WEST MIDLANDS FIRE AND RESCUE AUTHORITY

23rd OCTOBER 2023

1.   **CRMP CONSULTATION EVALUATION REPORT 03/07/23 – 11/09/23**

Report of the Chief Fire Officer

RECOMMENDED

1.1.   That Fire Authority members note the content of this report, detailing the evaluation of the Community Risk Management Plan (CRMP) consultation held between 3rd July 2023 – 11th September 2023 as part of the preparation of our three-year rolling strategy, Our Plan 2024-2027 and Community Risk Management Plan document.

2.   **PURPOSE OF THE REPORT**

2.1.   This report is submitted to present Fire Authority members with the evaluation summary, setting out the high-level results from the public consultation themes. The update covers the consultation period from 03/07/23 – 11/09/23. Full results can be viewed via Appendix 1 and the Consultation Power BI.

Total number of responses:

Total Responses	
Public	4786
Partners	139
Staff	726
TOTAL	**5651**

2.2.   **General:**

- Public and partner trust is higher than overall staff trust.
- The majority of respondents that have used our Prevention, Protection and Response services have rated them as excellent or good.

OFFICIAL

- The most common theme for not using our services include not knowing what is available followed by not knowing how to access services.

2.3. <u>Prevention:</u>

- Safe and Well visits are the most common Prevention service.
- When asked how we could make them safter, the public have suggested community engagement, climate/environmental advice, electric/battery safety and water safety.

2.4. <u>Protection:</u>

- Of those who stated they live in a tall building:
  - The majority (61%) have not heard of the new Fire Safety (England) Regulations 2022.
  - Of those who have heard of the new regulations, the majority think the new regulations have made them safer (85%).
- When asked how we could keep high-rise communities safer, the most common suggestions made by residents include community engagement, advice leaflets, new legislation and sprinkler systems.

2.5. <u>Response:</u>

- The majority of respondents agree with our assessment of emerging risk (81%).
- Public respondents have suggested emerging risks we should be considering include Electric Vehicles and charging, climate and environmental concerns, anti-social behaviour/criminal activity, li-ion battery and storage, building & Infrastructure issues, road access issues, cost of living.
- The public feel least prepared for energy shortages, fuel shortages, mobile network disruption and power outages and slightly more prepared for extreme weather (hot and cold) and food shortages.
- Staff feel most prepared for extreme weather (hot and cold) and least prepared for energy shortages.

- Overall, partners feel the most prepared for disruptive events and staff feel the least prepared.

2.6. <u>People:</u>

- When asked about attracting people from underrepresented groups, there was a relatively even split amongst the options listed. Of those who provided further feedback, a large proportion (17%) suggested WMFS should employ the right person, rather than 'meeting targets'.
- The majority of the public do not think there are barriers preventing people joining the service.
- Of those who think there are barriers, the most common answers across each group are detailed in the table below.

	Most common barriers selected
Public	• Perception of the role of a firefighter • Never thought about joining the fire service • Disabilities or health concerns • Exposure to harm or trauma
Partners	• Perception of the role of a firefighter • Lack of information about the role • Shift work • Disabilities or health concerns/exposure to harm and trauma
Staff	• Salary and benefits • Perception of the role of a firefighter • Cultural/religious barriers • Shift work

2.7. <u>Sustainability:</u>

- Of the 10 options listed, the public, partners and staff have all chosen the same top five future uses of a community fire station (although in slightly different orders). The table below shows where the top five options were placed by each group.

	Public	Partner	Staff
Access to life-saving equipment	1st	1st	1st
A base for multiple emergency services	2nd	2nd	5th
Safety information and education	3rd	5th	3rd
Emergency relief/rest centre	4th	3rd	4th
Safe havens	5th	4th	2nd

- When asked how we should prioritise a number of sustainability factors, the most common factors ranked first include - honesty, integrity and ethical behaviour as well as how we prepare for the future scale and frequency of climate-related emergencies.

The below table shows the average position per group for each factor.

	Public	Partner	Staff
Honesty integrity and ethical behaviour	2	2	2
How to prepare for future scale and frequency of climate-related emergencies	1	3	3
Promote well-being for our communities and staff	3	1	1
Help communities make more sustainable decisions	4	4	4
Achieve net zero sooner rather than later	5	5	5

2.8. Demographics

Comparison with previous consultation

Source of responses	2020 Consultation	2023 Consultation
WM Now	88%	45%
Staff engagement	5% (533)	9.3% (449)
Total	**10,663**	**5,651**
Asian	6%	6.4%
Black	2%	2.7%
White	91%	82%

3.   BACKGROUND

3.1.   Under the National Fire and Rescue Framework, West Midlands Fire and Rescue Authority (WMFRA) has committed to consult on our CRMP every three years, or where there is a material change to it. The service is required by the Fire and Rescue Service National Framework to ensure our Community Risk Management Plan (CRMP) "reflects effective consultation throughout its development and at all review stages with the community, its workforce and representative bodies and partners". WMFRA are therefore carrying out meaningful consultation with our communities, staff, partners and businesses across the West Midlands region.

3.2.   We continue to horizon scan to identify new and emerging risks that may have an impact on the risk landscape of our communities and the services we provide. Our risk analysis has identified the following themes which have been incorporated into the public consultation:

- Business Continuity or organisational resilience – an increase in disruptive events such as protests, international disputes, social disruption, supply chain issues, loss of utilities, climate change, cyber-attacks.

- Emerging Technologies – the drive for sustainability to negate climate change is creating emerging technologies such as Lithium-Ion Batteries, hydrogen, Large Energy Storage

Systems and new building construction methodologies in the built environment.

- Cost of Living – vulnerability is going to continue to rise with the impact of the cost of living, leading to increased community risk and frequency and severity of incidents. Exasperating underlying social inequalities that we know increase our communities' risk to fire and other emergencies.

- Sustainability and Net Zero - WMFS recognises that not only do our activities impact on the environment but changes in the environment may impact on our operational response. As role models within our communities and to meet external targets, we see sustainability becoming an overarching theme across all of our activities.

4. CONSULTATION APPROACH

4.1. The consultation has provided an opportunity for the public, staff and partners to determine whether our approach is supported and provide feedback in relation to how we may improve or prioritise services. Consultation will help to create a better understanding of the needs of local communities and to help create a CRMP that is more closely aligned to these needs.

4.2. Based on the CRMP analysis of risk, consultation focussed on the below five themes:

- Prevention
- Protection
- Response
- People
- Sustainability

4.3. The consultation ran for 10 weeks from 03/07/23 – 11/09/23. The outcomes of this consultation will have a direct impact on the development of Our Plan and therefore consideration has been given to the corporate planning timelines in developing and presenting 'Our Plan 2024-2027' to the Fire Authority.

4.4.   The CRMP consultation aimed to engage a broad range of demographics in line with the diverse communities we serve which will include partners and businesses. This involved utilising the digital platform of WMNow adopted for the 2020 consultation, further enhanced by face-to-face community and partner interaction. Our approach also targeted three distinct groups; the public, our partners and our staff. Questions were be tailored to each to allow more meaningful responses.

4.5.   We aimed to gather the greatest range of information possible from the consultation which can be used to inform our existing approaches and our future priorities.

5.   **EQUALITY IMPACT ASSESSMENT**

In preparing this report a full Equality Impact Assessment has been undertaken.

6.   **DATA PROTECTION IMPACT ASSESSMENT**

In preparing this report a full Data Protection Impact Assessment has been undertaken.

7.   **LEGAL IMPLICATIONS**

The consultation proposed in this paper meets the Authority's requirements under the National Fire and Rescue Framework for England 2012.

8.   **FINANCIAL IMPLICATIONS**

There are no direct financial implications to the approval of recommendations in this report.

9.   **SUSTAINABILITY (ENVIRONMENTAL) IMPLICATIONS**

In preparing this report a full Sustainability Impact Assessment has been undertaken

BACKGROUND PAPERS

- [State of Fire and Rescue: The Annual Assessment of Fire and Rescue Services in England 2019](#)
- [The NFCC, National Employers (England) and LGA 'Fit for the Future' report 2020](#)
- [Community Risk Management Planning Fire Standard](#)
- [HMICFRS Inspection Report](#)
- [Independent Culture Review | London Fire Brigade](#)
- [Views and culture in fire and rescue services](#)

The contact for this report is Hannah Spencer, CRMP Co-Ordinator – Hannah.Spencer@wmfs.net

APPENDIX 1: FULL RESULTS

PREVENTION - PUBLIC

Have you used or experienced any of our prevention services/activities?

The majority of respondents have not used our Prevention services (66.5%).

Of those who have used our Prevention services, the most common services used are Safe and Well (13.2%) and education visits to schools/colleges (4.6%). 4% have selected 'Other' Prevention services - over half of these responses of the include activities that would fall under a Safe and Well visit. Other services listed were in relation to community engagement or incidents.
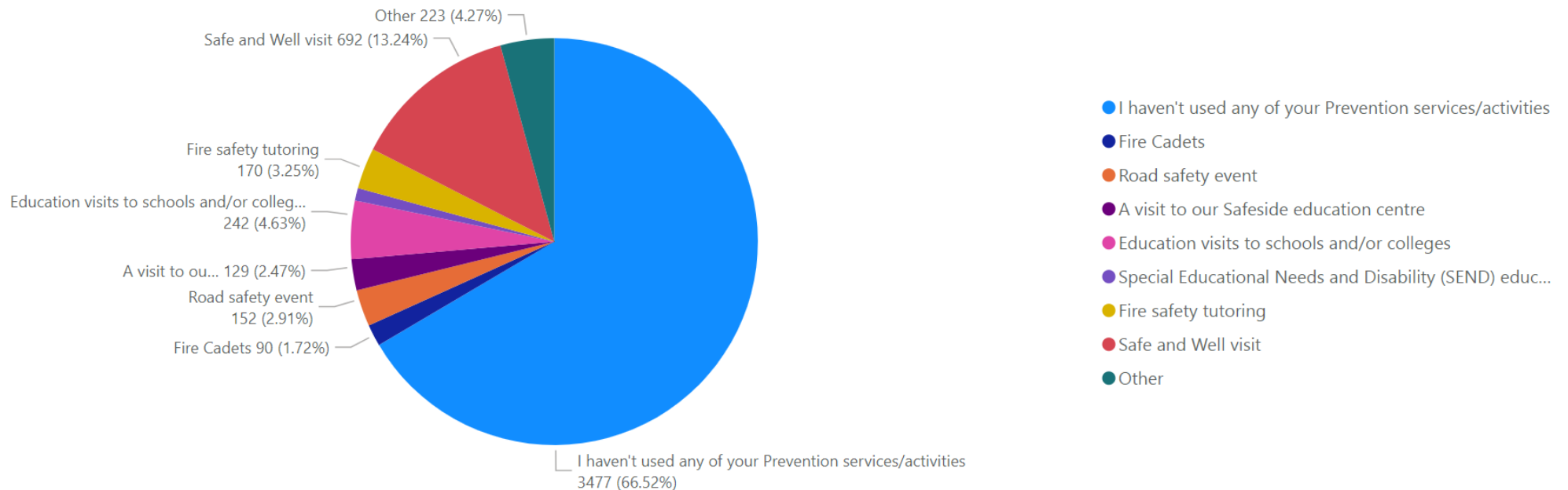
PREVENTION - PARTNERS

Partners were asked if they have experienced anyone or referred anyone to our Prevention services/activites. The chart below shows the results.

Other 6 (3.55%)

Safe and Well visit 58 (34.32%)

I haven't used or referred anyone to your prevention servic...
57 (33.73%)

Fire safety tutoring 8 (4.73%)

A visit to our Safeside... 8 (4.73%)

Road safety event 10 (5.92%)

Fire Cadets 7 (4.14%)

- I haven't used or referred anyone to your prevention se...
- Fire Cadets
- Road safety event
- A visit to our Safeside education centre
- Education visits to schools and/or colleges
- Special Educational Needs and Disability (SEND) educa...
- Fire safety tutoring
- Safe and Well visit
- Other

PREVENTION - STAFF

Staff were asked if they or their family had experienced any of our Prevention services or activities. The pie chart below demonstrates the results.

Pie chart legend:
- I haven't used any of your Prevention services/activities
- Fire Cadets
- Road safety event
- A visit to our Safeside education centre
- Education visits to schools and/or colleges
- Special Educational Needs and Disability (SEND) educa...
- Fire safety tutoring
- Safe and Well visit
- Other

Pie chart labels:
- Other 12 (1.16%)
- Safe and Well visit 227 (21.91%)
- Fire safety tut... 20 (1.93%)
- Special Educational Needs and Disability (SEN... 16 (1.54%)
- Education visits to schools and/or colleges 149 (14.38%)
- A visit to our Safeside education centre 102 (9.85%)
- Road safety event 87 (8.4%)
- Fire Cadets 51 (4.92%)
- I haven't used any of your Prevention services/activities 372 (35.91%)

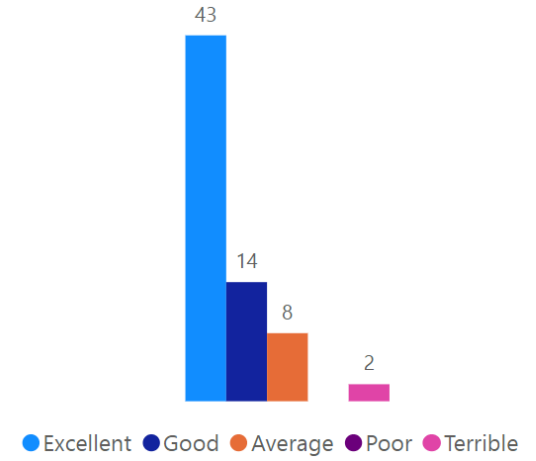## *Rating of Prevention Services*

The majority of respondents that have used our Prevention services have rated them as excellent or good.

