



**Quality of Service Survey:
Fire Safety Audit
2008/2009**

**Final Benchmarking Report for
Wiltshire Fire and Rescue Service**



Opinion Research Services

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Fire Safety Audit Survey: Benchmarking Report 2008/2009

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Participants and Indicators

A total of 12 Fire and Rescue Services (FRSs) commissioned Opinion Research Services to monitor the views of their users who had received a Fire Safety Audit from the FRS. The survey was in field between 1st April 2008 and 31st March 2009. People were asked about three groups of performance indicators:

- Initial Contact – five indicators
- About the Audit Visit – eleven indicators
- Actions Required – two indicators
- After the Audit Visit – four indicators

Surveying Users

It is necessary to note that it is not easy to standardise two important aspects of the study, namely the:

- Method of distributing the questionnaires
- Number of questionnaires distributed as a proportion of the total number of users

For this quality of service survey, which is distributed following Fire Safety Audits, ORS supplies pre-printed standardised questionnaires to FRSs for them to distribute themselves – normally by direct mail to users or, much less frequently, through distribution by Fire Safety Officers at the time of the Audit.

Some participating FRSs send questionnaires to all users, while others use only a sample. Of course, there can be no objection to properly conducted systematic sampling of users, but it is important to note the different sample sizes achieved by participating FRSs when considering the reliability of information – as the number of completed and returned forms vary from only 33 responses up to 399 responses. The results for those FRSs who achieved less than 100 responses should be treated with caution. This introduction highlights the issue in order to encourage all FRSs to survey substantial rather than minimal numbers of their users.

Due to concerns about the accuracy of the results for FRSs which achieved low numbers of responses, FRSs who achieved fewer than 100 responses (once false alarms have been excluded) have been allocated their individual scores but have **not** been ranked against other FRSs who carried out the survey, or included in the national or family group scores.

Report Structure

The report is split into three sections as follows:

- Average or overall performance of all FRSs who used the survey in 2008/2009 and achieved 100 responses or more
- How your FRS performance compares, indicator-by-indicator, with the other FRSs
- Comparative data tables

2. National Averages and Benchmarking

List of Indicators

Below is a full list of the Performance Indicators (PIs) analysed and benchmarked in this study. When considering the comparative spider/radar charts later in this report, it should be noted that the PI labels around the circumference necessarily shorten the indicator titles – so it will be necessary to refer to the full index below to interpret their meaning precisely.

The following are the PIs, with their associated questions, used in the benchmarking spider/radar charts.

Fire Safety Audit Indicators	Question
INITIAL CONTACT	
Initial Contact Polite	Thinking about your initial contact with the FRS, do you agree or disagree that they were polite?
Initial Contact Helpful	Thinking about your initial contact with the FRS, do you agree or disagree that they were helpful?
Initial Contact Efficient	Thinking about your initial contact with the FRS, do you agree or disagree that they were efficient?
Initial Contact Informative	Thinking about your initial contact with the FRS, do you agree or disagree that they were informative?
Satisfied with Initial Contact	Thinking about your initial contact with the FRS, how satisfied or dissatisfied were you with the service you received?
ABOUT THE AUDIT VISIT	
Officer Punctual	Do you agree or disagree that the Fire Safety Officer who carried out the visit was punctual?
Officer Polite	Do you agree or disagree that the Fire Safety Officer who carried out the visit was polite?
Officer Helpful	Do you agree or disagree that the Fire Safety Officer who carried out the visit was helpful?
Officer Efficient	Do you agree or disagree that the Fire Safety Officer who carried out the visit was efficient?
Officer Informative	Do you agree or disagree that the Fire Safety Officer who carried out the visit was informative?
Officer Informed About Format	Do you agree or disagree that the Fire Safety Officer who carried out the visit informed you about the format of the visit?
Officer Informed About Concerns	Do you agree or disagree that the Fire Safety Officer who carried out the visit informed you about any areas of concern throughout the visit?
Officer Discussed Results	Do you agree or disagree that the Fire Safety Officer who carried out the visit gave you the chance to discuss the results of the Audit visit?
Alternative Solutions	Do you agree or disagree that the Fire Safety Officer who carried out the visit gave you the chance to discuss alternative solutions?
Minimal Disruption	Do you agree or disagree that the Audit visit caused minimal disruption to your business?
Satisfied with Visit	Thinking about the Fire Safety Officer's visit, how satisfied or dissatisfied were you with the service you received?

