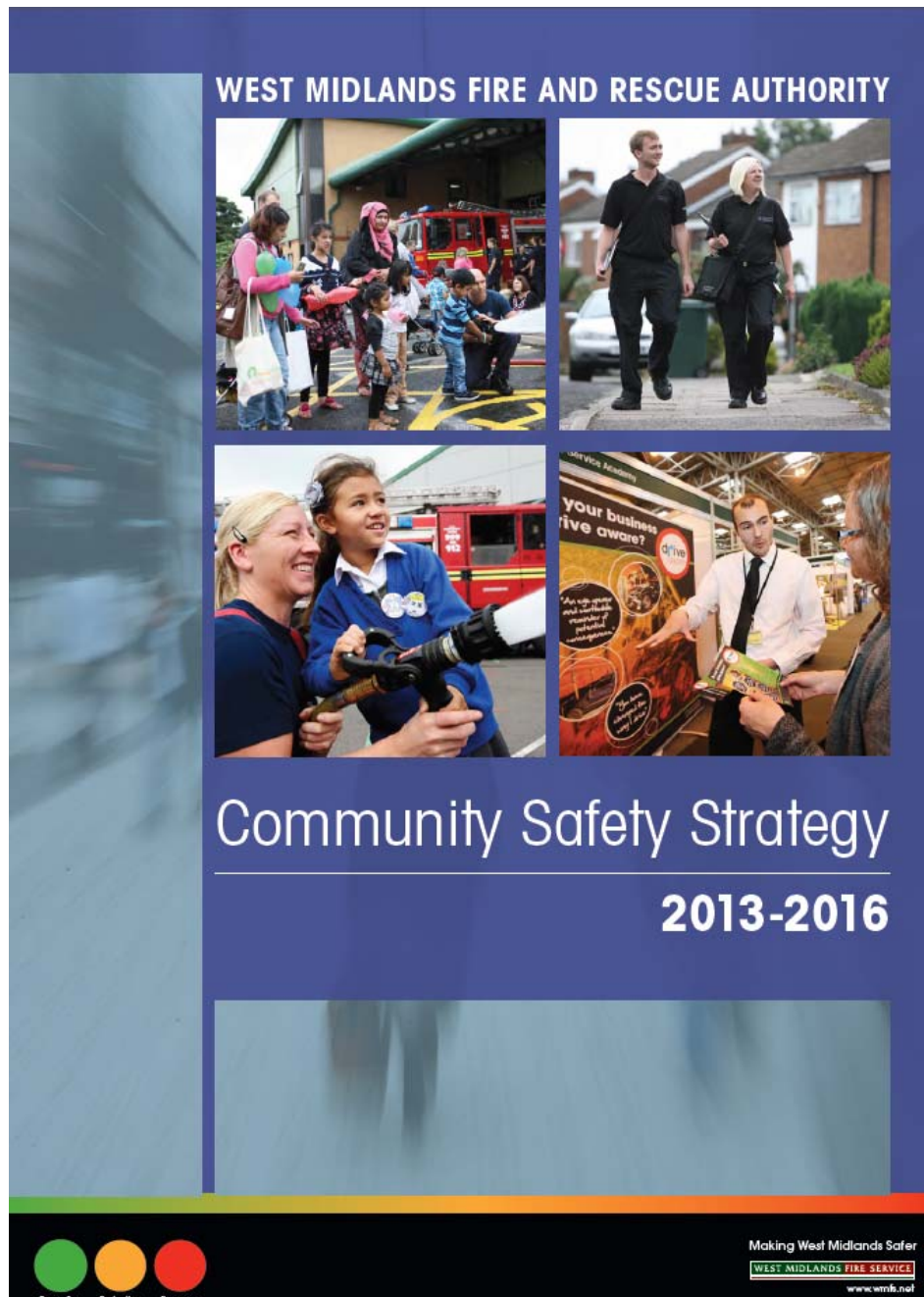


Review of Public Consultation of the Community Safety Strategy 2013-2016



Interim Report of the Scrutiny Committee October 2013

Members of the Scrutiny Committee:
Councillor Chambers (Chair)
Councillor Spence (Vice-Chair);
Councillors Delaney, Eustace, Hogarth, Tranter, Wright and Young

Supported by
Sandwell Metropolitan Borough Council,
Strategy, Performance, Improvement and Risk Team (SPIRiT) and
Strategic Communications

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Interim Report of the Public Consultation Review Working Group

1. Introduction

In accordance with the Fire and Rescue Services National Framework, the Fire and Rescue Authority established a Scrutiny Committee in 2012/2013 to support it in achieving its strategic objectives and ensuring that its policy and budgetary framework is followed and delivered to reflect changing needs and demands in meeting its statutory obligations.

The Scrutiny Committee's terms of reference state that it should carry out a minimum of two reviews per year (as set out in Appendix 1). The Committee has identified that the public consultation process undertaken for the Community Safety Strategy (IRMP) during November 2012 to January 2013 should be the subject of its second review.

