

## **Appendix 1**

### **AWDURDOD TÂN AC ACHUB GOGLEDD CYMRU**



### **NORTH WALES FIRE AND RESCUE AUTHORITY**

**Your Services Your Choices**

**Consultation Analysis**

**2015**

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## **Executive Summary**

In the autumn of 2015 North Wales Fire and Rescue Authority conducted a public consultation entitled *'How to maintain excellent, affordable Fire and Rescue Services in North Wales in 2016-17 and beyond'*. The consultation invited anyone with an interest to give their views on how fire and rescue services should be developed in North Wales in the next few years. People were asked to respond to the consultation by post, email and via an online questionnaire.

The consultation closed on the 11<sup>th</sup> December 2015 and this report examines the responses given across all three mediums.

Firstly, an analysis of the responses via the online questionnaire:

- A total of 180 people responded via the online questionnaire, however many dropped out part way through the process, meaning that in reality the response rate was closer to 150 people.
- The demographic make-up of the respondents was fairly mixed, with some aspects quite diverse (e.g. age, religion) and others dominated by one category (e.g. sexual orientation, gender).
- Draft Objective One (*To help to keep people and communities safe by preventing deaths and injuries from accidental fires in living accommodation*) - the survey found that the majority of respondents agreed with the objective.
- Draft Objective Two (*Recognising the anticipated reduction in local government funding, the Authority will develop a 3-year financial strategy in which freezing the budget will be a central principle*) - the survey found that the majority of respondents agreed with the objective.
- Draft Objective Three (*The Authority will re-balance its resources to match risk. We will introduce a new way of planning to ensure that we have a minimum of 20 strategically located fire crews available in North Wales at times of relatively lower risk, and a minimum of 38 available at times of relatively higher risk.* - the survey found that the majority of the respondents agreed with the objective, however different opinions were expressed as to whether the number of stations and crews will be enough to meet demand.
- Draft Objective Four (*The Authority will explore opportunities to diversify what firefighters do and offer additional services to the public of North Wales*) - the survey found that the vast majority of respondents agreed with the objective.

In addition to the online questionnaire results the Authority received nine written responses to the consultation via email and post. One of these was from a member of the Welsh Assembly. A summary of the responses can be found on pages 12-14 of this report.

In conclusion, this report finds that of the people who responded to the consultation, the majority are in agreement with the draft objectives outlined by North Wales Fire and Rescue Authority.

## **Introduction**

North Wales Fire and Rescue Authority conducted a public consultation regarding the Fire and Rescue Services provided in North Wales entitled '*How to maintain excellent, affordable Fire and Rescue Services in North Wales in 2016-17 and beyond*'.

People were invited to take part in the consultation through a variety of means, the primary route being an online questionnaire. The consultation was supported by social media, specifically via Facebook, Twitter and YouTube. Messages and videos (in Welsh and English) outlined the key challenges and changes facing the Authority. A brief breakdown of the social media interaction can be seen below:

- YouTube videos received 246 views (57 in Welsh and 189 in English)
- Facebook messages reached a total of 33,925 accounts (19,721 Welsh and 14,204 English), of which 500 clicked on the message to read more (211 Welsh and 289 English) and 196 clicked on 'like', 'comment' or 'share' (107 Welsh and 89 English)
- Twitter messages were seen by a total of 25,586 accounts (11,656 Welsh and 13,930 English) of which 210 accounts interacted with the messages (29 Welsh and 181 English)

*Social media statistics extracted on 30/12/2015*

The consultation closed on the 11<sup>th</sup> December 2015 and this report analyses the data gathered from both the online questionnaire and any written responses received (via email and post). The report starts by looking at the response rate and the demographics of those people who took part. Then moves onto the analysis of the four draft objectives, finishing with a summary of the key themes identified in written responses.

## **Response Rate and Demographics**

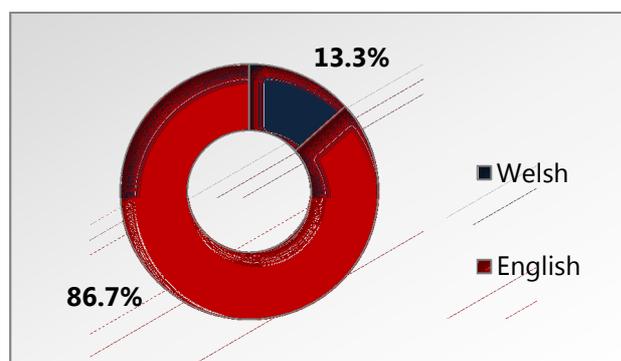
### **Response Rate**

A total of 180 people responded via the online questionnaire; however this response rate decreased as people went through the survey. By the first demographic question the number of respondents had dropped to 140. Therefore for each chart referred to below the number of respondents per question will be stated.

### **Language**

Of the 180 people who responded, 13.3% did so through the medium of Welsh. Conversely, 86.7% of respondents did so through English.