Public	Partners	Staff
Safe and Well		

Fire Cadets

Road Safety Events

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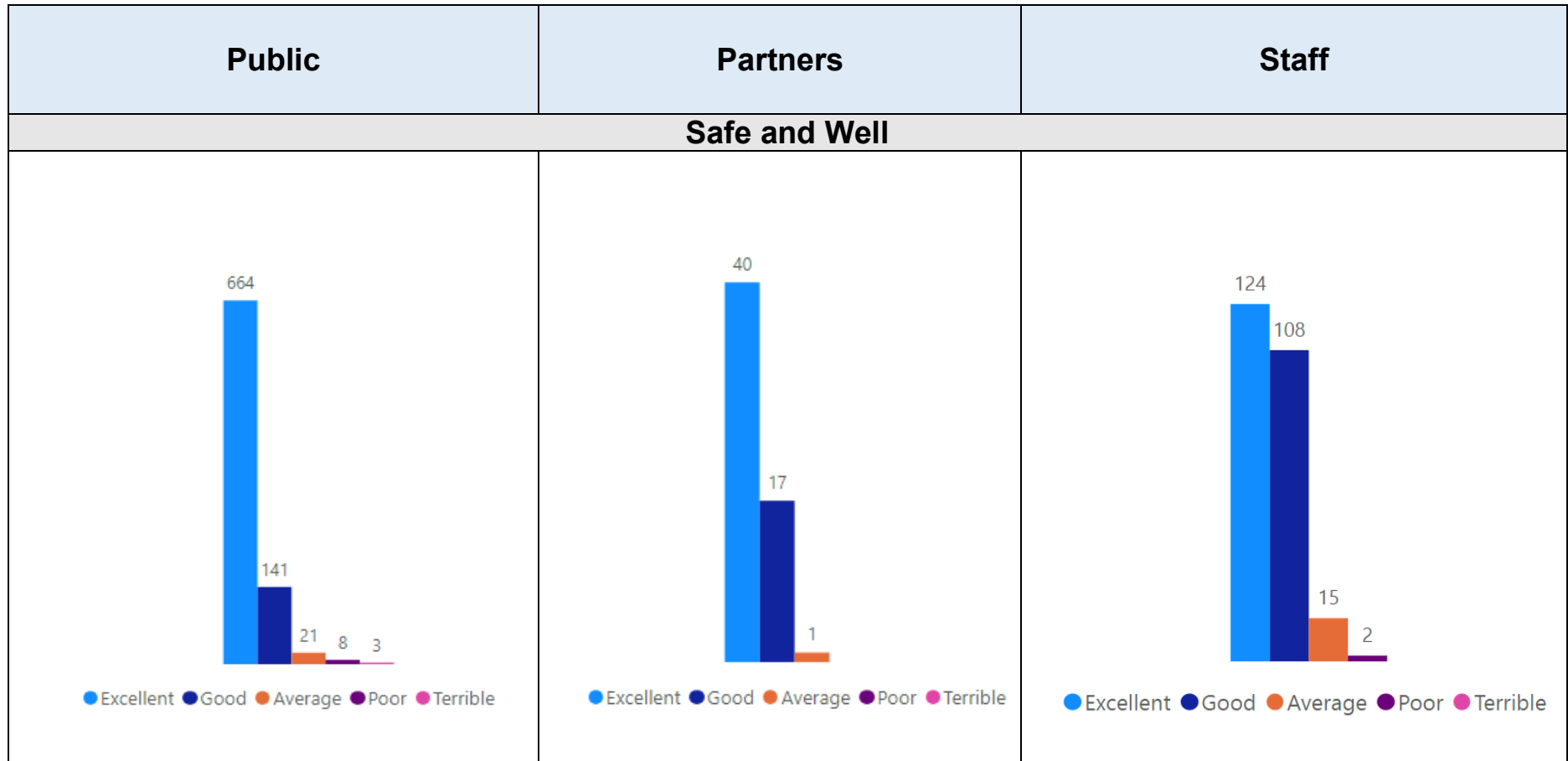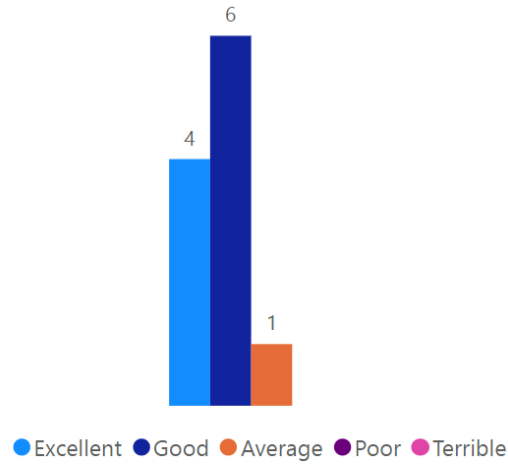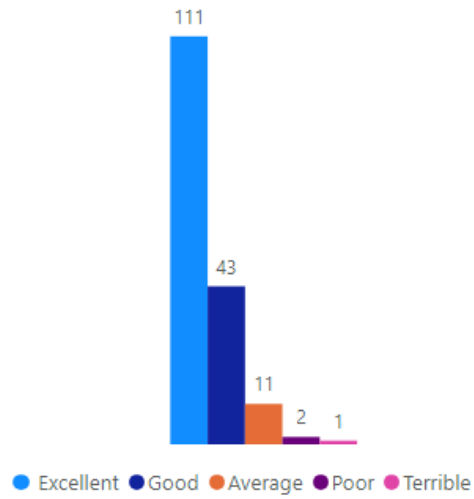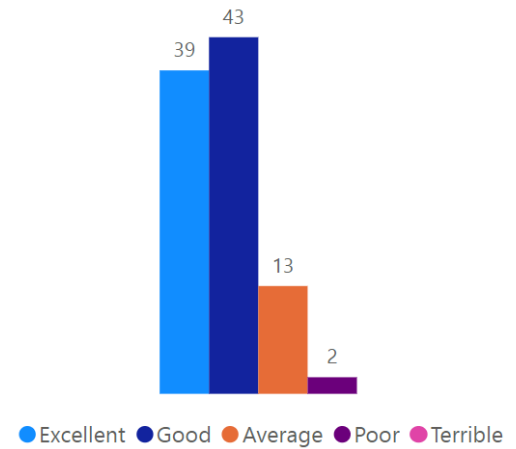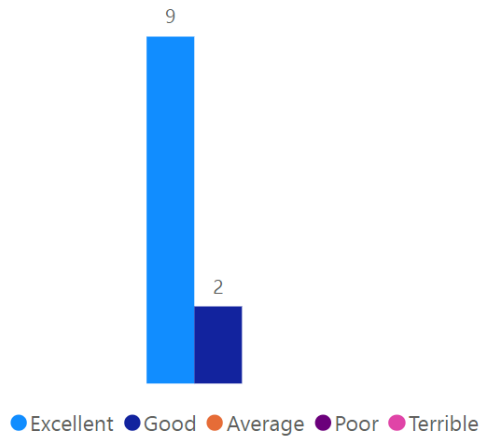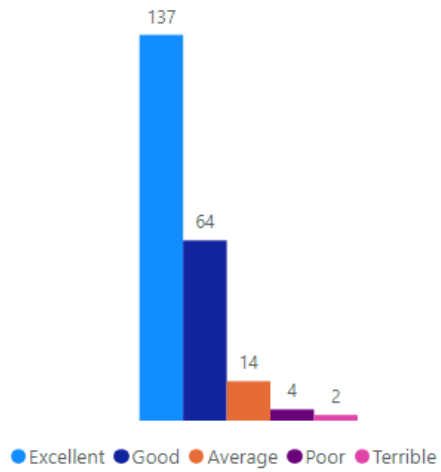
Vist to Safeside Education Centre
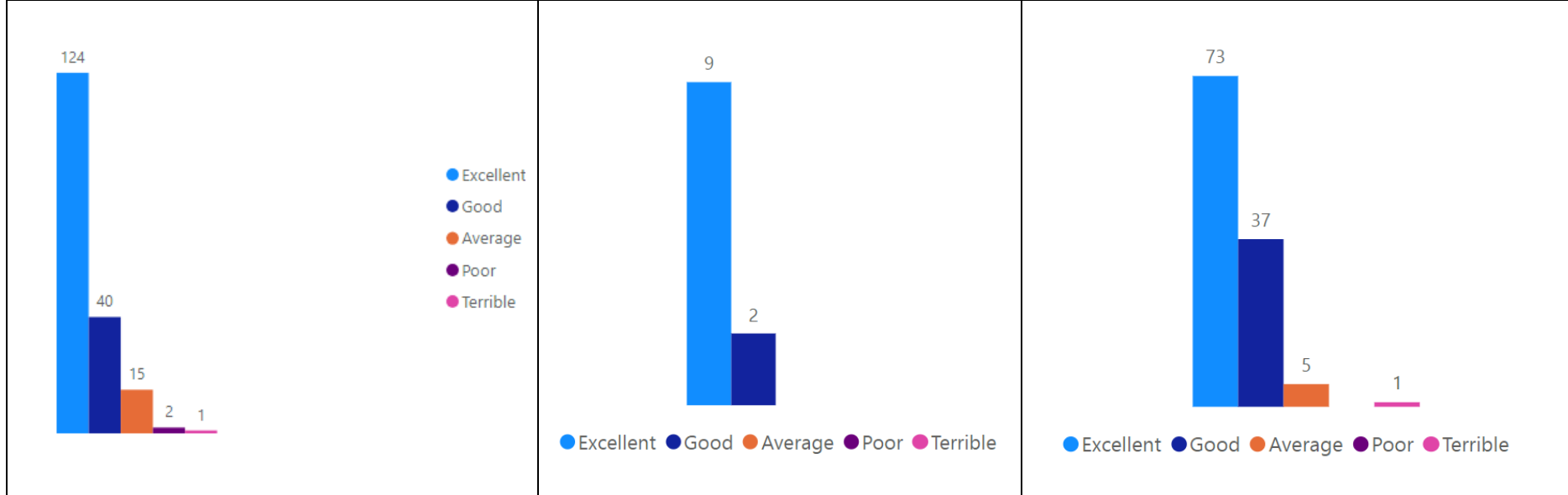
Education visits to schools and colleges
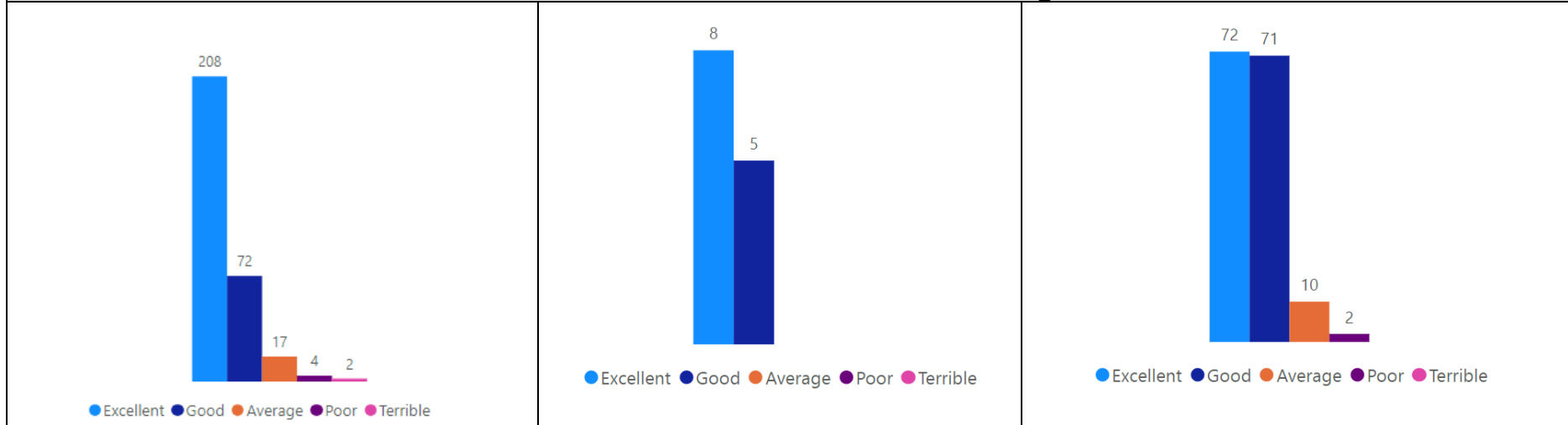
Special Educations Needs and Disabilty (SEND) Education
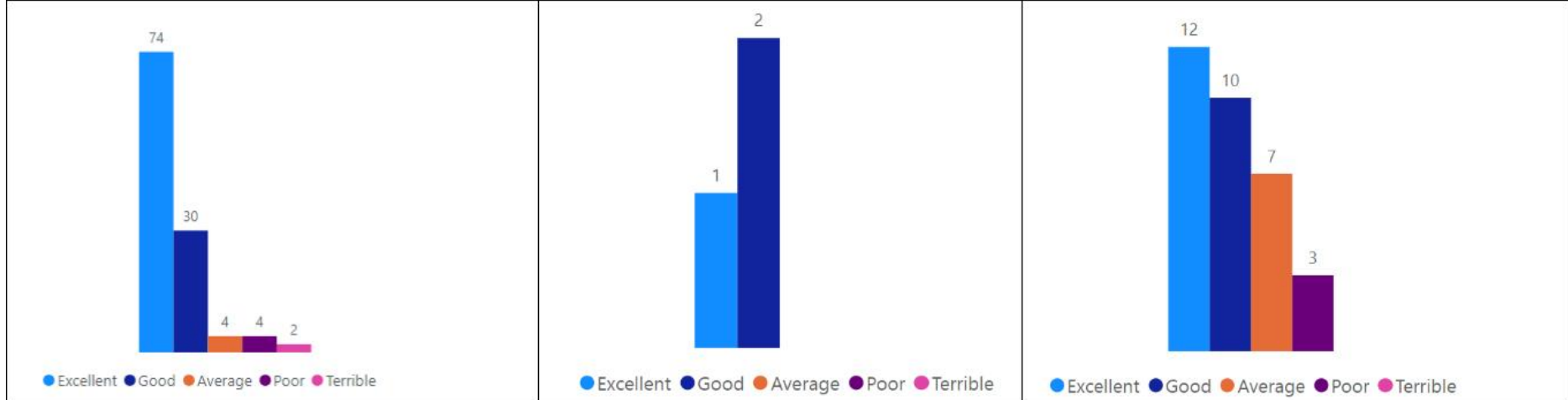
Fire Safety Tutoring
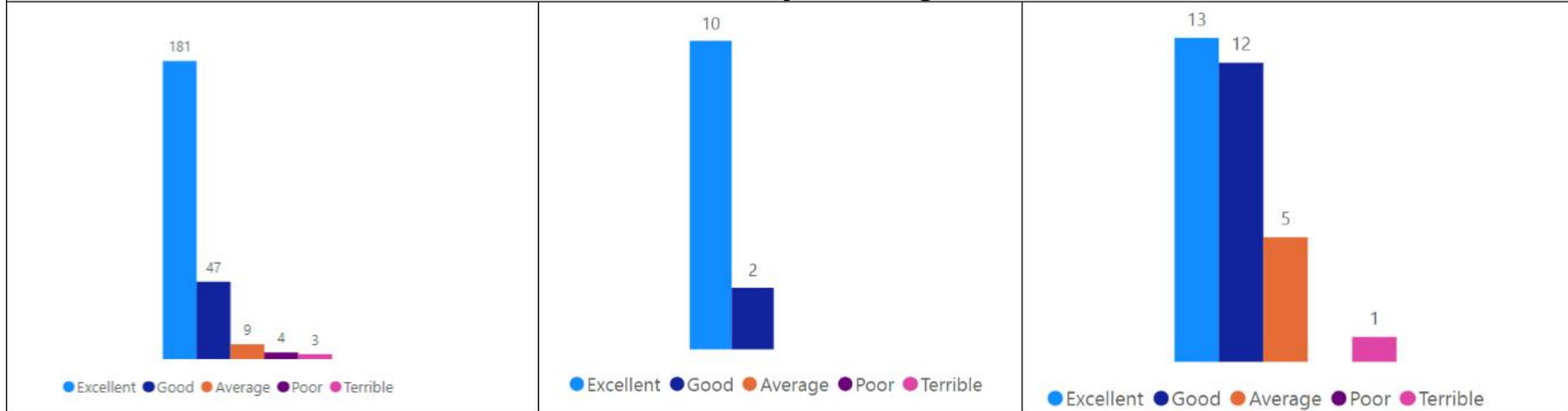
Why people do not access Prevention Services

The majority of public respondents stated they have not used our Prevention services because they do not know what's available (45%) or they do not think they need them (33%). A smaller number have stated they do not know how to access services (15%), or their use of technology is limited (2%).

A number of respondents (3.8%) have selected 'Other'. The majority of the services used align to the multiple-choice options however the respondents have selected 'Other' and provided an explanation rather than select the relevant option. The main reasons given were again that they do not think they need Prevention services or are not aware of services. Other alternative reasons listed include not having time to access services or poor health.

Other 157 (3.8%)
633 (15.3%)
1879 (45.3%)
1359 (32.8%)

- I don't know what's avail...
- I don't think I need them
- I don't know how to acc...
- I have a problem getting...
- I experience language/c...
- My use of/access to tech...
- Other
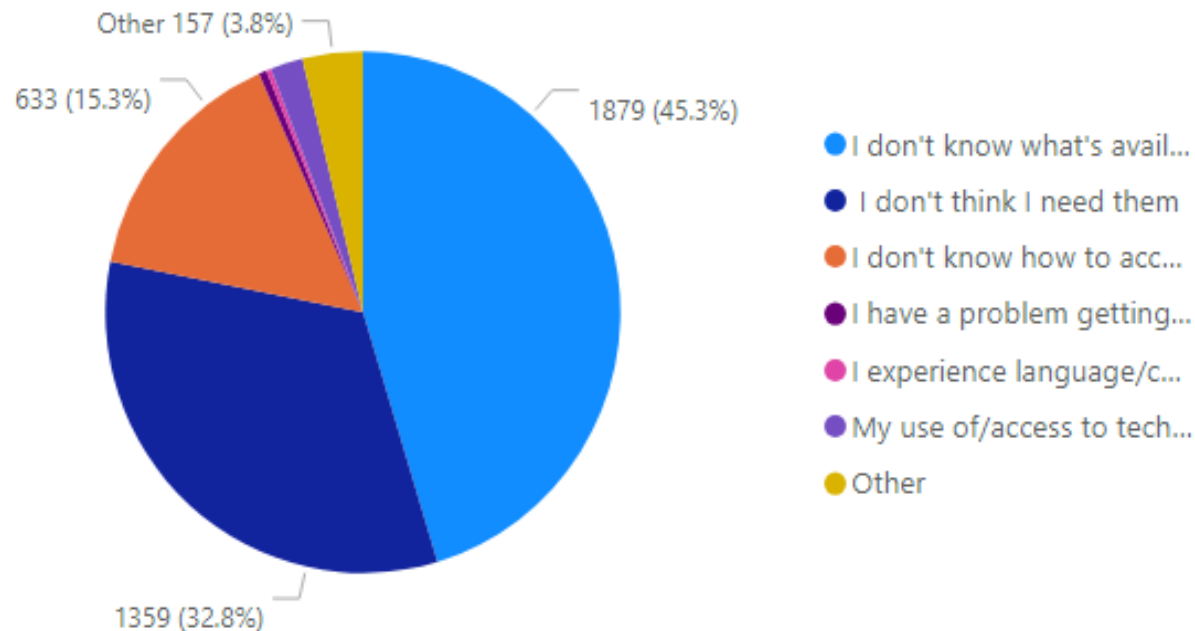
Staff have also suggested not knowing what services are available or not knowing how to access them is the largest barrier to accessing Prevention services and activities.
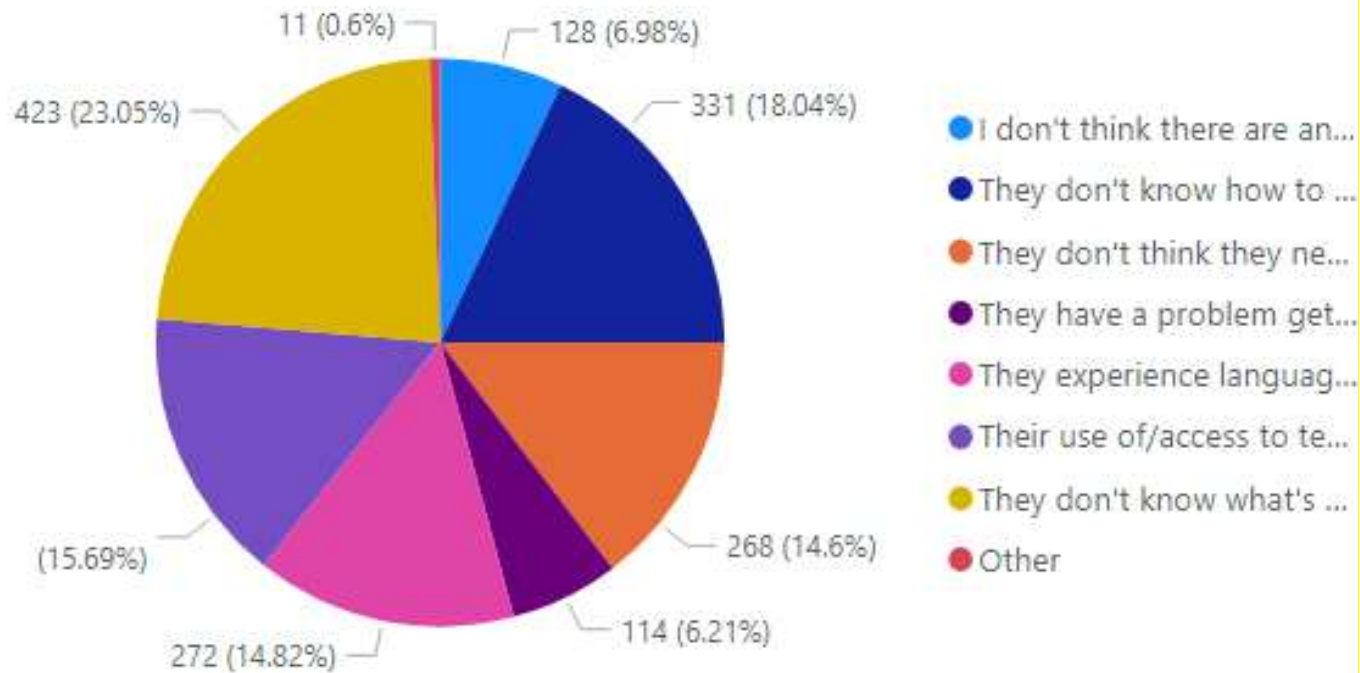
This theme continues for Partners, as they have stated the biggest barrier to accessing Prevention services is not knowing what's available as well as not knowing how to access services.

Legend:
- I don't know what's avail...
- I don't think I need them
- I don't know how to acc...
- I have a problem gettin...
- I experience language/c...
- My use of/access to tec...
- Other

Pie chart values:
- 38 (52.05%)
- 17 (23.29%)
- 12 (16.44%)
- 6 (8.22%)
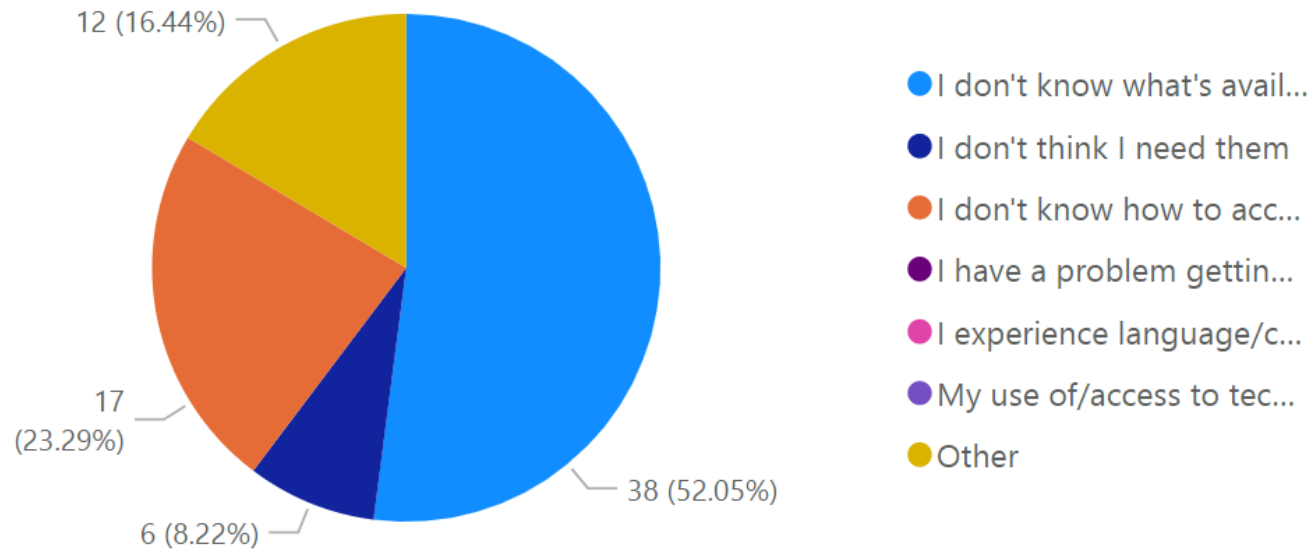
Are there any other Prevention Services we could provide?

