920	

Note: Raw data figures have been used for local indicator.

Background to BVPI 15i

This Indicator was introduced following the publication of a number of Government reports on growing concerns regarding the levels of early retirements within the Local Government Sector. Due to the nature of the duties undertaken by uniformed staff, it is inevitable that a percentage of the workforce will sustain injuries that will preclude them from continuing as operational personnel.



However, redeployment of individuals into another position will be pursued wherever possible, thus enabling them to continue in employment.



Personnel Indicators

BVPI 15ii	The percentage of those staff eligible for the Local Government Pension Scheme retiring on the grounds of ill health
LI 34	The number of those staff eligible for the Local Government Pension Scheme retiring on the grounds of ill health

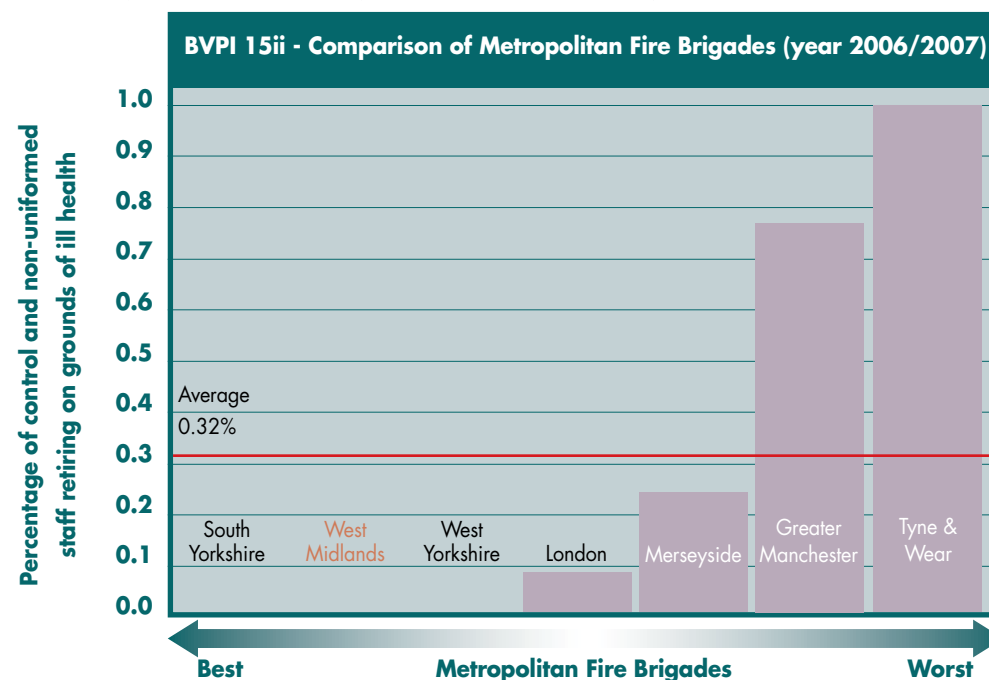
DEFINITION: The percentage of those staff eligible for the Local Government Pension Scheme (non-uniformed and Fire Control staff) taking ill retirement. Ill health retirement can occur at any age where a duly qualified doctor certifies that the employee is permanently disabled for work.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 15ii Service Specific	0.51%	0%	0%	0.32%	0.16%	
LI 34 Local	3/585	0/616	0/632	2/616	1/634	

Note: Raw data figures have been used for local indicator.

Background to BVPI 15ii



This Indicator was introduced following the publication of a number of Government reports on growing concerns regarding the levels of early retirements within the Local Government Sector. It is inevitable that a number of employees will develop illnesses and disabilities that will preclude them from continuing to work. However, a number of initiatives are in place which will allow some individuals to be retained by the organisation, the prime initiative being that of redeployment into another position, thus enabling them to continue in employment.