AFTER THE AUDIT VISIT AND OVERALL SATISFACTION	
Report Easy to Understand	Do you agree or disagree that the Audit report was easy to understand?
Report Indicated Changes	Do you agree or disagree that the Audit report clearly indicated any changes required?
Satisfied with Report	How satisfied or dissatisfied were you with the Audit report?
Satisfaction with Officer(s) Consistency	How satisfied or dissatisfied were you with the level of consistency exhibited by the Fire Safety Officer(s)?
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied were you with the Fire Safety Audit service?

Figure 1: Performance indicators

Explanation of Benchmarking

For each FRS, 'scores' have been calculated to reflect the user satisfaction or other relevant positive response levels for each PI. The scores are not percentages, but should be understood as composite measures derived from the proportions of positive, neutral and negative responses recorded for each indicator.

A score towards 100 is good and a score towards 0 is poor. The important point is that the scores out of 100 are derived from the distribution of views across the whole response scale – so the method avoids simplistically aggregating only the positive response percentages while ignoring neutral and negative ones. Only valid responses are included in the calculations of PIs. The scores are calculated to one decimal place, but are shown in the tables as whole numbers for simplicity. See Appendix 1 for a full explanation of how the scores are derived from the percentage scales.

The benchmark results presented in this report are based upon the relative *rankings* of each FRS – as first, second, third and etc, based upon their various scores on each PI.

When considering the results, it is important to bear in mind that an FRS might be, say, significantly below average (because lower in the rankings), but still have a very good score indeed. Similarly, an FRS may score above average, but this does not necessarily mean it has scored highly (in absolute terms) and that no improvement is required. These points are not reiterated constantly throughout the detail of this report, but are very important.

Explanation of Graphics

In the first spider (or radar) chart below (Figure 2), the solid orange line shows the average performances for all the participating FRSs that achieved at least 100 responses and the zone between the green and red lines shows the range of variation in performance.

Scores approaching 100 (towards the perimeter) are best, and scores approaching 0 (centre) are worst. The varying width of the intermediate zone between the green and red lines shows the range of variation in FRSs' relative performances.

The full data tables in part three give the anonymous rankings, and also show clearly that relatively small differences in FRSs' performance can account for widely differing rankings. It should be noted that Wiltshire FRS has not been ranked against the other FRSs due to the due to the low number of responses received.

