



GWASANAETH TÂN AC ACHUB
Canolbarth a Gorllewin Cymru
Mid and West Wales
FIRE AND RESCUE SERVICE

Annual Action Plan 2011 – 2012

Awdurdod Tân Ac Achub Canolbarth a Gorllewin Cymru
Mid and West Wales Fire and Rescue Authority
www.mawwfire.gov.uk

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Introduction

Welcome to the Mid and West Wales Fire and Rescue Authority's Annual Action Plan for 2011-2012. This plan provides information on the Authority's performance last year and also sets out what it intends to do to improve in 2011-2012 and why these objectives have been prioritised.

Our vision is to be a world class organisation and our current five year Strategic Plan 2010-2015 (www.mawwfire.gov.uk) shows our intention to achieve excellence. Each year we report to our communities on how we have improved and what we have achieved against our strategic objectives. This year we are reporting against the Welsh Assembly Government's new framework and this document provides information in line with the requirements of this new legislation.

We consult with our communities annually on what we want to achieve in the following year and ask for your views on how to shape the Service. Once again our thanks go to all who provided responses to this year's consultation on the Draft Annual Action Plan for 2011-2012. The comments provided confirmed that the Authority's priorities for the coming year reflect what our communities expect from us and the information provided will help shape the way we deliver our improvements.

The coming years will see financial challenges for all public services within Wales and as an Authority we know we have to explore new ways of delivering our services. We will continue to meet these challenges and will work with our partners in order to maximise our potential and build safer communities in order to deliver real community outcomes.

Chair - Cllr Eurfyl Evans
Chief Fire Officer - Richard Smith

Local Government (Wales) Measure 2009

In 2009 improvement planning and reporting guidance for Fire Authorities was replaced with new legislation and in April 2010 the Local Government (Wales) Measure 2009 came into effect. This legislation applies to all Local Authorities, Fire and Rescue Services and National Parks.

The Welsh Assembly Government's guidance has recognised that for Fire and Rescue Services risk reduction and improvement go hand in hand, and has formalised the reporting arrangements with a combined approach.

This allows for improvement to be defined in a number of ways that may ultimately enhance the quality of life for local citizens and communities. It recommends that the Authority delivers on at least one of seven aspects of improvement:-

- Making progress against our objectives
- Improving the quality of services
- Improving the availability of our services
- Reducing inequality in accessing or benefiting from services
- Ensuring sustainable development
- Improving efficiency
- Innovation

This Annual Action Plan has been produced as a combined document to report upon our performance and to detail the improvement objectives we want to deliver in 2011-2012, whilst also reflecting the consultation with our stakeholders.

Setting Improvement Objectives

We have always worked hard to improve, both the Services we provide to our communities and as an organisation. Our long established Strategic Objectives are:

- To save lives and protect communities
- To be trusted and respected by our communities
- To be seen as more than an emergency service
- To match our resources to priorities
- To manage within budget
- To seek out and utilise alternative resources
- To make efficiencies year on year
- To manage our people effectively
- To fully develop risk reduction planning
- To develop effective partnership working
- To develop our workforce into effective and empowered people

Our Strategic Plan for 2010-2015 outlines what we want to achieve for the next five years and these key objectives were linked to improvements under the key themes of

- Managing Risk
- Managing People
- Working Together
- Managing Resources
- Managing Performance

Each year the Authority will identify priority areas for focus from the objectives in the Strategic Plan. It is intended that these priorities will provide improvement benefits as suggested by the Local Government (Wales) Measure and enhance the life of our citizens and communities.

These improvement objectives are influenced by national, regional and local expectations as well as by the feedback we receive each year from our communities and from our employees. This focus reflects current agendas, but also takes account of recommendations from our annual inspection and audit processes.

We will consult with our communities to establish that these priorities also meet public and partner expectations and make a meaningful contribution to the wider public service agenda.



Welsh Language

The Authority is fully committed to the implementation of its Welsh Language Scheme and our aim is to become a fully bilingual organisation. Our revised Welsh Language Scheme for 2010-2013 has been approved by the Welsh Language Board. Our Scheme reiterates the Authority's commitment to treating the Welsh and English languages equally when providing services and communicating with the public, and in ensuring that our actions and targets are in line with current legislation.

Significant progress has been made during 2009/10 in relation to improving awareness and accountability of the scheme, maintaining and strengthening our working relationships and providing vocational training for staff. Our aims are supported by a set of performance indicators, targets and service standards which allow us to measure our progress effectively. Our Welsh Language Scheme can be found on our Internet site at www.mawwfire.gov.uk.



What we've achieved so far

We consider improvement to be a continuous, long term and Service wide process, and one that is carried on from one reporting year to the next. Objectives consulted upon in past risk reduction plans and established in previous years form the cornerstone of our work and will continue to be delivered as we strive to find new ways to improve.

Our progress over the life of the Strategic Plan is shown by reporting what we have achieved so far, which includes our focus areas for 2010-2011. What we intend to deliver in 2011-2012 will reflect this year's consultation responses and is reported fully on pages 10 to 15.

Managing Risk

Risk is managed across a range of areas as identified in the Strategic Plan, and keeping our communities safe continues to be our priority. The 2010-2011 Annual Action Plan focused our work on community safety; these objectives are long term and will be delivered this year and in the future.

Targeting and delivering home fire safety

In order to target our resources at the vulnerable, we have used risk modelling information to identify these target areas and have subsequently carried out extensive home fire safety checks. This has seen the number of injuries sustained in accidental dwelling fires reduce significantly. However serious injuries still occur and we know that we need to continue our focus on identifying those most at risk and helping to keep them safe.

We have established partnerships with voluntary organisations and with other community partners to help us identify vulnerable individuals and to carry out home fire safety checks on our behalf. We have also provided an improved system for recording and managing our community safety work.

In 2009/2010 we carried out approximately 20,000 Home Fire Safety Checks. We have always worked to increase the number of checks we carry out, and are also doing more to make sure we reach the right people and that we are providing the right advice to suit individual needs.