Personnel Indicators

BVPI 16ai	The percentage of wholtime uniformed and retained duty system employees with a disability
LI 35	The number of wholtime uniformed and retained duty system employees with a disability

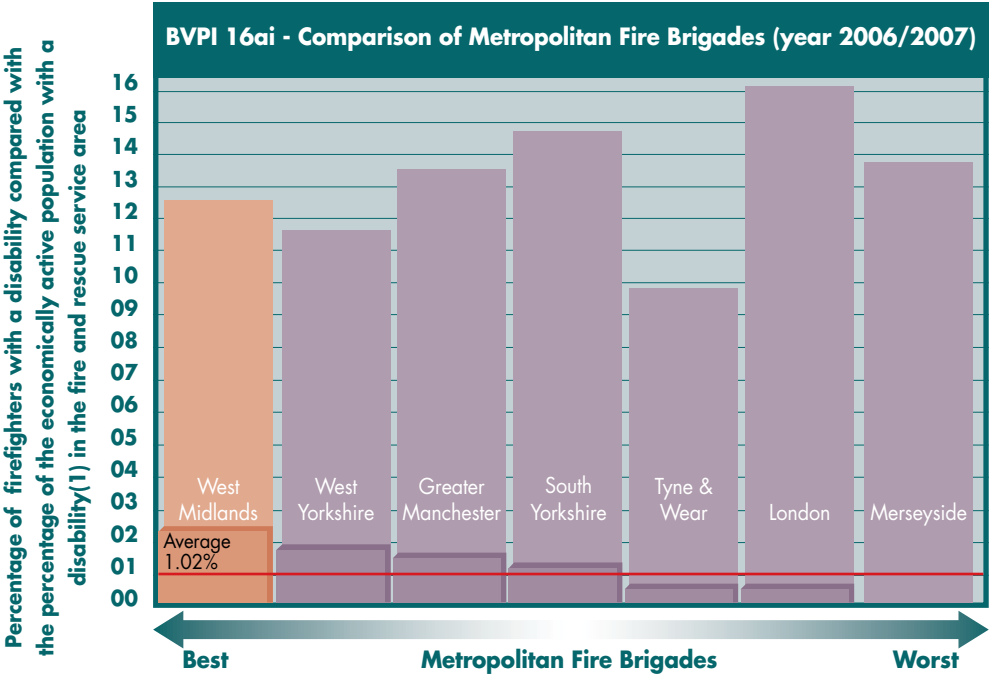
DEFINITION: The percentage of wholtime uniformed and retained duty system employees with a disability.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 16ai Service Specific	0.20%	0.32%	2.35%	2.44%	2.16%	
LI 35 Local	4/1,959	6/1,886	45/1,913	46/1,886	42/1,944	

Note: Raw data figures have been used for local indicator.

Background to BVPI 16ai



The Authority actively promotes equality of opportunity throughout it’s organisational structures and in all of it’s employment practices. We seek to recruit, retain and develop people with disabilities. This includes reviewing our approach to recruitment to make sure that we attract a diverse range of applicants. We recognise our responsibility to adapt the workplace and/or role for people with disabilities.



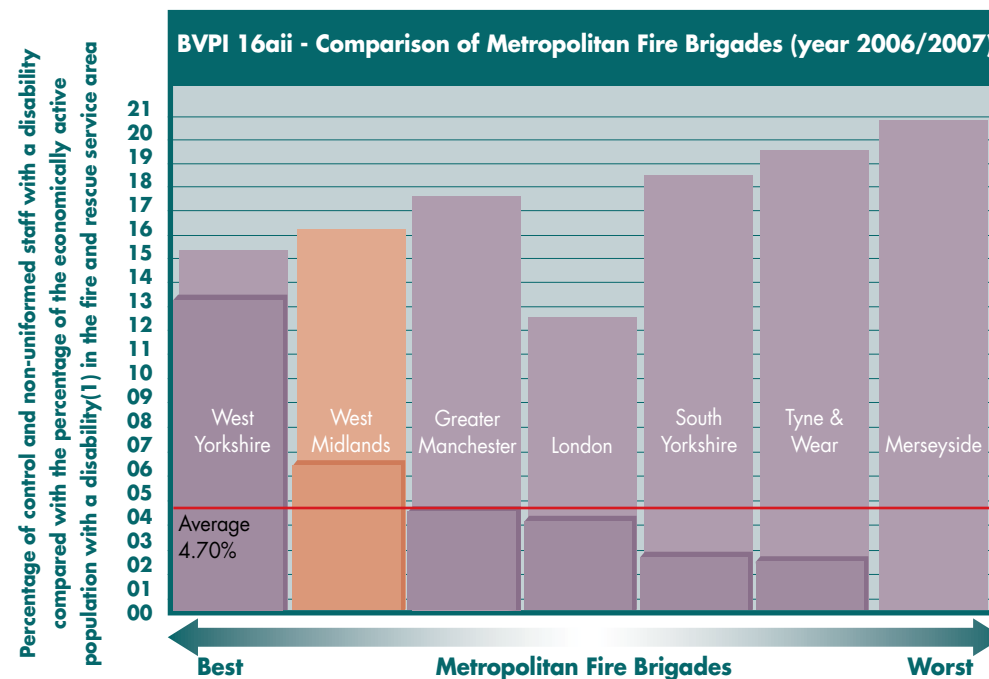
Personnel Indicators

BVPI 16aii	The percentage of fire control and non-uniformed employees with a disability
LI 36	The number of fire control and non-uniformed employees with a disability