The majority of public respondents (85%), 70% of partners and 84% of staff do not think there are any other services we could provide to make communities safer. When asked how we could make them safer, the public have suggested community engagement, climate/environmental advice, electric/battery safety, water safety and road casualty reduction activities.

Are there any other prevention services or advice you think we could provide to make our communities safer?

	Information on Fire Extingishers/Fire Blanket	Catalogue of approved reccomended Prevention products	Follow-up Visit	Community Engagement	Climate/Environmental advice	Road access Concerns	Utilities Advice	Electrical Fires	Water Safety	RCRT	Landlord Safety Checks	Bonfires
■ Totals	2.0%	3.3%	3.1%	23.7%	3.5%	2.3%	0.6%	4.0%	3.2%	3.1%	1.3%	0.7%
■ Public	1.5%	2.9%	2.8%	16.7%	2.8%	2.2%	0.3%	2.5%	1.0%	2.1%	1.0%	0.7%
■ Staff	0.2%	0.2%	0.1%	5.6%	0.6%	0.1%	0.2%	1.2%	2.0%	0.9%	0.1%	0.0%
■ Partners	0.2%	0.2%	0.2%	1.4%	0.2%	0.0%	0.0%	0.2%	0.2%	0.1%	0.2%	0.0%

PROTECTION - PUBLIC

For members of the public living in tall buildings - Are you aware of the new Fire Safety (England) Regulations 2022?

Of the responses, 117 people have stated they live in a tall building. The majority (61.2%) of residents living in tall buildings have not heard of the new Fire Safety (England) Regulations 2022. Around 22% are not sure if they have heard of the regulations, and 16% have stated they have heard of them.

Do you feel that these new regulations have made high-rise buildings safer?

Of the members of the public living in tall buildings who have heard of the new regulations, the majority think the new regulations have made them safer (85%), however 15% of people stating they do not think the new Fire Safety (England) Regulations 2022 have made them safer.

Public	Partners	Staff
Are you aware of the new Fire Safety (England) Regulations 2022?		
	Not asked to partners	

Public	Partners	Staff
Do you feel that these new Regulations have made high-rise buildings safer?		

Public

60 (Yes)
11 (No)

Legend: Yes, No

Partners

10 (Yes)
13 (Not sure)

Legend: Yes, No, Not sure

Staff

321 (Yes)
31 (No)
108 (Not sure)

Legend: Yes, No, Not sure

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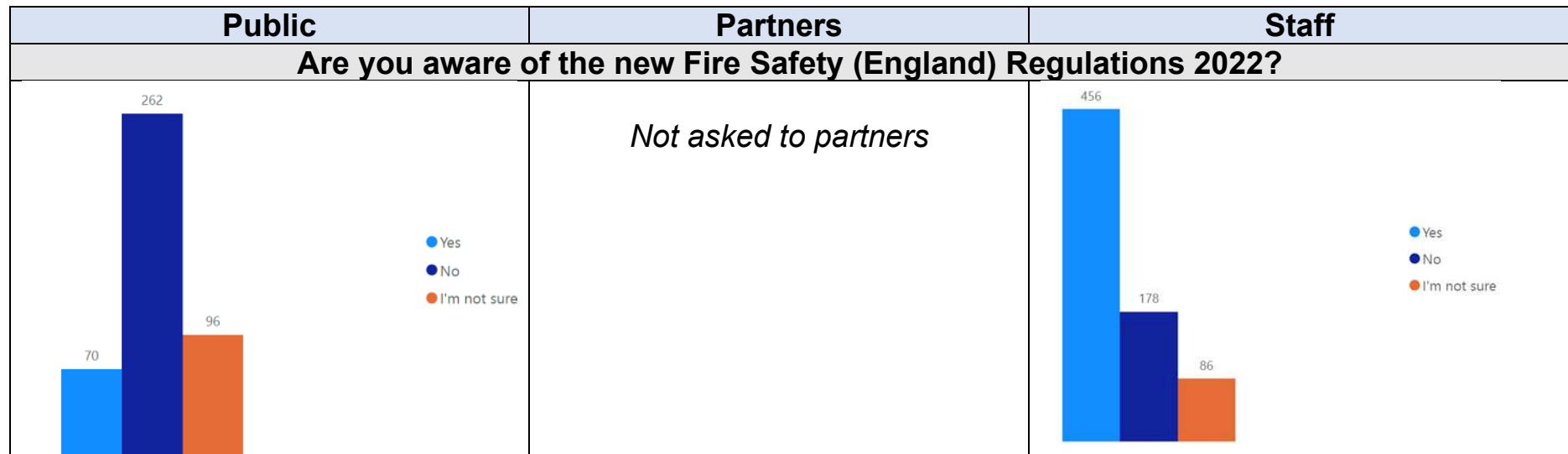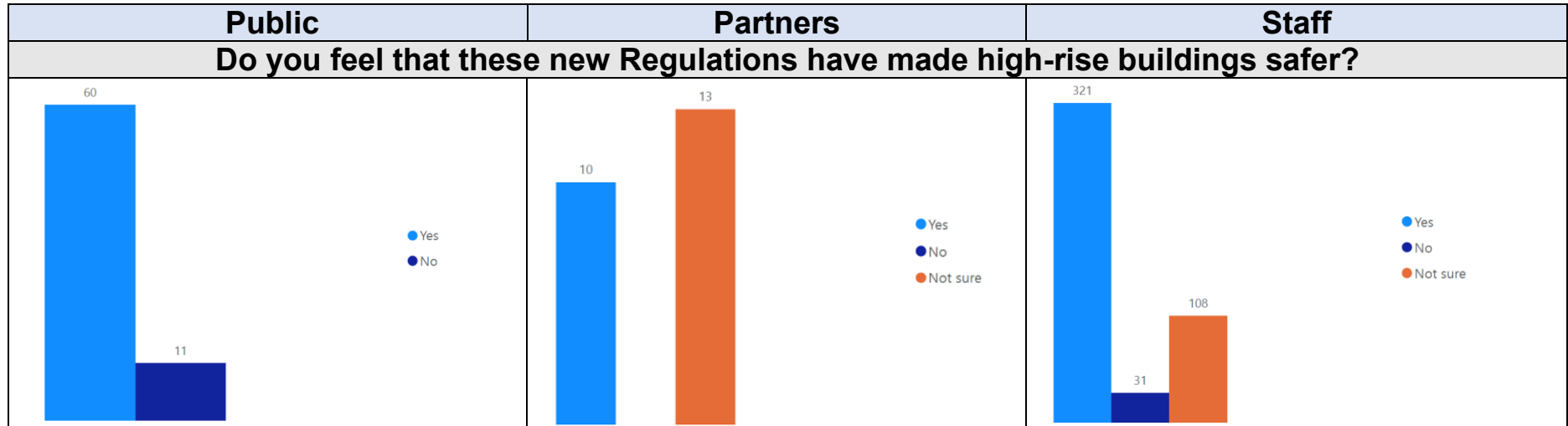
Do you think there is more we can do to keep communities in high-rise buildings safe from fire?

Of those living in tall buildings, around 33% have suggested there is more we can do to keep high rise communities safe. Around 67% do not think there is more than can be done. When asked how we could keep high-rise communities safer, the most common suggestions made by residents include: community engagement, advice leaflets, new legislation and sprinkler systems.

Public	Partners	Staff
Do you think there is more we can do to keep communities in tall buildings safe from fires?		

Public: 136 (Yes), 281 (No)
Partners: 10 (Yes), 13 (No)
Staff: 196 (Yes), 187 (No), 337 (Not sure)
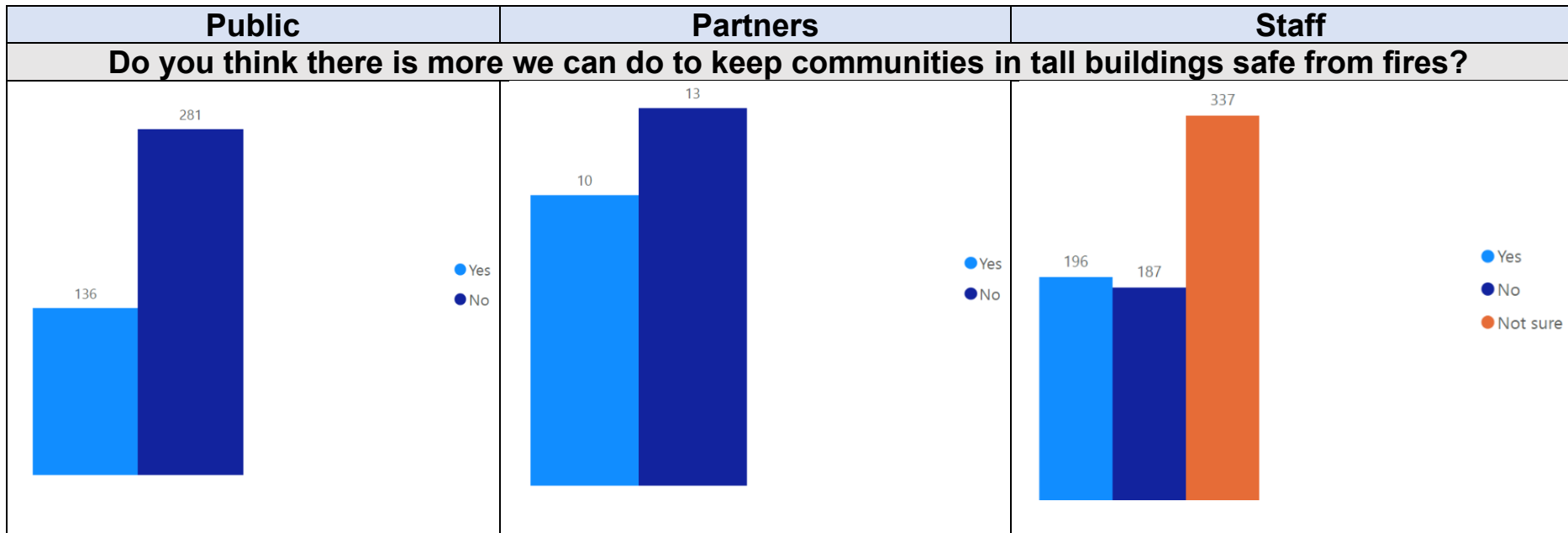
Rating of Fire Safety Services

285 members of the public and 21 partners stated that they had used our Protection services. Of those that have used our Protection services, most ratings are either excellent or good.

Public	Partners

Fire Safety Advice

Fire Safety Audit

Safe and Strong Visit

General Fire Safety Visit

You've reported a fire safety issue to us
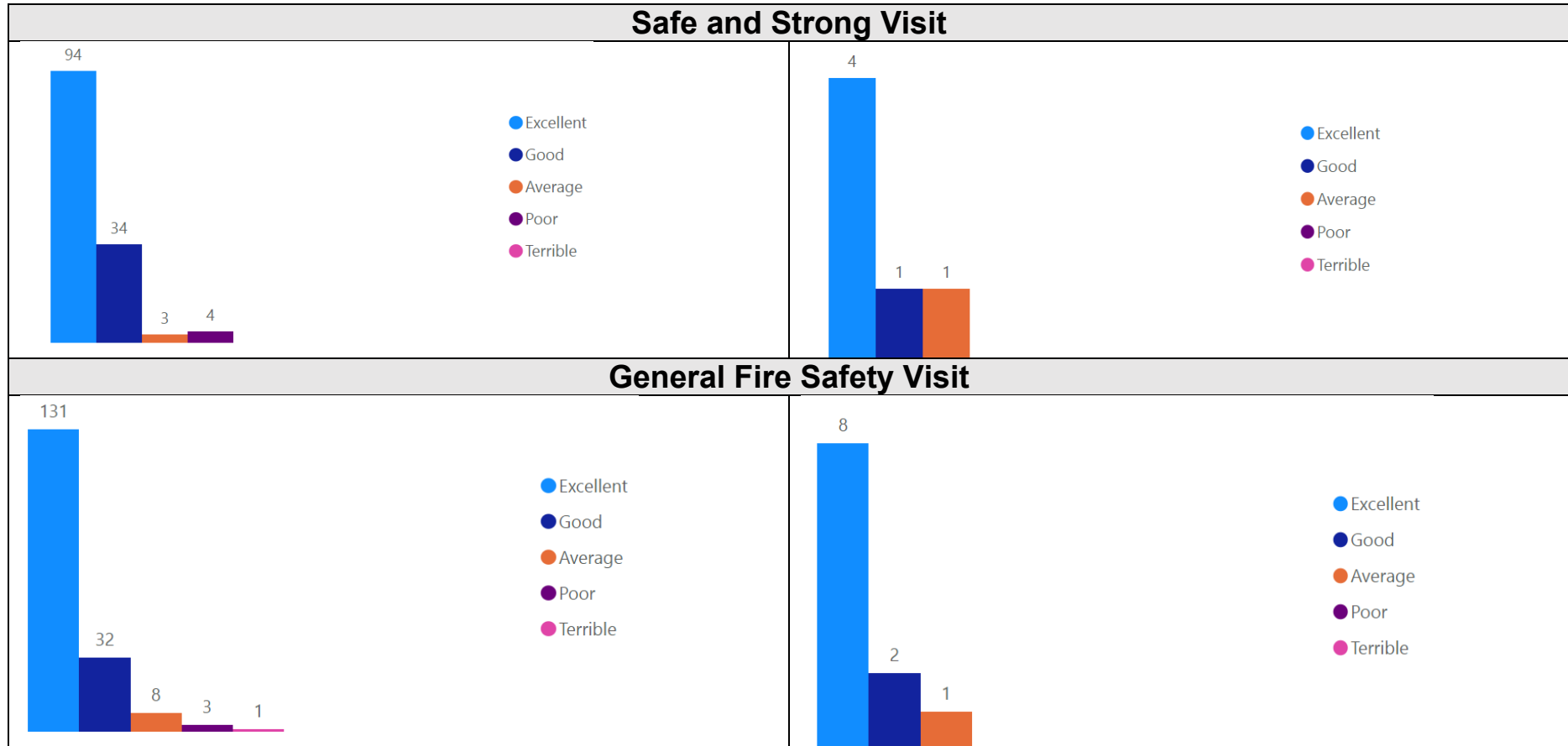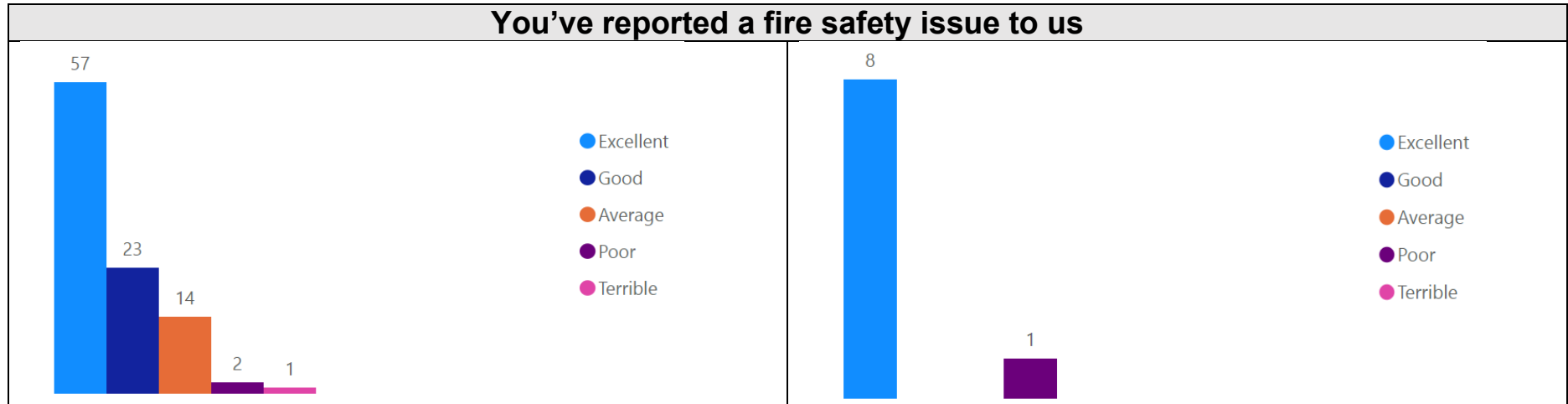
If you haven't used our Protection services, why is that?

The majority of those who have not used our Protection services do not feel they are required or do not know what is available.