Sharing our facilities with our communities

Sharing our buildings with the public and other services helps us promote our safety messages and provides a facility for all members of the community. We share facilities with other services at a number of our premises and community meeting rooms are widely available at our premises throughout the Service area, helping to ensure that the Fire and Rescue Service is at the heart of the community. Any future facilities will be developed in consideration of shared working and community benefits.



Improving Road Safety

We recognise that far too many people are killed and injured on the roads of Mid and West Wales and that we have a role in improving road safety. Road safety is a shared responsibility and we work in partnership with other emergency services and road safety agencies to help make our roads safer, and together produced a Road Safety Strategy for Wales. All of our front line fire engines have been upgraded with state of the art rescue equipment to help us deal with accidents when they do occur.

Improving road safety is being achieved through investment, training and joint working with the Police and road safety agencies, and we are investing in educating and engaging with higher risk groups, such as young drivers and motorcyclists. Following last year's consultation we are:-

- Developing our Mobile Safety Awareness unit to bring Road Safety information to vulnerable and hard to reach groups.
- Assisting local police forces with initiatives such as *BikeSafe*, the motorcycle safety project and Pass Plus Cymru to educate young drivers.
- Using our newly acquired FireBikes to engage with motorcyclists and promote road safety.
- Working with partners to engage with young drivers through the 'Deadly Mates' campaign.

Recently released Welsh Assembly Government figures on road casualties show a 7% reduction for all casualties and a 29% reduction for fatal casualties for the first quarter of 2010 in comparison with the previous twelve months.

Reducing deliberate grassland fires

Arson is a drain on our resources and a danger to our communities. Innovative and effective initiatives are in place throughout the Service to reduce deliberate fires. An Arson Reduction Unit has been established, with funding from the Assembly and works with schools, business communities and local authorities to target areas most affected by deliberate fire.

Even though the trend for deliberate fires is reducing, our work with communities and other agencies is a priority as we continue with our efforts to prevent deliberate grassland fires and to minimise the environmental impact caused by air and water pollution.

Following last year's consultation we are:-

- Developing the partnership work of our Rural and Forestry Team (RAFT).
- Continuing our work with partner agencies to implement the Grass and Heather burning code and encouraging responsible controlled burning of farm and common land.
- Supporting the prosecution of indiscriminate fire setters through the Crime Stoppers scheme.
- Developing promotional and educational materials to highlight the dangers of grass fires.

The long term trend for deliberate fires is reducing and in 2009/2010 we attended over 40% fewer deliberate grassland and rubbish fires than we were attending 4 years ago as an average.



Managing People

Effective employee safety and welfare is achieved by providing our employees with the necessary training, guidance and equipment. A training needs process has been developed in order to identify and manage risk critical training. Equality and diversity awareness is promoted through training and our policies and processes are equality impact assessed. Employee safety is reported as a focus area for 2011-2012 and the outcomes of this year's consultation are reported on page 12.

Working Together

Working closely with other emergency services and partners helps us realise our community objectives. We already work with our partners on a number of initiatives and Partnership Working is a focus area for 2011-2012 and the outcomes of this year's consultation are reported in greater detail on page 15.



Managing Resources

Managing our resources effectively has always been a priority for the Authority and we continue to deliver high quality services against an increasingly challenging financial climate. External inspection and review have confirmed the efficiency of the Authority's arrangements and the results of these reviews are scrutinised and publicly reported through the Fire Authority's Performance and Review Committee.

Asset management planning has been identified as an area for focus in our Corporate Assessment and this is being developed to ensure that we have a property portfolio that is maintained to the highest standard, complies with disability access requirements and is fit for purpose.

The benefits of collaborative procurement have been demonstrated by a major All-Wales project. The three Fire and Rescue Services in Wales joined together to secure new personal protective equipment (PPE) for firefighting. A team represented by each of the Services was established and were able to share costs, resources, knowledge and expertise in order to provide the most effective and efficient outcome. The new PPE was launched across the three Welsh Fire and Rescue Services in July 2010 and demonstrated a significant investment in firefighter safety and the benefits of joint working.

The long term economic advantages realised through this project will assist budgetary planning for several years, and this is especially desirable during the current challenging financial climate.



This new collaborative procurement model has proved so beneficial that it will be employed on future projects and the benefits and experience gained has also been shared with other UK Fire and Rescue Services. The work of the team has been recognised and the project has been awarded 'Excellence Wales' status from the Welsh Local Government Association.

To reflect the importance that the Authority places on ensuring that its public funding is used in the most cost effective and efficient way, Value for Money has been consulted upon as a focus area for 2011-2012 and the outcomes of this year's consultation are reported on page 11.

Managing Performance

As part of our drive to work in partnership with local agencies our performance management system is being prepared to migrate to the All-Wales performance management system 'Ffynnon'. This will enable improved reporting and monitoring of our own data as well as sharing and comparison of performance with other public services in Wales.

The Service places a high importance on measuring itself against its outcomes. The Service has produced detailed plans for each Department and Command concentrating on their important focus areas. Progress against the plans will be reported through 'Ffynnon' and scrutinised by the Fire Authority's Performance Review and Audit Committee.



Our Improvement Objectives for 2011-2012

The Authority recognises that improvement is a continuous process, and its Strategic Plan for 2010-2015, details what it aims to achieve over the next five years. The specific improvement objectives consulted upon for 2011-2012 were identified by the Authority for a number of reasons.

The changing economic climate has impacted upon all publicly funded organisations and the Authority recognised that it was necessary to plan for the changes and challenges ahead. Recommendations from peer reviews and other audit processes are used to inform improvement

in the areas identified, as well as the focus of wider national agendas, for example on resilience and sustainability.

We receive feedback from our communities as part of our formal annual consultation exercise and through other events, correspondence and community planning. This provides us with valuable information on what is important to our communities and how we can work with our partners to achieve community outcomes.