DEFINITION: The percentage of fire control and non-uniformed employees with a disability.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 16aii Service Specific	0.17%	0.33%	6.48%	6.64%	5.50%	
LI 36 Local	1/595	2/610	41/633	42/633	35/636	



Note: Raw data figures have been used for local indicator.



Personnel Indicators

BVPI 16bi	The percentage of the economically active population in the Authority area who have a disability • 18-54 uniformed * • 18-64 non-uniformed †
------------------	---



DEFINITION: The percentage of the economically active population in the Authority area who have a disability.

Indicator	Actual Figures			Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007		
BVPI 16bi* Corporate Health	12.64%	12.64%	12.64%	12.64%	
BVPI 16bi† Corporate Health	n/a	16.39%	16.39%	16.39%	

BVPI 210	The percentage of women firefighters
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LI 19	The number of women firefighters
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DEFINITION: The percentage of women firefighters as a percentage of all uniformed staff (excluding Fire Control).

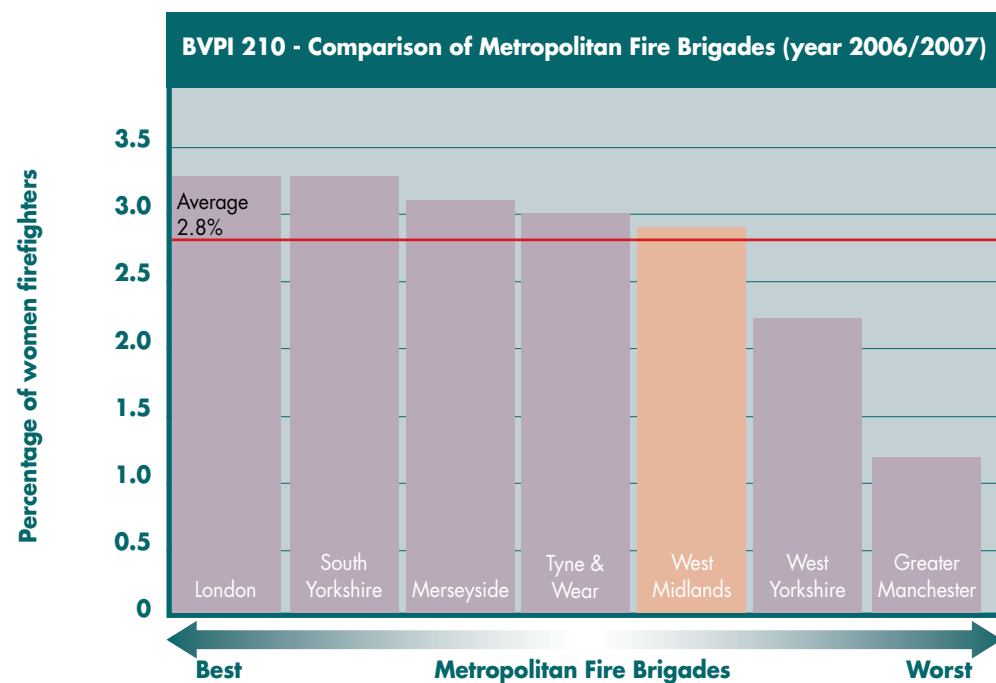
Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 210 Corporate Health	2.10%	2.71%	2.88%	3.14%	3.29%	
LI 19 Local	41/1,955	50/1,847	55/1,913	60/1,913	64/1,944	

Note: Raw data figures have been used for local indicator.

Personnel Indicators

Background to BVPI 210

We have been working towards local and national targets since 2000. The targets were designed to encourage Fire Services to become more reflective of the community they serve and to ensure that equality of opportunity was afforded to all those who wished to become a firefighter.



