

Performance Indicators Target Setting 2020/21

Priorities

Response Priorities

Through risk management, we will attend the most serious emergency incidents in high risk areas within five minutes to save life, protect homes and businesses, the environment and our transport networks.

Risk to life and property will be reduced through our commitment to operational excellence and to providing an assertive, effective and safe emergency response to all incidents.

Appropriate rescue operations will be led and coordinated by WMFS and we will work collaboratively with other agencies to deliver an excellent response in line with public expectations.

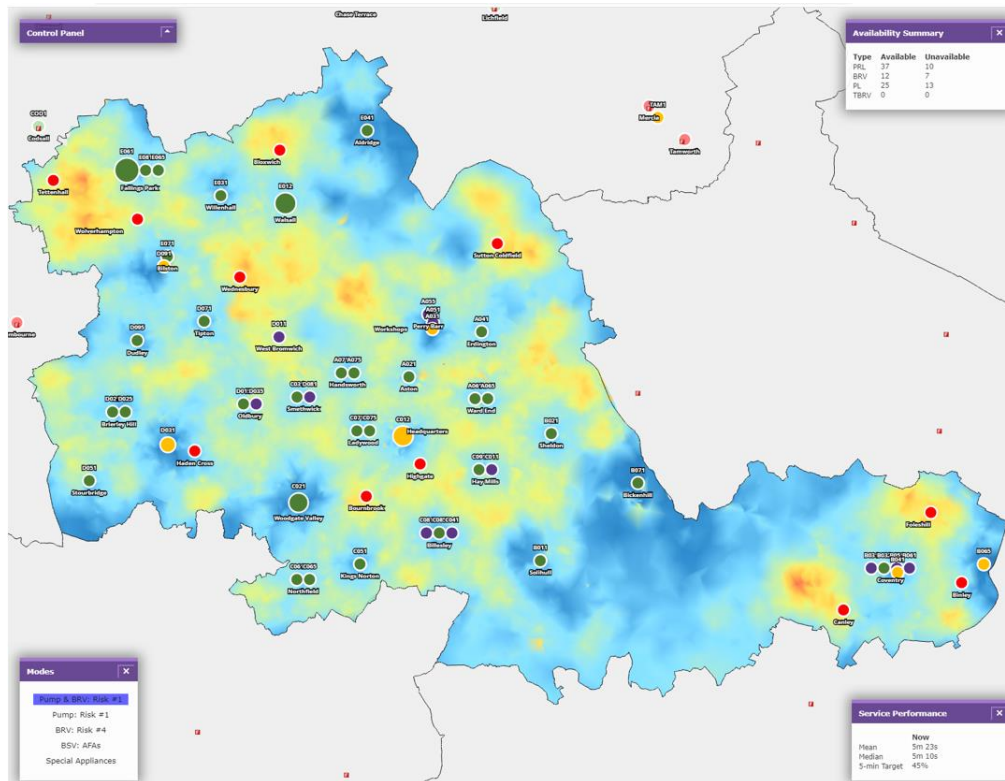
Our specialist response teams will deliver National Resilience arrangements for responding to local, national and international major incidents, new risks (including weather) and humanitarian situations.

PI1 – Category 1 Risk Based Attendance Standard

2019/20 forecast	04:40
2018/19 actual	04:45
2017/18 actual	04:44

Target 2020-2021 target

5.00 Minutes



Notes

- The 5-minute attendance standard based on academic survivability studies and evidence based approaches, giving people the best chance of survival for those involved in category one incidents.

Continuous Improvement –

- I- Console (New Station -Turn out system)
- Vision 4 going live
- Improvements through extended digital transformation **Pre-Alert system**

Priorities

Prevention Priorities

The number of people killed or seriously injured by fire related incidents will reduce as we focus with our partners, on reducing the risks faced by our most vulnerable people in our communities.

The safety, health and well being of the people in our communities who are most at risk from fire will be improved by our targeted prevention activities.

Arson related incidents will fall, supporting safer and stronger communities, as a result of our partnership work.