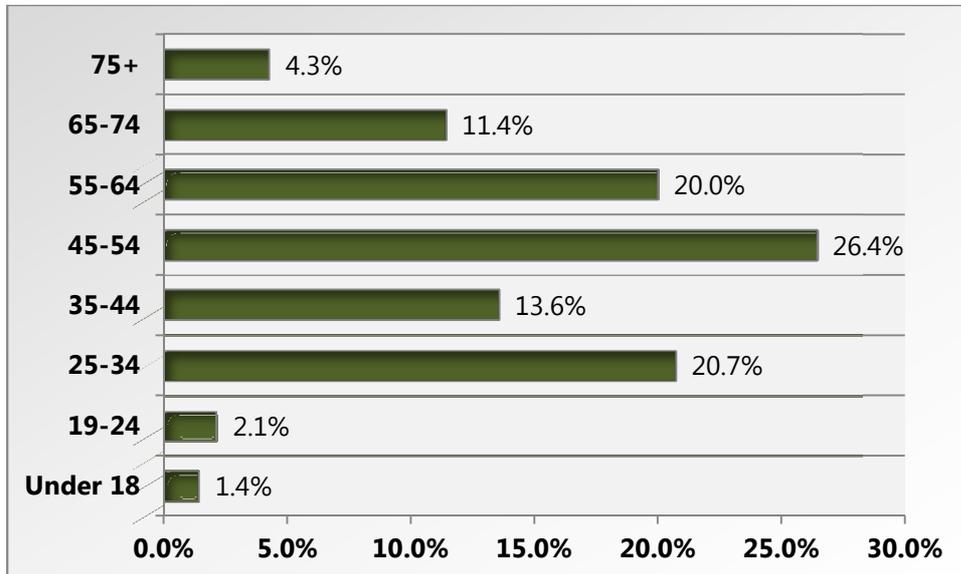
**Chart 1 – Graph to show split of response type by language (%) (n=180)**



## Age

In terms of age, there was clear engagement from 25 to 64 years olds, whereas there was little representation of 24 years and below as well as 65 years and above. The most represented segment was the 45 -54 year olds, accounting for 26.4% of the responses.

**Chart 2 – Graph to show split of response type by age (%) (n=140)**

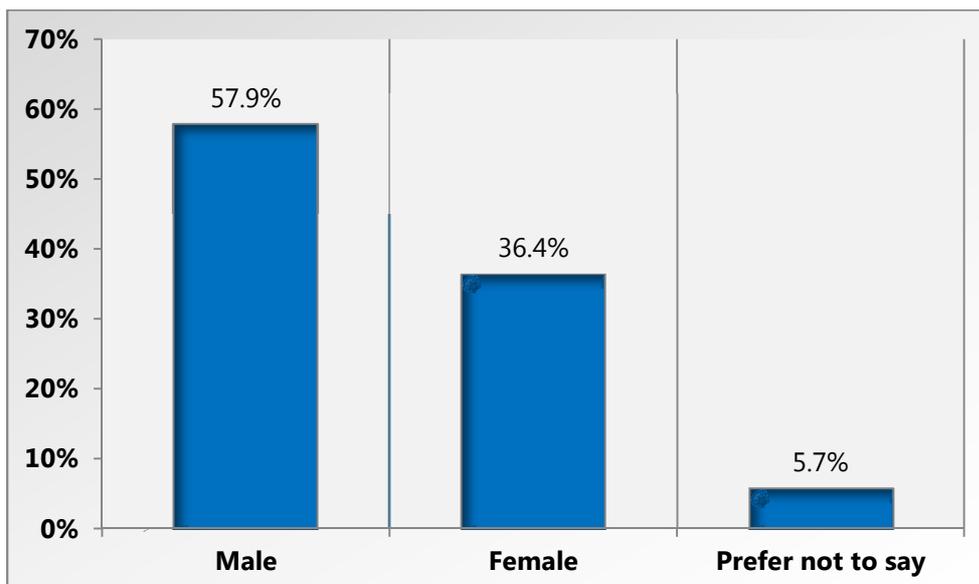


## Sex, Gender and Sexual Orientation

### Sex

When respondents were asked about their Sex there was a split of 57.9% Male to 36.4% Female (as well as 5.7% which preferred not to say).