2. Context

The West Midlands Fire Service intends to focus on reducing the demands placed upon it to respond to emergencies, through its prevention and protection activities. These include public education and engaging with partner services, communities and businesses. The Service has established a number of priorities, outcomes and strategic objectives which state how resources and activity will be targeted towards 'Making West Midlands Safer'. The Authority's corporate strategy document ['The Plan'](#) outlines the strategic direction for the Authority over a three year period and includes key priorities, outcomes and strategic objectives. It defines the services that will be provided, outcomes that will be achieved and the commitment to work in partnership with others.

The Fire and Rescue Services National Framework has set a requirement that the Authority "must produce an IRMP that identifies and assesses all fire and rescue related risks that could affect its community". In addition, it "must be publicly available, cover at least a 3 year time span and reflect effective consultation throughout its development".

The Fire and Rescue Services Act 2004 also requires that the Authority "must consult the general public on **major changes** in order to become accountable and responsible".

In accordance with the Fire and Rescue Services National Framework, the Authority has approved an Integrated Risk Management Plan (IRMP) – its [Community Safety Strategy](#). The Strategy contains details of the Service's risk analysis of foreseeable fire and rescue related risks in the West Midlands, describes the work the Service is currently engaged in to make West Midlands safer and identifies new initiatives, changing priorities and the changes of direction required to respond.

The Community Safety Strategy informs the priorities as contained within The Plan 2013-2016.

Public Consultation

Public consultation for the Community Safety Strategy was carried out from 19 November 2012 to 4 January 2013 to meet the Authority's statutory duty to consult the community on major changes in service delivery.

It also aimed to provide members of the public with the opportunity to influence the way in which the Service worked now and in the future and sought the views of the public using a structured set of questions using the key points set out within the Community Safety Strategy.

The Authority has a duty to undertake consultation on the Community Safety Strategy every three years unless there are major changes proposed.

The consultation process was designed to capture feedback from a range of sources, including:

- local communities and the public in general;
- members of the Fire and Rescue Authority and other elected representatives;
- employees;
- representative bodies;
- relevant partner agencies;
- neighbouring Fire and Rescue Authorities.

Consultation began with a management briefing on 15 November and relied heavily on electronic media and the website in particular, to reach the wider target audience.

The central theme of the consultation was to invite comment and feedback on the draft Community Safety Strategy (IRMP) in general, but to provide a degree of structure to the process, respondents were invited to answer a number of specific questions relating to key issues outlined and described in the document.

Respondents were also given an opportunity to return comments on the issues raised, or more generally on their satisfaction with the services provided.

The consultation was communicated widely both internally and externally across the West Midlands and received a response rate of 0.11% (2291 responses).

3. Terms of Reference

The Scrutiny Committee identified the public consultation process on the Community Safety Strategy as a matter for scrutiny at its meeting on 8 April, 2013. In particular, it wanted to review the effectiveness of the methods of consultation and to investigate how we could possibly increase response rates and to understand how future approaches to consultation could be more successful in improving the level of feedback and involvement and therefore help shape future priorities.

The Committee used the Scrutiny Work Plan Prioritisation Aid, attached at Appendix 2, designed by the University of Birmingham (InLogov), to assist it in determining whether the public consultation process was an appropriate matter for scrutiny. The Committee considered whether the issue was strategic and significant, whether it would add value to the Authority's or partners overall performance and whether reviewing it would lead to an effective outcome.

At its meeting on 10 June, 2013 the Committee agreed the terms of reference for the review by way of a detailed scoping document (attached at Appendix 3) which set out the rationale for the review and its aims and objectives.

The Committee established a Working Group comprising five members of the Scrutiny Committee, including the Chair, to undertake the review.

4. Membership

The following councillors sat on the Working Group:-

Councillor K Chambers (Chair) (Walsall Metropolitan Borough Council)
Councillor P Hogarth (Solihull Metropolitan Borough Council)
Councillor S Spence (Birmingham City Council)
Councillor C Tranter (Sandwell Metropolitan Borough Council)
Councillor T Wright (Dudley Metropolitan Borough Council).

The Working Group was supported by the following officers:-

Karen Gowreesunker Team Manager of the Strategic, Performance, Improvement and Risk Team (SPIRiT)

Mark Hamilton-Russell Strategic Communications Manager

Lewis Illes Intern: Political Analyst and Researcher

John Robb Performance Improvement Manager, Strategic, Performance, Improvement and Risk Team (SPIRiT)

Suky Suthi-Nagra Governance Services Lead (Sandwell Metropolitan Borough Council)

5. Methodology

The Working Group held three meetings during its investigations and received a copy of the questionnaire used, details of the process undertaken, an analysis of the results of the consultation and extensive details on stakeholder analysis which included where responses were lacking and potential reasons for this.