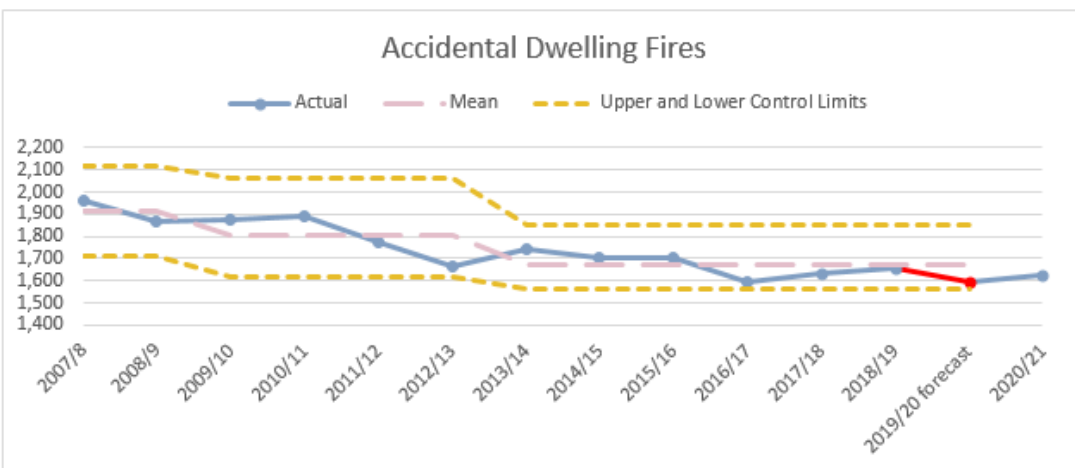
Fewer people will be killed or seriously injured on West Midlands roads, and we will keep transport networks moving, as we work with partners in support of the West Midlands Regional Road Safety Strategy.

PI 2 – Accidental Dwelling Fires

Financial Year	Incidents
2007/8	1,958
2008/9	1,867
2009/10	1,876
2010/11	1,889
2011/12	1,773
2012/13	1,668
2013/14	1,742
2014/15	1,704
2015/16	1,702
2016/17	1,592
2017/18	1,631
2018/19	1,658
2019/20 forecast	1,594
2020/21	1,611

Decision for the 2020-2021 target

1% reduction
= 1611 incidents



Notes

- The Accidental Dwelling Fire action plan rolled out across all Command areas.
- Localised targeting of hot spot areas.
- Current forecasted figures back in line with 2016/17.

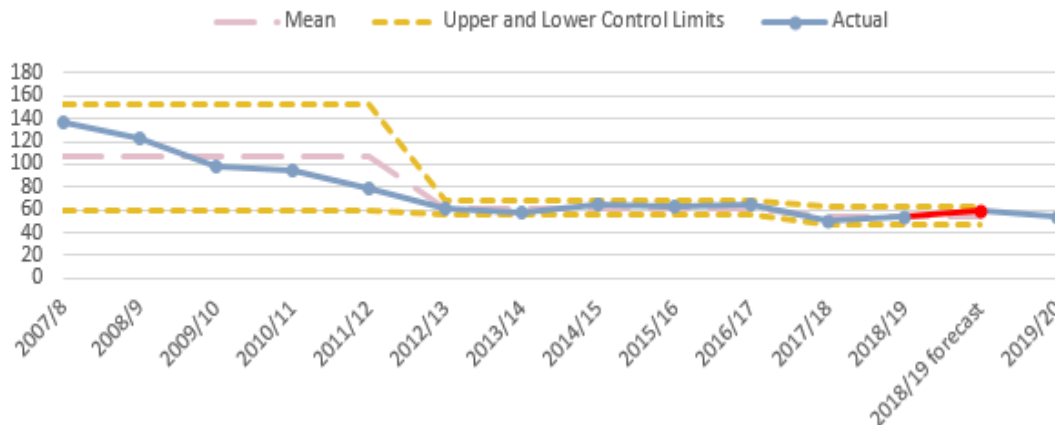
PI 3 – Injuries at Accidental Dwelling Fires

Financial Year	Incidents
2007/8	137
2008/9	123
2009/10	99
2010/11	95
2011/12	78
2012/13	61
2013/14	57
2014/15	64
2015/16	63
2016/17	65
2017/18	51
2018/19	54
2019/20 forecast	59
2020/21	54

**Decision for the
2020-2021 target**

1% reduction
= 54 incidents

Injuries at Accidental Dwelling Fires



Notes

- Over the last three years there is consistent reduction in the total number of Injuries in accidental dwelling fires.
- Localised- WMFS Prevention campaign regarding advice for individuals to not tackle or extinguish Fires.
- Localised- WMFS Prevention Campaign regarding Unattended cooking or distraction while cooking.
- National Campaign diary (NFCC) targeting specific areas.