Equality and Diversity Indicators

BVPI 2a

The Level of The Equality Standard for Local Government to which the Authority conforms

DEFINITION: There are six levels of The Equality Standard for Local Government:

Level 0: The Authority has not adopted the Equality Standard for Local Government


Level 1: The Authority has adopted a comprehensive equality policy including commitments to develop equality objectives and targets, to consultation and impact assessment, monitoring, audit and scrutiny.

Level 2: The Authority has engaged in an impact and needs assessment, a consultation process and an equality action planning process for employment and service delivery.

Level 3: The Authority has completed the equality action planning process, set objectives and targets and established information and monitoring systems to assess progress.

Level 4: The Authority has developed information and monitoring systems that enable it to assess progress towards achieving specific targets.

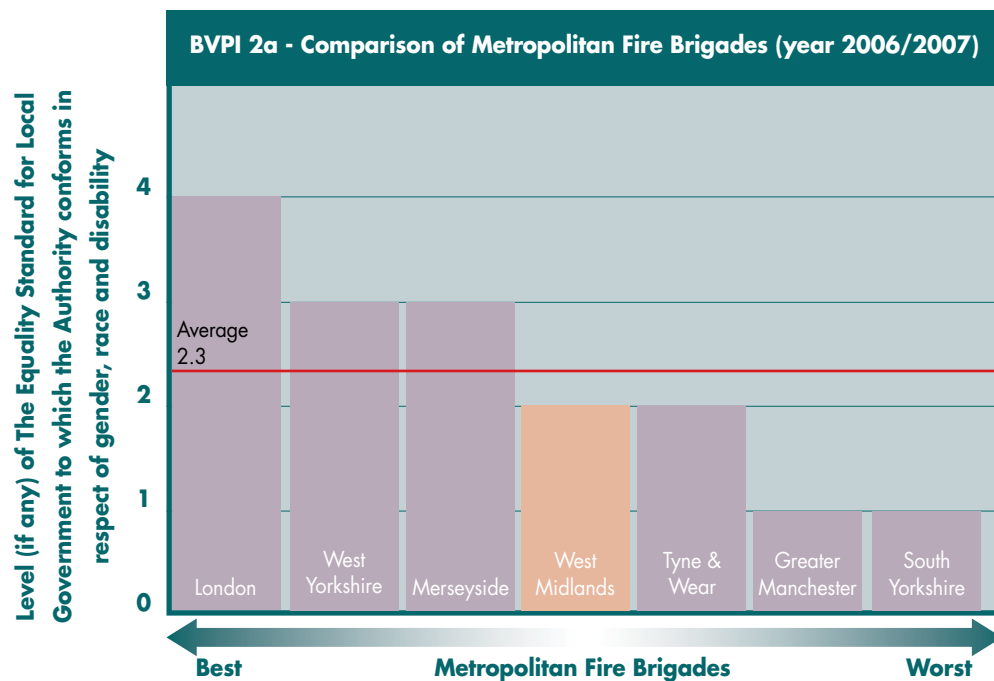
Level 5: The Authority has achieved targets, reviewed them and set new targets. The Authority is seen as exemplary for its equality programme.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 2a Corporate Health	1	2	2	2	2	

Equality and Diversity Indicators

Background to BVPI 2a

The Equality Standard has been developed as a tool to enable us to mainstream gender, race and disability into our policies and practices. It provides a framework for identifying and removing discriminatory barriers that prevent equal access to services and employment.



Equality and Diversity Indicators

BVPI 2b

The Duty to Promote Race Equality

DEFINITION:

1. Does the Authority have a Race Equality Scheme (RES) in place?

Does the RES:

- a. list the functions and policies that are relevant to the general duty?
- b. consist of a strategy, which addresses the general duty and each of the specific duties?
- c. contain clear priorities, targets and outcomes in order to fulfil the general and specific duties?

Is the RES:

- d. supported by a timetabled, three-year action plan?
- e. clearly integrated in all corporate and service level plans and strategies?
- f. clearly integrated in procurement and partnership strategies and policies and best value reviews?
- g. actively communicated to members of the public and to staff?
- h. reviewed regularly by the Authority?
- i. owned by Council Members and senior officers who share responsibility for ensuring outcomes are met and are involved in reviews of the scheme?


2. Are there continuing improvements for race equality from application of the RES?

Is there evidence of the measurable improvements in respect of:

- j. the representation in the workforce at all levels of the range of ethnic groups in the local area and relevant labour markets?
- k. improving staff perceptions of equal opportunities for all ethnic groups and reducing any differences?
- l. widening the ethnic profile of service users having a regard to need and relative to the local population?
- m. improving satisfaction rates among service users of all ethnic groups and reducing any differences?