The Chair of the Working Group and Councillor Spence also met with Preith Shergill (Equality and Diversity Manager) to ascertain the consultation processes used by the Service in the past and to identify any areas for improvement. At the meeting of the Group held on 9 September 2013, Preith Shergill also gave a breakdown on those vulnerable communities that are more at risk of fire.

Station Commander for Coventry and Solihull (Steve Taylor) also attended a meeting of the Group to provide evidence for the review, including the public consultation process used in Coventry, how it was communicated to local communities and how it could be improved in the future.

The Group also received details of other metropolitan authorities' response rates to the public consultation process for the Community Safety Strategy.

6. Evidence

6.1 The Group received details of how the consultation process was undertaken across the West Midlands and how it was communicated to local communities. This was as follows:-

- a paper and online questionnaire (attached at Appendix 4) was circulated asking seven questions on risk based attendance, prevention based activities, road traffic collisions, flexible response, call challenge/special service calls, satisfaction and value for money. The information on the website (both Internet and Intranet) was supplemented with video clips and PowerPoint presentations to provide additional information for the public;
- data capture was achieved via paper copies – mainly from station-based personnel and also via the online questionnaire;
- a targeted approach through station-based personnel, for e.g. partners, local communities without access to personal computers and the vulnerable;
- corporate (targeted) emails to strategic partners i.e. chief executives of local authorities;
- social media - mainly Twitter;
- the availability of a translation/Braille copy, if requested.

Analysis of Results

6.2 The Group noted that:-

- The vast majority of responses were positive or supportive in nature;
- Question 2 (5 minute response time) received the highest positive response – 92%;
- Question 4 (brigade response vehicles) received the highest negative response – 30%;
- data collection indicated that 115 people were interested in 'keeping in touch' for further consultation.

Whilst it was acknowledged that the majority of responses were positive or supportive in nature, the Group noted that the number of comments and responses voiced concerns about the nature of changes being made to services provided, especially with regard to the impact of financial cuts.

The Group found:

- a) that the number of questions and responses were repetitive in nature with a number of leading questions used. These needed to be more open so as not to lead the respondent.
- b) that it appeared that some of the answers were well informed suggesting that they may have been responses from Fire Service staff. Whilst impossible to quantify, it was noted that more may be done to capture the views of members of the public and stakeholders.

Comparative Results

6.3 The Group noted that West Midlands response rates were higher than that of other metropolitan authorities as follows:-

- West Midlands - electronic responses 354
paper copies 1,937
email submissions 0
voicemail message 0
Total 2,291
- Greater Manchester – 216 responses (web based)
- Merseyside – “almost no response” (web based)
- West Yorkshire – 23 formal responses and 123 items of correspondence

It was noted that the West Midlands response rate in 2012/13 was higher than that in previous years despite having a lower budget for the consultation process. This was considered in part due to using staff and crews to promote the consultation. In addition, whilst the response rate was 0.11% of the West Midlands population (which currently stands at 2,000,000 over 16 year olds), which compared to the previous consultation responses figures of 0.0717 in 2010, similar response rates (2,291) were considered acceptable in national surveys.

However, despite consultation being predominantly an online process supported by other mediums such as phone, email and paper copies, as online consultation is the most cost effective method when the reach of this approach is considered, the Group felt that further research was needed to ascertain why the electronic response rates was significantly lower than that of paper based responses.

Consultation Period

- 6.4 The public consultation process was undertaken for a 12 week period during November 2012 and January 2013. The Group felt that consultation over the festive period may not have been conducive to getting high response rates. Future consultation over a shorter period and timed to attract a better response rate, for e.g. during the summer period, would be likely to improve the response rate.

Out of all the responses received, 115 people indicated that they would want to be part of any future consultation processes.

- 6.5 The Group examined whether contact details of members of the public could be collected at events held at local fire stations or online in order to compile a database of respondents and therefore have a point of contact for future consultation exercises. Data protection requirements stipulate that the Service would need to set out clearly the context for obtaining and keeping contact details of respondents and to provide respondents with an understanding of why their details are being collected.

Consultation Process undertaken in Coventry

- 6.5 The Group noted that in Coventry, the consultation process was promoted via the local press and media, local council websites and consultation tools, public consultation events, local ward and neighbourhood forums and visiting vulnerable communities such as sheltered/elderly accommodation. Details of the process undertaken in Coventry are set out in Appendix 5.

The Group cited the extensive process undertaken in Coventry as good practice and noted that station personnel were being used to promote the service to good effect.

Engaging with Vulnerable People

- 6.6 The Group noted that in previous years, when defining vulnerability, the Service had targeted geographic areas. However, the Service now focussed on the end user approach, using statistics to identify who was most likely at risk of fire.

The Service's targeted approach involves knowledge from partners and Home Safety Checks which create referral pathways using a points system outlining twelve factors related to home owners, to identify individuals at risk rather than relying on geographic data.