PI 5 Safe & Well referred by partners

Year	Target	Actual
15/16	40%	27.9%
16/17	40%	41.8%
17/18	50%	47.9%
18/19	55%	37.5%
19/20	40%	43% Forecast
20/21	45%	

**2020-2021
target.**

45%

Notes

- 43% Currently achieved across the organisation with Tymly project included.
- 75% of referrals for Tymly trial in Black Country South from partnership referrals.
- Revolutionary change to completing prevention based activities through Safe and Well.
- Tymly Project roll out in 20/21 for all Commands areas.
- Partnership and initiative quality assurance completed for all stations by Prevention.

PI 6 - Safe & Well Points

Date	Target	Achieved
14/15	130,000	127,622
15/16	135,000	190,553
16/17	135,000	215,518
17/18	275,000	212,749
18/19	300,000	302,583
19/20	259,680	202,357
20/21	275,000	

Target 7.5 average points per visit (Based on Vulnerability)

Decision for the 2020-2021 target







5.9% (Increase)
= 275,000 points

Notes

- The SAW completion aligned to resource availability for 20/21.
- Interim trial period Black Country South before project go live.
- Roll out the Tymly project.
- Partnership engagement sessions held across all Commands.
- On line learning for care and support agencies about recognising risk and vulnerability to fire and referring to WMFS.

PI7 – Killed & Seriously Injured (KSI) – Road Traffic Collisions

2015 - 2017 average Targeted Reduction by 2028

	Adult pedestrian	264	158
	Child pedestrian	95	57
	Pedal Cyclist	126	75
	Powered 2 Wheelers (including passengers)	183	110
	Car/ Taxi* (including passengers)	343	207
	Public Transport	8	5
	Total	1021	612

2020-2021 Target

4% reduction

Notes

- On average 1021 are killed or seriously injured on the roads (2015-2017 figures) shown in left hand table.
- The WMCA Regional Road Safety Strategy started in 2018 with 10 year target reduction plan for killed or seriously injured (KSI's) until 2028.
- 40% target to be achieved over next 10 years (- 4% reduction per year)
- The strategy set encourages effective partner collaboration to achieve a 40% reduction in the number KSI's over the next ten years based on the 2015/17 average.

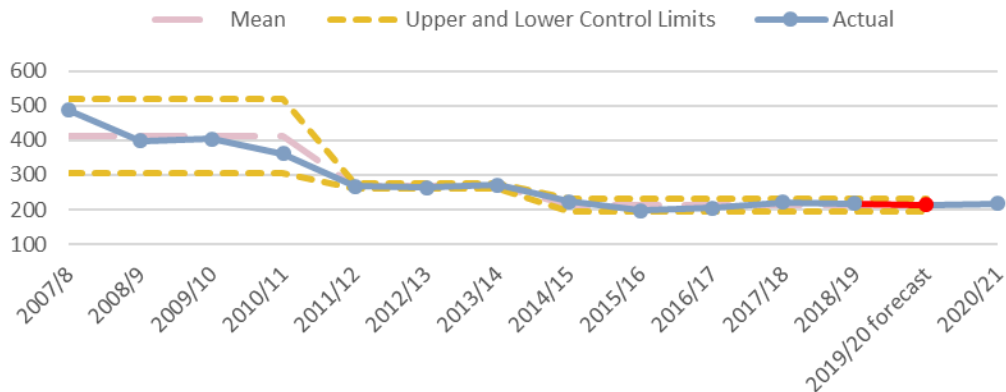
PI 8 – Deliberate fires in dwellings

Fin Year	Total
2007/8	487
2008/9	399
2009/10	404
2010/11	361
2011/12	268
2012/13	264
2013/14	271
2014/15	223
2015/16	198
2016/17	205
2017/18	220
2018/19	216
2019/20 forecast	213
2020/21	210

2020-2021 Target

3% reduction
= 210 incidents

Deliberate Fires in Dwellings



Notes

- Incidents stable since 2014-15
- Localised action plans are being put in place for hot spot areas and potential areas from information shared and gathered.
- WM Police and partner collaboration sharing information with Fire Investigation regarding release of convicted arsonists and holding addresses.