In view of these considerations, the areas of improvement for the Authority for the coming year were consulted upon between May and August 2010. All of the responses to the consultation were considered by the Fire Authority and have been used to confirm that the following specific areas will be focussed upon for 2011-2012. A full report on the outcomes of the consultation is available on the Authority's Website.



1. Value for Money:

Implement the key outcomes of the 2010/2011 Service Review Programme to reduce costs and improve the efficiency of service delivery

Providing a service that represents value for money has always been a priority for the Authority, but in view of the challenging financial climate and anticipated budgetary constraints facing public services over the coming years, it recommended that a comprehensive review of the whole Authority be undertaken.

A Service Review Programme was established and the team has undertaken a detailed review of our Service this year, with extensive employee consultation being an essential part of the process. This review has ensured that we can continue to achieve our objectives and maintain our high standards while considering new ways of delivering services.

Responses to consultation identified that stakeholders welcomed the Authority's approach on value for money but emphasized the importance of maintaining a Service that was resilient and met community needs and provided the right balance between prevention, protection and response. All of the responses provided during formal consultation have been considered by the Service Review Team. A decision on the specific changes for 2011-2012 will be made by the Fire Authority when they have been advised of their budgetary allocation in November 2010.

With this in mind, next year we intend to:

- Ensure our resources meet the community needs for today and the future.
- Prioritise our activities based upon the risks we face.
- Balance demands to ensure we provide value for money.
- Improve our ways of working so we remain flexible, safe and able to adapt to meet future challenges.
- Work with Local Authorities and other key partners to deliver community outcomes.

The outcomes of this objective will be monitored by the Authority's internal scrutiny and through our many external Audit processes.



2. Emergency Response:

Effective employee safety and welfare helps us meet the challenges faced at emergency incidents and robust training and response arrangements will help achieve this.

We respond to over 15,000 emergency calls each year, and our front line crews can face dangerous and difficult situations. We already provide high levels of training for our employees for the wide range of incidents they are called upon to attend. Fire and Rescue Services nationally are continually learning from emergency incidents and we share this learning to improve our procedures, ensuring we remain at the forefront of safety and effectiveness when we attend emergencies.

A report from our Welsh Fire and Rescue Service peers confirmed that the service has a range of policies that support the delivery of training and development, but also identified that arrangements could be strengthened by a detailed training needs analysis.

Whilst the Service has not itself been subject to a Health and Safety Executive inspection, it has taken the decision to consider the findings from inspections into other Services to ensure we maintain our high standards and continue to be a learning organisation. Recommendations as a result of these reviews and from our own Operational Learning System have been implemented.

We have already provided additional resources to deliver risk critical training, but know that we should never become complacent on such matters. Emergency response has been identified as an improvement objective to reflect its priority in protecting both our employees and our citizens. Progress in this area and against our delivery of other improvements will be measured within our performance management framework.

Responses to consultation identified that stakeholders welcomed the Authority's focus on employee welfare training and response arrangements and confirmed that continued emphasis in this area was vital for improvement.

With this in mind, next year we intend to:

- Continue to invest in core skills training for our employees based on the risks they face at emergencies.
- Continue to support continuation training for front line firefighters.
- Continue the development of the training needs analysis framework.
- Work in collaboration with other emergency services to ensure our emergency procedures work together.
- Improve our training and support of employees in the event of verbal or physical abuse.
- Increase the numbers of CCTVs installed on our appliances.
- Maximise technology to improve the equipment crews use to tackle emergencies safely and efficiently.
- Continue to use risk information obtained from operational activity, both locally and nationally, to influence our strategies and policies for reducing accidents and ill-health to our employees.

Some of the outcomes of this objective will be evaluated by monitoring the skill levels of staff, fire fighter injuries, attacks on firefighters and the benefits of new equipment provided. Delivering on the recommendations of our Operational Learning System will be captured within the performance management framework.



3. Community Wide Resilience:

Continue to develop our ability to respond to exceptional events that impact upon our communities and the Service by working with partner agencies to develop and practice emergency plans.

The emergency service we provide is one of the best in the world, but with the changing environment we live in we need to ensure we can support our communities to a higher degree. Legislation was introduced in 2004 that placed a greater responsibility on the Fire and Rescue Service to respond to major emergencies.

We are more than a fire and rescue service and responded to these responsibilities by ensuring we have plans in place to enable us to deal with community emergencies even if we ourselves are affected by the same emergency.

We have identified that resilience is a priority for other public, voluntary and private sector services and already work together to ensure our plans work closely, delivering a strong collective service to the people who need us. The support provided by the Welsh Assembly Government with funding for training and equipment confirms that this is

also a priority for them and this is confirmed within the National Framework for Fire and Rescue Services.

Responses to consultation identified that stakeholders welcomed the Authority's focus on joint working with other agencies to develop a combined response to exceptional events and acknowledged the work already achieved in this area.

With this in mind, next year we intend to:

- Continue to work within the Local Resilience Forums to further develop our collective plans.
- Run a number of exercises to test our plans to ensure they work.
- Share our facilities and resources to support community needs in the event of large scale events.
- Review and test departmental business continuity plans to ensure core services are maintained at all times.

The outcomes of this objective will be monitored by the Authority's internal scrutiny and by evaluating the success of exercises and large scale events in liaison with our partners.



4. Sustainability and the Environment

We published our Sustainability and Environmental Strategy in June 2009 setting out our vision of how we will contribute to this agenda.

We all accept our responsibility for ensuring that our environment is there for us all to enjoy whilst also protecting it for future generations. As a public service we recognise that we have a key role to play in working with local partners to enable communities to flourish and grow as part of sustaining the social fabric of our villages and towns. By connecting with vulnerable groups – particularly the elderly, children and young people – we also contribute to building safer, sustainable communities

We have already achieved a great deal over the years by working in partnership with other agencies to reduce grassland fires and damage to our countryside and National Parks. We have significantly reduced the number and severity of fires and the impact these have on the environment. We have also reduced waste and energy use across the organisation and made our buildings more efficient. In recognition of the priority that we place on this agenda, and in working towards the Welsh Assembly Government's strategies, improving our performance on Sustainability and the Environment has been made a priority in 2011-2012.