The basic principle of the Marmot Review, the Joint Strategic Needs Analysis and working with partner agencies enables partners and the Service to collect data and to build a picture on vulnerable users. A recent initiative “Making Every Contact Count” is also being rolled out to public sector organisations as an opportunity to talk to vulnerable individuals about improving their health and wellbeing. The Service is adopting this approach.

Current examples of engagement with the most vulnerable in various communities have been undertaken as follows:-

- Welcome to the West Midlands
- Special Educational Needs
- Safestart programme at Safeside
- YOYO (You’re On Your Own)
- Educational programmes within schools.

Further Qualitative Engagement: Stakeholder Analysis

- 6.7 A key proposal presented to the Working Group at its meeting held on 9 September 2013 was to undertake further work by carrying out a stakeholder analysis project of the diverse communities that the Service works with. This was to identify any gaps in engagement and to address these gaps through local Command areas to support future public consultation exercises.

The proposal supports the Service’s ‘Communities and Partnerships’ priority and specifically the objective: “We will improve the safety of our communities from fire” and also “We will improve the quality of life and economic prosperity of local communities”.

The Group noted that the work around targeting prevention and protection activities and engaging with communities aligns with the Service’s Equality Objectives and the Fire and Rescue Service’s Equality Excellence Framework which the Service has adopted.

Furthermore, it was noted that the project would develop the capability of our teams in understanding equality, diversity issues and improving their community and partnership relations; enabling them to be the best that they can.

The focus of the stakeholder analysis is to build relationships with community *groups* and to ensure that local Command areas ‘know their communities’ and understand their differing needs to enable them to plan their resources effectively to address any gaps.

This work not only builds strong community relations to support future consultation, but also enables the Service to provide excellence in delivering services to local communities and support community cohesion. Furthermore, it will educate local communities with regard to the range of work the Service delivers through prevention and protection; strengthening our public value.

The stakeholder analysis will focus on collating engagement data on the following areas:

- **Protected characteristics** (race, gender, disability, sexual orientation, religion/fait, age, maternity, gender reassignment);
- **Vulnerability** (identified by the Service and its Partners using statistics to identify who was most likely to be at risk of fire);
- **Demographics** (studying the population using the protected characteristics to identify trends and the size of the vulnerable communities in the West Midlands, including whether the vulnerable community is being reached by the Service).

It was emphasised that this is a detailed project which requires collating data and intelligence through the efforts of many internal and external stakeholders. The Group was also informed that the Community Safety Team are undertaking a restructure to further enhance the delivery of its priorities. As a result, it was proposed that the project will be implemented through a phased approach over the next 18 months.

7. Conclusion

Members felt that the review of the public consultation process was an appropriate area to consider and officers have seen the value in investigating the process undertaken for the Community Safety Strategy.

It was decided that the stakeholder analysis of local community engagement with community groups and any third sector organisations that support them will be undertaken as detailed in 6.7 above. In addition, it was proposed to continue to build on robust partnership working through delivering the outcomes of the Marmot Review and 'Making Every Contact Count'.

The Service is not required to undertake public consultation on the Community Safety Strategy until 2016. In order to do justice to the work of the Group, it is felt that more time is needed to enable the Working Group, the Community Fire Safety Team (once their restructure is implemented) and Corporate Communications to **continue to analyse stakeholder findings to identify any further gaps** in targeting the Service's key audience, in conjunction with local Command areas. It is envisaged that the stakeholder analysis will be completed in the spring 2014.

Once this work is complete, the Group will look to producing recommendations for a public consultation model that targets key audiences and enables successful public consultation exercises for the future.

In the meantime, **interim** recommendations have been produced and the Communications Team will continue to drive this project from a strategic level working with Operations Commanders and aligning it to the Fire and Rescue Service Equality Framework Excellence level.

8. Interim Recommendations

Recommendation		Responsible Officer/Member
1.	To create awareness of the stakeholder analysis project and desired outcomes with key internal stakeholders such as Operations Commanders, the Community Safety Team and key frontline personnel.	Community Safety, Corporate Communications
2.	To identify the existing stakeholder engagement with community groups and third sector organisations throughout the Command areas and to map against the demographic profile and vulnerable people profile.	Community Safety, Equality and Diversity
3.	To ascertain the quality of stakeholder engagement and to consider if this is proportionately appropriate with regards to the demographic profile and needs of that community group.	Equality and Diversity, Corporate Communications
4.	That where there is a gap in intelligence in relation to stakeholder engagement, to establish contact and ascertain the needs of the community and determine whether these needs align with West Midlands Fire Service's objectives set out in 'The Plan'.	Community Safety, Equality and Diversity, Corporate Communications
5.	To identify any gaps that the Service needs to consider with regard to their community engagement and to provide recommendations for Area Commanders to consider.	Community Safety, Corporate Communications
6.	That Area Commanders work with the Equality and Diversity and Corporate Communications Teams in order to determine the priorities within the public consultation work and to agree an action plan to close the gaps, to be presented to the Scrutiny Committee for approval.	Operations, Equality and Diversity, Corporate Communications
7.	That a delivery programme of local actions to address any gaps in stakeholder engagement for future public consultation processes is implemented with periodic reviews and measures against desired outcomes.	Equality and Diversity, Corporate Communications