National Diagram

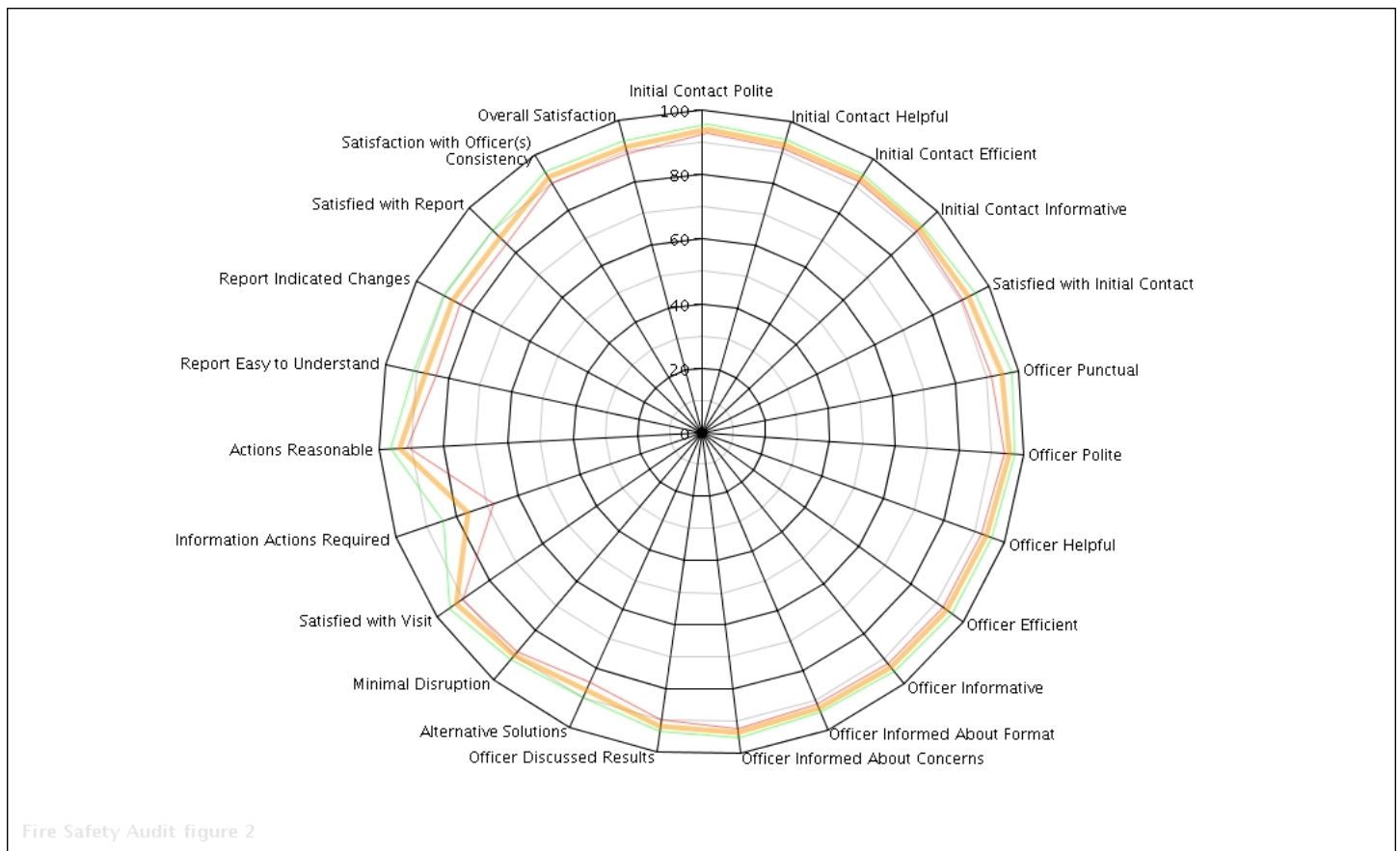


Figure 2: National diagram

It is clear from Figure 2 that the conduct of the personnel in all FRSs was consistently good – insofar as the score is high and the range between the green and red lines is small. This is also the case for the usefulness of the advice given, ease of understanding, satisfaction with the visit and overall satisfaction. However, there was a large variance for whether the respondent was left with a fire safety leaflet – shown by the wider range between the green and red bands on this indicator.

Regarding fire safety measures in the home, best performances relate to having a planned escape route and closing internal doors at night. Scores are lower for removing plugs at night; and the scores for these indicators are more variable than for most other indicators. All scores for owning a fire blanket or fire extinguisher are low.

Summary of Results

In terms of the findings for Wiltshire points to note include:

- Wiltshire scored significantly above average for 7 of the 23 indicators
- Wiltshire did not score significantly below average for any of the 23 indicators
- Wiltshire scores best on the indicator; actions reasonable

4. Table of Findings

Scores for Wiltshire

Indicator	Your Score	National Score	Your Rank
	Score out of 100 - 100 is best		Rank out of 8 - 1 is best
INITIAL CONTACT			
Initial Contact Polite	95	94	--
Initial Contact Helpful	94	93	--
Initial Contact Efficient	94	93	--
Initial Contact Informative	92	93	--
Satisfied with Initial Contact	95	93	--
ABOUT THE AUDIT VISIT			
Officer Punctual	97	95	--
Officer Polite	96	96	--
Officer Helpful	96	94	--
Officer Efficient	95	94	--
Officer Informative	95	94	--
Officer Informed About Format	96	93	--
Officer Informed About Concerns	97	94	--
Officer Discussed Results	94	92	--
Alternative Solutions	89	88	--
Minimal Disruption	90	90	--
Satisfied with Visit	95	93	--
ACTIONS REQUIRED			
Information Actions Required	81	76	--
Actions Reasonable	100	94	--
AFTER THE AUDIT VISIT			
Report Easy to Understand	87	87	--
Report Indicated Changes	87	87	--
Satisfied with Report	88	87	--
Satisfaction with Officer(s) Consistency	95	92	--
OVERALL SERVICE			
Overall Satisfaction	94	91	--

Fire Safety Audit figure 3: Wiltshire

Notes:

Figures in **green** show significantly above average
 Figures in **red** show significantly below average