Consultation responses have shown us that our stakeholders strongly agree that sustainability and the environment are important and that we, in common with other public services, have a role to play in delivering improvements. Comments provided will be considered as part of our sustainability and environmental strategy.

Many of our respondents emphasised that emergency response should continue to be our primary consideration. We agree and will continue to ensure that emergency response is our priority and meets the needs of our communities, but consider that we will still be able to deliver on our sustainability and environmental objectives.

Next year we will:-

- Continue to deliver the Service's Sustainability and Environmental Strategy www.mawwfire.gov.uk.
- Continue working towards the objectives contained within the Welsh Assembly Government's Strategy – One Wales One Planet (www.wales.gov.uk).
- Deliver the second year of our plan to achieve the Green Dragon Environmental Standard.
- Produce a Green Transport Plan for the Service.

- Review the environmental impact of the way in which we tackle all types of fire.
- Continue to play our part in building safer communities, and reducing anti-social behaviour through arson reduction programmes and youth engagement activities.

The outcomes of this objective will be monitored by the Authority's internal scrutiny and by delivering against National targets set as part of our sustainability and environmental strategy.

5. Partnership Working:

To progress our strategic partnership working to ensure our community safety goals are fulfilled.

The need for Fire and Rescue Services to work together and with the wider public sector has been emphasised as part of the National Framework for Fire and Rescue Services. Although we have already achieved a lot in this area, we recognise that working closely with our community partners is central to the delivery of community improvements and have identified that partnership working will continue to be a priority in 2011-12.

We have worked hard over the years to develop our relationships with public, private and voluntary services, in order to deliver the best possible service and to reach a greater number of the most vulnerable people within our community. We already work well with our partners to reduce the crime of arson. We are also a driving force behind many youth engagement initiatives providing direction and improving self esteem to many disaffected youths, but we also recognise that we can do more.

With this in mind, next year we will

- Increase our home fire safety partnership working with organisations that have direct access to the most vulnerable people.
- Use our Welsh Assembly Government funded Voluntary Sector Co-ordinator to improve our partnership arrangements.
- Improve our partnership engagement enabling us to contribute more effectively towards road safety.
- Improve the way our employees interact with many of our vulnerable citizens.
- Be a driving force behind an all Wales approach to procurement, information exchange and training to ensure we achieve value for money.
- Seek ways to expand our community role by building new partner relations.
- Evaluate our partnership arrangements to ensure they achieve real community benefits.
- Continue to extend our outreach work to reduce arson and further engage with children and young people.
- Develop our work with Civil Contingency partners.

Effectiveness of all partnership working will be monitored by the Service's Partnership Officer and reported to the Fire Authority. Our partnership work with agencies such as Community Safety Partnership will also be evaluated within those forums.



Evaluating the outcomes of our Improvement Objectives

Our improvement objectives have been identified not only to directly improve our own internal processes and arrangements but also to improve the influence that we will have on our communities. Some of these outcomes will be measured by means of monitoring our performance, but evaluating real community outcomes will require more qualitative than quantitative evidence.

We recognise that we need to provide comprehensive reports on our performance, not only formally through Fire Authority scrutiny, but also to our communities and to our partners. In view of this key members of the Authority's Service Improvement Forum will form a delivery group based on the areas under focus. This group will record how the improvement objectives are delivered and will ensure that evidence is gathered to evaluate community outcomes and fed back to the Fire Authority and its partners.



Our Performance for 2009/2010

Mid and West Wales is served by 57 fire stations sited throughout the service area. There are 72 pumping appliances based at these stations, as well as a number of special appliances specifically designed to deal with a wide range of emergency incidents.

During 2009/2010 these appliances attended over 15,000 emergency incidents. These incidents include fires, road traffic collisions, flooding and false alarms. The table below shows last year's performance compared with that of previous years. Each year we aim to reduce the number of incidents we attend and last year shows a continued improvement in most areas of activity. False alarms (unwanted fire signals) have increased and we will continue to work closely with problem premises to reduce this type of incident and develop policies to review our attendance at unwanted fire signals.

Incidents attended	2006/07	2007/08	2008/09	2009/10
Primary fires e.g. buildings, cars	2498	2239	2086	1907
Secondary fires e.g. grass, rubbish	4357	4157	3000	3139
Chimney	241	257	330	328
Hoax call	484	473	466	230
Good intent e.g. called to attend a controlled fire	1394	1471	1235	1395
False alarm Unwanted fire signal from alarm system	3429	3251	3570	3772
Special Service e.g. road traffic collision, flooding	3643	3601	3673	3399
Co Responder First attendance at medical emergencies with ambulance	1650	1944	1594	1181
Total	17686	17393	15954	15351



Welsh Performance Indicators for 2009/10

The Welsh Assembly Government introduced Performance Indicators (PI) for the Welsh Fire and Rescue Services to report on their performance in specific areas of Risk Reduction, Community Safety and Workforce and Financial Health. A review of these indicators has been undertaken by the Welsh Assembly Government in conjunction with the Wales Audit Office and the Welsh Fire and Rescue Services, in order to evaluate their effectiveness in demonstrating improvement.

The Welsh Assembly Government will consult on the changes to the Performance Indicators for 2011-2012 during the latter part of 2010 and will recommend the replacement of some of the strategic and core indicators with more locally relevant measures. The Authority will measure the success of its improvement objectives for 2011-2012 by reporting against these revised national indicators and also by reporting against a range of local indicators that will reflect local priorities, local circumstances and the profile of its communities. More qualitative methods of measuring improvement such as information provided by peer reviews will also be used to reflect performance.