Equality and Diversity Indicators



- n. reducing the number of complaints from service users of all ethnic groups and reducing any differences?
- o. providing services that meet the needs of all ethnic groups in the communities the Authority serves
- p. improving service outcomes for all ethnic groups and reducing any differences?
- q. increasing confidence in reporting racial incidents?
- r. increasing satisfaction in the way racial incidents resulting in further action are handled?

BVPI 2b	The Duty to Promote Race Equality					
Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 2b Corporate Health	79%	100%	100%	100%	100%	

BVPI 17		The percentage of ethnic minority uniformed staff and the percentage of ethnic minority population of working age in the Fire & Rescue Service area					
LI 37		The number of ethnic minority uniformed staff					

DEFINITION: A. The percentage of uniformed staff from ethnic minority communities.

B. The percentage of ethnic minority population of working age (18 - 54) in the Fire & Rescue Service area.

Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 17	A	5.19%	5.68%	6.6%	6.9%	6.6%	
Corporate Health	B	21.17%	21.17%	22.8%	no target	21.2%	-
LI 37 Local	A	105/2,023	109/1,919	131/1,985	137/1,985	133/2,016	

Note: Raw data figures have been used for local indicator.

Equality and Diversity Indicators

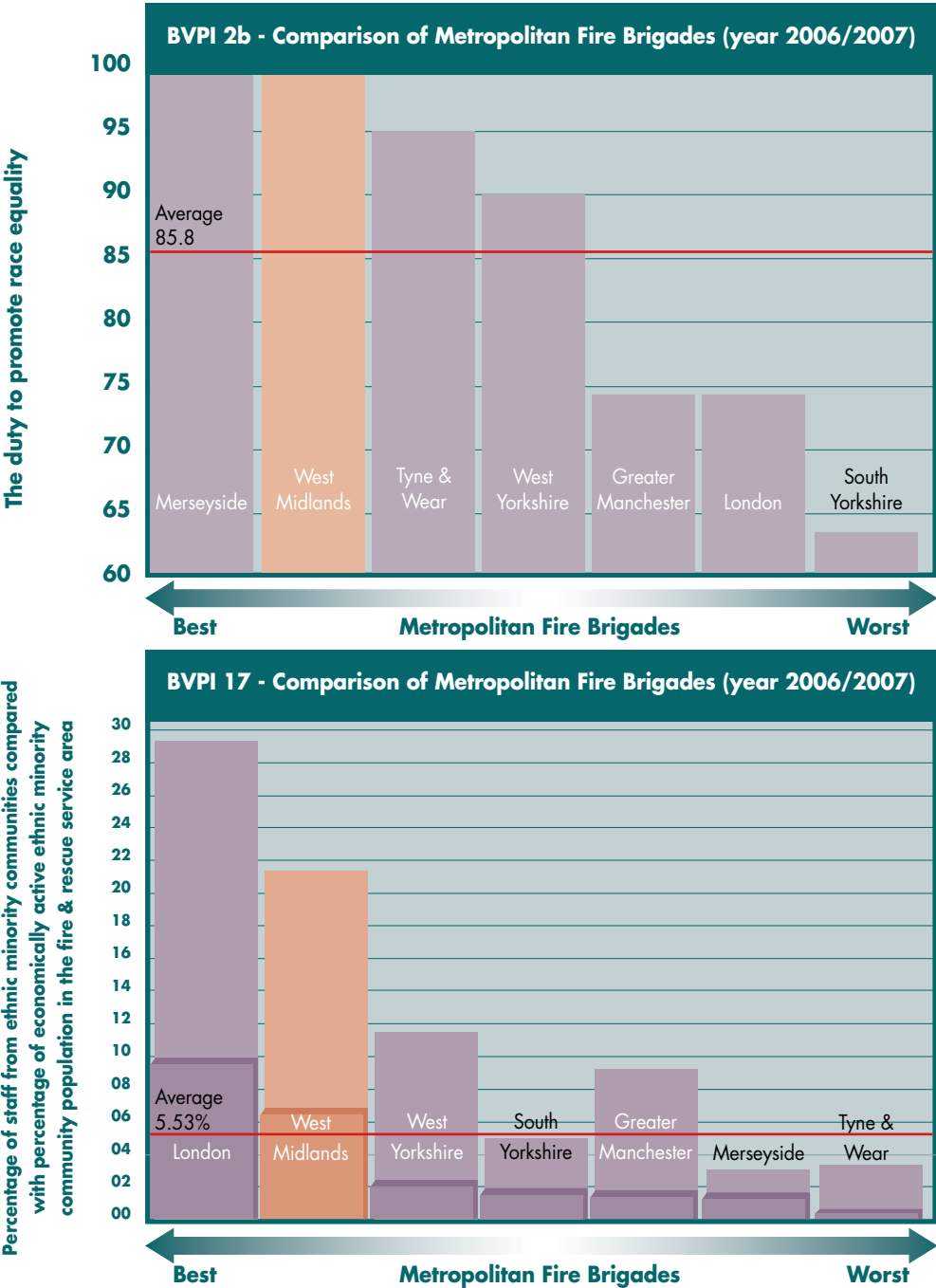
Background to BVPI 2b