PI 9 Deliberate Fire in non-domestic properties

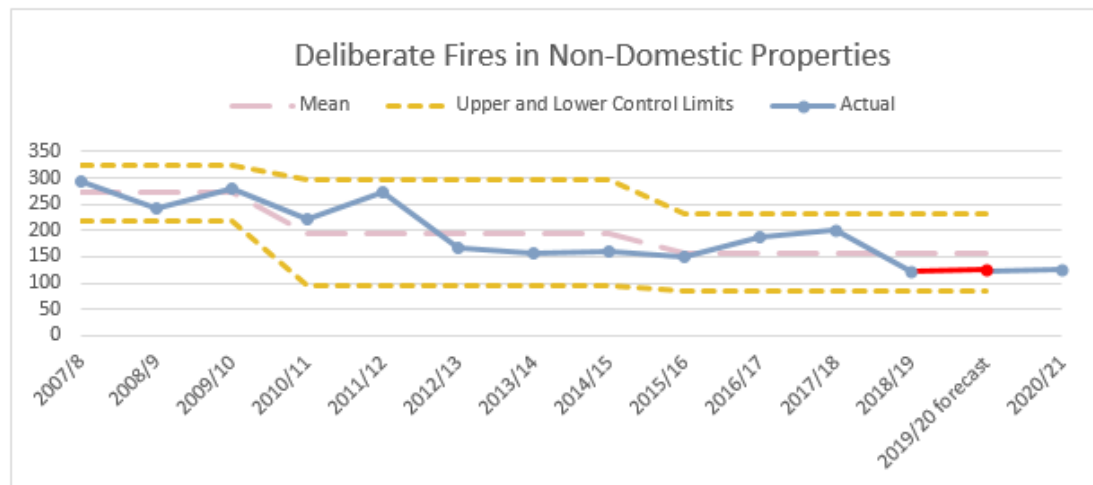
Fin Year	Total
2007/8	293
2008/9	242
2009/10	280
2010/11	223
2011/12	273
2012/13	166
2013/14	157
2014/15	159
2015/16	151
2016/17	189
2017/18	202
2018/19	121
2019/20 forecast	127
2020/21	128

2020-2021 Target

-15% reduction
= 128 incidents

Notes

- Effective relationships have been developed with HMP Winson Green, which is proving to be able to influence behaviours and actions taken at the prison. Continued partnership working will ensure further reductions in PI9.
- Fire Investigation continue to work closely with WM Police to ensure collaboration and that cause and individuals are identified, apprehended and criminally charged.



PI 10 – Deliberate vehicle fires

Fin Year	Total
2007/8	1,582
2008/9	1,377
2009/10	1,096
2010/11	983
2011/12	811
2012/13	563
2013/14	640
2014/15	646
2015/16	725
2016/17	913
2017/18	867
2018/19	806
2019/20 forecast	705
2020/21	713