The Local Government (Wales) Measure 2009 recommends that improvement can be demonstrated by any measure that enhances the quality of life for local citizens and communities according to local needs. Measuring the efficiency of Fire and Rescue Services should not only measure performance, but there should be reporting on real community outcomes and how the Authority performs in achieving these goals.

Welsh Performance Indicators are specific to the three Fire and Rescue Services in Wales and as such comparison against the indicators is confined to the three Services, and the Welsh average for each indicator is provided. Figures for the last four years are provided in order to report on trends in our performance. Performance is shown as an indicator that takes account of population and dwelling density, although actual numbers are shown for the indicators for 2009/10.



Target Setting

Long term targets have been agreed for each indicator and have been calculated to aim for a percentage improvement each year up to 2015; this will be supported by an annual refresh of target setting to consider any new information. This reduces the impact than annual highs or lows in performance will have on the Authority's long term strategy. Performance for 2009/2010 has been exceptional in some areas, but the target set for the coming year will still reflect the long term improvement that the Authority has recommended.

Key

Performance against the previous year is provided for each indicator

Key	✓ Reflects an improvement from the previous year.
	✗ Reflects that performance has fallen since last year.

Strategic Indicators

Fires attended

Fire has a devastating effect on communities and preventing fires from occurring whether in the home, in the business community or as a result of arson is the cornerstone of the Service's community risk reduction work. Monitoring the number of such incidents gives an indication of the success of our preventative work. The number of fires we attend shows a steady downward trend with a significant reduction in some areas; this reflects the success of our home safety and arson reduction work. We recognise that 2009/10 has been an exceptional year and targets have been established to reflect this.

Fires, primary fires, accidental dwelling fires and deliberate fires FRS/RRC/S/001			2006/07	2007/08	2008/09	2009/10			2009/10
						PI	Actual	Welsh Av	Target
(i)	✓	Total number of all fires attended per 10,000 population.	82.00	76.66	62.06	58.07	5077 fires	60.70	70.00
(ii)	✓	Total number of all primary fires attended per 10,000 population.	28.80	25.80	23.90	21.90	1915 fires	22.47	23.81
(iii)	✓	Total number of all accidental fires in dwellings attended per 10,000 dwellings.	16.20	16.49	16.54	14.93	584 fires	14.55	15.40
(iv)	✓	Total number of all deliberate fires attended per 10,000 population.	52.46	48.10	36.76	32.39	2832 fires	38.14	40.00



Fire deaths and injuries

The total number of fire deaths recorded for 2009/2010 shows an increase on the previous year. The Fire Authority takes careful consideration of this and has examined information on the seven accidental dwelling fire fatalities and the way that the Community Safety learns from, and acts upon each incident. The number of injuries arising from fires has reduced significantly and this shows that where fires are occurring, communities are better educated on how to prevent injuries.

Reducing fire deaths and injuries is one area where we know that working with our partners can help us reach the vulnerable. Partnership working is one of objectives for 2011-2012 and we will continue to build partnerships that can help us provide education and equipment to help keep our communities safe.

Fire deaths and injuries FRS/RRC/S/002			2006/07	2007/08	2008/09	2009/10			2010/11
						PI	Actual	Welsh Av	Target
(i)	✗	Total number of fire deaths per 100,000 population.	0.23	1.15	0.57	1.26	11 deaths	0.91	0.57
(ii)	✗	Deaths caused by fires started accidentally per 100,000 population.	0.12	0.92	0.57	0.91	8 deaths	0.64	0.46
(iii)	✗	Deaths caused by fires started deliberately per 100,000 population.	0.12	0.23	0.00	0.34	3 deaths	0.26	0.11
(iv)	✓	Total number of injuries (excluding precautionary checks) arising from fires per 100,000 population.	18.55	13.37	8.71	7.21	63 injuries	8.69	9.05
(v)	✓	Injuries (excluding precautionary checks) arising from fires started accidentally per 100,000 population.	10.60	12.33	7.22	6.29	55 injuries	7.01	7.56
(vi)	✓	Injuries (excluding precautionary checks) arising from fires started deliberately per 100,000 population.	1.27	1.04	1.49	0.91	8 injuries	1.68	1.49

Fires in Non Domestic (Business) Premises

The number of fires in business premises continues to reduce, reflecting the work undertaken to educate the business sector and to establish closer working relationships with businesses.

Fires in non-domestic premises FRS/RRC/S/003		2006/07	2007/08	2008/09	2009/10			2010/11
					PI	Actual	Welsh Av	Target
✓	The total number of fires in non-domestic premises per 1,000 non-domestic premises.	13.2	11.61	10.54	9.43	315 fires	10.74	10.21

Risk Reduction and Service Standards

The review of Welsh Performance Indicators has considered the value of this indicator and it will no longer be reported against after 2009/2010. A consultation on its replacement with more meaningful local indicators is being undertaken. These local indicators will reflect the need to provide Home Fire Safety Checks (HFSCs) to the most vulnerable individuals but will also accommodate each Service's specific profile of risk and its policies of undertaking HFSCs.

The number of HFSCs carried out in the specific criteria for the indicator has reduced and this reflects the Service's policy of encouraging referrals from other agencies or where the Service has identified a need outside of the indicator criteria. Approximately 20,000 HFSC were undertaken in 2009/2010 throughout the Service area.

Analysis of incidents where fires occur following a HFSC will help us identify how to improve our service, but also shows that householders are more aware of the need to report even small fires in the home after they receive a HFSC.

