

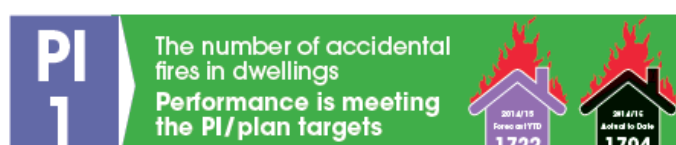
Performance Indicator Performance – Quarter Four 2014/15

Key:	
Green	Performance is meeting the targets
Amber	Performance has improved but has not met the targets
Red	Performance has deteriorated and has not met the targets

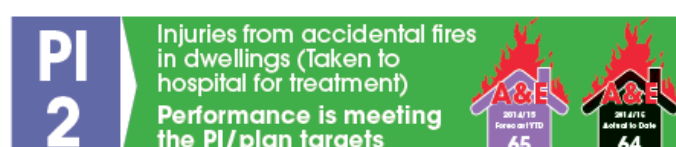
Prevention

Our Prevention Services focus on public involvement and education, engaging with our partners, targeting schools, communities and vulnerable people, with advice and guidance which will give particular attention to social inequalities.

- We will improve the safety of our communities at risk from fire.
- We will improve road safety through targeted action.
- We will improve the quality of life and economic prosperity of local communities.



The number of accidental dwelling fires is less than last year and within target, but has increased on the number two years ago. Despite being off target in Q3, accidental dwelling fires were back on target by Q4, as predicted. Birmingham had 45% of the fires. 58% were in rented accommodation.



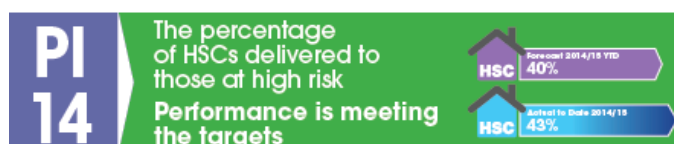
Just on target. Half of the injuries arose from kitchen fires while 12 were bedroom fires and 12 were living room. They span a wide age range, from 15 to 95, with no age band particularly over-represented. 38 were male, 26 were female. Almost exactly half were in rented accommodation and half were privately owned properties.



The highest number of deaths in accidental dwelling fires since 2006/7. After 1 death in Q1, and 3 by the end of September, there were 15 in 6 months to March, so a high concentration in winter months. 4 of the fires started in the bedroom; the others all started in the kitchen or living room. Over 50s are more at risk and over 70s even more so.

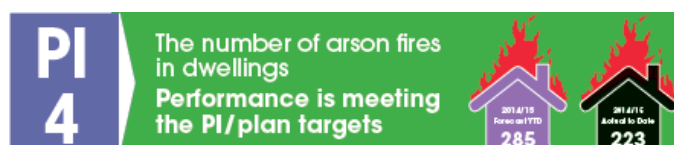


Target has not been reached. Number of HSC points achieved in Q4 (35,908) was the highest achieved in any quarter of the year. The Q4 year to date figure is 98.5% of the target for the year. At the end of the year, Black Country North and South exceeded their targets whilst Coventry and Solihull, and Birmingham fell short.

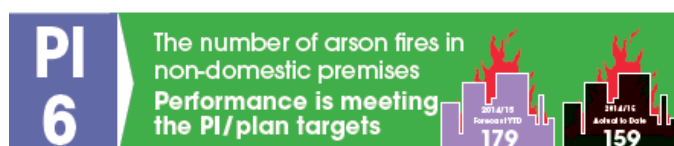


Average HSC score = 4.59 to end of year. This slight increase on Q3 (4.57), Q2 (4.51) and Q1 (4.49) continues to show positive direction of travel, albeit gradual.

% of HSCs referred from partner agencies = 28.4% and has not changed since Q3. Analysis has shown that the highest risk HSCs were predominantly the result of referrals.



Down by almost 50 on last year's number after a slight rise in 2013/14. Coventry has a significantly higher proportion than its population would suggest – 29% of all arson dwelling fires, with just 12% of the population of the West Midlands. 25 were in Foleshill ward alone. 100 were in purpose built flats or maisonettes.



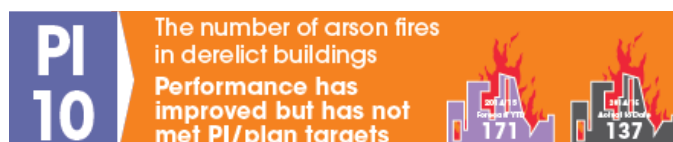
Broadly similar to last year (plus the year before that) and 20 within target. A small but significant number are prisons and psychiatric hospitals (27 of the total). 11 incidents were in public houses.



