

Strategy Evaluation Document

The purpose of this document is to be a living document and is to be updated throughout the course of the piece of work that is being undertaken. It brings together the background, aims, outcomes and learning lessons of the work that you and your team are working to

Plan ID			
Plan Name	Home Fire Safety Check Strategy – Monitoring Report – 100 Responses		
Function	Community Risk Management – Prevention.		
Level	IRMP: ☐	Functional Plan: ☒	Other: ☐
	If other please specify:		

Project Structure

Plan Sponsor	AM Guy Keen
Plan Manager	GM Mark Thomas
Anticipated Completion Date	September 2018

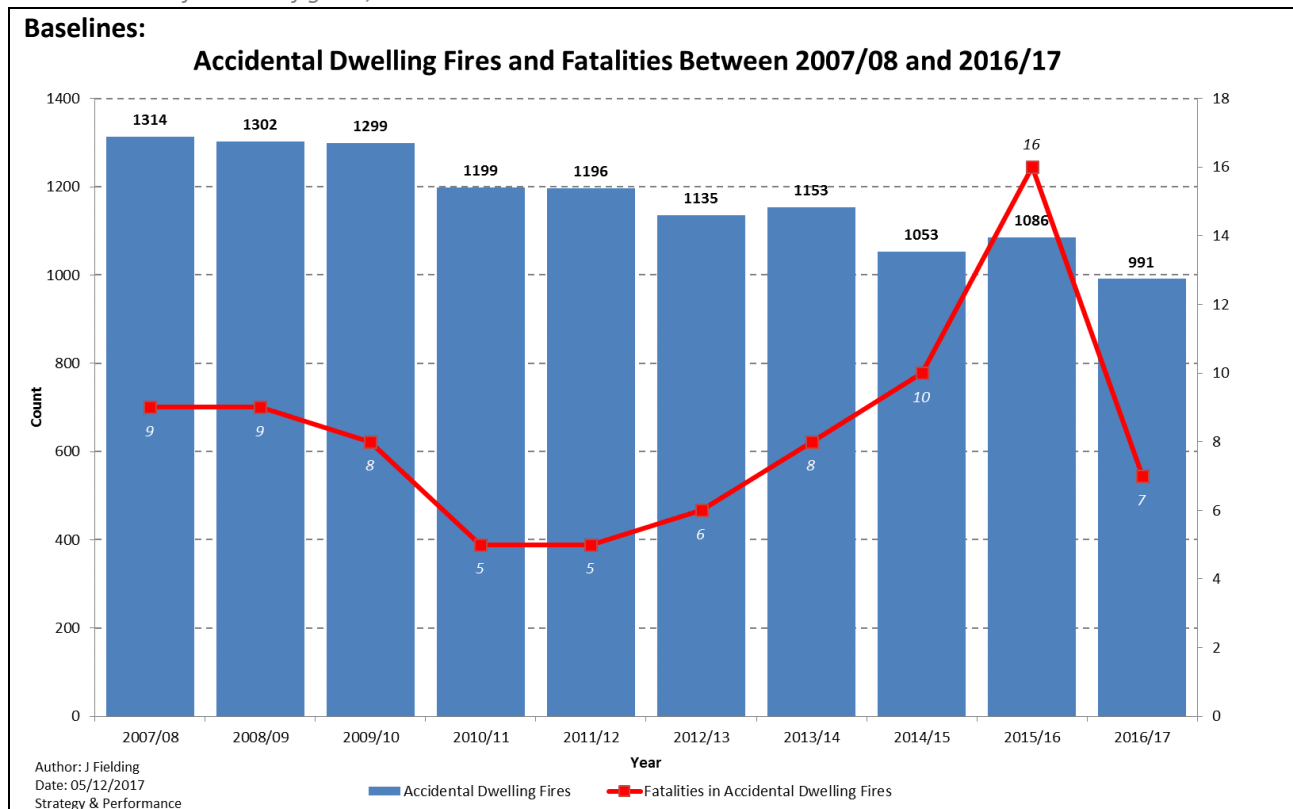
Brief

If this is from an IRMP or functional plan action, the brief from that document will suffice

Our Home Safety Strategy for 2015-18 and beyond takes into consideration the reduction in the number of fire appliances and operational staff available, the reduction in the number of advocates as a result of the support services review and the mitigation of those reductions included in the new work routines for operational personnel introduced in 2014. It also sets out our commitment to continuously strive to reduce the number of people who are killed or seriously injured due to accidental dwelling fires in Merseyside and ensure that each and every visit to a home counts.