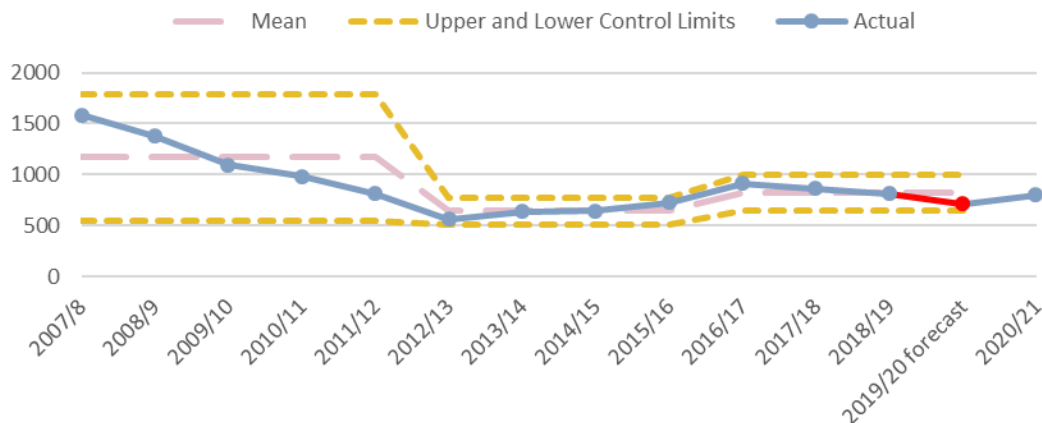
**Decision for the
2020-2021 target**

10% reduction
=713 incidents

Notes

- Deliberate vehicle fires are forecasted to reduce in 19-20 over the three year average (12.5% below target set). Third year in a row this type of incident has reduced.
- Clear project management through 3PT to create tasks to deal with areas such as deliberate vehicle and target and maintain significant reduction in Incidents.
- Crews referring abandoned vehicles to partners quickly.
- Localised action plans identifying hot spots shared with WM Police.
- Highways, Authority and WM police removing unlicensed and uninsured vehicles from road networks.

Deliberate Vehicle Fires



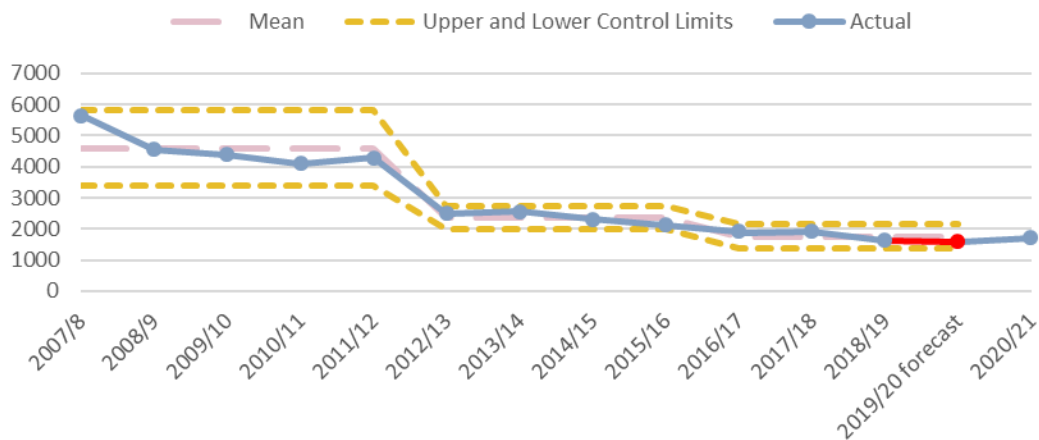
PI 11 – Deliberate rubbish fires

Fin Year	Total
2007/8	5,647
2008/9	4,565
2009/10	4,398
2010/11	4,098
2011/12	4,286
2012/13	2,486
2013/14	2,557
2014/15	2,310
2015/16	2,133
2016/17	1,917
2017/18	1,923
2018/19	1,601
2019/20 forecast	1,560
2020/21	1,610

2020-2021 Target

5% reduction
= 1610 incidents

Deliberate Rubbish Fires



Notes

- Deliberate Rubbish fire localised action plans introduced and actioned.
- Crews rubbish referrals into Local authority services.
- Joint working and engagement with partners, Local authority, WM Police, Environmental services and locality boards.

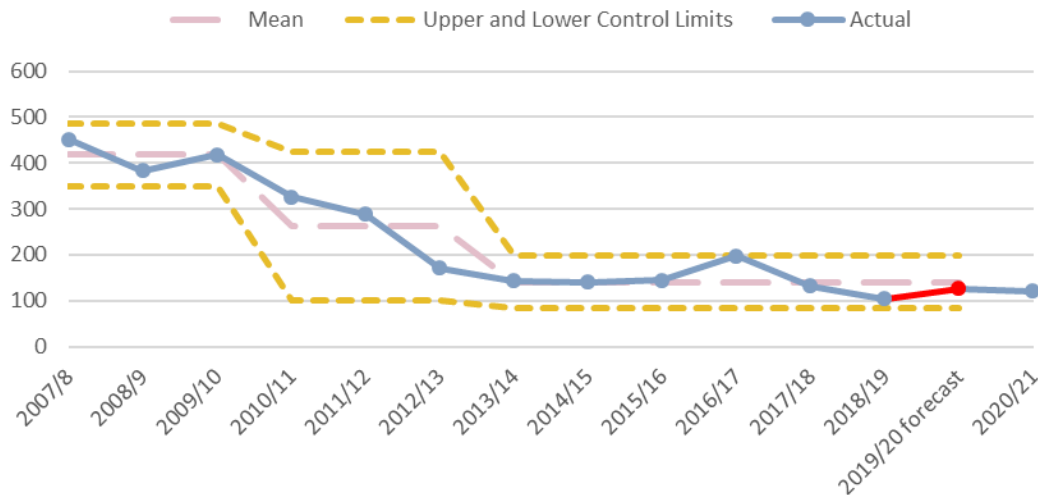
PI 12 – Deliberate fire in derelict buildings