Recommendation		Responsible Officer/Member
8.	That the format of future consultation questions be reviewed so that they are more open, do not lead the respondent and are not repetitive in nature.	Corporate Communications
9.	That a focus group/user group be established to receive customer feedback on potential questions, to reframe questions used in the 2012/13 consultation and to identify key people for future public consultation exercises, for e.g. community group leaders.	Corporate Communications
10.	That Section 41 members liaise with elected members from their respective councils and that Section 41 members be involved in future consultation exercises as they have a key network of contacts and can promote local events.	Section 41 members
11.	To undertake comparative exercises on how consultation is carried out in other fire authorities and local authorities, including performance and methodology.	Corporate Communications
12.	To continue to build “warm” relationships with the media, senior officers and Section 41 members.	All
13.	To analyse who regularly Tweets on the Fire website in order to target them on future consultation exercises.	Corporate Communications
14.	To use various promotional events at local fire stations to engage with the community and use station personnel to promote the public consultation process and build upon their local community links.	All
15.	To build a database of contact details of members of the public who are interested in being consulted in future public consultation exercises providing the Service gives respondents clear reasons for collecting their contact details.	Corporate Communications

Recommendation		Responsible Officer/Member
16.	To undertake any further work to ascertain why there was a low online response rate to public consultation, in particular, analysing whether the use of more closed questions would be more effective.	Corporate Communications

Terms of Reference for the Scrutiny Committee

To carry out a minimum of two scrutiny reviews per annum selected by the Committee. Such reviews will be member-led and evidence based, and will produce SMART (specific, measurable, attainable, realistic and timely) recommendations to the Executive Committee.

To track and monitor the implementation of review recommendations that are accepted by the Executive Committee.

To summon any officer or member of the Authority to give account in respect of reviews or any other relevant matter.

To manage, in consultation with the Director of Resources, a specific budget for the purpose of buying in any necessary external advice and support in connection with the reviews.

To receive and scrutinise performance information including progress against the Community Safety Strategy and 'The Plan', the Service's objectives and corporate performance indicators and review performance targets.

To have responsibility for scrutiny of equality and diversity throughout the West Midlands Fire Service and to review policies and monitor performance in relation thereto.

To monitor and scrutinise as appropriate the Authority's HR policies.

To monitor and scrutinise sickness levels, promotion policies and employee exit information.

To receive information and statistics on grievance monitoring and to report outcomes to the Joint Consultative Panel.

To ensure that the Authority is meeting its duties under Health and Safety and environmental and other relevant legislation.

To deal with any matters referred to it by the full Authority, the Policy Planning Forum or Executive Committee, the Chief Fire Officer, Clerk and Monitoring Officer or Treasurer, not within its work programme.

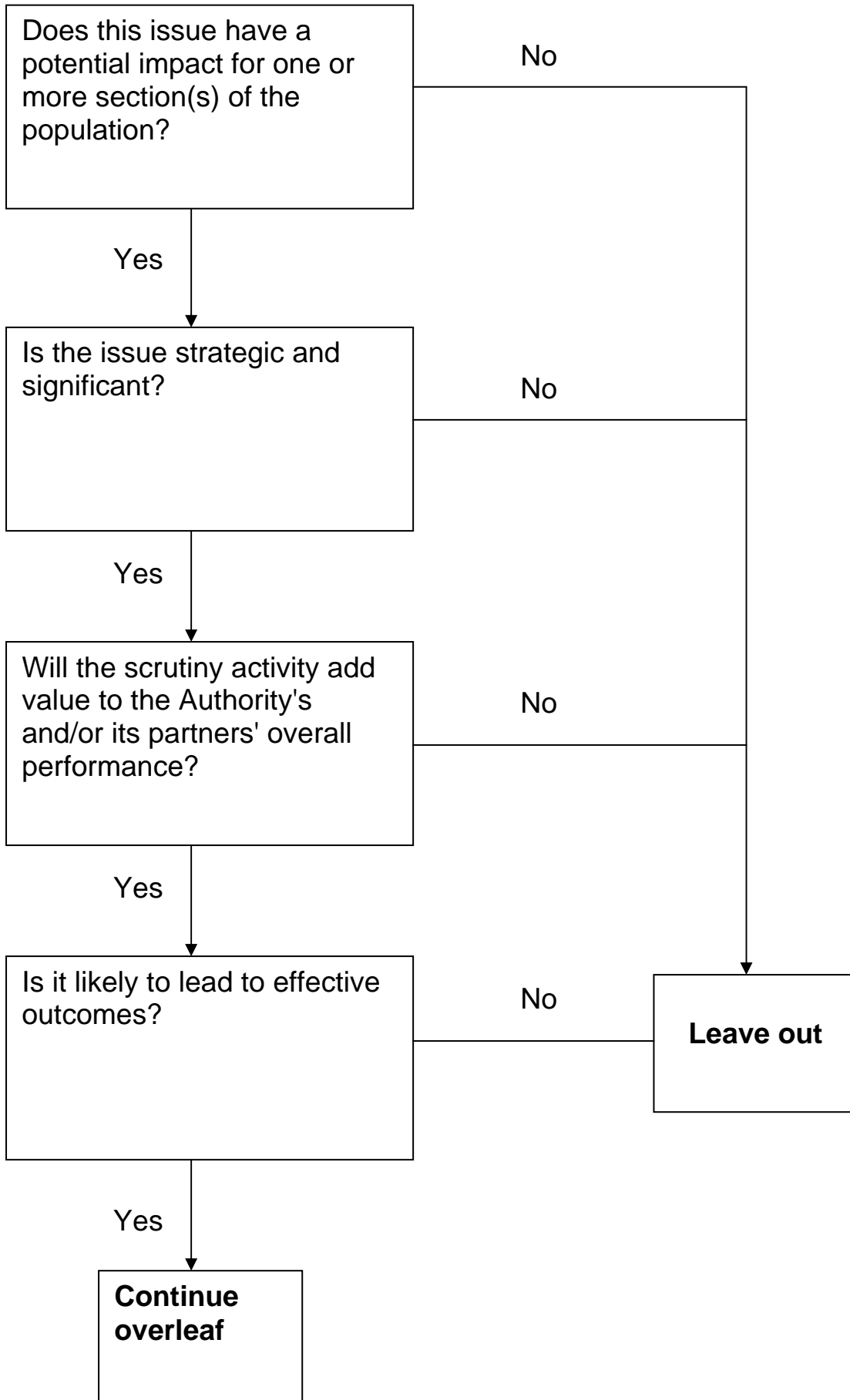
To refer any matter for consideration by the Authority, another Committee or an officer where considered appropriate.