Background Research Conducted

Include details of baseline figures, research and benchmarks



The chart identifies that over the 10 year time frame, Accidental Dwelling Fires have gradually reduced in count, with an overall reduction of 323 incidents or 24.6% over the period. Additionally the chart provides a retrospective of fatalities in accidental dwelling fires over the past 10 years. The chart identifies that over this period, fatalities have fluctuated. Prior to 2010/11, it appeared that accidental dwelling fire fatalities were on a downward trend, only for an upward trend to occur between 2012/13 and 2015/16. 2016/17 had 7 fatalities which breaks the previous upward trend.

Accidental Dwelling Fire Fatalities between 2007/08 and 2016/17 (with fatalities per 100000 population)

Age group	Male	Female	Total
5-9	0 (0)	1 (0.3)	1 (0.1)
25-29	0 (0)	2 (0.4)	2 (0.2)
35-39	1 (0.2)	0 (0)	1 (0.1)
40-44	4 (0.9)	2 (0.4)	6 (0.6)
45-49	4 (0.8)	7 (1.4)	11 (1.1)
50-54	5 (1.1)	2 (0.4)	7 (0.7)
55-59	1 (0.2)	3 (0.7)	4 (0.5)
60-64	4 (1)	1 (0.2)	5 (0.6)
65-69	2 (0.6)	2 (0.6)	4 (0.6)
70-74	4 (1.5)	1 (0.3)	5 (0.9)
75-79	8 (3.7)	3 (1.1)	11 (2.2)
80-84	3 (2.2)	8 (3.7)	11 (3.1)
85+	9 (9.9)	6 (2.9)	15 (2.7)
Total	45 (0.7)	38 (0.5)	83 (0.6)

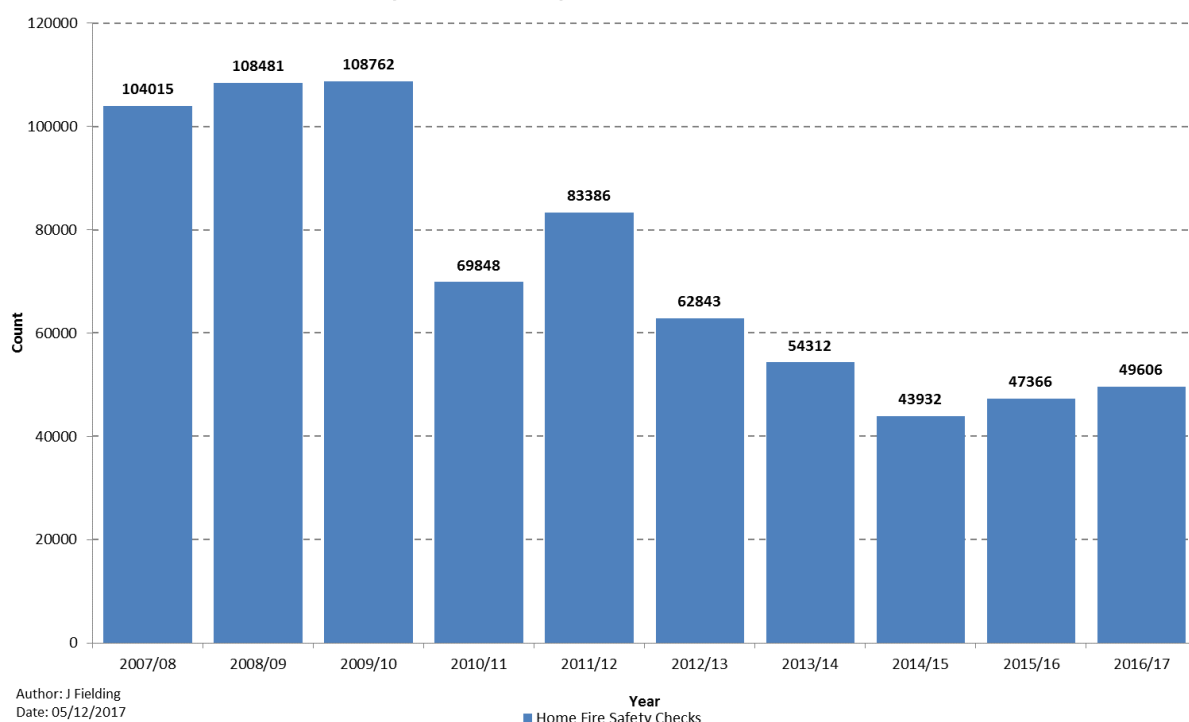
The table provides the count of fire deaths by age and gender along with the ratio of fire deaths per 100,000 head of population. The table identifies several age groups at greatest risk from a fatality in an accidental dwelling fire, including the: 45-49, 75-79, 80-84 and 85+ age groups.