The Race Relations (Amendment) Act 2000 places a duty on the Fire Service to promote race equality and to publish a Race Equality Scheme, identifying how we intend to achieve the general and specific duties included within the legislation.

Background to BVPI 17

The Stephen Lawrence enquiry highlighted that people from ethnic minority communities were under represented within the emergency services. It recommended that steps should be taken to redress the imbalance.

Whilst the national target is 7% (for England and Wales) the West Midlands Fire Service has been set a specific target of 16% by 2009, reflecting the area in which it operates.




Financial Indicators

BVPI 8

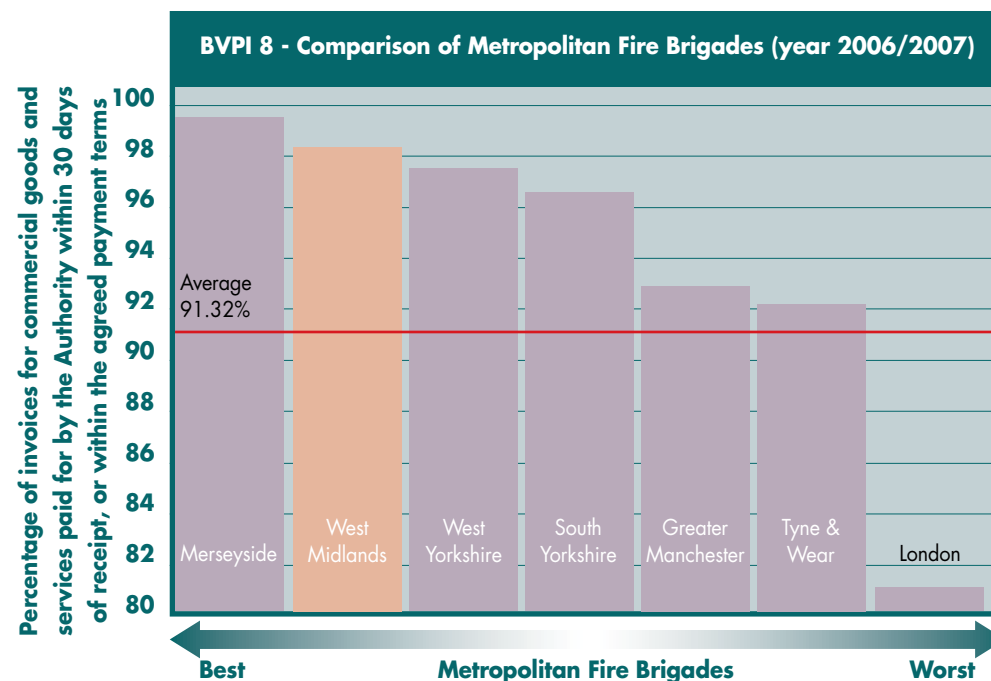
The percentage of invoices for commercial goods and services that were paid by the Authority within 30 days of such invoices being received by the Authority.

DEFINITION: The number of undisputed invoices for commercial goods and services paid to external contractors and suppliers during the year, by the Authority, within mutually agreed terms or 30 days if such terms do not exist, as a percentage of all such invoices paid by the Authority in the year.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 8 Service Specific	86.61%	93.09%	98.26%	100%	94.37%	

Background to BVPI 8

The target for this Indicator is set by the Government at 100%.




Financial Indicators

BVPI 150

Net expenditure on the Authority per head of the population

DEFINITION: The net expenditure on the Authority divided by the population of the West Midlands.