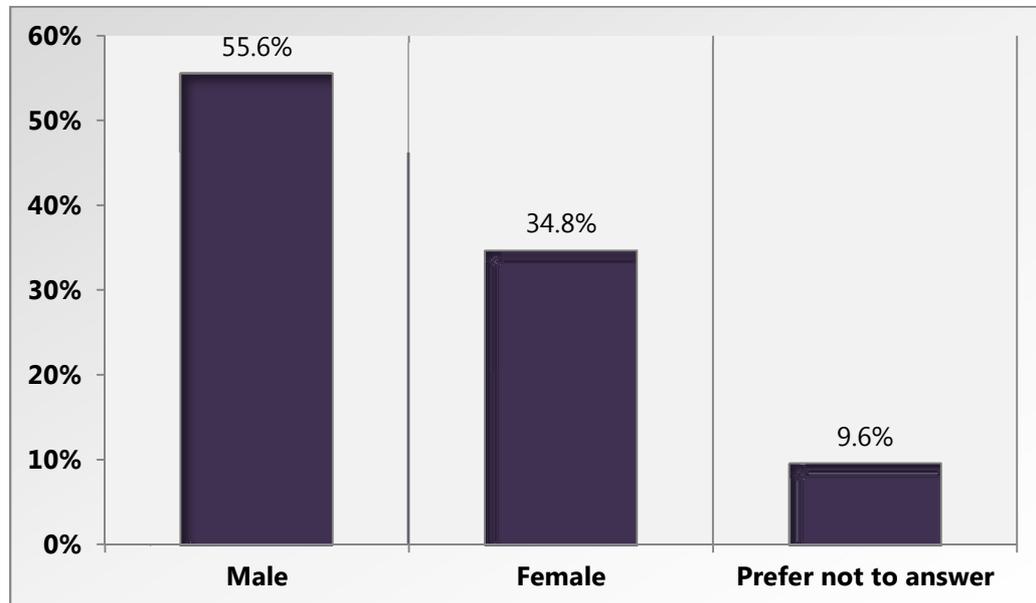
**Chart 3 – Graph to show split of response type by Sex (%) (n=140)**



## Gender

When respondents were asked about their Gender there was a split of 55.6% Male to 34.8% Female (as well as 9.6% which preferred not to say).

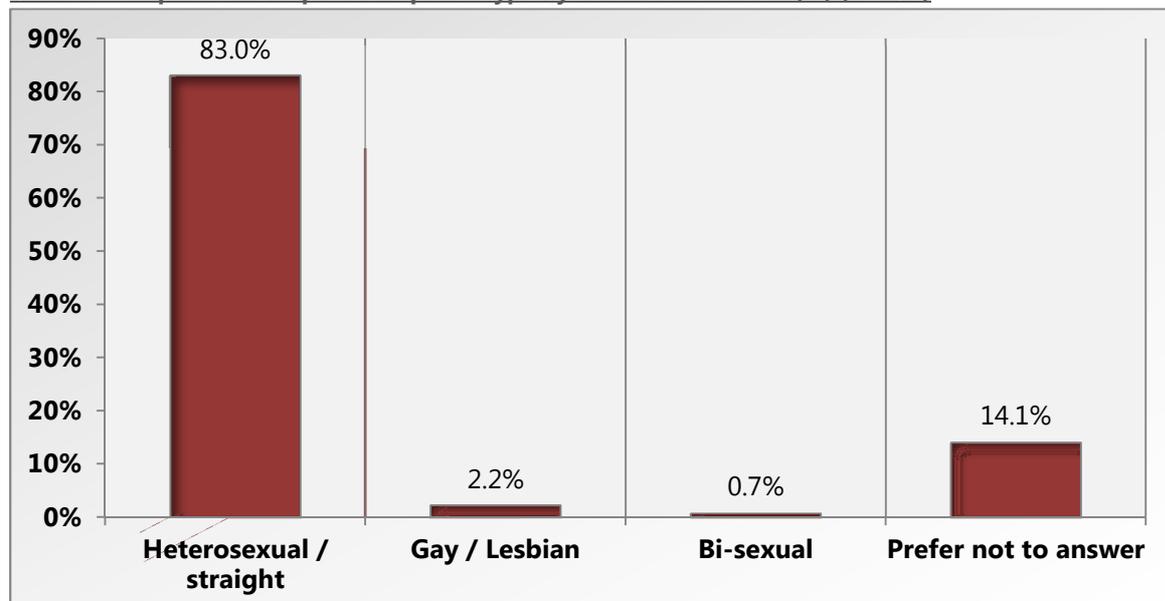
**Chart 4 – Graph to show split of response type by Gender (%) (n=135)**



## Sexual Orientation

When respondents were asked about their Sexual Orientation the vast majority (83.0%) responded with 'Heterosexual/Straight'. The remaining 17% was split between 'Gay/Lesbian' (2.2%), 'Bi-sexual' (0.7%) and 'Prefer not to answer' (14.1%).