Reasons for not using our Protection services – Public:
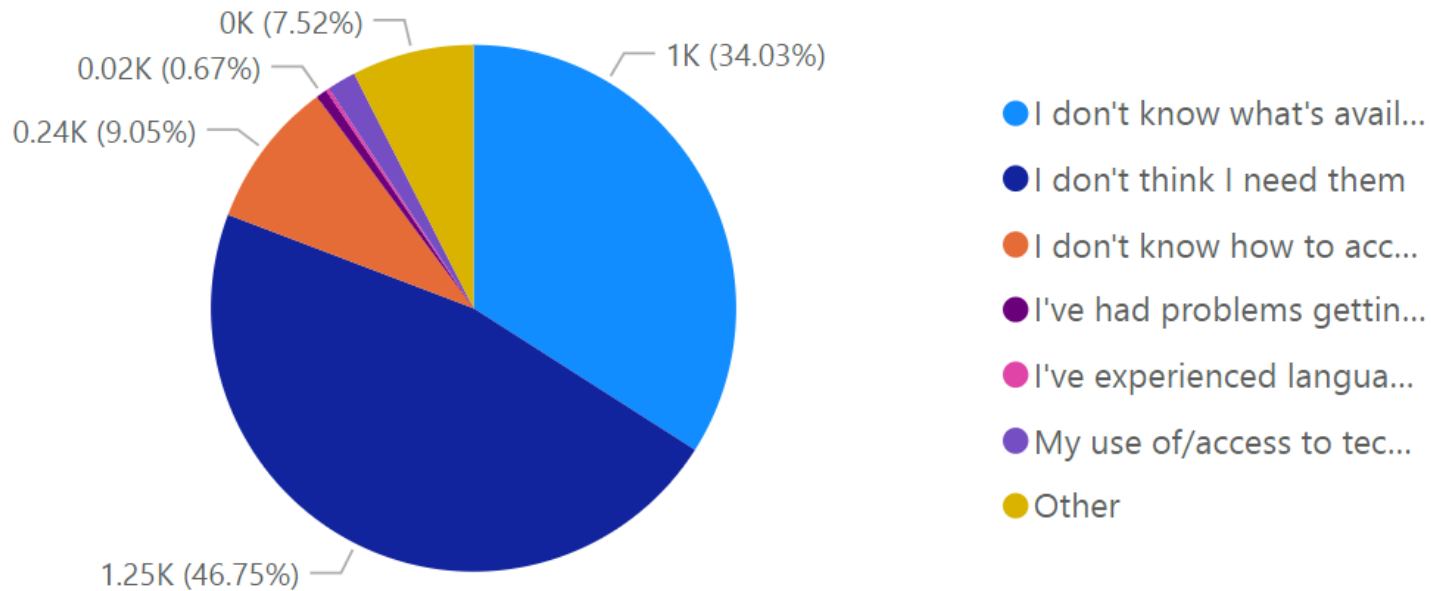
Reasons for not using our Protection services – Partners:
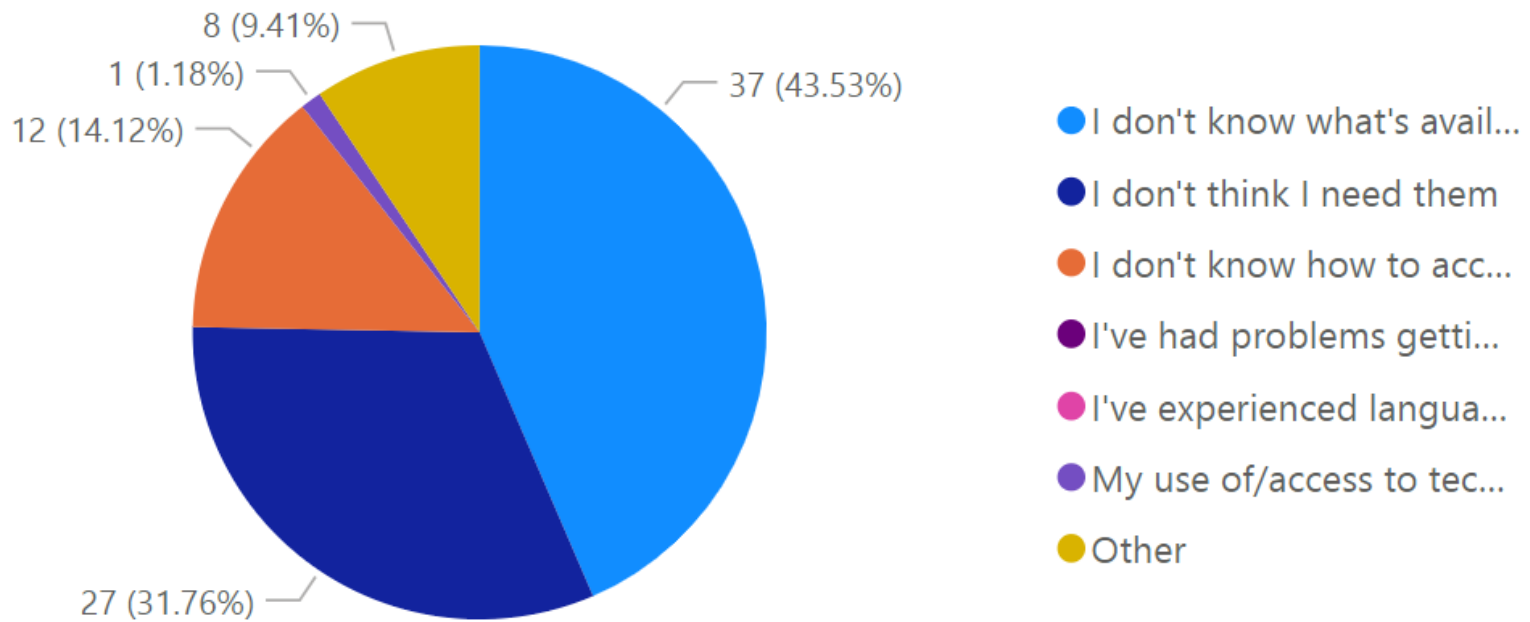
The below shows a summary of other responses when asked why they have not used our Protection services.

	Not Required	Unaware of offered Services and how to access	Comfortable with my own knowledge	Comfortable with what is in place within thier place of work
■ Totals	79.0%	6.4%	2.7%	10.5%
■ Public	74.9%	6.4%	2.7%	10.0%
■ Staff	0.0%	0.0%	0.0%	0.0%
■ Partners	4.1%	0.0%	0.0%	0.5%
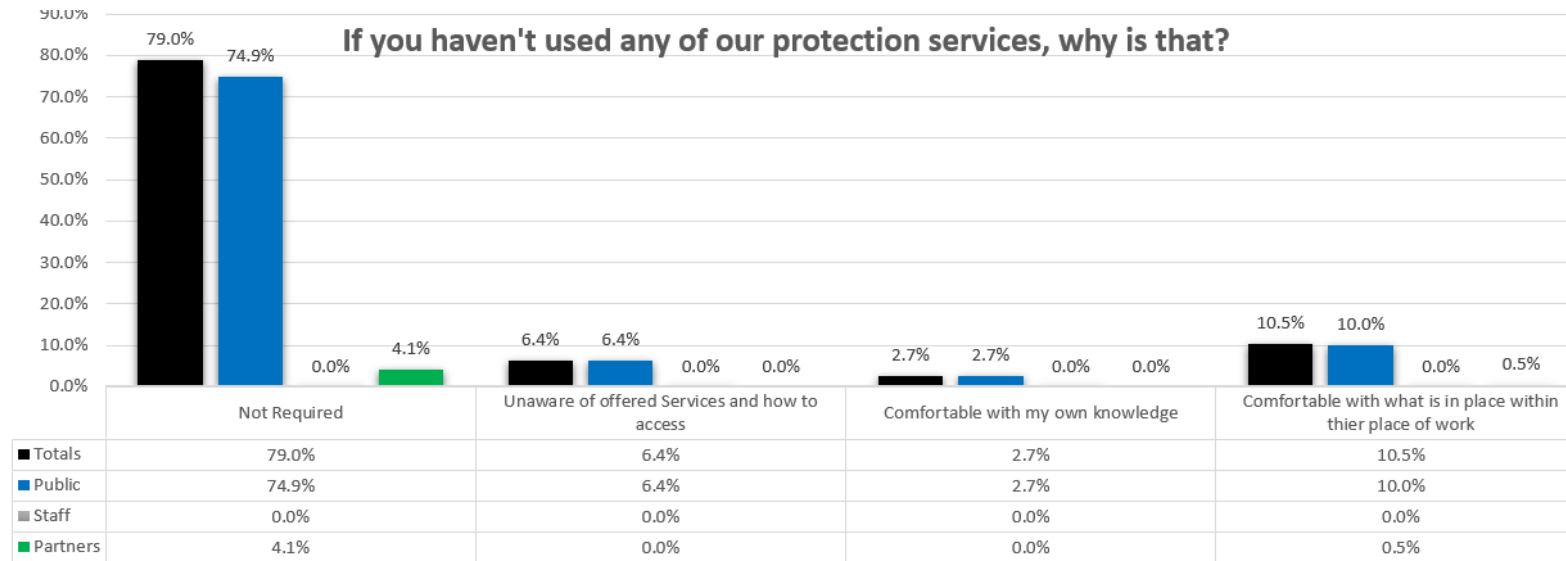
RESPONSE - PUBLIC

Has West Midlands Fire Service ever helped you in an emergency?

Of all the respondents, 22% have indicated they have used our Response services. The remaining 78% have not used Response services.

Rating of Response services

Of those that have used our Response services, the most common rating is excellent or good.

Public	Partners

Public pie chart:
- 18 (1.69%)
- 121 (11.36%)
- 915 (85.92%)
- Excellent ● Good ● Average ● Poor ● Terrible

Partners pie chart:
- 2 (3.64%)
- 7 (12.73%)
- 45 (81.82%)
- Excellent ● Good ● Average ● Poor ● Terrible
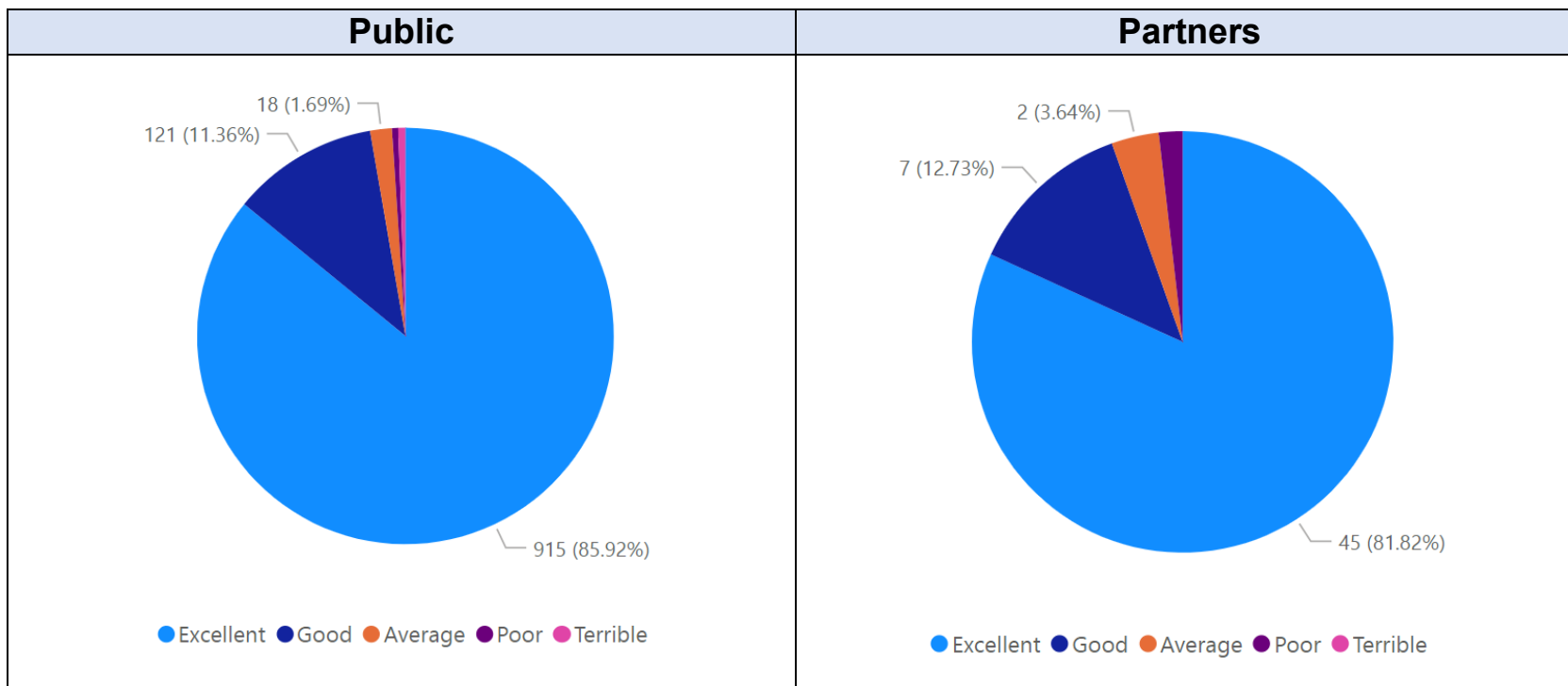
Have you experienced any barriers to accessing our Response services?

The majority of public respondents (91%) have not experienced any barriers when accessing our Response services.

A smaller number have identified problems with getting information (1.8%), limited access to technology (1.1%) or language/communication barriers (0.9%) as barriers to accessing our services.
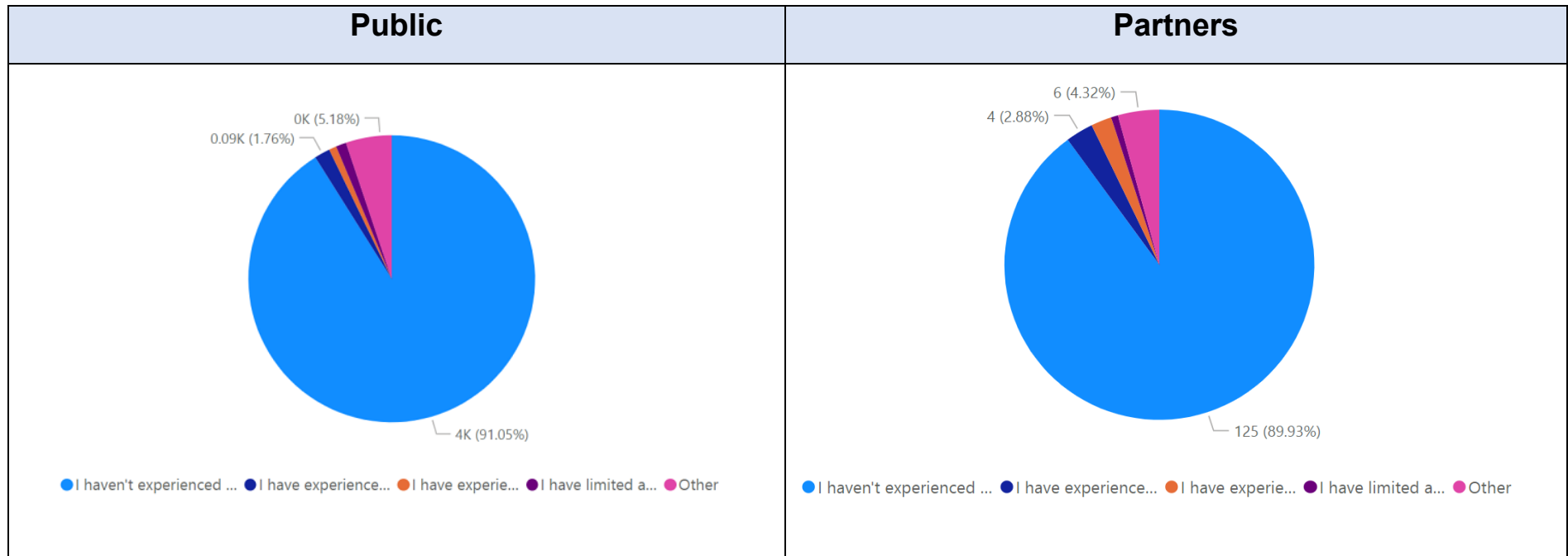
Public	Partners

The below chart details other reasons the public, partners and staff have listed as barriers to accessing Response services.

Have you experienced any bariers to accessing our response services

	Service needs to be more Transparency	Safe and Well	Accessability (Deaf)	Accessability (Speach impairment)	Accessability (Visual impairment)	Accesability (Mental Health)	Services needs to be more Community Focused	Local Knowledge/Location	Unaware of services	SSRI/Building Layout	Call handling times	Refused to Attend / complaint	CNO Wait Times	Access to Technology	Mobility Issues
■ Totals	0.8%	2.1%	0.4%	0.4%	0.4%	0.8%	1.2%	2.5%	3.7%	0.4%	0.4%	4.1%	0.4%	0.4%	0.4%
■ Public	0.8%	1.6%	0.4%	0.4%	0.4%	0.8%	1.2%	2.5%	3.7%	0.4%	0.4%	4.1%	0.4%	0.4%	0.4%
▥ Staff	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
■ Partners	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Do you feel there are any other new and/or emerging risks that we should be considering?

Public	Partners	Staff

Public chart: 0.9K (Yes), 3.9K (No)
Partners chart: 40 (Yes), 95 (No)
Staff chart: 221 (Yes), 499 (No)

The majority of respondents (82%) do not think there are any other risks we should be considering, A smaller percentage (18%) do feel there are additional risks we should consider.

Risks the public feel we should consider include:

- Electric Vehicles and charging (18%)
- Climate and environmental concerns (17%)
- Anti-social behaviour/criminal activity (12%)
- Li-ion battery and storage (11%)
- Building & Infrastructure issues (10%)

- Road access issues (6%)
- Cost of living (5%)

Other risks highlighted in smaller numbers included drug farms, electrical items, AI technology, ageing population, influx of new communities, solar panels, alternative fuel and medical concerns.
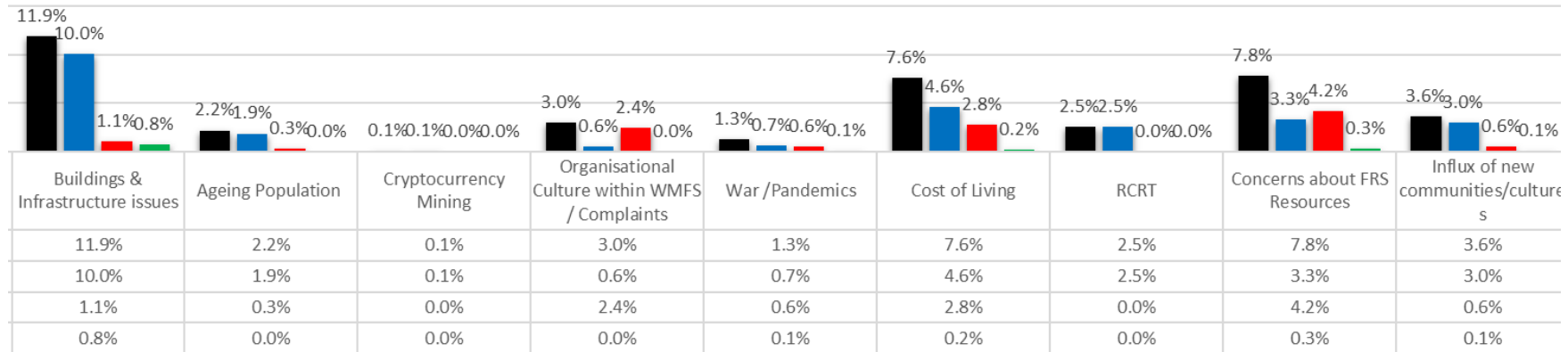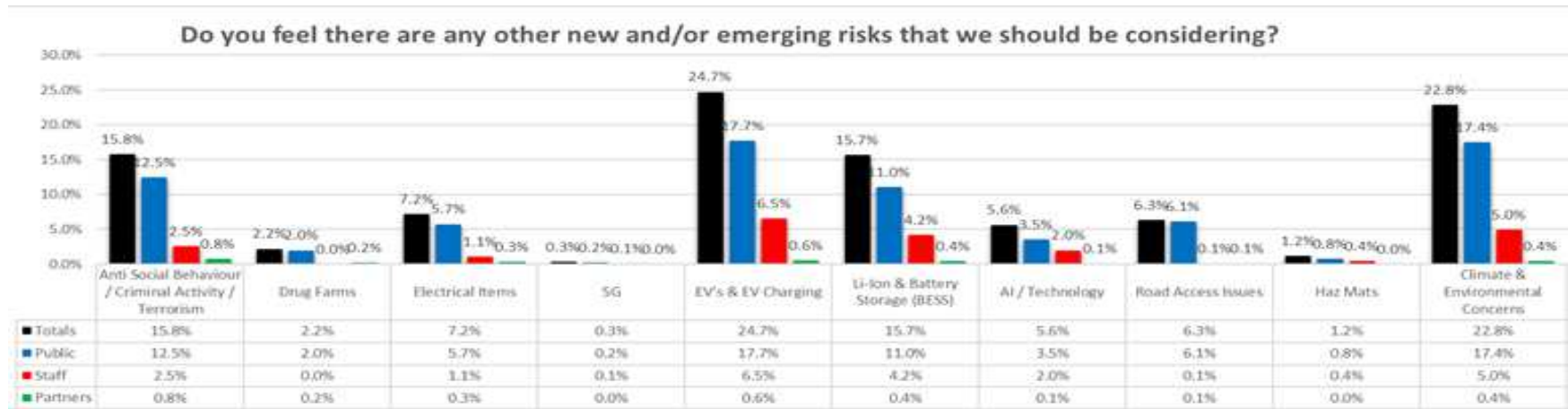
Do you feel there are any other new and/or emerging risks that we should be considering?