When the ratio of deaths to proportion of population is taken into account it is apparent that with age the risk of mortality as a result of an accidental dwelling fire increases significantly. Applying a regression analysis to the available data a R2 value of 0.53 is achieved indicating a moderate statistical link between age and fire related mortality.

There is a slight bias towards male victims with 45 fatalities. Female victims accounted for 38 accidental dwelling fire fatalities.

For further in depth analysis concerning fatalities as a result of Accidental Dwelling Fires please refer to the appendices

Home Fire Safety Checks Completed Between 2007/08 and 2016/17



Author: J Fielding
Date: 05/12/2017
Strategy & Performance

The chart identifies that from a high of 108762 Home Fire Safety Checks (HFSC) being conducted during 2009/10, the number of HFSCs conducted has fallen. This reduction is an impact of budget cuts, which have resulted in a fall in the amount of available resources. As a result the “one size fits all”, blanket approach was not sustainable and has been replaced with a targeted approach; focusing on older people. This approach has been adopted in the Home Safety Strategy.

Evaluation Deliverables / Targets

Have targets been set prior to the work being undertaken, if so what are they?

What would success look like?

How does this piece contribute to the Mission Statement?

Performance Targets

On an annual basis targets are set for the count of Accidental Dwelling Fires, Fatalities, Injuries and Home Fire Safety Checks completed. The targets for 2017/18 are detailed as follows:

PI	Narrative	Objective	Target 2017/18
DC11	Number of accidental fires in dwellings	↓#●	1046
DC12	Number of fatalities from accidental dwelling fires	↓#●	8
DC13	Number of injuries from accidental dwelling fires	↓#●	114
DC28	Total number of Home Fire Safety Checks (HFSC's) completed including: Station, Prevention and Other	↑#●	51275
DC31	Total number of Home Fire Safety Checks (HFSC's) completed by Operational Station Personnel	↑#●	41275
DC32	% of HFSC completed by Operational Station Personnel, that have been identified from Status Reports	↑%●	60.0%
DC34	% of HFSC's carried out by stations that were high risk	↑#●	QA
DC35	Number of HFSC's completed by - Other Agencies / Partners / Volunteers	↑#●	2500
DC37	Number of Safe and Well visits carried out by prevention officers	↑#●	7500

During Quarter 4 2017/18, a post Safety Visit satisfaction survey went live, with Fire Service Direct contacting recipients of Safety Visits (including HFSC's, Safe and Well etc) and gauge amongst other things – whether the occupier feels safer as a result of the visit.

On top of the quantitative (performance) aspects there was a knowledge gap in qualitative feedback from members of the public that have received our services. Currently a lot of feedback is based on testimony from members of the public as well as anecdotal feedback recorded during a safety visit. As such during the winter of 2017/18 MF&RS are to introduce a telephone survey, where recipients of safety visits are contacted and asked about their feedback. This feedback will feature in this evaluation.

Evaluation Methodology and Checklists:

What information was collected?

Are you interested in the opinions of persons affected? Incident counts or Costing's? A mixture of both?

Detail what information was collected and why

Performance Data including counts of:

- Counts of Accidental Dwelling Fires
- Counts of Injuries as a result of Accidental Dwelling Fires

- Counts of Fatalities as a result of Accidental Dwelling Fires
- Counts of Home Fire Safety Checks Completed
- Counts of Safe and Well Visits
- Feedback from the Telephone Survey, including E&D questions

Where did you collect this information from?

Select all that apply:

Hover your mouse over each selection for further details.

Internal Data Sources ☒	External Data Sources ☐	Members of the Community ☒
Business Owners ☐	MF&RS Staff ☐	Professional Bodies ☐
Partner Organisation ☐	MFRA Members (Councillors) ☐	Other ☐ :
If other, please specify:		

Details of any partner organisations involved in the completion of this piece of work:

Exeter Data (over 65s) as provided by Local Primary Care Trusts with data governed by NHS England, this data is utilised in the targeting of households for Home Fire Safety Checks and Safe and Well visits.