Risk Reduction and Service Standards FRS/RRC/S/004			2006/07	2007/08	2008/09	2009/10	Welsh Av	2010/11 Target
(i)	✗	Number of homes within the above average and well above average risk category (FSEC definition) that have received, within the reporting year, a home fire safety risk assessment and are within the 5 min standard.	Introduced 07/08	475	1,023	415	886	Under Review
(ii)	✗	Number of homes within the above average and well above average risk category (FSEC definition) that have received, within the reporting year, a home fire safety risk assessment and are within the 10 min standard.	Introduced 07/08	2,259	4,923	1898	1533	
(iii)	✗	Number of homes within the above average and well above average risk category (FSEC definition) that have received, within the reporting year, a home fire safety risk assessment and are outside of the 10 min standard.	Introduced 07/08	2,353	1,933	1563	1187	
(iv)	✓	Number of fires in homes in which a home fire safety risk assessment and/or associated risk reduction activity had taken place within two years before the fire.	Introduced 07/08	31	64	40	77	

Effective Response

The review of Welsh Performance Indicators has considered the value of this indicator and a consultation to replace it with more meaningful local indicators is being undertaken. Guiding principles for providing local response standards are provided and performance will be reported in consideration of local approaches to meet different public, geographical and organisational needs.

We recognise that providing an effective emergency response involves not only achieving attendance standards but also by providing a well trained and well equipped workforce to deal safely with all kinds of incidents when they do occur. Improving our emergency response is an improvement objective for 2011-2012.

This year's performance is generally similar to previous year's reporting and to the other Welsh Fire and Rescue Services. This indicator is adversely influenced by the time spent off station on community fire safety work and other Service policies.

Strategic Effective Response FRS/EFR/001 and 002			2006/07	2007/08	2008/09	2009/10	Welsh Av	2010/11 Target
(i)	x	Percentage of fires in dwellings, within the 10 minute service standard as identified by our Fire and Rescue Authority, that were attended within 10 minutes.	Introduced 07/08	91.18%	90.61%	89.30%	87.33%	Under Review
(ii)	x	Percentage of fires in dwellings, identified by the FSEC model as being in a casualty risk category greater than 6, that were attended within 5 minutes.	Introduced 07/08	43.50%	45.30%	39.40%	41.22%	

Core Indicators

Some key core indicators are reported here in order to supplement the information provided by Strategic Indicators, a complete set is published on Performance section of the Service website.

Malicious false alarms

The number of hoax calls made to the Service has reduced steadily over a number of years, and last year showed a significant reduction of 32% against the previous year. Community Safety teams work with children, and young people to educate them and discourage such calls. Robust call challenging by our Emergency Control Room operators ensures that calls are filtered and an increasingly reduced number of such calls are actually attended. This results in fire appliances being available for real emergencies and available to deliver community safety and carry out training.

Malicious false alarms FRS/RRC/C/002			2006/07	2007/08	2008/09	2009/10			2010/11
						PI	Actual	Welsh Av	Target
(i)	✓	The total number of malicious false alarms received by the Authority per 1,000 population.	1.27	1.35	1.20	0.80	701 False alarms	1.06	1.15
(ii)	✓	The % of all malicious false alarms received that were not attended.	54.68%	58.87%	54.79%	67.19%	471 False alarms	71.83%	60.00%
(iii)	✓	The % of all malicious false alarms received that were attended.	45.32%	41.13%	45.21%	32.81%	230 False alarms	28.17%	40.00%

False alarms by automatic alarm systems

The number of false alarms from automatic fire detection systems has reduced slightly and continues the overall downward trend. False alarms are disruptive not only to the Service but to the businesses and communities they affect. We will continue to work closely with premises to reduce this type of incident and have developed a policy on reducing unwanted fire signals based on CFOA national guidance which came into effect during the Summer of 2010, which will be monitored closely to measure its effect on performance.

False alarms caused by automatic fire detection and alarm systems FRS/RRC/C/003			2006/07	2007/08	2008/09	2009/10			2010/11
						PI	Actual	Welsh Av	Target
(i)	✓	Total false alarms caused by automatic fire detection per 1,000 non-domestic properties.	74.00	66.34	71.05	68.94	2302 False alarms	73.00	65.01

Deliberate fires

There has been a significant reduction in the number of all deliberate fires. Much of this success can be attributed to the vehicle arson reduction campaign and also to general arson reduction work in our communities. The targets set for 2009/10 reflect the long term strategy for reducing deliberate fires which has already seen a considerable reduction.

Deliberate Fires FRS/RRC/C/004			2006/07	2007/08	2008/09	2009/10			2010/11
						PI	Actual	Welsh Av	Target
(i)	✓	Number of deliberate primary fires per 10,000 population.	11.80	9.08	8.10	7.07	618 fires	8.86	7.93
(ii)	✓	Number of deliberate secondary fires per 10,000 population.	40.70	39.02	28.66	25.32	2214 fires	29.28	37.45

Smoke alarm ownership

This indicator is used to monitor the ownership of smoke alarms and their operation when fires do occur. Since April 2009 incident information has been recorded on a new electronic Incident Recording System (IRS) and this change in recording has seen a national trend shift in the information provided for this indicator. Analysis of how information is recorded on smoke alarm ownership is ongoing with the support of the Welsh Assembly Government's IRS User Group. The Service will continue its efforts to install smoke alarms and to publicise the life saving benefits of smoke alarm ownership, particularly for high risk homes, and will provide education on correct siting and maintenance. Where incidents are attended and no smoke alarm was fitted, crews fit alarms where possible.

The Percentage of fires in dwellings affected by fire where: FRS/RRC/C/005			2006/07	2007/08	2008/09	2009/10			2010/11
						PI	Actual	Welsh Av	Target
(i)	✗	A smoke alarm had activated.	50.40%	48.68%	53.39%	44.33%	293 fires	44.37%	60.09%
(ii)	✓	A smoke alarm was fitted but did not activate when it was expected to.	13.90%	13.21%	13.28%	11.65%	77 fires	14.90%	10.89%
(iii)	✗	No smoke alarm was fitted.	35.70%	38.11%	33.33%	44.02%	291 fires	40.73%	30.19%



Corporate Health

Equality and Diversity

A consultation on a joint Equality and Diversity Strategy for Fire and Rescue Authorities will recommend that each Fire and Rescue Authority develop their own single equality plans and priorities according to the strategic direction of their individual strategies. In view of this the Welsh Assembly Government has recommended that these core indicators be replaced with local indicators to reflect the improvement on Equality and Diversity according to local needs. We recognise that we need to increase the number of under represented groups within our workforce and will continue with recruitment initiatives to target and encourage applications from all under represented groups.