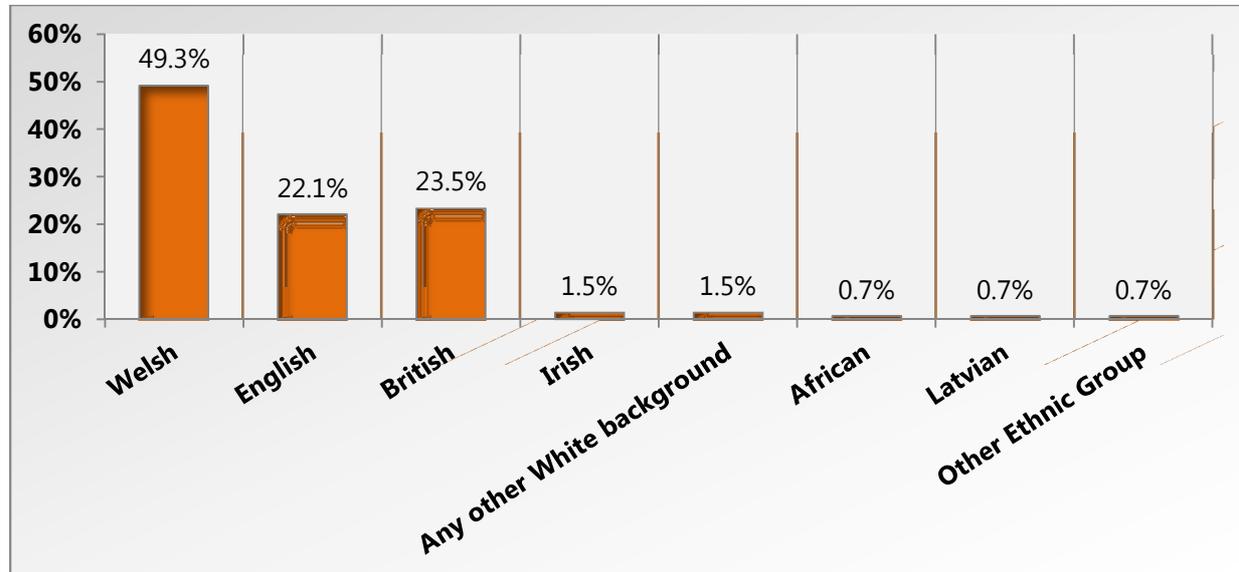
**Chart 5 – Graph to show split of response type by Sexual Orientation (%) (n=135)**



## **Ethnicity**

When respondents were asked about their Ethnicity 49.3% responded with 'Welsh', whereas 22.1% stated they were 'English' and 23.5% as 'British'. The remaining 5.1% was made up of 'Irish' (1.5%), 'Any other White background' (1.5%), 'African' (0.7%), 'Latvian' (0.7%) and 'Other Ethnic Group' (0.7%).

**Chart 6 – Graph to show split of response type by Ethnicity (n=136)**

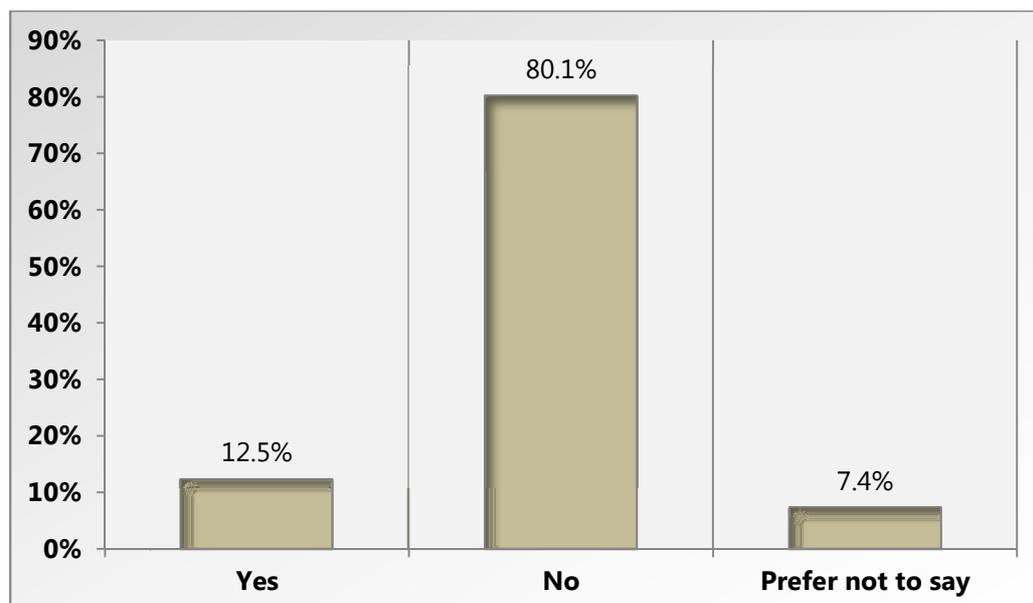


## **Other Characteristics**

### Disabilities

When respondents were asked whether they had a disability 80.1% responded with 'No' and 12.5% of respondents stated 'Yes'. In addition, 7.4% of respondents stated 'Prefer not to say'.