Internally, which teams / individuals did you contact for assistance or guidance in the completion of this piece of work?

Strategy and Performance team/Fire Service Direct

How was the information collected?

Select all that apply:

Surveys	On Line Survey ☐	Postal Survey ☐	Telephone Survey ☒
Face to Face	Workshop ☐	Interview ☐	Structured Debrief ☐
Data	Performance Data ☒	GIS Analysis ☐	Case Study ☐
Specify Data Source(s):			

If you have used: Surveys or Face to Face methods of gathering data, how many people / organisations were targeted and how many responses did you receive.

Use an estimate if you are not sure how many people / organisations were targeted.

In order to achieve a representative sample it will take approximately 381 valid responses to the questionnaire. This is according to Response Rate calculators with a 95% confidence level, a total population of 40000 HFSC's undertaken and a 20% response rate.

The calculator estimates that it would take approximately 1900 calls to achieve this number. The calculator used is available from: <https://www.checkmarket.com/sample-size-calculator/>

In order to monitor the progress of the initiative, it was decided to produce analysis concerning the 1st 100 responses. On the 6th June 2018¹, this was achieved.

If an electronic survey was used, include the web links below:

Not Applicable

¹ The baseline analysis is based on a total 118 responses as of the 06/06/2018.

Value for Money:

Can this piece of work / project be completed with initially agreed resources?

Yes ☒	No ☐ – If no then please contact finance
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Notes:

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Equality & Diversity Implications:

Are there any outcomes from your Equality Impact Assessment that suggest you need to focus the evaluation on any protected groups?

Yes ☐	No ☒
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If Yes, which groups have you targeted?

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Evaluation:

Overall did this project achieve the intended aims and outcomes?

Aims and Outcomes...		If 2. Mostly Achieved or 3. Partially Achieved, please detail:
1. All achieved	☐	
2. Mostly Achieved	☒	This initial report is for Monitoring purposes, though it does identify areas for consideration. Following the completion of the 381 valid responses, a follow up report will be produced with further analysis and conclusions.
3. Partially Achieved	☐	

Findings - including analysis of data collected:

Insert your analysis here; this includes facts, figures and feedback from your chosen evaluation data gathering tools.

Satisfaction Survey Feedback

This section presents a baseline analysis of data collected from the post HFSC telephone survey, which is administrated by Fire Service Direct. The overall counts are based on valid responses, so where there is any incomplete data or blank data for specific questions, then these submissions are not counted.