Percentage of staff with Disability (compared to the percentage in FRA Area) FRS/CHR/C/001			2006/07	2007/08	2008/09	2009/10			2010/11
						PI	Actual	Welsh Av	Target
(i)	✗	% of operational staff who categorise themselves as having a disability.	Introduced in 2007/08	N/A	0.8%	0.68%	8 staff	0.90%	0.78%
(ii)	✓	% of control and non-operational staff who categorise themselves as having a disability.	Introduced in 2007/08	0.5%	1.9%	2.22%	5 staff	2.92%	2.60%

Ethnic backgrounds of staff (compared to the local population) FRS/CHR/C/002			2006/07	2007/08	2008/09	2009/10			2010/11
						PI	Actual	Welsh Av	Target
(i)	✓	The percentage of staff who belong to a minority ethnic group.	0.3%	0.6%	0.3%	0.4%	6 staff	0.7%	1.03%

The percentage of firefighters who are women FRS/CHR/C/003			2006/07	2007/08	2008/09	2009/10			2010/11
						PI	Actual	Welsh Av	Target
(i)	✓	The percentage of firefighters who are women.	4.4 %	4.6%	4.8%	5.00%	57 staff	3.86%	8.05%

Sickness absence and ill-health retirements

The Service's pro-active policies have seen a downward trend in the number of days lost to sickness absence against previous years but we will strive to reduce this number even further. The number of employees who have retired due to ill health also continues to fall.

Working days/shifts lost to sickness absence FRS/CHR/C/004			2006/07	2007/08	2008/09	2009/10	Welsh Av	2010/11 Target
(i)	✓	By all staff.	8.3	5.9	6.6	5.8	7.4	5.8

Ill health retirements FRS/CHR/C/005			2006/07	2007/08	2008/09	2009/10	Welsh Av	2010/11 Target
(i)	✓	Total ill health retirements as a percentage of the total workforce.	0.6%	0.6%	0.4%	0.3%	0.3%	0.5%

Financial Health

This year's performance on the payment of undisputed invoices has improved as the new procurement system becomes embedded within the organisation. In comparison with other Welsh Local Authorities, the Service remains within the top third for this measure.

Payment of Invoices FRS/CFH/C/001			2006/07	2007/08	2008/09	2009/10			2010/11
						PI	Actual	Welsh Av	Target
(i)	✓	The percentage of undisputed invoices which were paid in 30 days.	95.3%	94.5%	89.8%	90.0%	17,314 invoices	91.8%	95.0%





Improvement Assessment

As part of the Local Government (Wales) Measure 2009, the Authority is subject to a process of scrutiny both of its arrangements for making improvements and of how it has delivered against its improvement objectives.

Corporate Assessment

During the first part of 2010 the Wales Audit Office team visited the Authority to examine its arrangements for securing continuous improvement. A report providing the Preliminary Corporate Assessment of the Authority has been delivered by the Wales Audit Office and is reported here. As this is the first year of a new approach the assessment is a preliminary one and this report should be viewed as a progress report.

Preliminary Corporate Assessment Summary

The assessment reported positively and concluded that there was strong leadership and good corporate arrangements in place. No recommendations for improvement were made and there were only two areas where it was proposed that the Authority considers taking action. It was proposed that the Authority should:-

- Develop an asset management plan and performance management arrangements in respect of buildings management.
- Develop a detailed training needs analysis to underpin its training and development activities.

Both of these areas have been subject to development work and progress has been examined as part of the Wales Audit Office's Performance Assessment.

Performance Assessment

This initial Corporate Assessment process was followed by a Performance Assessment to identify if the Authority had achieved its planned improvements. This approach is designed to enable a whole organisation assessment, and the outcomes of both of these processes will be reported by the Wales Audit Office as an Annual Improvement Report to the public at the end of November. This will also contain a commentary on the Authority's improvement objectives and related performance.

Peer Assessment Team Visit

The Welsh Fire and Rescue Services are subject to an annual assessment of its service delivery by a Peer Assessment Team. This team consists of officers from the other Welsh Fire and Rescue Services and from the Wales Audit Office and the Welsh Assembly Government.

Each year key themes are selected for scrutiny and for 2010 the Peer Assessment Team examined the Authority's arrangements for Community Safety and Community Risk Management. They visited the Service during September 2010 and a report on their findings will be made during October. The Authority will use the information provided by the Peer Assessment Team to inform their work in these areas and will report on their performance in next year's Annual Action Plan.

Annual Improvement Report

This document draws from the Corporate Assessment and provides a summary of its findings. When the Welsh Audit Office's Annual Improvement Report is made available at the end of November this will be published by both the Authority and the Wales Audit Office and will be reported against in next year's Annual Action Plan.



How we spend your money

Mid and West Wales Fire and Rescue Authority covers an area of 4,500 square miles, makes up almost two thirds of the area of Wales and serves a population of almost 900,000. The Authority faces significant financial challenges in providing a range of services within an annual revenue budget of approximately £44 million and a capital budget of approximately £3.6 million for 2009/2010.

These resources are used to support our fire preventative service as well as the capability that is necessary to deal with incidents when they do occur and to plan for resilience in the event of terrorist attacks or major events.