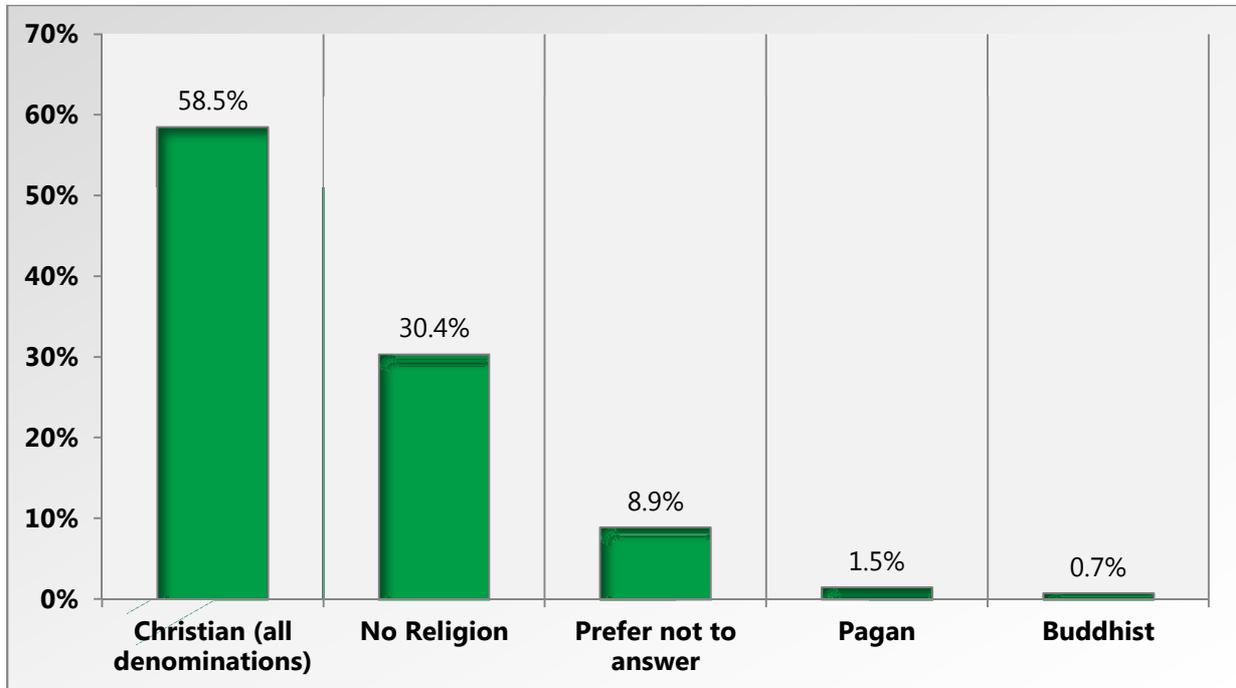
**Chart 7 – Graph to show split of response type by Disability (%) (n=136)**



## Religion

When respondents were asked about their Religion 58.5% responded with 'Christian (all denominations)', 30.4% stated they had "No Religion' and 8.9% as "Prefer not to answer'. The remaining 2.2% was made up of "Pagan' (1.5%) and 'Buddhist' (0.7%).

**Chart 8 – Graph to show split of response type by Religion (%) (n=135)**



## **Improvement Objectives**

Respondents were asked to read the Authority's draft Improvement Objectives and select one of the pre-determined answers.

### **Draft Objective 1 – To help to keep people and communities safe by preventing deaths and injuries from accidental fires in living accommodation.**

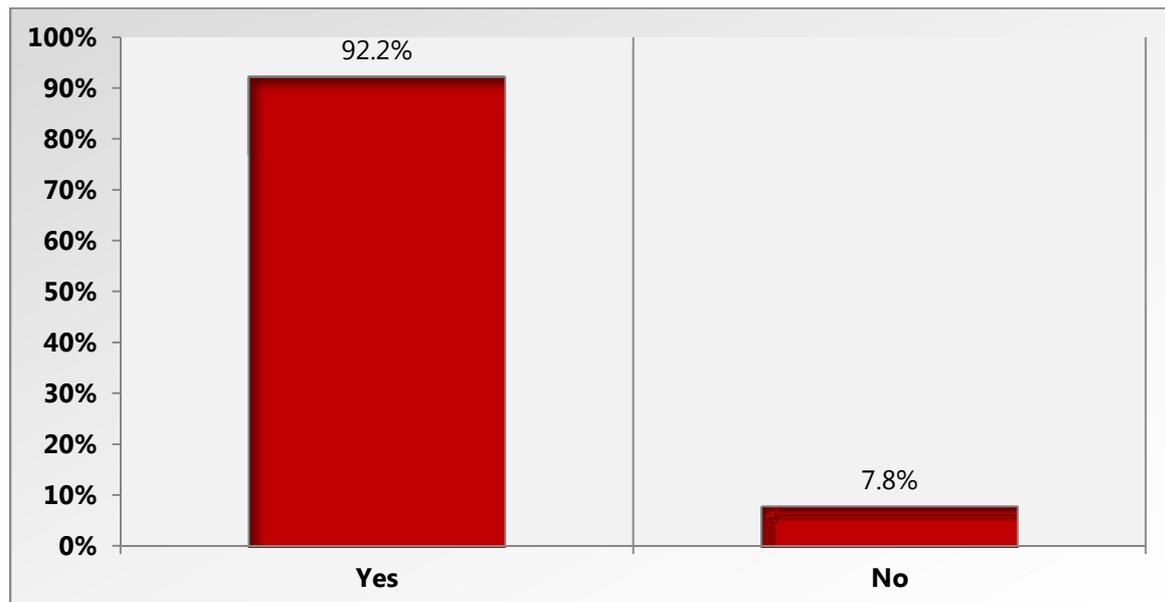
*Q. Do you agree that we should keep the prevention of dwelling fire deaths and injuries as our primary objective?*

*Yes, it's the fire and rescue service's responsibility to prevent dwelling fire deaths and injuries, and it makes good sense for them to do so.*

*No, we should not expect the fire and rescue service to be concerned about people's safety when they are in their own homes.*

In the online questionnaire, the vast majority of respondents selected 'Yes' in relation to Draft Objective One (92.2%). Only 7.8% selected 'No', indicating a strong preference for the perception that 'yes, it's the fire and rescue service's responsibility to prevent dwelling fire deaths and injuries, and it makes good sense for them to do so.'