Overall Satisfaction

Chart 1: Summary of overall customer satisfaction

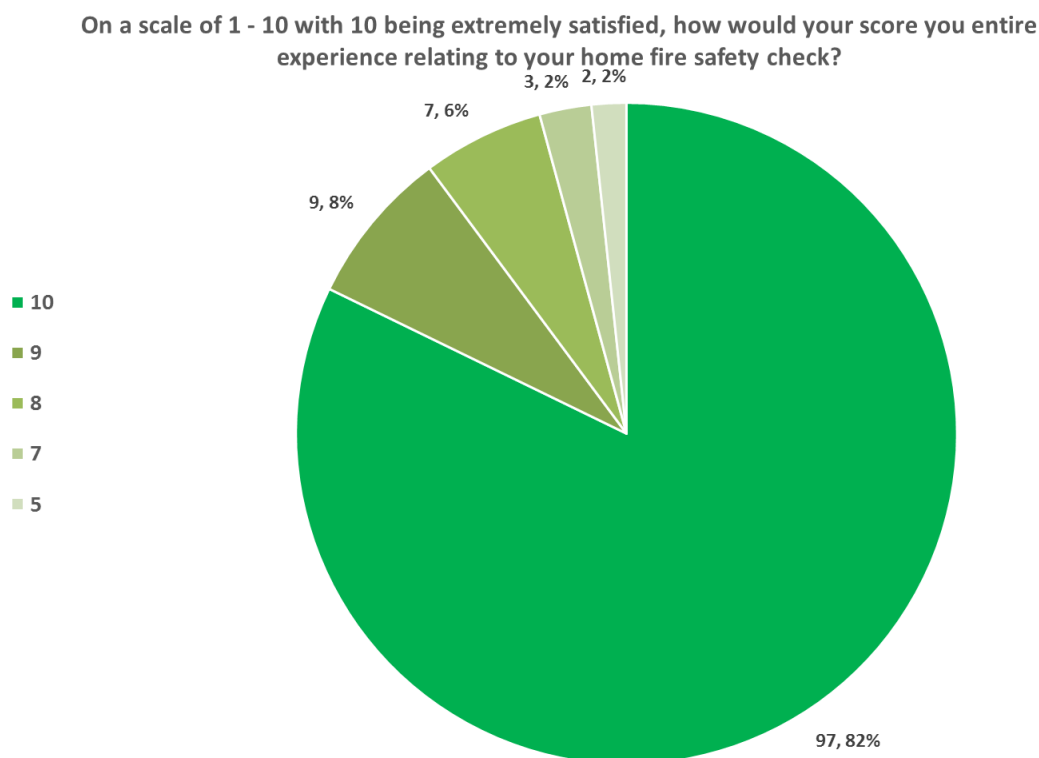


Chart 1 identifies that the vast majority of responders (82%), gave the HFSC service 10 out of 10 – the highest level of satisfaction available. In general, the levels of satisfaction were very positive with response scores of 8 to 10 accounting for 96% of valid responses. 2 respondents scored their HFSC with a score of 5, which was the lowest score for this particular question.

Table 1: Comparison of overall customer satisfaction by Gender

Overall Response	Male	Female	Valid Total	% Male Satisfaction	% Female Satisfaction
10	26	66	92	74.3%	84.6%
9	1	8	9	2.9%	10.3%
8	5	2	7	14.3%	2.6%
7	2	1	3	5.7%	1.3%
6	0	0	0	0.0%	0.0%
5	1	1	2	2.9%	1.3%
Total	35	78	113		
Proportion	31.0%	69.0%			

Table 1 compares the overall level of customer satisfaction by gender, the table identifies that the majority of responders who answered the survey were female – accounting for 78 or 69% overall.

Taking satisfaction by gender into account, female respondents tend to be more positive than males with 84.6% of females scoring the HFSC with a 10.

Table 2: Comparison of overall satisfaction by age:

Overall Response	25-39	40-59	60-74	75+	Valid Total
10	5	15	34	34	88
9	0	3	4	2	9
8	0	0	3	4	7
7	0	0	1	1	2
6	0	0	0	0	0
5	0	0	0	1	1
Valid Total	5	18	42	42	107
Proportion	4.7%	16.8%	39.3%	39.3%	

Table 2 analyses the ages of respondents to the post HFSC survey. The table identifies that the majority of responses were from the 60-74 and 75+ age groups, which backs up the principle of targeting households where there are occupiers above the age of 65 – as part of the HFSC strategy.

For both the 60-74 and 75+ age groups there were 34 (81% of each group) respondents who scored the HFSC with the highest score of 10.

Table 3: Does the respondent feel safer following the HFSC

Do you feel safer following the HFSC	Valid Total	%
Yes	98	88.3%
No	13	11.7%
Valid Total	111	

Table 3 asks respondents whether or not they feel safer following a HFSC. The majority of respondents (88.3% or 98 from 111 valid responses) stated that they felt safer. As for the minority of respondents who felt less safe, comments were collected which include the following:

- Did not check other smoke alarms.
- Was not sure what the men were doing, could not hear any noises like alarms bleeping, being tested.
- Already knew how to test them etc and knew fire safety advice already.

- Mr *** said he is a realist, worked in search and rescue, is aware to just get out and not tackle any fire himself, so do not think he felt safer as much as others might after a visit.
- Did not feel unsafe anyway. but they gave fire safety advice
- Lady had not long had a rewire and new HWA so she said she already felt safer as a result of that but thought the visit was very good.
- Already had good fire safety awareness so did not feel any safer, but was still glad they came.
- Said he is already knowledgeable about fire safety so no, he did not feel any safer from our visit.
- Could not test alarms as Mr *** was asleep, works shifts.
- Test alarms regularly so did not really make her feel any safer
- Mr *** is infirm and in a wheelchair , Mrs *** has requested a house move as she is concerned regarding his mobility and inability to move quickly from stairs in case of fire
- HAS RELATIVES IN MFRS AND IS KNOWLEDGABLE ON FIRE SAFETY

In summary, some comments relate to respondents already being fire aware. There were some comments that relate to fire alarms not being tested.

When analysing respondents by age, 6 were within the 60-75 age group, with 3 being in the 75+ age group.