	Anti Social Behaviour / Criminal Activity / Terrorism	Drug Farms	Electrical Items	5G	EV's & EV Charging	Li-Ion & Battery Storage (BESS)	AI / Technology	Road Access Issues	Haz Mats	Climate & Environmental Concerns
Totals	15.8%	2.2%	7.2%	0.3%	24.7%	15.7%	5.6%	6.3%	1.2%	22.8%
Public	12.5%	2.0%	5.7%	0.2%	17.7%	11.0%	3.5%	6.1%	0.8%	17.4%
Staff	2.5%	0.0%	1.1%	0.1%	6.5%	4.2%	2.0%	0.1%	0.4%	5.0%
Partners	0.8%	0.2%	0.3%	0.0%	0.6%	0.4%	0.1%	0.1%	0.0%	0.4%

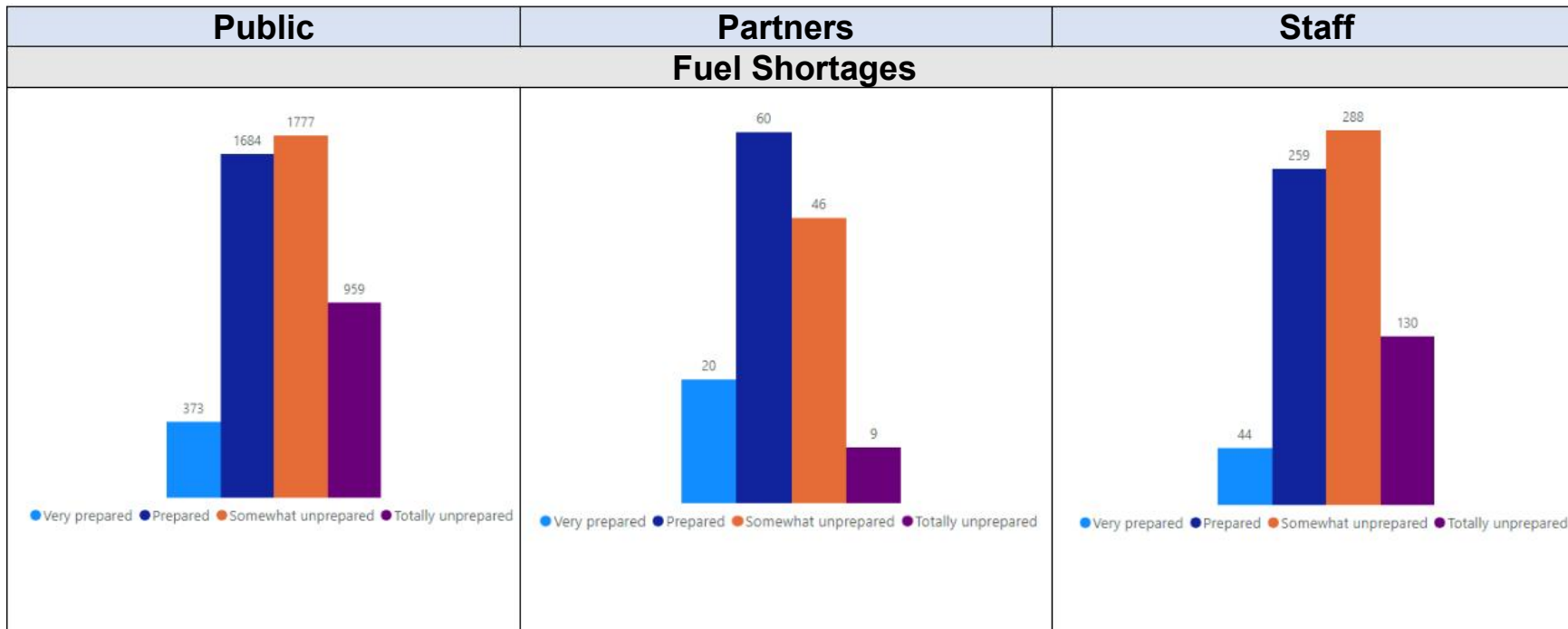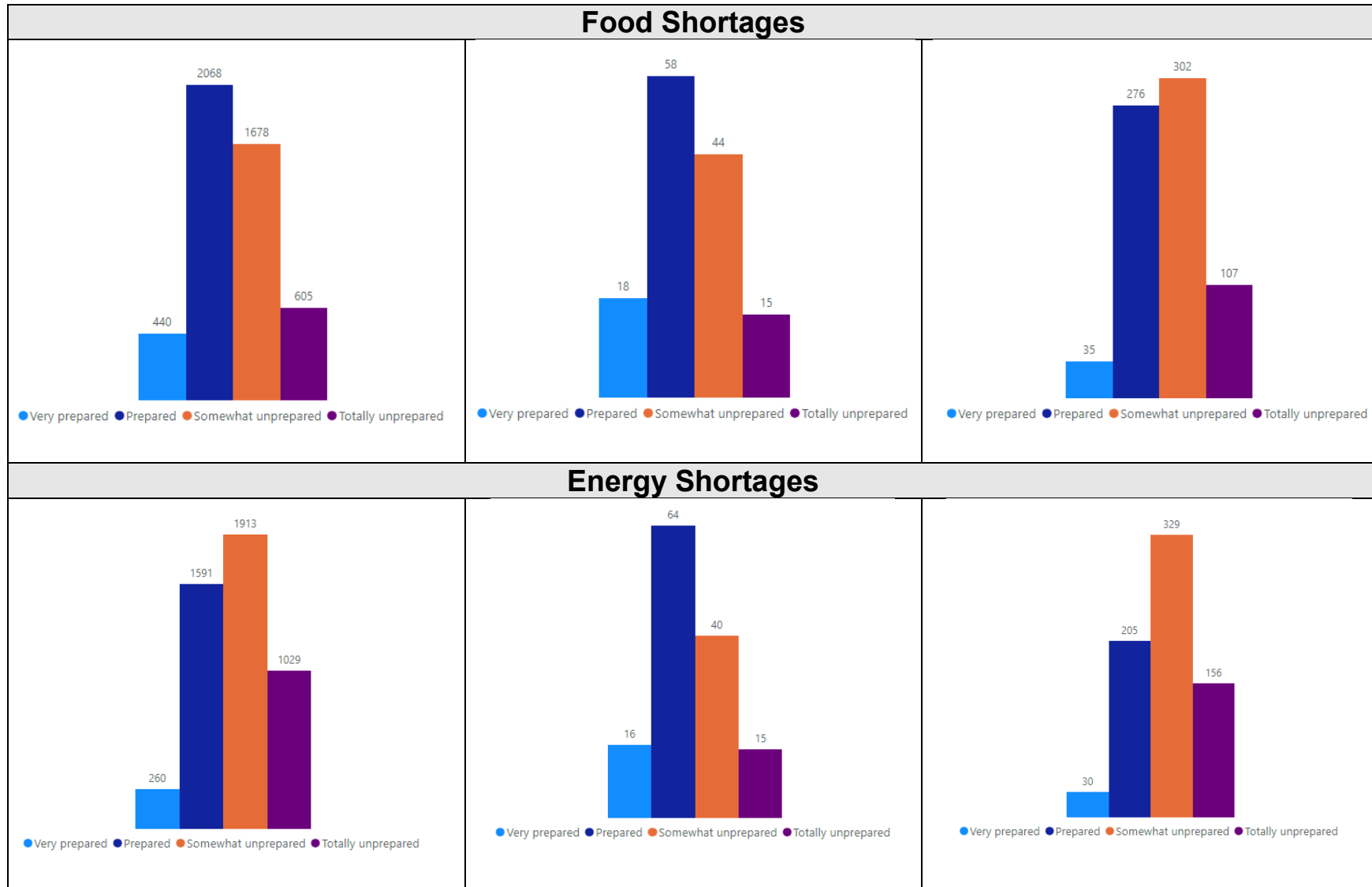|	Buildings & Infrastructure issues	Ageing Population	Cryptocurrency Mining	Organisational Culture within WMFS / Complaints	War /Pandemics	Cost of Living	RCRT	Concerns about FRS Resources	Influx of new communities/cultures
	11.9%	2.2%	0.1%	3.0%	1.3%	7.6%	2.5%	7.8%	3.6%
	10.0%	1.9%	0.1%	0.6%	0.7%	4.6%	2.5%	3.3%	3.0%
	1.1%	0.3%	0.0%	2.4%	0.6%	2.8%	0.0%	4.2%	0.6%
	0.8%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.3%	0.1%

Ref. AU/FA/2023/Oct/91210232

How prepared do you feel you are to cope with the following?

Public respondents feel more unprepared for energy shortages, fuel shortages, mobile network disruption and power outages. Respondents feel slightly more prepared for extreme weather (hot and cold) and food shortages.

Partners feel least prepared for energy shortages, fuel shortages, mobile network disruption and power outages and slightly more prepared for extreme weather (hot and cold) and food shortages.

Staff feel most prepared for extreme weather (hot and cold) and least prepared for energy shortages. Overall, partners feel the most prepared for disruptive events and staff feel the least prepared.

Public	Partners	Staff
Fuel Shortages		

Ref. AU/FA/2023/Oct/91210232

Food Shortages

Energy Shortages

Ref. AU/FA/2023/Oct/91210232

Mobile Network or Phone Disruption

Extreme weather (hot and cold)

Power Outages

Chart 1:
- Very prepared: 271
- Prepared: 1674
- Somewhat unprepared: 1952
- Totally unprepared: 893

Chart 2:
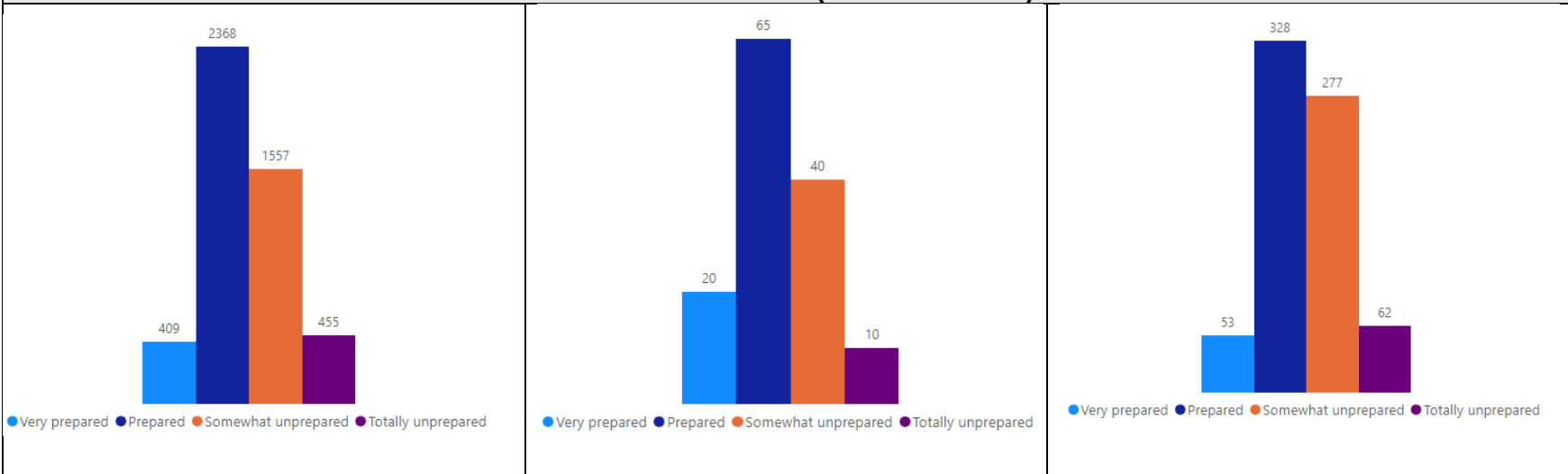- Very prepared: 15
- Prepared: 64
- Somewhat unprepared: 46
- Totally unprepared: 10

Chart 3:
- Very prepared: 32
- Prepared: 237
- Somewhat unprepared: 316
- Totally unprepared: 135
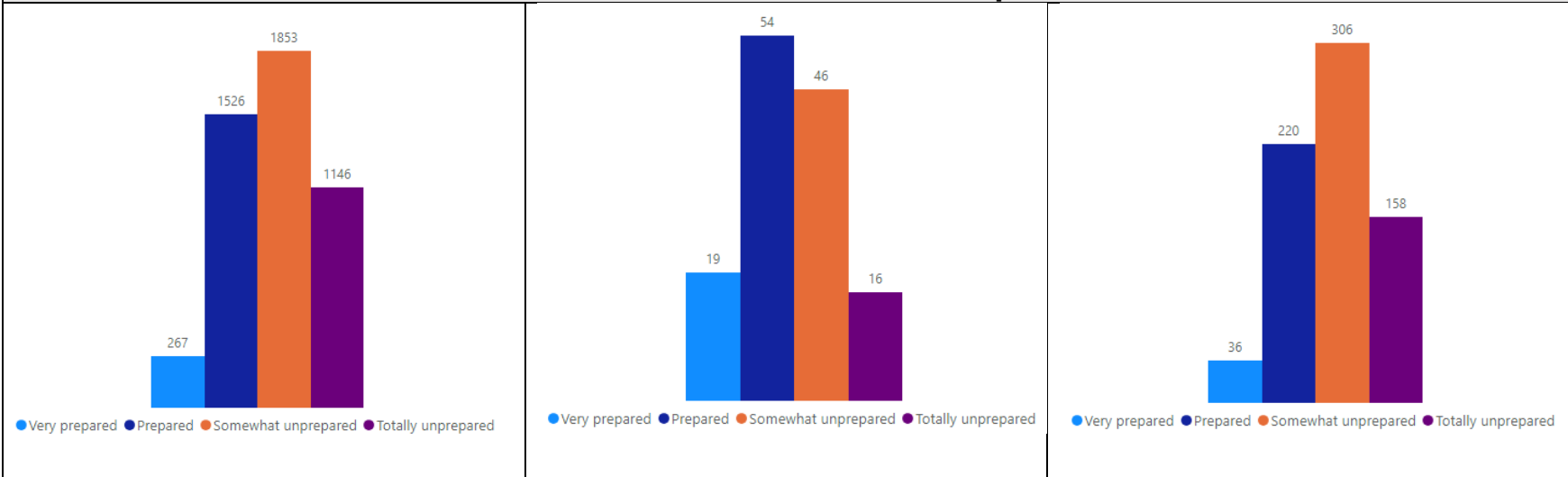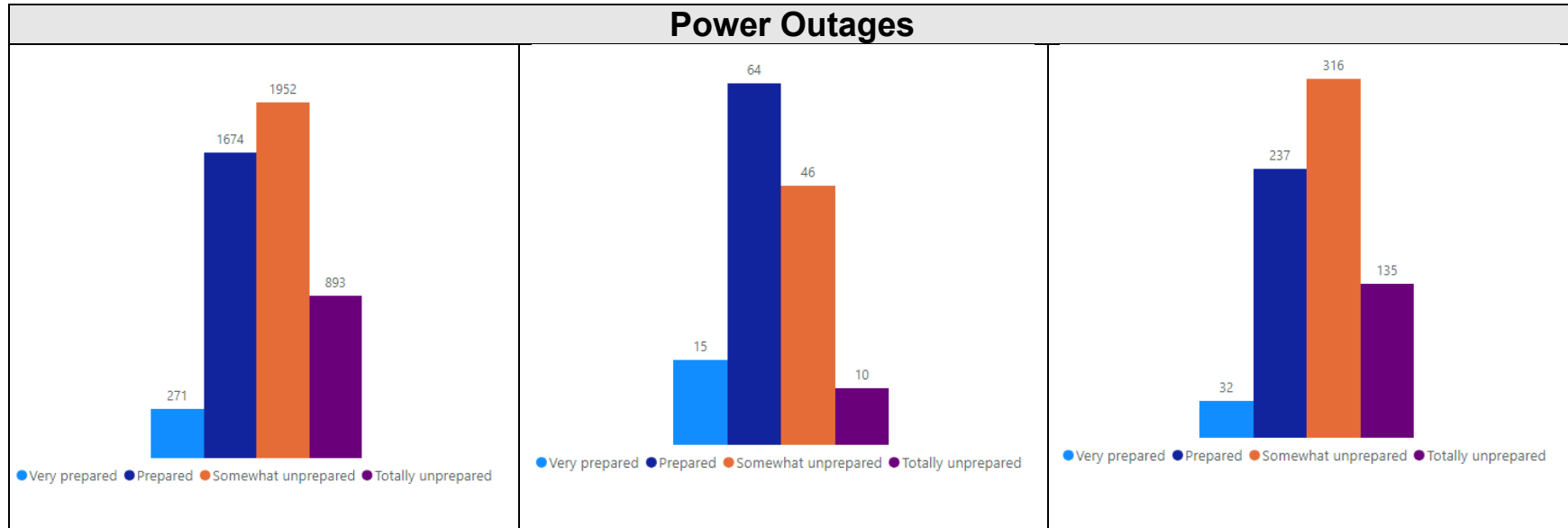
PEOPLE - PUBLIC

How do you feel we could attract more people from groups that are currently under-represented in our workforce to join us - for example, minority communities, women, LGBT+, people with disabilities?