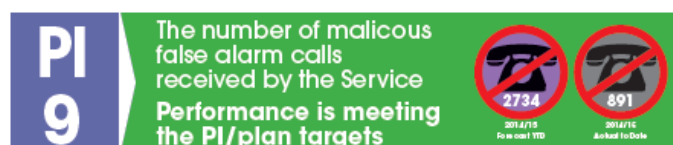
Arson vehicle fires are still on the increase but it is not a huge increase on last year and the number remains well below 2011/12 levels. However, target missed by 8 at year end. Incidents happen mainly at night. Some wards are particular hotspots, such as Sparkbrook, Nechells and Shard End in Birmingham.



Arson rubbish fires, which are hugely affected by weather conditions, are approx 250 down on last year and comfortably within target, which is very lenient after a high number in 2011/12.



Arson fires in derelict buildings are continuing their downward trend and are well within target. However, this PI is shown as amber because the 6 month trend is negative.



The number of malicious false alarm (FAM) calls received has fallen very dramatically since last year and is well within target. However, this figure should be treated with caution. Regards the significant drop in PI 9, it has emerged that the merger between Staffordshire and West Midlands Fire Controls has caused an IT issue which has resulted in the under reporting of FAMs received. Subsequent analysis has revealed the number of FAMs received for 2014/15 is approx 2600, a very similar total to 2013/14 figures.



The Actual YTD figure for 2014/15 only represents data currently available (to the end of November 2014). Based on this being 2 thirds of the year, the forecast for the end of the year is approx 760.

Protection

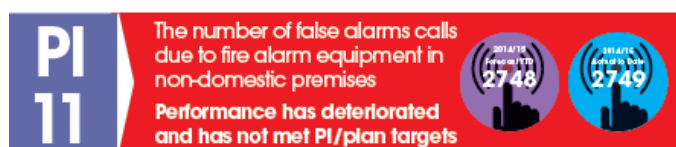
Our Protection Service prioritises the risks to the business sector, focusing on the provision of advice and importantly the enforcement of legislation with a mind set of continuing to support the economic wellbeing of the West Midlands.

To support the delivery of the following Strategic Objective:

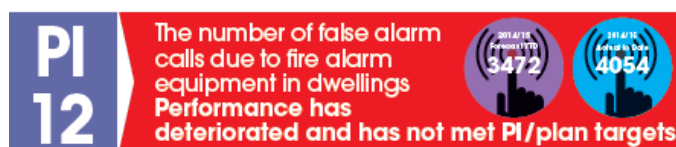
- We will advise and enforce on fire safety issues across the West Midlands to comply with fire safety legislation.



Overall performance remains the same as the previous year and is on target. Birmingham North has the highest number of incidents (143); more than double the figure for Birmingham South. Many property types are affected, particularly hospitals, student accommodation and supermarkets.



The target for PI 11 was only just missed by 1. Performance has improved from the figures in 2011/12 and 2012/13, although it is higher than last year. Significant data quality work has been undertaken this year to ensure incidents are recorded in the correct category.



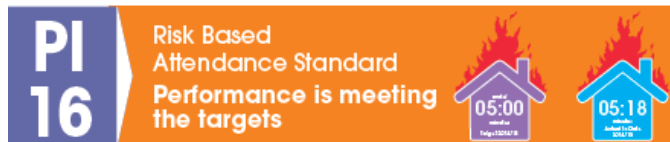
The number of incidents is well over target and the highest it has been for the last 3 years. However, it should be treated with caution because data quality work over the last year may have led to more incidents being recorded in this category than had previously been the case.

Response

Our Response Service protects life, properties and the economies of the West Midlands by delivering assertive, safe and effective fire fighting through timely response, across a range of emergencies we attend.

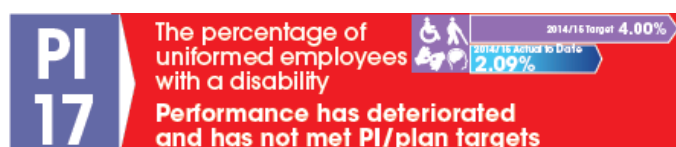
To support the delivery of the following Strategic Objective:

- We will deliver an assertive, safe, economic, efficient and effective emergency response service.

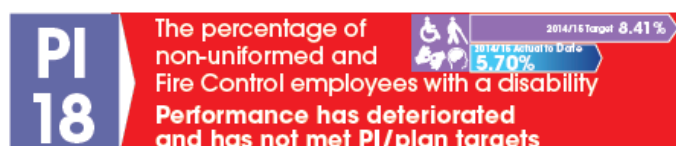


These incidents present the most risk to the community and to firefighters. They include life and property risk fires or life-risk special service calls. The risk-based attendance standard has improved from 5 minutes 29 seconds in Q3 to 5 minutes 18 seconds in Q4 (an improvement of 11 seconds).

People Support Services and Safety, Health and Environment



33 uniformed staff have declared a disability (2.09%). The percentage of uniformed staff who have declared their disability status remains 75%, as per previous quarters.



30 non-uniformed staff and none of the Fire Control staff have declared a disability. 81% of non-uniformed and Fire Control staff have declared their disability status.