Fin Year	Total
2007/8	452
2008/9	384
2009/10	418
2010/11	326
2011/12	289
2012/13	171
2013/14	143
2014/15	141
2015/16	144
2016/17	197
2017/18	132
2018/19	103
2019/20 forecast	126
2020/21	119

**Decision for the
2020-2021 target**

1% reduction
= 119 incidents

Deliberate Fires in Derelict Building



Notes

- Deliberate Derelict Strategy and action plan launched across commands.
- Clear guidelines set to ensure partner engagement and responsibilities.
- Local authority very proactive with acting on referrals and identification of void unsecure buildings.

Priorities

Protection Priorities

Life and property will be protected by ensuring high risk buildings and vulnerable businesses comply with fire safety legislation, which will enforce if necessary.

Community safety will be improved through our work with the owners and managers of tall buildings to ensure the new Fire Safety Bill and supporting Fire Safety Guidance is understood and implemented.

We will collaborate with our regulators and partner agencies to support major developments and events.

Disruption caused to businesses and West Midlands Fire Service by unnecessary fire alarms will be reduced through the enhanced role of our Business support vehicles and our work to manage alarm signals more effectively and efficiently.

Prosperity and economic growth will be enhanced by educating and supporting businesses.

PI 13 – Accidental fire in non-domestic properties

Fin Year	Total
2007/8	696
2008/9	643
2009/10	696
2010/11	651
2011/12	631
2012/13	612
2013/14	511
2014/15	511
2015/16	461
2016/17	446
2017/18	437
2018/19	434
2019/20 forecast	450
2020/21	437

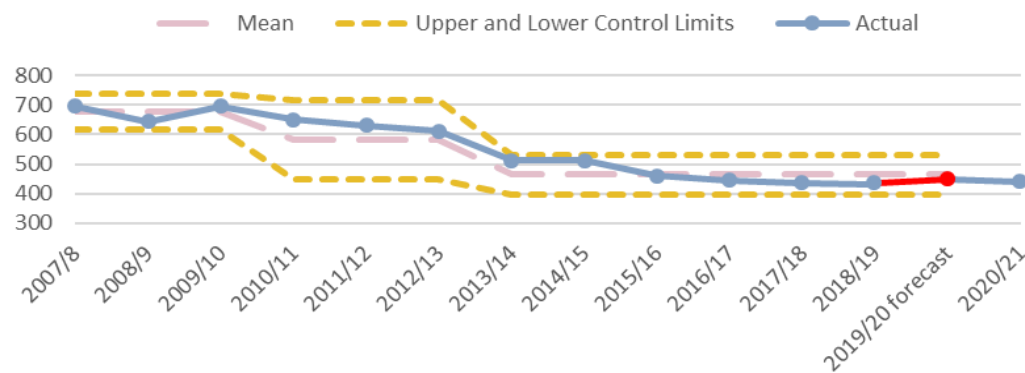
Decision for the 2020-21 target

1% reduction
= 437 Incidents

Notes

- End of Year forecast for 19/20 is 450 incidents, over the last 10 years incident numbers have decreased.
- Safe and Strong rolled out all across all commands, educating and making businesses safer, encouraging fire risk assessments and Fire Safety referrals.
- Fire Safety Officers now on all Stations to support crews.
- BSV and Officer available for on site support
- Localised- WMFS Prevention campaign regarding advice for individuals to not tackle or extinguish Fires.