Of all the options listed, there was a relatively even split amongst respondents. The following are listed in order of popularity:

- 16% 'Have a go' taster sessions
- 16% Improved information on the role of a firefighter
- 14% Attendance at job fairs
- 14% College and university visits
- 13.5% Set times to visit fire stations to find out more
- 13% More information on sessions delivered in the community
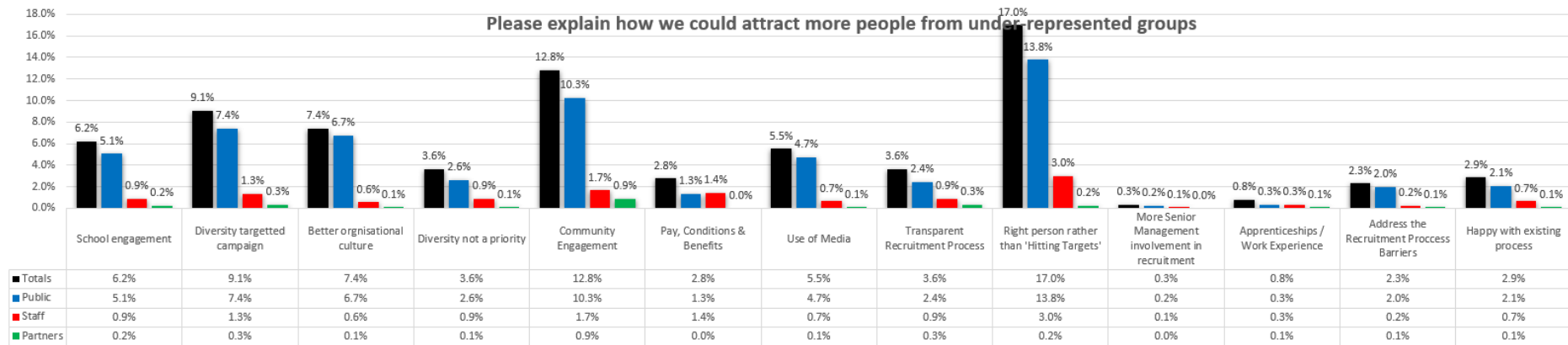- 11% Online information sessions
- 3% Other

Of the 'Other' suggestions, the largest percentage of the feedback from the public suggested WMFS should employ the right person, rather than hiring to 'hit targets' (17%). Other suggestions included community engagement (13%), diversity targeted campaigns (9%) and a better organisational culture (11%). The chart below details all other suggestions from the public, partners and staff.

Improved information on the role of a firefi...
2643 (16.05%)

More information on ses...
2150 (13.05%)

Online information sessions
1778 (10.79%)

Set times to visit fire stations and find out more
2232 (13.55%)

'Have a go' taster sessions
2611 (15.85%)

Attendance at job fairs
2302 (13.98%)

College and university visits
2280 (13.84%)

Please explain how we could attract more people from under-represented groups

|	School engagement	Diversity targetted campaign	Better orgnisational culture	Diversity not a priority	Community Engagement	Pay, Conditions & Benefits	Use of Media	Transparent Recruitment Process	Right person rather than 'Hitting Targets'	More Senior Management involvement in recruitment	Apprenticeships / Work Experience	Address the Recruitment Process Barriers	Happy with existing process
Totals	6.2%	9.1%	7.4%	3.6%	12.8%	2.8%	5.5%	3.6%	17.0%	0.3%	0.8%	2.3%	2.9%
Public	5.1%	7.4%	6.7%	2.6%	10.3%	1.3%	4.7%	2.4%	13.8%	0.2%	0.3%	2.0%	2.1%
Staff	0.9%	1.3%	0.6%	0.9%	1.7%	1.4%	0.7%	0.9%	3.0%	0.1%	0.3%	0.2%	0.7%
Partners	0.2%	0.3%	0.1%	0.1%	0.9%	0.0%	0.1%	0.3%	0.2%	0.0%	0.1%	0.1%	0.1%

Would you consider, or have you considered, working for the West Midlands Fire Service?

The majority of public respondents (85.3%) answered 'no' to whether they had ever considered forking for WMFS. 14.6% respondents replied 'yes'.
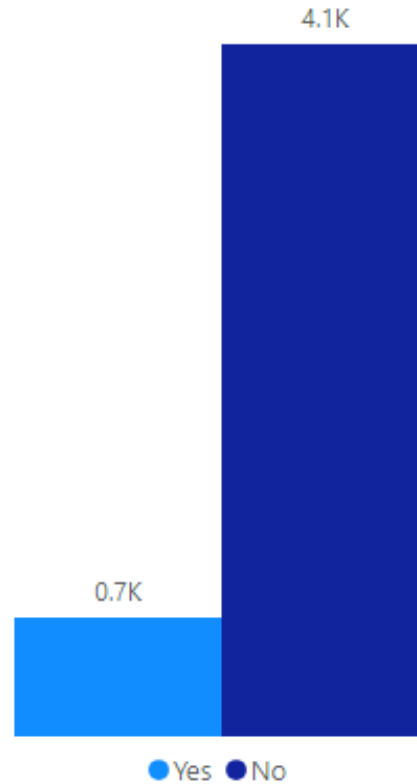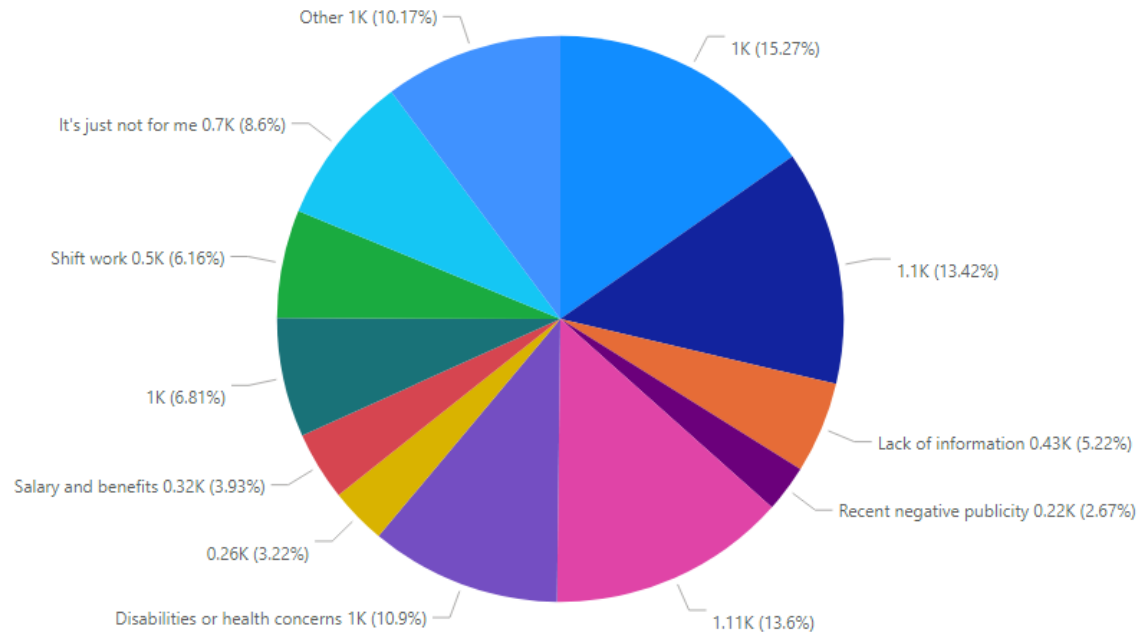
Out of the 14.6% who have ever considered working for West Midlands Fire Service, 57% were interested in the role of firefighter, 47% were interested in support roles.
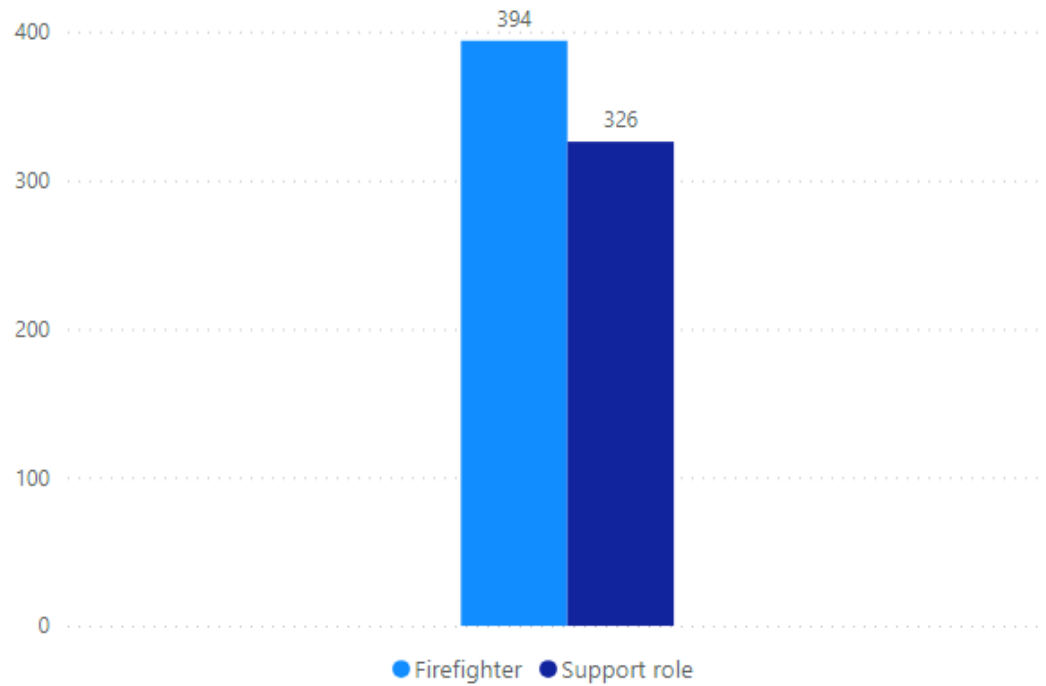
What do you feel are the perceived barriers for you or other people wanting to join West Midlands Fire Service, either as a firefighter or in a support role?

The majority of respondents do not think there are any barriers to join the fire service. 13.6% of respondents think that the main barrier is the perception of the role of a firefighter, with the next largest percentage saying or that they have never thought about it (13.42%).

Other 1K (10.17%)
1K (15.27%)
It's just not for me 0.7K (8.6%)
1.1K (13.42%)
Shift work 0.5K (6.16%)
Lack of information 0.43K (5.22%)
1K (6.81%)
Recent negative publicity 0.22K (2.67%)
Salary and benefits 0.32K (3.93%)
0.26K (3.22%)
Disabilities or health concerns 1K (10.9%)
1.11K (13.6%)

Ref. AU/FA/2023/Oct/91210232

Of those who think there are barriers to joining the fire service, the below table details the most commonly selected options for each group. The perception of the role of a firefighter is a common barrier listed for all groups.

	Most common barriers selected
Public	- Perception of the role of a firefighter - Never thought about joining the fire service - Disabilities or health concerns - Exposure to harm or trauma
Partners	- Perception of the role of a firefighter - Lack of information about the role - Shift work - Disabilities or health concerns/exposure to harm and trauma
Staff	- Salary and benefits - Perception of the role of a firefighter - Cultural/religious barriers - Shift work

Of those who selected 'other' the main barriers listed were age, diversity, poor culture within the service and ill health. The chart below provides an overview of all 'other' responses from the public, partners and staff.

What do you feel are the perceived barriers for you or other people wanting to join WMFS either as a firefighter or support role

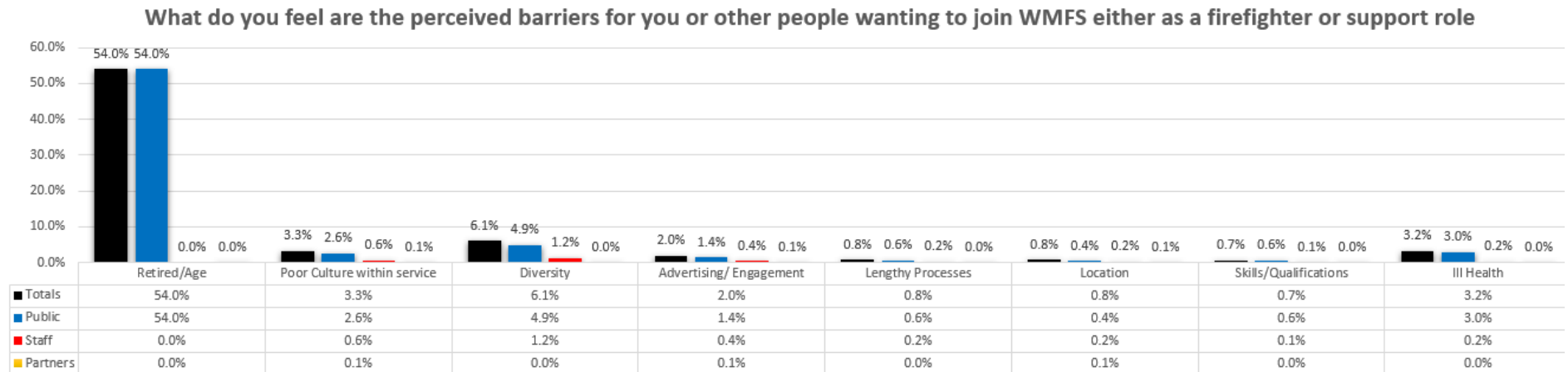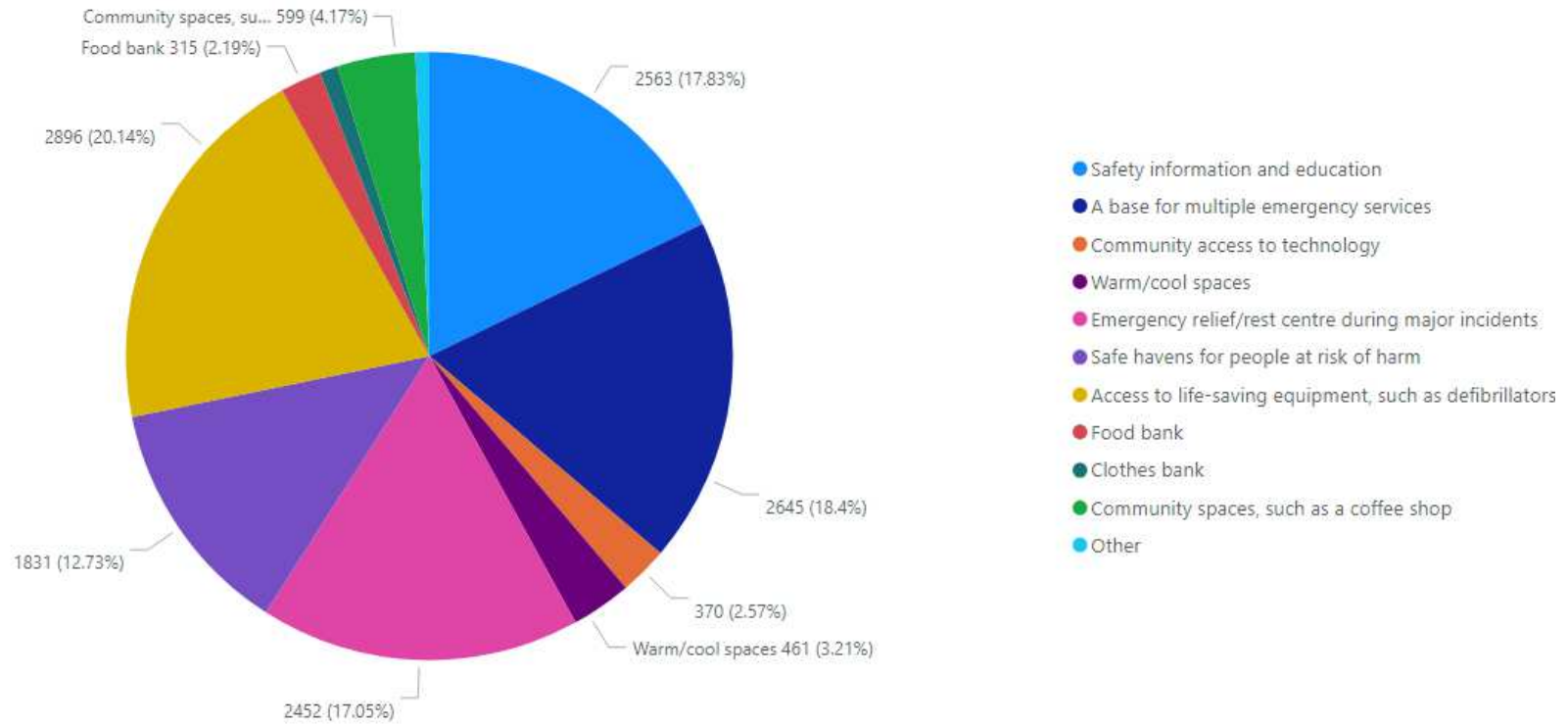|	Retired/Age	Poor Culture within service	Diversity	Advertising/ Engagement	Lengthy Processes	Location	Skills/Qualifications	Ill Health
Totals	54.0%	3.3%	6.1%	2.0%	0.8%	0.8%	0.7%	3.2%
Public	54.0%	2.6%	4.9%	1.4%	0.6%	0.4%	0.6%	3.0%
Staff	0.0%	0.6%	1.2%	0.4%	0.2%	0.2%	0.1%	0.2%
Partners	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%

SUSTAINABILITY - PUBLIC

Our stations are community fire stations, and we continually review their vital role. Please choose three things you would like to see our stations provide in the future?

- Community spaces, su... 599 (4.17%)
- Food bank 315 (2.19%)
- 2896 (20.14%)
- 1831 (12.73%)
- 2452 (17.05%)
- Warm/cool spaces 461 (3.21%)
- 370 (2.57%)
- 2645 (18.4%)
- 2563 (17.83%)

Legend:
- Safety information and education
- A base for multiple emergency services
- Community access to technology
- Warm/cool spaces
- Emergency relief/rest centre during major incidents
- Safe havens for people at risk of harm
- Access to life-saving equipment, such as defibrillators
- Food bank
- Clothes bank
- Community spaces, such as a coffee shop
- Other

Ref. AU/FA/2023/Oct/91210232

Of the 10 options listed, the public, partners and staff have all chosen the same top five future uses of a community fire station (although in slightly different orders). The table below shows where the top five options were placed by each group.