To submit its minutes and an Annual Report to the Authority.

In order to allow for separation of the scrutiny and decision making functions, members of the Scrutiny Committee shall not sit on the Executive Committee.

The Committee will sit in public with minimum exceptions.

In addition to its programmed meetings, the Committee will hold additional meetings, as and when required, in order to efficiently manage its workload.

Scrutiny Work Plan Prioritisation Aid

Scrutiny Scoping Document Terms of Reference

Review Title <i>The working name that relates to the topic</i>	Scrutiny of WMFS Public Consultation Process (Community Safety Strategy (IRMP))	Review Reference Number: <i>reference for tracking purposes.</i> WMFRA/SC/2
Commission <i>Who commissioned the work</i>	Review commissioned by the Scrutiny Committee on behalf of the West Midlands Fire and Rescue Authority	
Task Group Members <i>Names of all those on the Task Group</i>	<ul style="list-style-type: none"> ➤ (Chair) Councillor Keith Chambers ➤ (Vice-Chair) Councillor Sybil Spence ➤ Councillor Peter Hogarth ➤ Councillor Chris Tranter ➤ Councillor Timothy Wright <i>(Additional members to be determined by the Scrutiny Committee and DCFO)</i>	
Support <i>Scrutiny has officer support to make sure that reviews run smoothly</i>	<p>Scrutiny will require officer support to make sure that the review runs smoothly and this will be facilitated by the Strategic Planning Improvement and Risk Team (SPIRiT) within the Service, working with the Democratic Services team at Sandwell MBC.</p> <p>Support will be provided to assist the Chair with the arrangements for managing the review and with keeping to timetable. SPIRiT will facilitate requests for information or the attendance of officers at meetings.</p> <p>Democratic Services will support the working group and the Committee in evidence gathering and report writing, including the formulation of appropriate recommendations and the production of the final report to be presented to the Executive Committee.</p>	
Rationale <i>Explain why the review is important to the Scrutiny Committee. A clear rationale will also help clarify the indicators of success</i>	<p>The public consultation which took place during November/December 2012, was an opportunity for the public to influence the way in which we work now and in the future. This consultation exercise asked the public for their views, using a structured set of questions, concerning the key points set out in the then, draft Community Safety Strategy. This strategy informs the priorities set out in 'The Plan' 2013-2016.</p> <p>Despite promoting this widely internally and externally across the fire service area only 0.11% (2291 responses (1937 paper, 354 electronic)) of the community responded, which is a low response rate, though an increase following the previous consultation in 2010 (0.07%) and not untypical of past response rates or within our sector..</p> <p>Members want to review the effectiveness of the methods of consultation used and investigate the possible reasons for the poor response rate, to understand how future approaches to consultation could be more successful in improving the level of feedback and involvement, to help shape our priorities.</p> <p>The Scrutiny Committee sees this as an opportunity to further raise their awareness of the approach used and how this could be actively promoted through their roles in the community, to encourage and support greater participation in any future events.</p>	