Accidental Fires in Non-Domestic Properties



PI-14 False Alarms Equipment in Dwellings and Non-Domestic Properties

Fin Year	Total
2007/8	11,129
2008/9	10,478
2009/10	10,026
2010/11	9,908
2011/12	6,404
2012/13	6,344
2013/14	6,333
2014/15	6,803
2015/16	5,735
2016/17	5,649
2017/18	5,407
2018/19	5,837
2019/20 forecast	5,917
2020/21	5,631

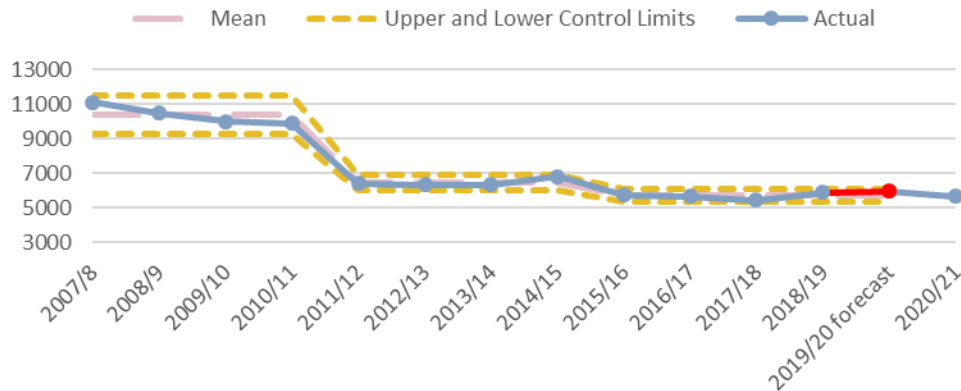
Decision for the 2020-21 target

0% reduction
=5631 incidents

Notes

- Non Domestic figures improved due to targeted approach BSV/ Safe and Strong.
- False Alarm Equipment strategy and action plan launched.
- Commercial and Domestic responsibilities set for Protection and Command delivery.
- Fire Safety Officers on all Stations
- FF8 (Fire safety) continued development and training for all operational personnel

False Alarms Equipment in Dwellings and Non-Domestic Properties



Priorities

People Priorities

By engaging with employees to create the culture in which everyone can feel valued by developing ways of working together which support and engage employees in responding to a changing environment in which we work, both internally and externally.

By promoting awareness, good practice and proactive support around health and well being among our employees.

By enabling personal development opportunities which support their ability to be highly effective and competent in the delivery of excellent services to our communities.

By using “positive-action” to attract, recruit, retain and support progression for individuals with protected characteristics to reflect the communities we serve.

People – PI's

Indicator	15/16	16/17	17/18	18/19	19/20 Est	20/21 Target
PI 15 the percentage of employees that have disclosed their disabled status.	88.8%	91.6%	92.5%	95%	95.2%	100%
PI 16 The number of female uniformed staff.	78 (5.2%)	75 (5.3%)	89 (6.3%)	129 (9.2%)	145 (10.5%)	190 (14.1%) (60% of recruits)
PI17(a) The percentage of uniformed staff from BAME communities.	8.0%	8.2%	9.2%	10.1%	11.4%	13.6% (35% of recruits)
PI 17 The percentage of all staff from BAME communities.	9.8%	10%	10.6%	11.7%	12.3%	14%

Notes

- Guardian Public Service Awards – WMFS was the winner of the 2019 Workplace Diversity category recognising work carried out to encourage more people from underrepresented groups to consider a career in the fire service.
- Annual AFSA conference and awards – WMFS won in several categories including Outstanding Endeavor, Outstanding Charity award and Outstanding Charity Innovation. WMFS Fire Authority Members were recognised in the AFSA Shining Light Executive Award.
- Positive Action workshops sessions are being delivered to all stations and all watches over the next 6 months to raise awareness of our approach to firefighter recruitment and Positive Action.
- Fitness programme for female firefighter candidates is being delivered to assist females in their preparation for new entrant training.
- Recruitment Programmes are being run on a regular basis for both BAME and female candidates.
- We are now seeing a consistent and sustained level of diversity on all Trainee Firefighter Development Programmes (5 courses per year) with good representation of both women and BAME employees.