The most popular options include:

- Access to life-saving equipment
- A base for multiple emergency services
- Safety information and education
- Emergency relief/rest centre during major incidents
- Safe havens for people at risk of harm

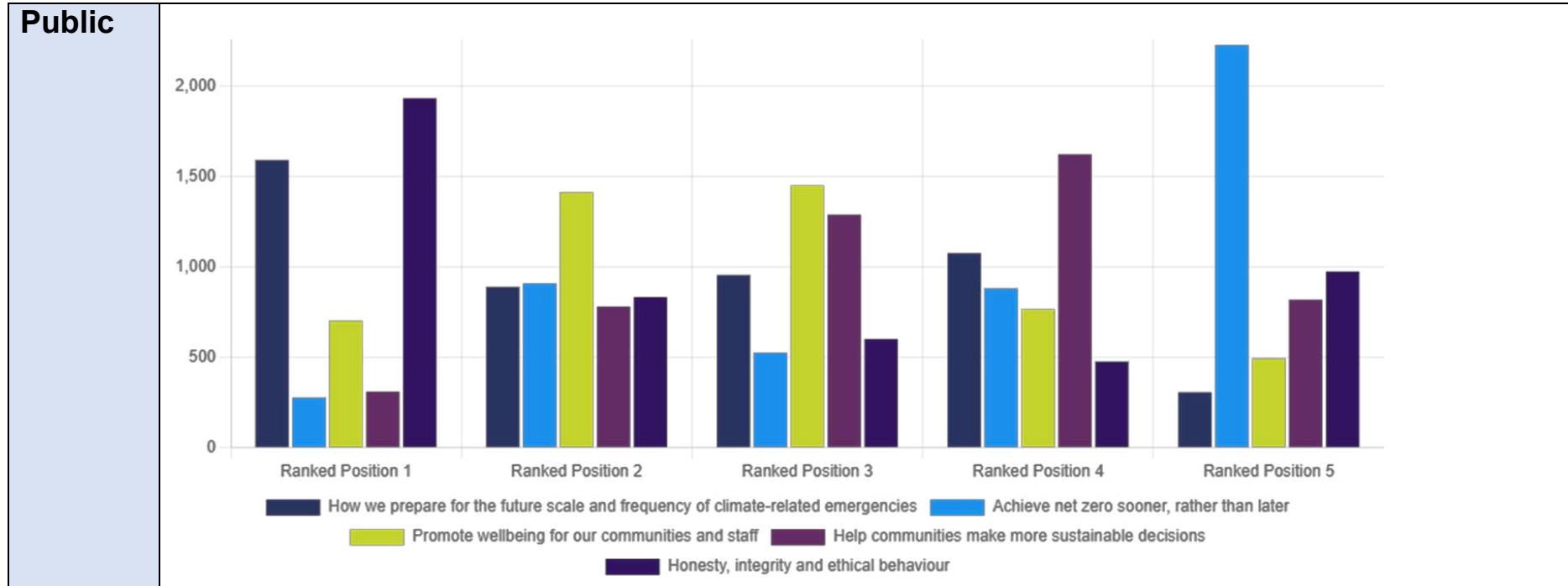|	Public	Partner	Staff
Access to life-saving equipment	1st	1st	1st
A base for multiple emergency services	2nd	2nd	5th
Safety information and education	3rd	5th	3rd
Emergency relief/rest centre	4th	3rd	4th
Safe havens	5th	4th	2nd

How should we prioritise?

When asked how to prioritise five items in relation to sustainability:

1.   How we prepare for the future scale and frequency of climate-related emergencies
2.   Honesty, integrity and ethical behaviour.
3.   Promote wellbeing for our communities and staff
4.   Help communities make more sustainable decisions
5.   Achieve net zero, sooner rather than later

The below table shows the most common ranking for each factor:

Item	Most common ranking	Number of responses
How we prepare for the future scale and frequency of climate- related emergencies	2nd	1919
Honesty, integrity and ethical behaviour.	1st	1577
Promote wellbeing for our communities and staff	3rd	687
Help communities make more sustainable decisions	4th	307
Achieve net zero sooner, rather than later	5th	275

Full results for each group can be viewed in the table below.

Public	

Partners

Staff

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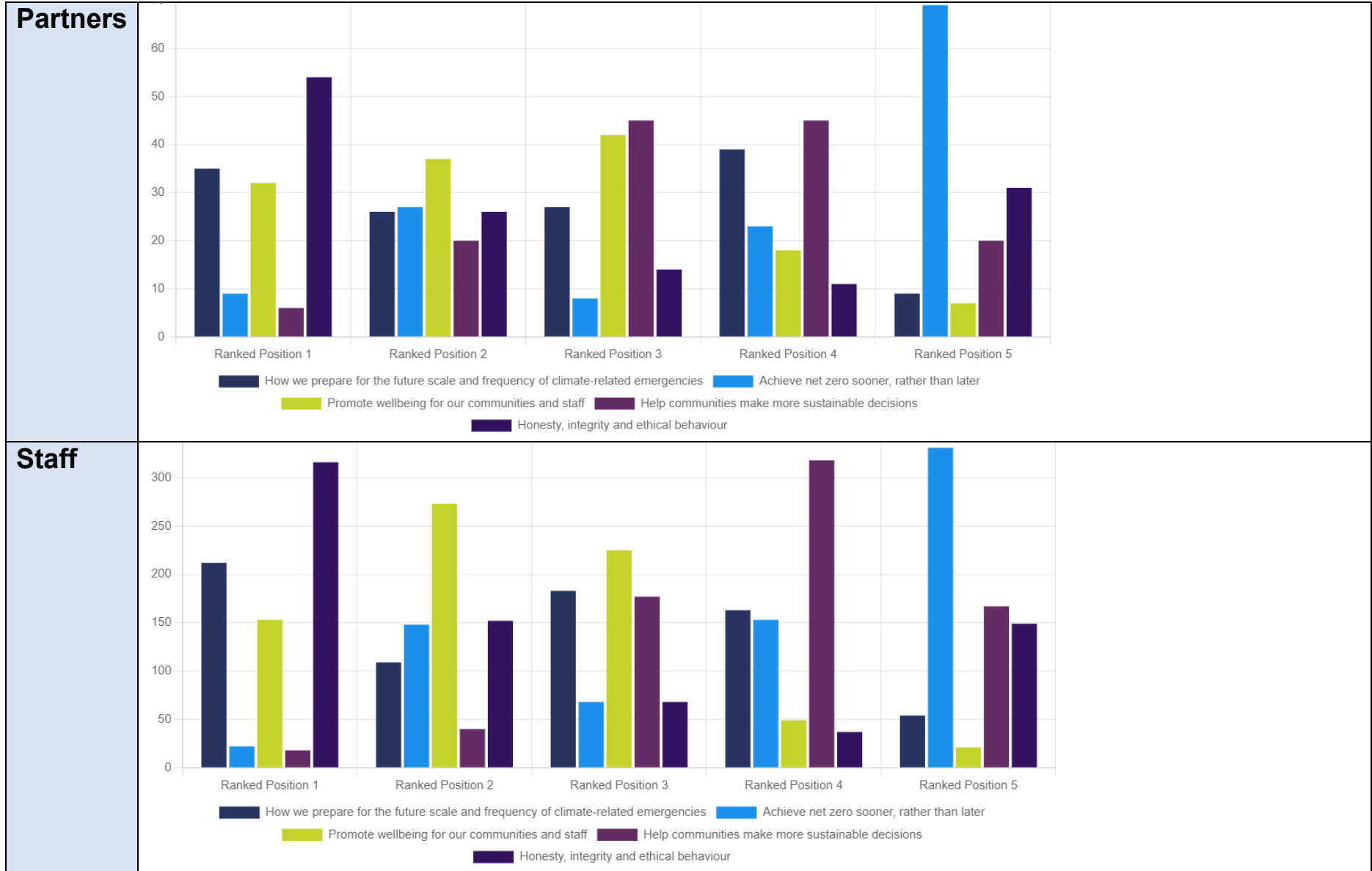
When looking at the average position of each factor, the ranking changes slightly. The below table shows the average position per factor for each group:
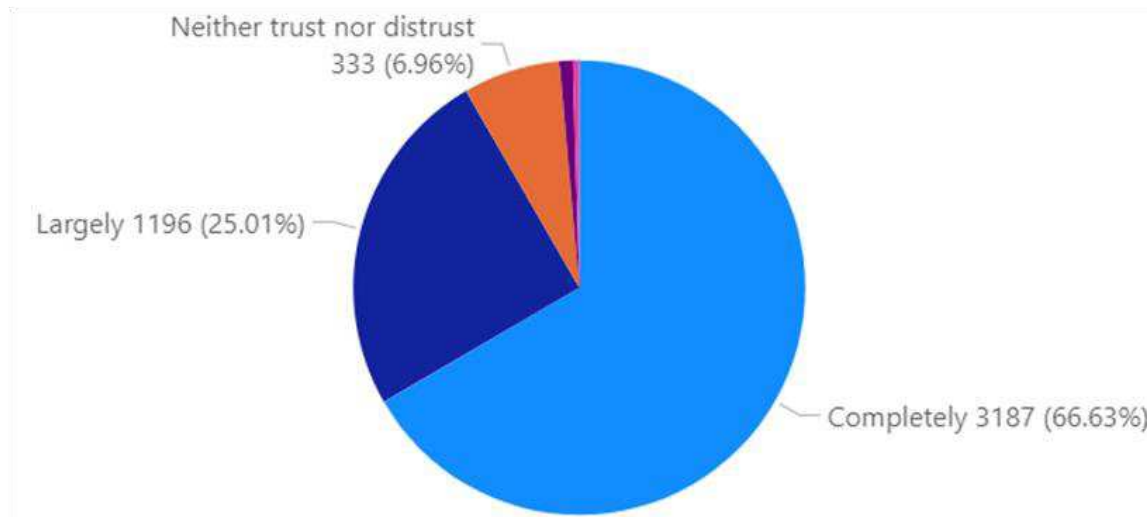
	Public	Partner	Staff
Honesty integrity and ethical behaviour	2	2	2
How to prepare for future scale and frequency of climate-related emergencies	1	3	3
Promote well-being for our communities and staff	3	1	1
Help communities make more sustainable decisions	4	4	4
Achieve net zero sooner rather than later	5	5	5

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TRUST

How much do you trust West Midlands Fire Service?

The majority of Public respondents trust WMFS either completely (67% - 3187 respondents) or largely (25% – 1196 respondents). A smaller percentage (7% - 333 respondents) have stated they neither trust nor distrust the service, with the smallest percentages (1%) either partially trusting (45 respondents) or not trusting WMFS at all (22 respondents).

Public

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The below table details how much the public, partners and staff trust West Midlands Fire Service. Trust is highest with partners and the public and slightly less for staff.

Partners

Neither trust nor distrust
7 (5.19%)

Largely 35 (25.93%)

Completely 92 (68.15%)
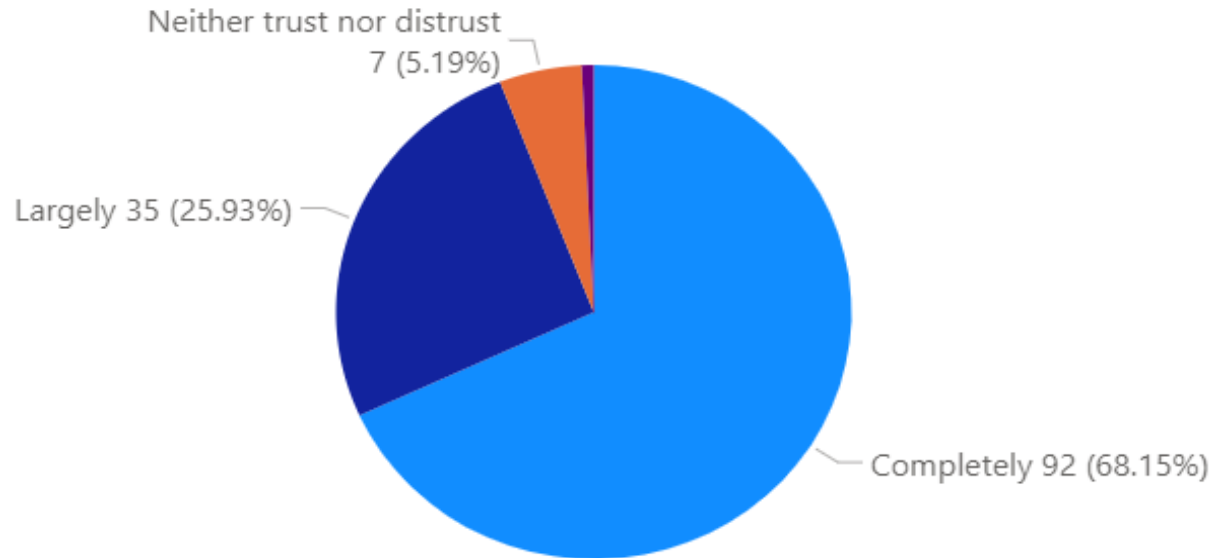
Staff responses show that they trust the service less than the public and partners, with 26% completely trusting the service, 42% largely trusting the service, 21% neither trust nor distrust the service and around 11% either partially trusting the service or not at all.

Staff

Partially 61 (8.47%)

Completely 189 (26.25%)

Neither trust nor distrust 153 (21.25%)

Largely 301 (41.81%)
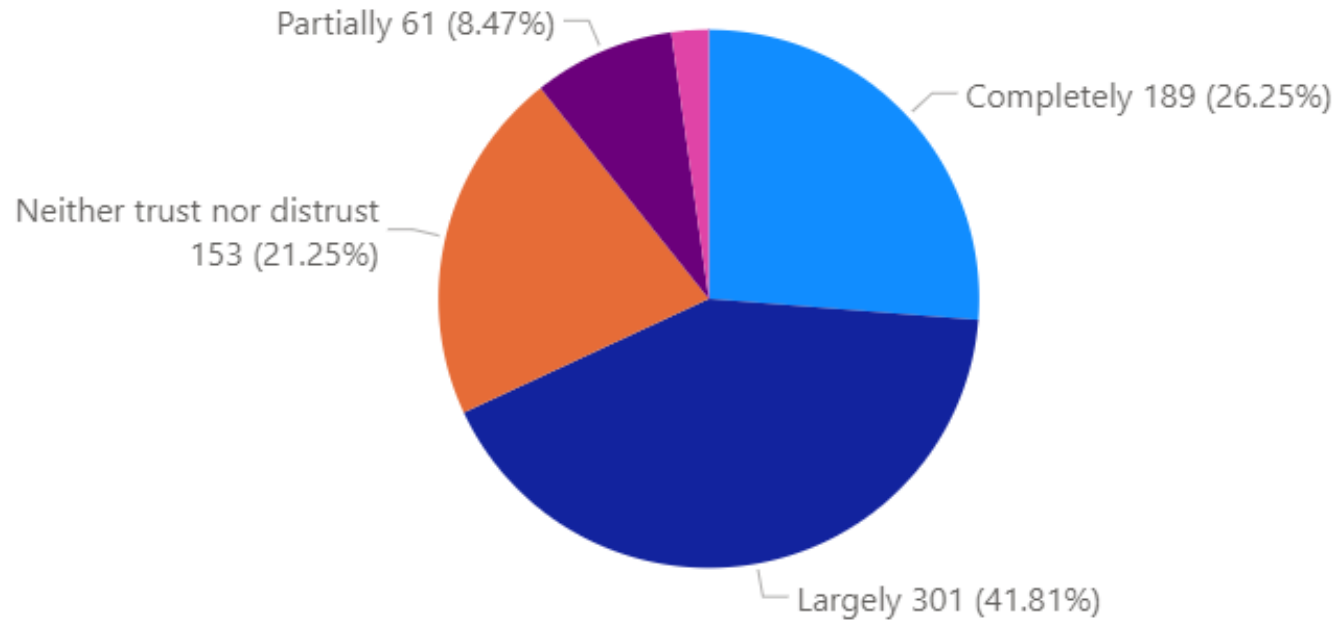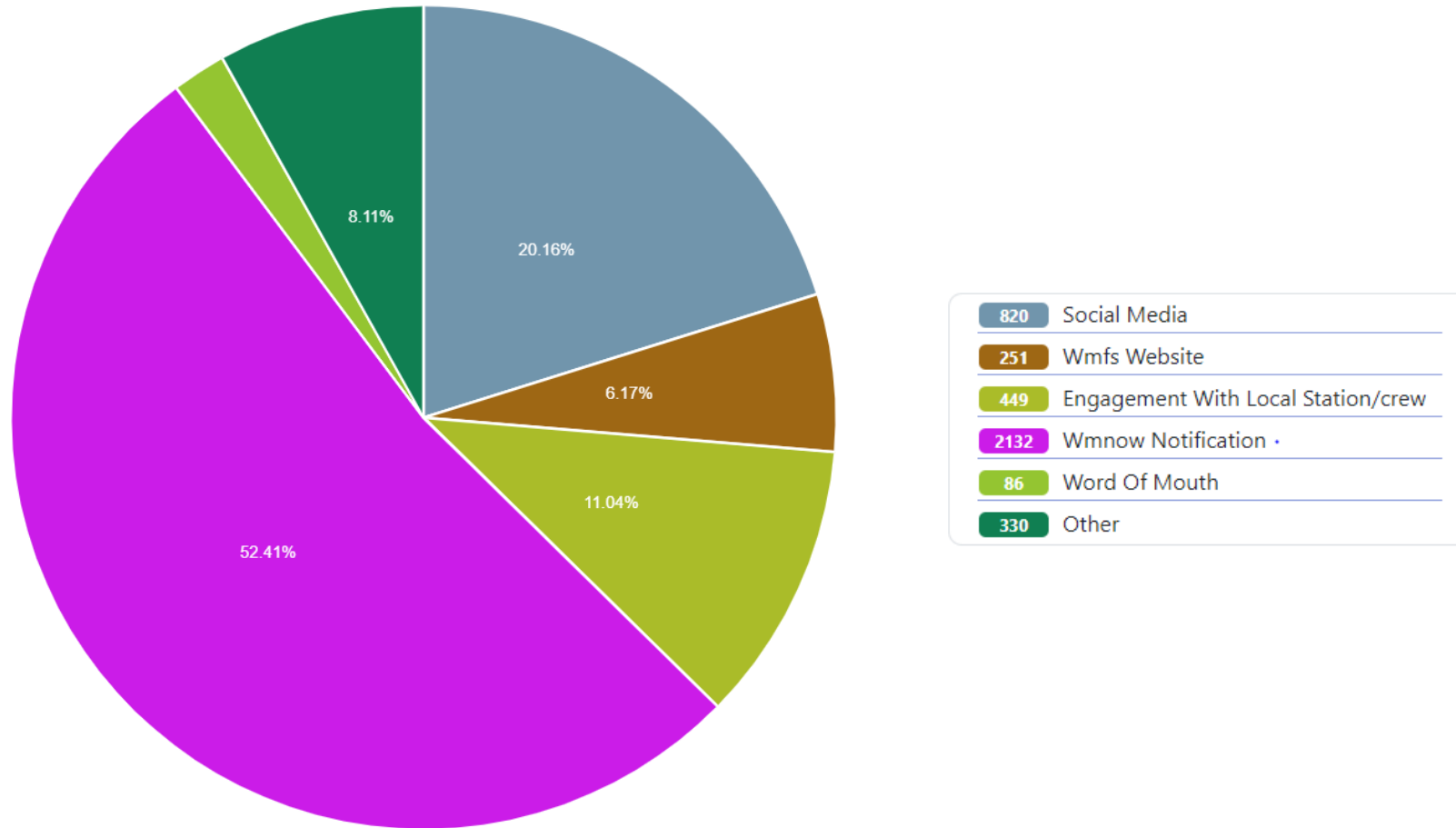
<u>PARTNERS</u>

Partners who have responded so far are listed below. Further engagement has taken place to encourage wider partner agency responses.

- West Midlands Police
- West Midlands Ambulance Service
- West Midlands Combined Authority
- Local Authorities, including responses from
  - Sandwell MBC
  - City of Wolverhampton Council
  - Birmingham City Council
  - Dudley MBC
  - Coventry City Council
  - Walsall Council
  - Solihull Metropolitan Borough Council
- Fire Sector
  - Warwickshire FRS
  - National Association of retired Firefighters
- NHS
  - Birmingham Community Healthcare NHS Foundation Trust
  - Black Country Healthcare NHS Foundation Trust
  - A number of individual NHS respondents
- Transport for West Midlands
- Residential care home providers
- Voluntary/Charity organisations
  - A.C.C.I. (African Caribbean Community Initiative

- o The Air Ambulance Service
- o Birmingham Christmas Shelter
- o Neighbourhood Watch
- o NHS Volunteer
- o British Red Cross volunteer
- o The James Charities, Nechells
- o Warwickshire Search and Rescue
- o Other individual volunteers
- Education establishments
  - o Halesowen College
  - o Newman University
  - o Heart of England School
  - o The Khalsa Academy Wolverhampton
  - o Nova Training
- Religious Establishments
  - o Christ Church Blakenall and St Chad's Beechdale churches
  - o Shree Birmingham Pragati Mandal (Shree Krishna Temple)
- Other
  - o Community, Courts and Probation
  - o National Association of Retired Firefighters

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How did you hear about Consultation?