<p>Review Aims Objectives</p> <p><i>The main priorities and what the Review hopes to achieve</i></p>	<ul style="list-style-type: none"> ➤ To understand the approach and timeline taken to consultation during November-December 2012 ➤ To identify how and why this approach was selected ➤ To identify the methods used to target the community and any trends in the groups who responded ➤ To identify the most successful methods used for consultation across the Service and establish why ➤ To identify which command areas were able to generate the most informative responses and why/how (same as above?) ➤ To identify how the approaches used targeted vulnerable groups ➤ To identify any barriers existing which prevented the public from responding ➤ To make recommendations to support removal of barriers for future consultations to increase response rates ➤ To make recommendations on how the methods used could be improved to encourage increased response rates ➤ To make recommendations on how elected members can help to communicate and promote consultation exercises within their local communities, with the aim of increasing response rates ➤ To consider the effectiveness of approach taken ➤
<p>Link with Authority Priorities & Objectives</p> <p><i>How the review is linked to corporate aims and priorities</i></p>	<p>This review is linked to the vision of “Making West Midlands Safer” and supports the key priorities and outcomes outlined in The Plan. The very nature of public consultation should provide the Service with an understanding of what the community consider to be important in the delivery of our services. This is critical to the delivery of our vision, priorities and outcomes in The Plan.</p> <p>We have a role to ensure we are informing the public about what we are doing and any changes in this, as well as providing an opportunity for the public to influence.</p> <p>The Fire and Rescue National Framework for England 2013 requires fire and rescue authorities to engage with their communities to provide them with the opportunity to influence their local service.</p>
<p>Success Criteria/ Outcomes</p> <p><i>Some key indicators which will be used to tell you if the review is achieving its purpose.</i></p>	<ul style="list-style-type: none"> ➤ Greater understanding of where methods to consultation have worked well – good practice to share. ➤ Identification of opportunities for improvement in the approach taken to consultation. ➤ Raised awareness of members, of the consultation approach and better understanding of how members can promote this more in future exercises ➤ Better informed and increased response rates in future consultation exercises based on the realisation of the above criteria and outcome. ➤ Barriers are less prevalent, do not exist or are quickly identified and overcome. ➤ Ultimately the consultation process enables (as appropriate) a more informed public to contribute more effectively to plans for the future.
<p>Methodology/ Approaches</p> <p><i>e.g. Desk based review of papers visits/observations Comparisons with other authorities Process mapping/ Workshops/focus groups Seminars/public meetings Commissioned</i></p>	<ul style="list-style-type: none"> ➤ <u>Interviews</u> with officers to provide an understanding and background information regarding the overall approach taken to consultation – consultation strategy, timeline, consultation material used, report detailing outcomes of consultation questions and review of approach ➤ <u>Local Research</u> – members to gain an understanding of how consultation was undertaken in their areas and importantly how well communicated to local communities, understood and responded to. To identify where responses were lacking and potential reasons for this. How could local communities be encouraged to respond in the future? ➤ Members will also <u>review</u> the papers submitted to authority via, PPF, Executive Committee and Authority meetings.

<i>research Interviewing officers Calling witnesses/experts to give evidence</i>	<ul style="list-style-type: none"> ➤ <u>Research</u> other authority approaches to consultation ➤ Understanding of legal requirements ➤ Members will then develop further their key lines of enquiry and task off further work as identified in the previous stages.
Witnesses <i>Officers who are required to attend to explain decisions and actions taken and their performance. Other people who may be invited to discuss issue of local concern and /or answer question</i>	<ul style="list-style-type: none"> ➤ Chair of the Authority & Deputy Chief Fire Officer ➤ Head of Communications ➤ Head of SPIRiT/Intelligence Manager ➤ Operations Commanders/Station Commanders/LALO's ➤ Partners ➤ Local Communities ➤
Documentary Evidence <i>e.g. Government legislation Best Value Performance Plan Relevant service plans for service groups Relevant Performance Indicators Budgetary data and activity Minutes of meetings Independent research and papers</i>	<p>Background papers will be made available for Members on all information regarding the Community Safety Strategy (IRMP) consultation. This will also include:</p> <ul style="list-style-type: none"> ➤ Organisation charts ➤ Community Safety Strategy ➤ The Plan ➤ 2013-2014 IRMP Consultation documents, questionnaire and reports ➤ Reports evaluating consultation responses ➤ Marketing and publicity materials
Publicity Requirements <i>how the results of the Review once it has been completed will be made public</i>	<p>The report once agreed by the Executive Committee, will be published on the Service's internet and intranet sites.</p>
Resources Requirements (Financial)	<p>No additional funding has been identified as being required for this work.</p>
Timescales <i>Timescales for when various parts of project should be completed – what will be done, by when how and when</i>	<p>Ideally the timing of this review should support the potential need for public consultation in 2013 which would inform any changes to our Community Safety Strategy for 2014-2015.</p> <ul style="list-style-type: none"> ➤ Scrutiny Committee meeting <u>10th June 2013</u> to agree scope of the review. ➤ The working group/Scrutiny Committee to establish a programme of meetings to include any additional meetings required to support progress of the review. Suggested extra meeting(s) takes place in <u>June and between July/August</u>. ➤ Review to commence in <u>June 2013</u> following agreement of scope. ➤ Review progress in Scrutiny Committee on <u>22nd July</u>. ➤ Draft report and recommendations to be submitted in Scrutiny Committee on <u>16th September 2013</u>. ➤ Submit report and recommendations to the Executive Committee on <u>14th October 2013</u>.
Evaluation <i>A review is assessed on its effectiveness</i>	<p>A review date of will be agreed by members to evaluate the outcome of the recommendations. It is proposed this review is completed 12 months after any findings are implemented.</p>