Indicator	Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
	2004 / 2005	2005 / 2006	2006 / 2007			
BVPI 150 Corporate Health	£39.78	£42.25	£45.70	£50.00	stats to come	

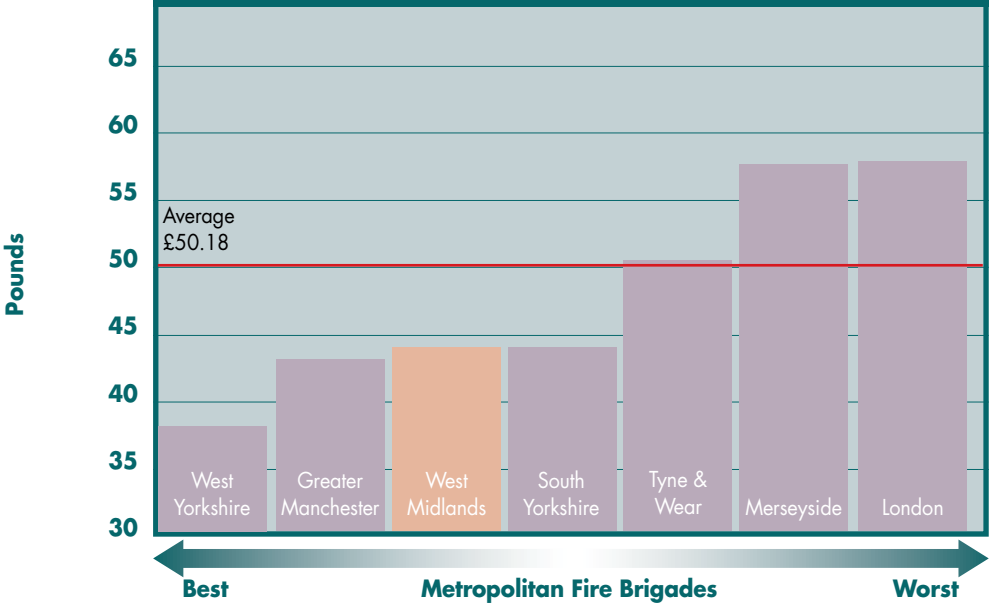
Background to BVPI 150

The target figures are determined from budgetary assumptions and population estimates.





The basis of net expenditure is affected by Financial Reporting Standard 17 (FRS 17). FRS 17 is an accounting code applied to the cost of pension schemes. The factors affecting this issue are subject to potentially significant changes.



BVPI 150 - Comparison of Metropolitan Fire Brigades (year 2006/2007)




Overall Service Indicators


Indicators relating to Fires							
LI 5		The number of false alarms calls due to Automatic Fire Alarms					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 5	Local	12,832	12,314	12,591	12,591	11,377	
LI 12		The number of arson fires in dwellings					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 12	Local	789	670	611	600	558	
LI 13		The number of accidental fires in non-domestic premises					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 13	Local	1,024	890	788	750	689	
LI 14		The number of arson fires in non-domestic premises					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 14	Local	475	403	390	380	293	

Other Local Indicators


Indicators relating to Fires

LI 16		The number of fires not involving property or vehicles e.g. grass fires					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 16	Local	12,454	13,414	15,352	15,801	11,591	


The Brigade continues to put in measures to drive down the number of fires through fire prevention activity, education and involvement of Local Authority partners.


F8 CPA		Number of non-fire related incidents per 10,000 population					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
F8 CPA	Local	27.51	27.94	27.09	27.03	27.51	

The above is a Comprehensive Performance Assessment Indicator as proposed by the Audit Commission in the Fire and Rescue framework 2006/2007 consultation document published April 2006.

LI 39		Number of non-fire related incidents					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 39	Local	7,094	7,205	7,020	7,005	7,154	


Other Local Indicators


Indicators relating to Fires							
LI 4a		The number of malicious false alarms calls received by the Brigade					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 4a	Local	6,545	6,472	5,861	5,650	5,130	


Indicators relating to non-fire emergency calls							
LI 6a		The number of incidents not involving a fire e.g. lift releases					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 6a	Local	4,812	4,797	4,803	4,788	4,973	

Other Local Indicators

Indicators relating to Fire Safety



LI 7a		The percentage of dwelling fires where a smoke alarm was fitted					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 7a	Local	52.17%	43.70%	44.5%	50%	49.86%	

LI 7b		The percentage of dwelling fires where a working smoke alarm was fitted					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 7b	Local	42.15%	35.74%	36.6%	38%	41.52%	

LI 38		The number of Home Fire Safety Checks conducted by the Brigade					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 38	Local	8,986	13,194	26,555	40,000	48,383	



Ownership of a working smoke alarm is central to our protection activity. These additional smoke alarm indicators will help us to measure the success of our Home Safety Fire Check (HFSC) initiative.