**Chart 9 – Graph to show response type to Draft Objective One (%) (n=180)**



**Draft Objective 2 - Recognising the anticipated reduction in local government funding, the Authority will develop a 3-year financial strategy in which freezing the budget will be a central principle.**

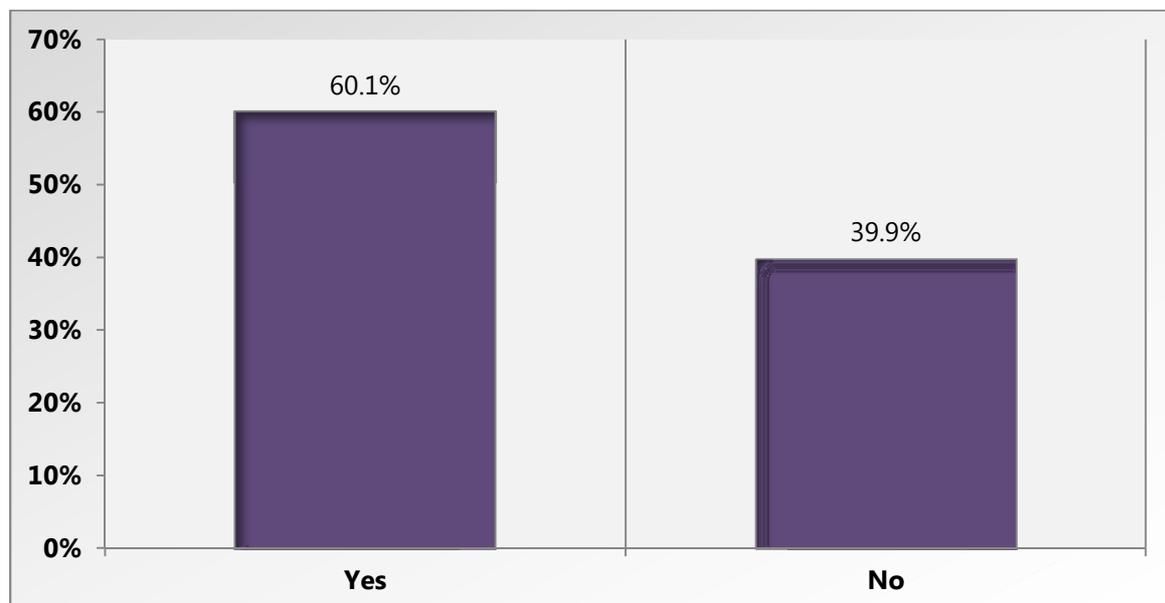
*Q. Do you agree that we should try to freeze the amount that we request from the county councils in this way?*

*Yes, it's right that the Fire and Rescue Authority should continue to play its part in reducing the financial burden on the county councils.*

*No, the county councils should spend more on fire and rescue services and less on other services. The Fire and Rescue Authority has already cut its costs and expecting it to continue to freeze its budget until the end of this decade is unrealistic.*

In the questionnaire, the majority of respondents selected 'Yes' in relation to Draft Objective Two (60.1%). The remaining 38.9% selected 'No', indicating a slight preference for the perception that 'Yes, it's right that the Fire and Rescue Authority should continue to play its part in reducing the financial burden on the county councils.

**Chart 10 – Graph to show response type to Draft Objective Two (%) (n=158)**



**Draft Objective 3 – The Authority will re-balance its resources to match risk. We will introduce a new way of planning to ensure that we have a minimum of 20 strategically located fire crews available in North Wales at times of relatively lower risk, and a minimum of 38 available at times of relatively higher risk.**

*Q. Do you agree with our proposal to change the way we organise our fire crews?*

