



NOTTINGHAMSHIRE
Fire & Rescue Service
Creating Safer Communities

Nottinghamshire and City of Nottingham
Fire and Rescue Authority
Policy and Strategy Committee

HOME SAFETY CHECK CUSTOMER SATISFACTION SURVEY 2017-18

Report of the Chief Fire Officer

Date: 16 November 2018

Purpose of Report:

To provide Members with the results of the Home Fire Safety Check Customer Satisfaction Survey undertaken by Opinion Research Services.

CONTACT OFFICER

Name : Craig Parkin
Assistant Chief Fire Officer

Tel : 0115 967 0880

Email : craig.parkin@notts-fire.gov.uk

Media Enquiries
Contact : Therese Easom
(0115) 967 0880
therese.easom@notts-fire.gov.uk

1. BACKGROUND

- 1.1 As part of Nottinghamshire Fire and Rescue Service's (NFRS) commitment to maintaining high quality services, it undertakes customer satisfaction surveys to measure satisfaction and perception of the services received. These surveys also help the Service to understand how effective their fire prevention services might be.
- 1.2 In order to assure objectivity, a third party (Opinion Research Services (ORS) is commissioned to undertake telephone interviews with people who have received home safety check services. ORS have produced a report (Appendix A) for the telephone interviews they carried out between 1 December 2017 and 1 March 2018. The Service also commissions ORS to do postal surveys after domestic fires have occurred.
- 1.3 This work also helps NFRS to fulfil one of the key priorities within the Fire and Rescue Framework for England – ‘be accountable to communities for the service they provide’. One of the key lines of enquiry of the inspection framework overseen by HMICFRS asks ‘how effective is the Fire and Rescue Service at preventing fires and other risks?’. These customer satisfaction surveys help NFRS to demonstrate the measurement of outcomes in preventing fire and improving perceptions of safety. This work also demonstrates the Service’s ‘We are Professional’ and ‘Value and Respect’ values in the delivery of its services by its staff.

2. REPORT

- 2.1 The telephone survey for home fire safety checks (HSCs) covers a range of themes including:
 - Before the check – first contact, levels of politeness, method of contact, ease of making an appointment;
 - During the check – kind of fire safety advice provided, quality of service provided, individual needs met;
 - After the check – does the individual feel safer, have they changed their behaviour, how the service could have been improved, general satisfaction rates.
- 2.2 The demographics of the 426 people interviewed were broadly reflective of the groups the organisation is trying to target. Survey respondent figures can be found against the figures for all home safety checks in the table below. 61% were retired and 24% were ‘otherwise not working’.

	All Home Safety Checks (by NFRS staff) 2017/18	Telephone Survey
Over 55 years old	58% (2175)	76%
Declared a disability	45% (1696)	57%
Occupants from a BAME background	7.5% (285)	11%
Total HSCs/respondents	100% (3776)	100% (426)

- 2.3 It is particularly encouraging that the % of HSCs delivered to disabled people is approximately double the population in Nottinghamshire as a disability or long-term health condition can increase the risk of fire in the home. 13% of those surveyed lived in households with children.
- 2.4 The Executive Summary of the ORS report includes a ‘Key Findings and Recommendations’ section. Some of the headlines from this section include:
- 85% of respondents felt safer after the check;
 - Around half (51%) said that their expectations of the service had been met, while just under half (45%) said that their expectations had been exceeded;
 - Almost all respondents said that the staff who carried out the visit were polite and courteous;
 - Almost all (99%) respondents were satisfied with the service they received from NFRS with the vast majority (92%) being very satisfied;
 - 8% decrease since 2015-16 in the proportion of respondents that have made improvements/changes to the fire safety measures in their home.
- 2.5 The vast majority of respondents (86%) said that when they first contacted NFRS or when NFRS first contacted them, they were able to make an appointment at the time. 14% were not able to make an appointment at the time. In 70% (32) of cases it took over three days to arrange the appointment. In 18 of those cases it took over a week.
- 2.6 Although this does not seem to have adversely affected satisfaction rates, this is something that NFRS will review. ORS recommends ensuring that the message manages expectation, but advise that the Service could consider a mechanism for booking events ‘real time’ in to station diaries.
- 2.7 Another interesting observation highlighted is that those most likely to make changes or improvements to fire safety in the home were ‘otherwise not

'working', in receipt of state benefits and aged 16-54, whereas those who did not make changes were retired and do not receive state benefits.

- 2.8 As an outcome from the survey, a range of recommendations have been proposed and these will now be progressed, with the aim of improving customer experience for those who use the services NFRS provides.
- 2.9 This survey provides the organisation with evidence that service users are making changes to their safety measures at home as a result of the service NFRS has delivered. The majority of respondents also feel safer as a result of the home fire safety check. The high levels of satisfaction of the services delivered by NFRS employees and partners should also be noted.
- 2.10 Now that safe and well visits have replaced home fire safety checks, future surveys will reflect the new format and ensure that any changes are fully evaluated.

3. FINANCIAL IMPLICATIONS

Customer satisfaction surveys are funded by existing budgets. Any additional funding requirements arising from the proposals will be subject to a separate business case and approval, as part of the budget setting process.

4. HUMAN RESOURCES AND LEARNING AND DEVELOPMENT IMPLICATIONS

There are no direct implications for human resources or learning and development implications arising from this report.

5. EQUALITIES IMPLICATIONS

An equality impact assessment has not been undertaken because this is a survey of customers. No disproportionate impact in terms of satisfaction rates for protected characteristics was evident.

6. CRIME AND DISORDER IMPLICATIONS

There are no crime and disorder implications arising from this report.

7. LEGAL IMPLICATIONS

There are no legal implications arising from this report.

8. RISK MANAGEMENT IMPLICATIONS

Failure to measure and act upon feedback from the public may have a detrimental impact upon the reputation of Service. These results enable the organisation to assure the quality of services provided.

9. COLLABORATION IMPLICATIONS

Neighbouring fire and rescue authorities have similar arrangements in place. Initial discussions are taking place with them to see whether there is an opportunity to collaborate in the future.

10. RECOMMENDATIONS

That Members note the contents of this report.

11. BACKGROUND PAPERS FOR INSPECTION (OTHER THAN PUBLISHED DOCUMENTS)

- Nottinghamshire Fire and Rescue Service, HFSC Final Report of Findings, Opinion Research Service report – available at the meeting.

John Buckley
CHIEF FIRE OFFICER