Other Local Indicators

Equality & Diversity Indicators							
LI 22		The percentage and number of non-uniformed staff from ethnic minority communities					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 22	Local	11.17%	11.33%	12.66%	12.8%	14.54%	
Raw Data Figures		60/537	63/555	71/561	72/561	82/564	

Note: Raw data figures have been used to set local Indicator.

The West Midlands Fire Service continues to use a range of innovative recruiting approaches to attract applicants from ethnic minority communities. This includes attending careers/recruitment events targeted at ethnic minority communities which has produced an increase in the numbers of ethnic minority employees.

Personnel Indicators							
LI 8		The number of serious injuries to employees					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 8	Local	77	41	57	53	41	
LI 8a		The number of serious injuries to firefighters at incidents					
Indicator		Actual Figures			Target for 2007/ 2008	Actual figure for 2007/ 2008	How good our performance is against the 2007/08 target
		2004 / 2005	2005 / 2006	2006 / 2007			
LI 8a	Local	36	20	30	28	12	

Glossary of Terms or Abbreviations

Term or Abbreviation	Definition
BA	Breathing Apparatus
BIPP	British Institute of Professional Photographers
BVPI	Best Value Performance Indicator
CB	Corporate Board
CFOA	Chief Fire Officers' Association
CIPFA	Chartered Institute of Public Finance and Accountancy
Corporate Health Indicators	Indicators relating to the general management of the Authority
CSV	Command Support Vehicle
DDA	Disability Discrimination Act
DPSSL	Diploma in Public Service Leadership
ESOL	English for Speakers of Other Languages
Executive Committee	A small committee of Councillors with delegated decision making power
EIA	Equality Impact Assessment
FRS	Fire and Rescue Service
FSHQ	Fire Service Headquarters
FSNBF	Fire Services National Benevolent Fund
FTE	Full Time Equivalent
HFSC	Home Fire Safety Check
ICT	Information Communications Technology

Term or Abbreviation	Definition
Indicator	The measure of an Authority's performance
ILM	Institute of Leadership and Management
IPDR	Individual Performance Development Review
IRMP	Integrated Risk Management Plan
LDG	Local Delivery Group
LED	Light Emitting Diode
LI	Local Indicators decided by the Authority or set following a review
LFS	Legislative Fire Safety
MBE	Member of the Order of the British Empire
Member	A Councillor who is Member of the Authority
Milestone	Intermediate Target
MTFP	Medium Term Financial Plan
ODPM	Office of the Deputy Prime Minister (note this has since been replaced by the Communities and Local Government office)
PAIT	Performance Assessment and Improvement Team
PCT	Primary Care Trust
PIM	Performance Improvement Meeting
Policy Planning Forum	A discursive meeting of the full Authority which submits policy changes to Authority or Executive Committee for approval

Term or Abbreviation	Definition
PRINCE2	Projects in Controlled Environments
PRWT	Pump Rescue Water Tower
PwC	Price Waterhouse Coopers
RB	Representative Body
RBIP	Risk Based Inspection Programme
RIDDOR	The Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995
RMB	Regional Management Board
Service Specific Indicators	Indicators relating to fire safety and firefighting
Standard	The minimum acceptable level which must be met by an Authority
Target	The level of performance an Authority is expected to achieve
TEW	Transport Engineering Workshops
Watch	Crew of on shift at a fire station
WMATF	West Midlands Arson Task Force
WMFRA	West Midlands Fire & Rescue Authority
WMRMB	West Midlands Regional Management Board
YFA	Young Firefighters' Association

All non-emergencies and general enquiries for
the whole of the West Midlands call
0845 5000900

For a FREE Home Fire Safety Check call
FREE 0800 389 5525

If you have any compliments, comments or
complaints about our service please contact us.

Customer Care Hotline

0121 380 7404

contact@wmfs.net

Public Relations
West Midlands Fire Service Headquarters,
Lancaster Circus Queensway, Birmingham B4 7DE

Our website provides everything you need to
know about the services we provide including
details on our performance, our future plans
and fire safety advice

www.wmfs.net

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