Figure 3: Wiltshire's scores

National Scores

Indicator	All participating Fire and Rescue Services											
	1	2	3	4	5	6	7	8	A	B	C	D
	Score out of 100 - 100 is best											
INITIAL CONTACT												
Initial Contact Polite	94	95	97	94	94	95	92	93	98	99	92	95
Initial Contact Helpful	94	93	95	92	92	93	91	91	97	99	95	94
Initial Contact Efficient	94	94	95	93	92	93	93	90	97	98	95	94
Initial Contact Informative	94	93	95	92	91	93	92	91	97	99	95	92
Satisfied with Initial Contact	96	95	94	92	91	92	91	90	98	96	95	95
ABOUT THE AUDIT VISIT												
Officer Punctual	98	96	95	96	96	94	87	94	97	95	94	97
Officer Polite	97	96	97	96	96	96	93	94	99	99	94	96
Officer Helpful	96	95	95	94	93	93	92	91	98	100	96	96
Officer Efficient	97	95	95	94	93	93	93	92	98	98	95	95
Officer Informative	96	94	95	94	93	92	93	92	97	99	95	95
Officer Informed About Format	94	94	92	94	93	93	92	92	97	96	93	96
Officer Informed About Concerns	96	96	93	94	94	92	93	93	97	98	95	97
Officer Discussed Results	94	94	92	92	93	89	90	91	98	97	91	94
Alternative Solutions	92	90	88	88	89	84	86	85	93	94	85	89
Minimal Disruption	92	92	91	90	91	91	88	89	89	94	94	90
Satisfied with Visit	97	94	94	93	92	90	92	91	97	99	96	95
ACTIONS REQUIRED												
Information Actions Required	83	75	68	72	76	69	74	93	79	60	89	81
Actions Reasonable	96	94	96	94	88	92	97	93	100	100	100	100
AFTER THE AUDIT VISIT												
Report Easy to Understand	89	87	91	88	90	88	87	80	96	96	88	87
Report Indicated Changes	92	87	90	86	89	87	86	82	96	96	87	87
Satisfied with Report	91	88	90	87	88	84	87	81	95	95	91	88
Satisfaction with Officer(s) Consistency	95	94	94	92	91	90	91	90	99	99	95	95
OVERALL SERVICE												
Overall Satisfaction	96	93	92	90	90	89	91	89	97	98	94	94
FURTHER INFORMATION												
Number of Survey Forms Returned	149	305	130	399	190	124	161	196	39	42	33	62

Fire Safety Audit figure 4: Wiltshire

Notes:

Figures in **green** show significantly above average

Figures in **red** show significantly below average

Results for Wiltshire shaded in **blue**

FRSs 'A' to 'D' achieved fewer than 100 responses

Figure 4: National scores

Appendix 1: Calculating the Indicator Scores

To calculate the score for each indicator, a value between 0 and 100 was associated with each possible response on the two-, three-, four- or five-point scales. A score of 100 was associated with the most positive response, a score of 0 with the most negative response, and the scores of all other responses were distributed evenly along the scale. The scales used in this survey and the associated scores for each response are detailed below.

Scales and Responses		Score
AGREEMENT	Strongly Agree	100
	Tend to Agree	75
	Neither Agree nor Disagree	50
	Tend to Disagree	25
	Strongly Disagree	0
SATISFACTION	Very Satisfied	100
	Fairly Satisfied	75
	Neither Satisfied nor Dissatisfied	50
	Fairly Dissatisfied	25
	Very Dissatisfied	0
YES/NO	Yes	100
	No	0
INFORMATION ACTIONS REQUIRED	If actions required, not informed of action required at time of the visit	0
	If actions required, informed of action at time but not the reasons for them	33.3
	If actions required, informed of actions and reasons for actions given at time but did not understand them	66.6
	If actions required, informed of actions, reasons given at time and understood them	100

Figure 5: Scales and responses used and the scores allocated to them for benchmarking

To derive each indicator score, the results for the relevant question are combined with these values as shown in the following example:

Scales and Responses	Maximum Score	%	Achieved Score
Strongly Agree	100	50%	50
Tend to Agree	75	28%	21
Neither Agree nor Disagree	50	10%	5
Tend to Disagree	25	8%	2
Strongly Disagree	0	4%	0
Indicator Score Sum of achieved scores			78

Figure 6: Example of scoring method

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