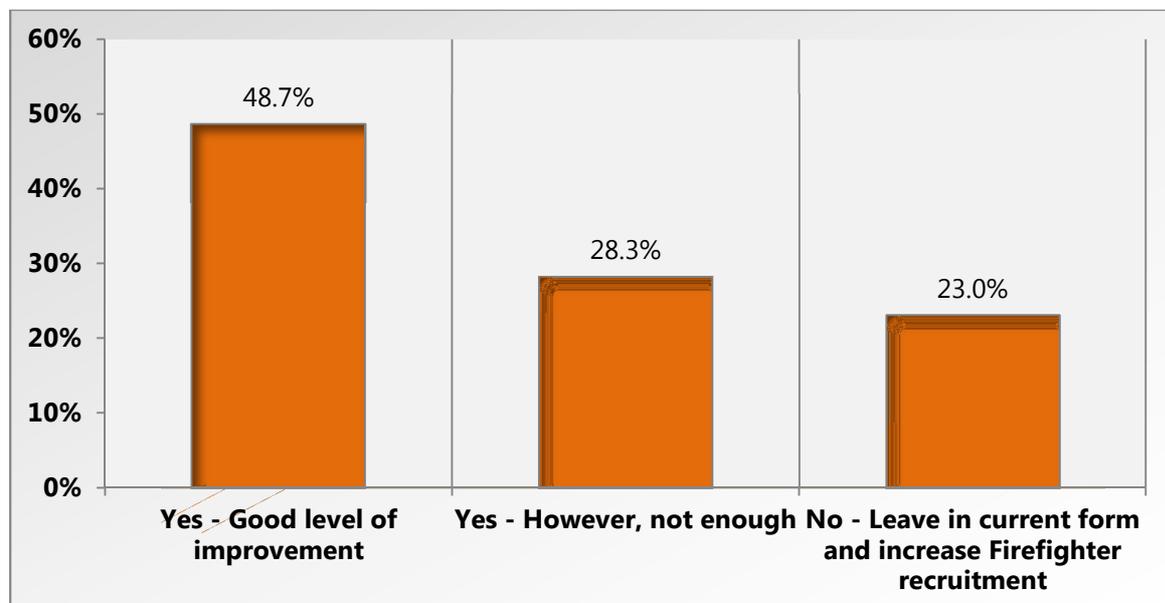
*Yes, and 20 and 38 fire crews seems a good level of improvement.*

*Yes, but 20 and 38 fire crews doesn't seem enough.*

*No, you should leave things as they are but increase the number of fire crews that are available by employing more firefighters.*

In the questionnaire, almost half of the respondents selected 'Yes – Good level of improvement' in relation to Draft Objective Three (48.7%). The remaining 51.3% was split between 'Yes – However, not enough' (28.3%) and 'No – Leave in current form and increase Firefighter recruitment' (23.0%). This indicates that the vast majority agree with the proposed changes (77.0%), however there is a difference in opinion as to whether 20 Fire Stations and 38 Fire crews is enough.

**Chart 11 – Graph to show response type to Draft Objective Three (%) (n=152)**



**Draft Objective 4 – The Authority will explore opportunities to diversify what firefighters do and offer additional services to the public of North Wales.**

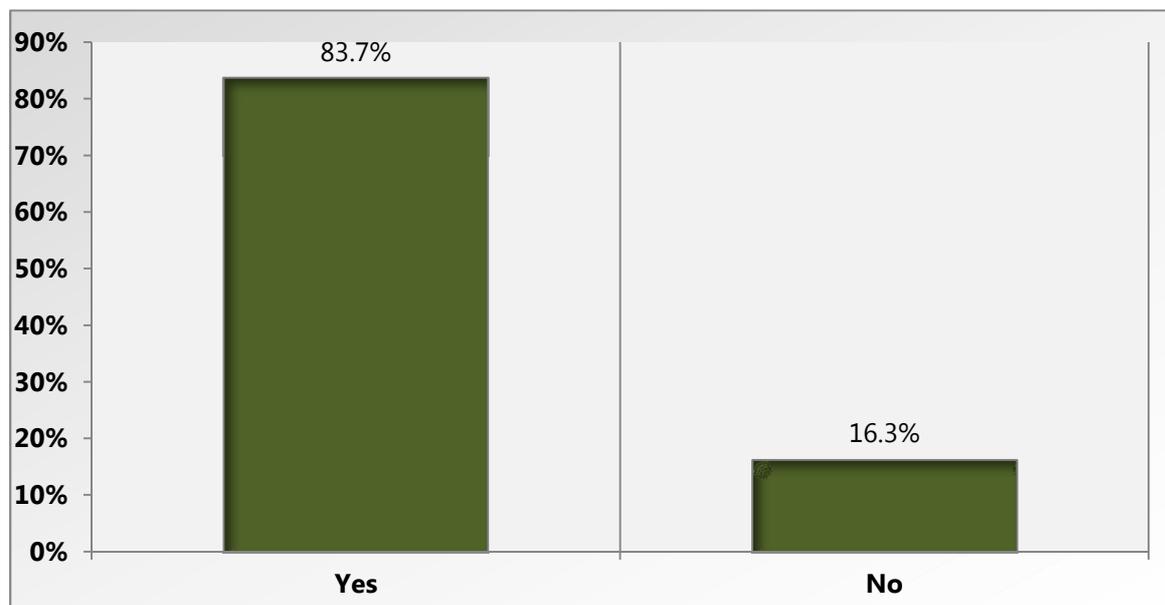
*Q. Do you agree with our proposal to explore what other services we could provide?*

*Yes, at a time when public services are under strain, it seems the right thing to do.*

*No, you should do what you are required to do by law, but nothing else.*

In the questionnaire, the vast majority of respondents selected 'Yes' in relation to Draft Objective Four (83.7%). The remaining 16.3% selected 'No', indicating a slight preference for the perception that 'yes, at a time when public services are under strain, it seems the right thing to do.'