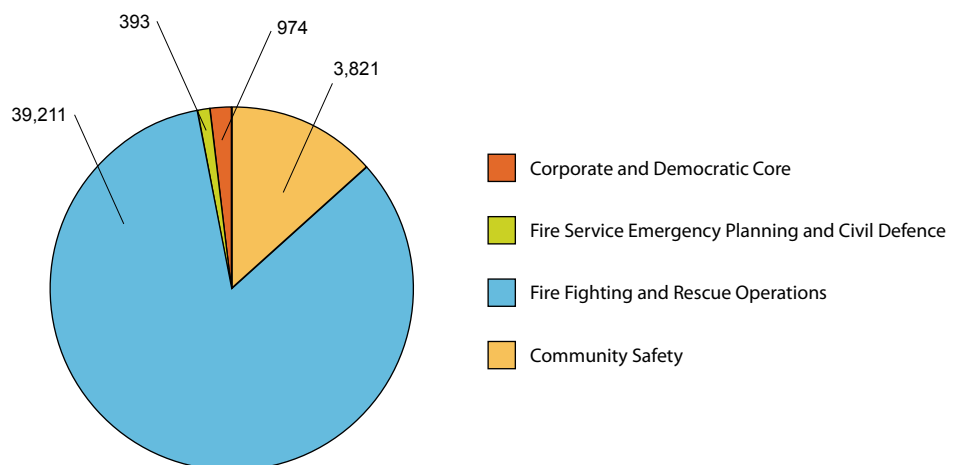
One of our key objectives, as can be evidenced by our investment in this area, is to drive down the number of fires and other life risk incidents that we attend. We already commit considerable investment to community safety in order to reduce the risks to communities within Mid and West Wales and our objective is to continue to direct resources to this key area.

A breakdown of the key areas of spending is shown below.

There are six Unitary Authorities within Mid and West Wales and these authority areas contain a combination of heavily populated towns and cities, areas of heavy industry, small market towns and large agricultural rural areas. The Authority has to provide for the individual needs of each of these areas and receives finance from the six constituent local authorities. These contributions will be used to fund the Authority's activities in providing an effective response and in reducing risk in the areas of greatest priority throughout Mid & West Wales.

The contribution provided by each of the Unitary Authorities is proportionate to the population of their individual authority area and this map shows the contributions made by each Authority.

Net Expenditure (£, 000) 2010-2011



Unitary Authority Contributions

Carmarthenshire	£9,142,000
Ceredigion	£3,950,000
Neath and Port Talbot	£6,969,000
Pembrokeshire	£6,018,000
Powys	£6,716,000
City and County of Swansea	£11,604,000



Find out more

Our website contains more detailed information on areas reported in this document. In the Performance Section of our website you will find information on:-

- Risk Reduction Planning
- Annual Action Plans
- Consultation Reports
- Wales Audit Office Assessments
- Welsh Performance Indicators
- Strategic Plan 2010/2015
- Business Plans for Service Departments

We will consult with our communities for twelve weeks during the Summer each year but we welcome your comments or suggestions for improvement at any time. You can meet us at any of the events we attend throughout the Service area during the year or you can contact us using our website www.mawwfire.gov.uk, telephone us on 0370 6060699 or write to us at Mid and West Wales Fire and Rescue Service HQ, Lime Grove Avenue, Carmarthen SA31 1SP.

This document has been equality impact assessed in line with the Service's equality impact policy.

Mid and West Wales Fire and Rescue is committed to creating safer communities in partnership with the communities we serve and the changes we have made so far have reduced overall risk in our community. We are determined to improve our performance further using this plan and the Wales Programme for Improvement in order to secure continuous improvement and greater value for money.

**For a FREE Home Fire Safety Check call 0800 169 1234
or go to our website www.mawwfire.gov.uk.**

Alternative Versions

This document is also available in accessible formats. If you would like this information in an alternative language or format such as large print, Braille or audio please contact us on 0370 6060699 or e-mail: mail@mawwfire.gov.uk.

Arabic

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Bengali

আপনি যদি এই তথ্য অন্য কোন বিকল্প ভাষাতে বা আঙ্গিকে যেমন বড় হরফে, ব্রেইল বা অডিও তে পেতে চান তাহলে অনুগ্রহ করে 0370 6060699 নম্বরে ফোন করুন বা mail@mawwfire.gov.uk ঠিকানায় ই-মেইল করুন।

Chinese

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French

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Nepali

तपाईं यस जानकारीलाई ठूला अक्षर, ब्रेयल अथवा आडियो (अर्थात् श्रव्य रूप) जस्ता वैकल्पिक भाषा अथवा फार्मेट (अर्थात् संरूप)मा चाहनुहुन्छ भने, कृपया हामीसँग टेलिफोनद्वारा 0370 6060699 मा अथवा ईमेलद्वारा mail@mawwfire.gov.uk मा सम्पर्क गर्नुहोस् ।

Polish

Aby otrzymać tę informację w innym języku lub formacie, takim jak druk powiększony, alfabet Braille'a, lub w postaci dźwiękowej, prosimy o kontakt pod numerem 0370 6060699 lub adresem e-mail: mail@mawwfire.gov.uk

Punjabi

ਜੇ ਤੁਸੀਂ ਇਸ ਜਾਣਕਾਰੀ ਨੂੰ ਕਿਸੇ ਬਦਲਵੀਂ ਭਾਸ਼ਾ ਜਾਂ ਰੂਪ ਜਿਵੇਂ ਕਿ ਵੱਡੇ ਫਿੰਟ, ਬ੍ਰੇਲ ਜਾਂ ਆਵਾਜ਼ ਵਿਚ ਪ੍ਰਾਪਤ ਕਰਨਾ ਚਾਹੁੰਦੇ ਹੋ ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ ਸਾਨੂੰ 0370 6060699 'ਤੇ ਸੰਪਰਕ ਕਰੋ ਜਾਂ mail@mawwfire.gov.uk 'ਤੇ ਈ-ਮੇਲ ਕਰੋ।

Urdu

اگر آپ یہ معلومات کسی متبادل زبان یا صورت میں حاصل کرنا چاہتے ہیں جیسے کہ جلی طباعت، بریل یا آڈیو میں تو براہے مہربانی ہمیں 0370 6060699 پر کال یا اس پر ای میل کریں mail@mawwfire.gov.uk