People – PI's

Indicator	15/16	16/17	17/18	18/19	19/20	20/21 Target	20/21 target % change
PI 18 The average number of working days /shifts lost due to sickness- all staff	6.3	6.8	6.6	8.0	7.9	7.3	-7.8%
PI 19 The average number of working days/shifts lost due to sickness- Uniformed and Fire Control	6.3	6.7	6.5	7.7	7.6	7.0	-7.8%
PI 20 The average number of working days/shifts lost due to sickness- Non-Uniformed staff	6.2	7.2	6.9	9.1	8.8	8.2	-7.8%

Notes

- Maintain a continued reduction on attendance targets.
- Achieve a ridership factor of 13.5 in 2020/21.
- Attendance management development sessions held for all Middle/Supervisory managers.
- Attendance management Tool kit introduced.

PI 21 The total number of injuries (employees and non-employees)

PI 21	16/17	17/18	18/19	19/20	20/21
Actual	131	120	128	Forecasted 146	
Target	144	130	128	126	128

2020-21 target

-12.5% reduction
=128

Notes

- Good Health and Safety record.
- Safety, Health and Environmental stake holder improvement group representing the whole service.
- On going assurance recognised following a spike in injuries related to increased numbers of tac vent sessions in the fire house. Action plan devised and introduced, mitigation now creating reduced Injuries during sessions.
- Regular and updated risk assessments for all activities, including quarterly reporting procedure for all premises (HS1).
- External partner/customers using facilities regularly.

PI 22 The total number of RIDDOR Injuries

PI 22	16/17	17/18	18/19	19/20	20/21
Actual	11	11	13	Estimated 16	
Target	19	18	15	14	14

2020-21 target

12% reduction
= 14

Notes

RIDDOR (Reporting of Injuries, Diseases and Dangerous Occurrences Regulations).

- Good health and safety record with excellent and extended use of WMFS facilities by our communities.
- Near hit reporting tool
- 100% of accidents investigated by trained officers
- Recommendations acted upon
- Release of STARR (concept) for Operational Personnel

PI 23 To reduce the Fire Authority's carbon emissions

PI 23	16/17	17/18	18/19	19/20	20/21
Actual	5445	5375	4708	Awaiting actual	
Target	6872	5446	5848	5848	5257*

2020-21 target

1% reduction

Notes

*Carbon emissions above are measured in tonnes of carbon dioxide equivalent per cubic meter of CO₂ (tCO₂e).

- As a responsible organisation, WMFS strives to be proactive and continuously continues to upgrades facilities, with solar panels, external LED lighting is already in use on a number of stations and all premises are using recycling bins.

Future plans include-

- Upgrade plans for Windows, Doors, Boiler replacements, Re-wires and Re-roofing

WMFS recognises business responsibilities to reduce carbon emissions and footprint and has introduced.

- Blended Fleet of vehicles
- Vehicle replacement scheme
- Including a range of Electric and Hybrid support vehicles
- Distributed Training Model (DTM) to reduce none essential vehicle movements

PI 24 To reduce gas use of fire authority

Number	Performance Indicator	2019/20 Target	2019/20 Estimated 3 yr baseline average**	Percentage reduction for 20/21	Overall Target 20/21
PI 24	To reduce gas use of fire authority premises	9966 kWh	9864 kWh	-1%	9869 kWh

2020-21 target

1% reduction

Notes

2020/21 Planned works to assist with reducing Gas usage include;

- 1 station re-roof works
- 4 station boiler upgrades
- 7 station window and door replacements

These works will all help to improve the energy efficiency of our sites and support the reduction of gas usage.

PI 25 To reduce electricity use of fire authority

Number	Performance Indicator	2019/20 Target	2019/20 Estimated 3 year base line average	Percentage reduction for 20/21	Overall Target 20/21
PI 25	To reduce electricity use of fire authority premises	5219 kWh	5141 kWh	-1%	5166 kWh

2020-21 target

1% reduction
=5166

Notes

2020/21 Planned works to improve energy efficiency and assist in reducing electricity usage include;

- 3 Station re-wires
- Ongoing LED lighting improvements

These works will all help to improve the energy efficiency of our sites and support the reduction of electricity usage

Questions