by finding out what changes have been made as a result		
Scoping document Completed by: (Name and Signature)	Date:	
Project Approved by: (Name and Signature)	Date:	

Questions used for the public consultation of the Community Safety Strategy (IRMP)

- 1a We have established a risk based approach to managing our emergency response activity and the distribution of our fleet of response vehicles and firefighters. **Do you agree that this is the best way to deploy our firefighters and emergency response resources, so that the incidents with the greatest potential to cause harm to people are given top priority?**
- 1b **Should we continue to set a target of 5 minutes, for our attendance at high risk incidents such as house fires and road traffic collisions?**
- 2 We need to continue to deploy our staff into people's homes, schools and other places where we can exert a positive influence on behaviours and avoid an increase in numbers of fires and accidents. **Do you agree that we should continue our efforts to educate and inform people and control risk in this way?**
- 3 The number of road traffic collisions (RTCs) that we attend has increased and continues to rise. We have a legal duty to respond to these incidents but not necessarily to undertake prevention work to reduce the number of RTCs. We intend to take steps to reduce the number of RTCs and the injuries they cause. **Do you agree that we need to increase our efforts to prevent RTCs and to take a leading role in doing so?**
- 4 To refine our emergency response service, we have launched a range of different vehicles, sometimes sending fewer firefighters to low risk calls, based on information obtained from the caller. **Do you agree that we should continue to develop more flexible response options in this way?**
- 5a The number of responses we make to calls originating from automatic fire alarms has decreased because we are able to challenge these calls, to ensure we only turn out to a genuine emergency. **Do you agree that we should continue to challenge calls in this way, to reduce the number of attendances to non-emergency incidents?**
- 5b **Do you support our policy of challenging non-urgent Special Service Calls and on occasion, charging for our services?**
- 6a **Has your perception of West Midlands Fire Service changed as a result of reading this Community Safety Strategy?**
- 6b **If so, how?**
- 6c **What do you think we could do better, or differently?**

- 7 The services we provide currently cost the average Council Tax band 'D' payer £47.83 per annum, which is less than £1 per week. This compares with an average across the UK of £64.12 per annum.

Do you think this represents good value for money?

Public Consultation Process undertaken in Coventry

City Wide Communication

- City wide Media Release – Coventry Telegraph
- Signposting via individual e-mail signatures
- Station Twitter Accounts
- Local Council websites & consultation tools
- Various partnership meetings
- Fire Authority Member Briefing
- Letters to Members of Parliament and Councillors
- Coventry Community Safety Scrutiny Board (Cllrs with Cabinet responsibilities for Community Safety)
- Public Consultation Events – Canley (Cllr Attendance)
- Binley & Willenhall Ward Forums, (Cllr Attendance)
- 6 x SNG's
- Partners - Age UK, Linking People, National Grid, Women's Institutes
- B&Q Superstore Diamonds Day (Elderly) & public events shopping centres
- Advocates/ Local Authority Liaison Officers (LALO's)
- Young Firefighters Association

Targeted Approach (Vulnerable Communities)

- Home Safety Check Community Contact
- All schools (27) promoted web link (briefing note & City Council)
- Housing with care (targeted but prevented due to Norovirus outbreak)
- Residential Homes
- Sheltered/elderly accommodation visited by crews
- Dentist, Doctors Surgeries (Posters)
- Libraries (Posters)
- Local Supermarkets (Posters)
- 12 Places of Worship – including Mosques and Temples - Priority Locations
- Partners - Age UK, Linking People, National Grid, Women's Institutes
- B&Q Superstore Diamonds Day (Elderly) & public events shopping centres
- Local Shops and Offices (Posters)
- Christmas Fayre – Community Engagement

- HSC promotion
- Local delivery groups and district committees
- Local Council websites & consultation tools
- Local Ward & neighbourhood forums
- Public events in shopping centres
- Sheltered/elderly accommodation visited by crews
- Letters to MP's & Councillors
- Local and central advertising
- Various partnership meetings
- Local press and media (including Social Media)
- Council meetings
- Advocates/Local Authority Liaison Officers (LALO's)
- Young Firefighters Association