**Chart 12 – Graph to show response type to Draft Objective Four (%) (n=147)**



**Conclusions and Recommendations**

To summarise, the consultation found that the majority of people who responded are in agreement with the objectives proposed by North Wales Fire and Rescue Authority.

## Summary of Written Responses

<i>Response Source</i>	<i>Draft Objective 1 – To help to keep people and communities safe by preventing deaths and injuries from accidental fires in living accommodation.</i>	<i>Draft Objective 2 - Recognising the anticipated reduction in local government funding, the Authority will develop a 3-year financial strategy in which freezing the budget will be a central principle.</i>	<i>Draft Objective 3 – The Authority will re-balance its resources to match risk. We will introduce a new way of planning to ensure that we have a minimum of 20 strategically located fire crews available in North Wales at times of relatively lower risk, and a minimum of 38 available at times of relatively higher risk.</i>	<i>Draft Objective 4 – The Authority will explore opportunities to diversify what firefighters do and offer additional services to the public of North Wales.</i>	<i>General</i>
1	In agreement	In agreement	In agreement	Interest in acquiring more information about the "actions, services and resources you have planned to help take forward Objective 4"  Keen to explore opportunities to work in collaboration with the FRS - e.g. Community Events or targeted campaigning.	-
2	-	-	-	-	The following points were expressed:  "• An obvious concern if - as it seems - these proposals will result in loss of employment. The welfare of employees must always be a factor in such considerations, and we are sure that this aspect will be taken into account with regard to any decisions made.  • The point was made by one of our members, that within her own experience, it had been the local knowledge of the retained fireman which had proved essential during attendance at a rural fire."
3	-	-	-	-	Some issues accessing the English version of the survey.  Stated that 'my personal opinion is that you, the experts, should be allowed to decide how this essential service is best managed within its financial constraints.'
4	-	-	Extract: "concern was expressed regarding there was no guarantee that response teams would be available in every situation. However members were realistic that in the present financial climate there was no other alternative."	-	-

<i>Response Source</i>	<i>Draft Objective 1 – To help to keep people and communities safe by preventing deaths and injuries from accidental fires in living accommodation.</i>	<i>Draft Objective 2 - Recognising the anticipated reduction in local government funding, the Authority will develop a 3-year financial strategy in which freezing the budget will be a central principle.</i>	<i>Draft Objective 3 – The Authority will re-balance its resources to match risk. We will introduce a new way of planning to ensure that we have a minimum of 20 strategically located fire crews available in North Wales at times of relatively lower risk, and a minimum of 38 available at times of relatively higher risk.</i>	<i>Draft Objective 4 – The Authority will explore opportunities to diversify what firefighters do and offer additional services to the public of North Wales.</i>	<i>General</i>
5	In agreement with objective - Drawing attention to "our single Point of Access (SPoA) staff (which work jointly with Health Service and voluntary sector staff assisting people to access health and social care services) the availability of the Fire and Rescue Services' home fire safety checks service and the associated fire safety resources."	In agreement with objective - Of note: "Knowing that the Fire and Rescue Authority will be freezing its budget for the next three years will help us as a local authority with our financial planning for the same period."	Supports the objective - "on the basis that it will be meticulously planned and risk assessed".  Stressed "the need for the Fire and Rescue Service to ensure adequate safe emergency cover for rural as well as urban areas".	Supports this objective - endorsing the collaboration and the diversification of the FRS.	-
6	-	-	-	-	Praised the way the consultation process has been conducted. In full agreement with all four draft objectives - notes that he shall try to generate debates at the various forums he has a voice on.
7	-	-	-	-	Expressed "the importance of keeping Abersoch fire station"
8	In agreement	In agreement	In agreement with the objective - - however some concern "that the number of retained Firefighters at Llangefni is insufficient, and that further consideration should be given to recruit more local retained Firefighters".	In agreement	-

<i>Response Source</i>	<i>Draft Objective 1 – To help to keep people and communities safe by preventing deaths and injuries from accidental fires in living accommodation.</i>	<i>Draft Objective 2 - Recognising the anticipated reduction in local government funding, the Authority will develop a 3-year financial strategy in which freezing the budget will be a central principle.</i>	<i>Draft Objective 3 – The Authority will re-balance its resources to match risk. We will introduce a new way of planning to ensure that we have a minimum of 20 strategically located fire crews available in North Wales at times of relatively lower risk, and a minimum of 38 available at times of relatively higher risk.</i>	<i>Draft Objective 4 – The Authority will explore opportunities to diversify what firefighters do and offer additional services to the public of North Wales.</i>	<i>General</i>
9	In agreement	In agreement	<p>Expressed some concern regarding "the availability of fire officers on the isle (of Anglesey)".</p> <p>Stating that "there have been a number of occasions recently highlighting the strain on the Service's ability to provide sufficient provision".</p> <p>In response to the consultation question specifically they stated that "a decision has to be made about the minimum level of cover, and ensure that it is available at all times."</p> <p>Suggested that, in terms of recruiting firefighters, that "putting the focus on 'local' would be useful in attracting retained firefighters e.g. join in order to protect your town/village."</p>	In agreement	-