The majority of people have heard about the consultation from WM Now emails. The table below details the number of responses as a result of engagement with stations.

820	Social Media
251	Wmfs Website
449	Engagement With Local Station/crew
2132	Wmnow Notification ·
86	Word Of Mouth
330	Other

Station engagement table, detailing the number of responses each station supported.

Station	Number of Responses as a result of engagement
D3 HADEN CROSS	55
B1 SOLIHULL	34
A2 ASTON	33
E7 BILSTON	29
D2 BRIERLEY HILL	28
A6 WARD END	25
B3 COVENTRY	25
B4 CANLEY	25
B2 SHELDON	21
B6 BINLEY	20
E2 BLOXWICH	18
C6 NORTHFIELD	16
PORTFOLIO	15
C7 LADYWOOD	13
B5 FOLESHILL	12
E8 TETTENHALL	12
A3 SUTTON COLDFIELD	10
C9 HAY MILLS	10
E1 WALSALL	10
E3 WILENHALL	9
D9 DUDLEY	7
D8 WEST BROMWICH	6
E4 ALDRIDGE	6

C1 HIGHGATE	3
D1 OLDBURY	3
D5 STOURBRIDGE	3
C2 WOODGATE	2
C5 KINGS NORTON	2
A7 HANDSWORTH	1
C4 BOURNBROOK	1
E5 WOLVERHAMPTON	1
FIRE CONTROL	1

Location of Respondents

This map shows we had responses from across the West Midlands area.
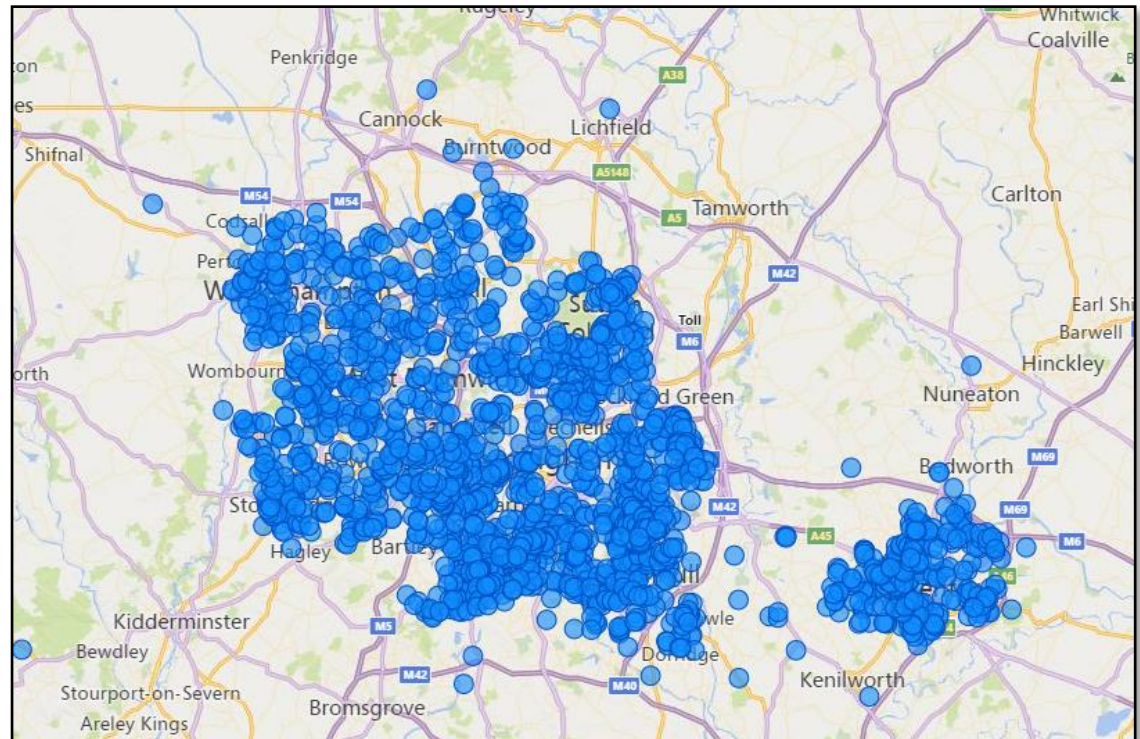
ENGAGEMENT STRATEGY

Consultation has been made as accessible as possible to respondents by utilising all platforms available to us, including face to face engagement with the public.

Further information in relation to the approach or engagement can be found in the [Community Risk Management Plan – Consultation Fire Authority Paper](#).

All supporting resources have been captured within our dedicated [Consultation Mesh pages](#).

Based on the consultation halfway point evaluation, consideration was given to the underrepresented groups where we noted the largest disparity between actual and target figures. Station engagement was also monitored, with best practice shared amongst staff and SPOCs.

Targeted social media advertising was put in place, as well as encouraging staff and crews to be mindful of canvassing a wide demographic. Specific events or visits were also be arranged based on continual monitoring of the targets.

Further [Consultation targets](#) have been developed to support greater engagement with the consultation.

To enable as much of a representative response as is possible from our diverse communities, partners and businesses it is hoped that a wide range of views and opinions will be collected. An example of the different engagement proposals are detailed below, which will help us achieve both qualitative and quantitative results:

- Wmfs.net based (multi language – google translate)
- WM Now - digital community messaging system
- Social media campaigns
- Targeted businesses
- Safe and Well visits/Safe and Strong
- Partners

- Community members and volunteers
- WMFS staff/network groups
- FA members
- Station Open Days
- Direct community engagement – all staff
- Community events

DEMOGRAPHIC EVALUATION

Census data was used to identify consultation targets with an aspiration to achieve a representative sample of the population of the West Midlands.

Target based on West Midlands Census Data	Consultation breakdown
Gender	

Sexuality

0.34 (0.34%)

● All Other Sexual Orienta...
● Bisexual
● Gay or Lesbian
● Prefer not to say - Sexua...
● Straight/Heterosexual

88.9 (88.89%)

18 (0.38%)

● All Other Sexual Orientat...
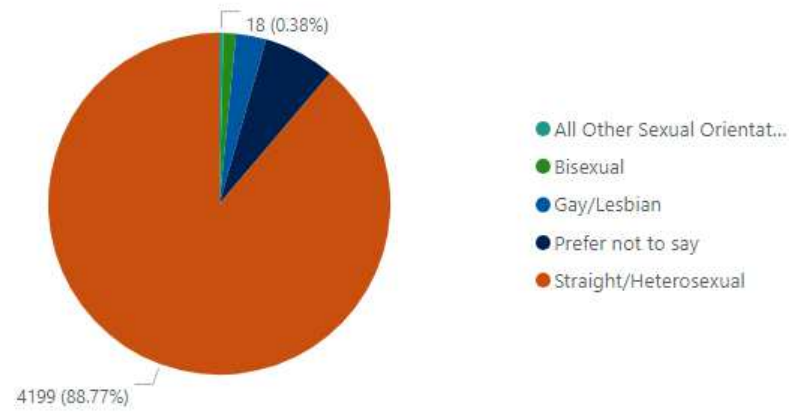● Bisexual
● Gay/Lesbian
● Prefer not to say
● Straight/Heterosexual

4199 (88.77%)

Religion

5.74 (5.74%) (5.09%)
0.33 (0.33%)
0.64 (0.64%)
40.72 (40.72%)

● Buddhist
● Christian
● Hindu
● Jewish
● Muslim
● No religion
● Other religion
● Prefer not to say - Religi...
● Sikh

(27.88%)

17.2 (17.2%)
2.34 (2.34%)

0.09K (1.98%) (5.38%)
0.02K (0.38%)

● Buddhist
● Christian
● Hindu
● Jewish
● Muslim
● No religion
● Other
● Prefer not to say
● Sikh

1K (30.9%)
2.61K (54.9%)
0.05K (0.97%)

Age

Left chart:
- 19.89 (19.88%)
- 13.74 (13.73%)
- 13.87 (13.86%)
- 13.21 (13.2%)
- 12.68 (12.67%)
- 11.05 (11.04%)
- 8.14 (8.14%)
- 7.47 (7.47%)

Legend:
- 14 and under
- 15 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75 and over

Right chart:
- 1 (0.03%)
- 308 (7.84%)
- 448 (11.41%)
- 653 (16.63%)
- 904 (23.02%)
- 966 (24.6%)
- 514 (13.09%)

Legend:
- 14 and under
- 15-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 and over

Ethnicity

Left pie chart labels:
- 0.09 (0.09%)
- (0.16%)
- 2.45 (2.45%)
- 7.76 (7.76%)
- 2.29 (2.29%)
- 9.53 (9.5...)
- (4.31%)
- (2.79%)
- 0.97 (0.9...)
- 2.53 (2.53%)
- 55.86 (55.88%)

Right pie chart labels:
- 0.02K (0.45%)
- (2.87%)
- 0K (0.26%)
- 0.05K (1.01%)
- 0.02K (0.47%)
- 3.79K (81.19%)

Left legend:
- Asian - Bangladesh
- Asian - Chinese
- Asian - Indian
- Asian - Other
- Asian - Pakistani
- Black - African
- Black - Caribbean
- Black - Other
- Mixed - Other Mixed/M...
- Mixed - White/Asian
- Mixed - White/B. African
- Mixed - White/B. Caribb...
- Other Ethnic Group - An...
- Other Ethnic Group - Arab
- White - British
- White - Gypsy/Traveller
- White - Irish
- White - Other
- White - Roma

Right legend:
- Asian - Bangladeshi
- Asian - Chinese
- Asian - Indian
- Asian - Other
- Asian - Pakistani
- Black - African
- Black - Caribbean
- Black - Other
- Mixed - Other/Multiple e...
- Mixed - White/Asian
- Mixed - White/B.African
- Mixed - White/B.Caribbe...
- Other ethnic group - Any...
- Other ethnic group - Arab
- White - British
- White - Gypsy/Traveller
- White - Irish
- White - Other
- White - Roma
- Prefer not to say

Disability

75.64%

6.62%

17.74%

As part of the consultation, we asked if respondents had a disability under the Disability Act 2010. 76% said no, 18% said yes and 7% preferred not to say.
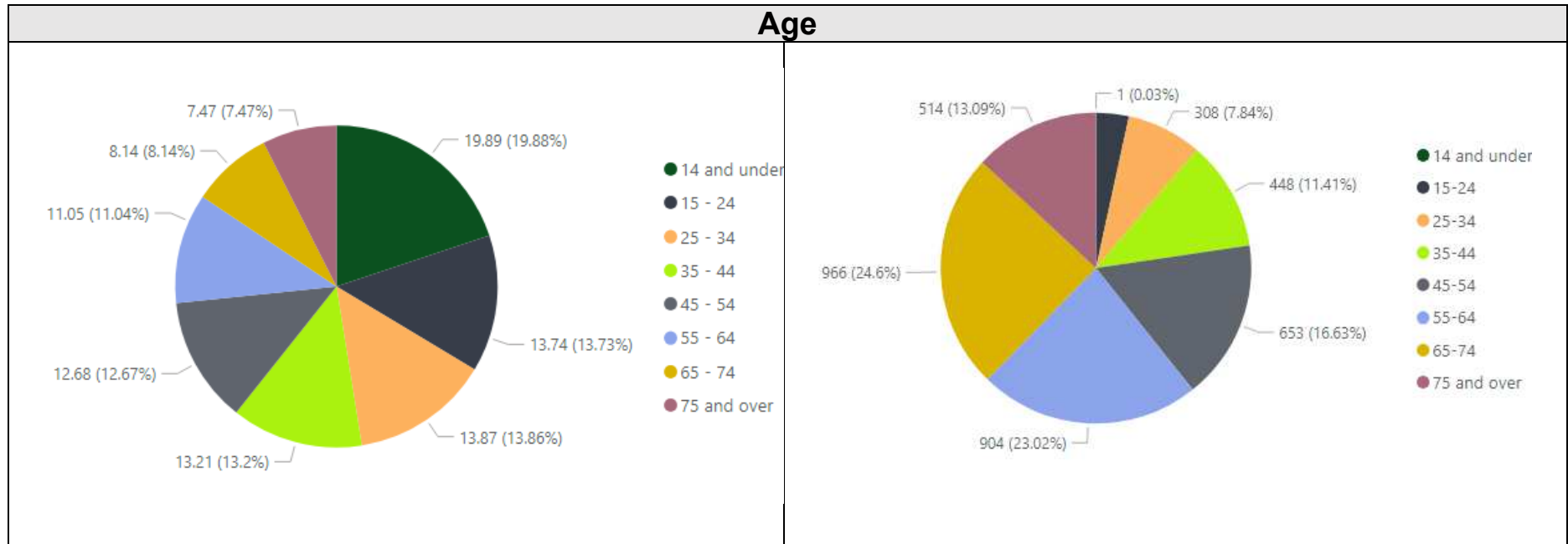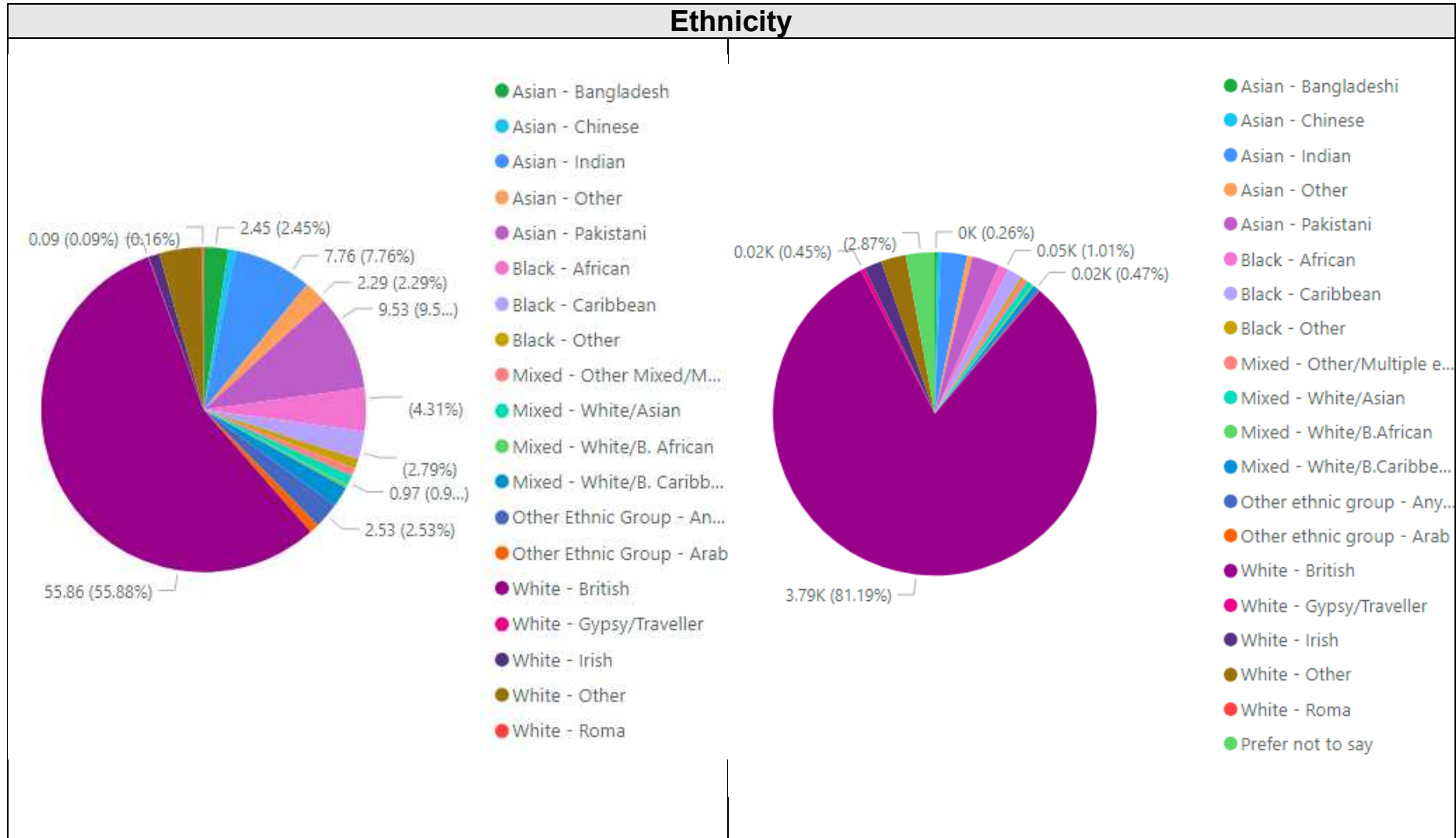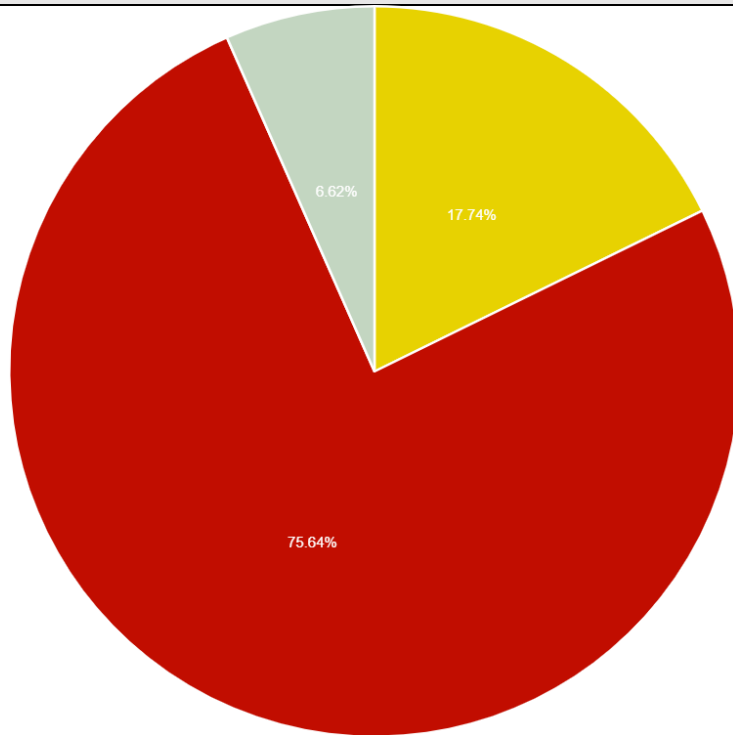
Based on the census data, 17.91% of the West Midlands population have a disability. Based on this figure, the 2023 consultation provided a representative sample of the West Midlands communities.