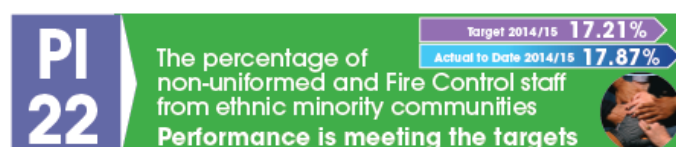
As per PI 17 and PI 18. Performance has deteriorated and has not met PI/plan targets. WMFS is aiming for 100% disclosure.



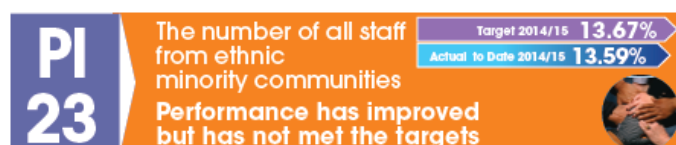
79 female uniformed staff. There were 6 starters and 3 leavers in 2014/15, 2 more female leavers than predicted. There will be no improvement on this target until the outcome of the recruitment campaign which commenced in December 2014.



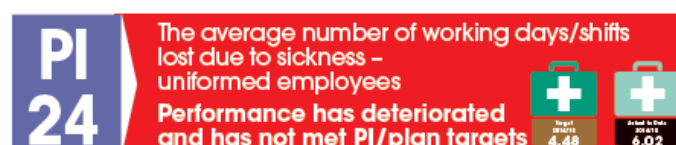
192 uniformed staff are from BME communities. There were 2 starters and 8 leavers in 2014/15, 3 more than predicted. There will be no improvement on this target until the outcome of the recruitment campaign which commenced in December 2014.



91 non-uniformed and 3 Fire Control staff are from BME communities. This PI is meeting the target.

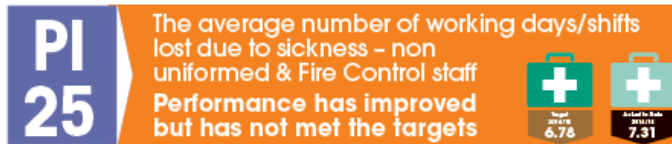


As per PI 21 and PI 22. Performance has deteriorated and has not met PI/plan targets (due to the target for uniformed staff not being met).

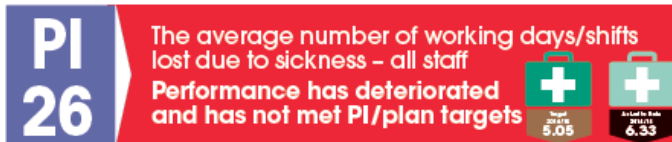


Uniformed sickness has increased by 17% compared to last year.

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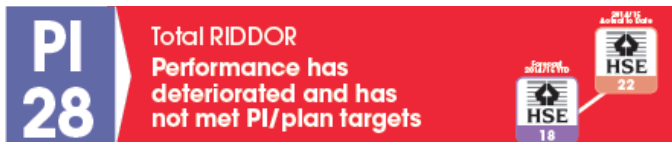
Non-uniformed and Fire Control sickness has reduced by 8% compared to last year. Non-uniformed sickness rate is 7 days. Fire Control sickness rate is 9.9 days.



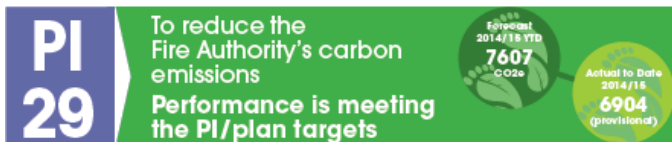
As per PI 24 and PI 25. Performance has deteriorated and has not met PI/plan targets (1.28 working days/shifts over target).



The number of injuries reported remains low in a historical perspective but has increased by 8% on the previous year. The most significant cause of injury remains slips, trips and falls, accounting for 22% of reports. 29% of injuries occurred at incidents and 71% during training and non-incident activity.



1 more RIDDOR report than the previous year, although the figures remain low in a historical perspective. Slips, trips and falls, and manual handling remain the main cause of reports to the HSE (7 reports each).



The figure reported from 2014/15 is provisional due to some outstanding data (which is being followed up). Overall, CO2 emissions have reduced by less than 0.5% and this may be an early indication that performance is reaching a plateau.



Gas use has reduced by 14% and the target has been achieved. This is most likely due to the mild winter experienced in 2014/15 and that the use of a rolling 3 year average helps to reduce the impact of seasonal weather on targets. Influences on this target include the increased use of some sites, as distributed training model hubs, decreased use of the Academy, the closure of Halesowen and Cradley Heath stations, plus the opening of Haden Cross.

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Electricity use has increased by 3% and the target has not been achieved. The figure provided is provisional due to data missing for the Academy (due to a billing issue). Influences on this target include the increased use of some sites, as distributed training model hubs, decreased use of the Academy, and the increase in the use of computers, particularly by partner organisations.