Further Analysis

Table 4: Duration of visit and rooms checked within property

Duration of visit and rooms visited in property	a) Less than 5 mins	b) Between 5 and 10 mins	c) Between 10 and 20 mins	d) More than 20 mins	Valid Total
a) Stayed on doorstep	1	0	2	0	3
b) Hallway only	13	19	6	2	40
c) Looked in the kitchen	1	3	2	0	6
d) Kitchen and other rooms	11	28	26	3	69
Valid Total	26	50	36	5	118

The table identifies that the simple majority of HFSC's (50 or 42.4%) lasted between 5 and 10 minutes; 36 (30.5%) lasted between 10 and 20 minutes and 5 more than 20 minutes. According to respondents, 26 HFSC's (22%) lasted less than 5 minutes.

As far as to which rooms were ventured into during the HFSC, only 3 HFSCs involved staff staying on the doorstep. The majority of HFSC's – 69 or 58.5% of HFSC's involved checking other rooms beyond the hallway and kitchen.

Table 5: Did staff identify themselves appropriately during the visit

Did staff identify themselves appropriately?	Valid Total	%
Yes	113	96.6%
No	4	3.4%
Valid Total	117	

Table 5 identifies that in the vast majority of Fire and Rescue Service personnel provided identification when conducting the HFSC visit.

Table 6: Smoke alarm testing

In relation to your smoke alarms, did the fire service	Valid Total	%
a) Test your alarms which worked ok	69	63.3%
b) Test your alarms and replace faulty/old alarms	37	33.9%
c) Fit new alarms as you previously did not have any	3	2.8%
Valid Total	109	

Table 6 identifies that where new smoke alarms were not required, the pre-existing smoke alarms were tested by operational crews. In the majority of occasions, smoke alarms were tested which operated. Though in a third of occasions the tested alarms were replaced.

Table 7: Smoke alarm advice

Were you provided with advice on how to test/maintain your smoke alarms	Valid Total	%
Yes	84	71.8%
No	32	27.4%
Valid Total	116	

Table 7 identifies that in 71.8% of cases, crews provided advice concerning the maintenance and testing of smoke alarms. When analysed by the age of occupier the following is presented:

- 25-39 – 2 from 5 respondents (40%) stated they received no advice
- 40-59 – 6 from 18 respondents (33.3%) stated they received no advice
- 60-74 – 7 from 42 respondents (16.7%) stated they received no advice
- 75+ – 11 from 42 respondents (26.2%) stated they received no advice

Table 8: How was the HFSC booked

Was your Home Fire Safety Check	Valid Total	%
A pre-booked appointment	17	14.5%
Opportunistic call at front door	99	84.6%
Valid Total	116	

Table 8 identifies that the majority of HFSCs (84.6% or 99 from 116 valid responses) were the result of an opportunistic call at the front door.

Demographics

Table 9: Age and Gender of respondents

Age by Gender	Male	Female	Valid Total	% Female
25-39	1	3	5	60.0%
40-59	5	13	18	72.2%
60-74	15	26	42	61.9%
75+	10	32	42	76.2%
Valid Total	31	74	107	69.2%

Table 9 identifies that the majority of respondents were female, accounting for 69.2% of the total. Concerning the 75+ population, 76.2% (32 from 42 valid responses) were female.

Table 10: Religion and Ethnicity of respondents

Religion against Ethnicity	Christian	No religion	Other	Prefer not to say	Valid Total
Chinese	0	1	0	0	1
Prefer not to say	1	0	0	1	2
White British	76	29	1	4	110
Valid Total	77	30	1	5	113

Table 10 identifies that the majority of respondents (110 out of 113 valid responses) were White British, with 1 respondent being of Chinese origin. Concerning religion, the majority of respondents were Christian or had no religion. There were no respondents that were from minority religions.

Did this project produce any unintended positive / negative side effects?

Reflect on whether the piece of work conducted actually produced any desirable or undesirable side effects.

Reduction in ADF – Reduction in Fire fatality – both of which contribute to enhanced firefighter safety (to support this – it was established that 90% of ADF attended by crews were not dealt with using any fire extinguishing media – as the fire was out)

Conclusion:

Be honest, what did the piece of work do well, what didn't go so well

The vast majority of respondents to the post HFSC feedback survey (82%) rated the service provided as 10 out of 10. This provides evidence that the work conducted by operational personnel is of a high quality.

In the majority of cases, respondents felt safer as a result of the HFSC. Comments as to why occupiers didn't feel safe relate to fire alarms not being checked and the occupier already having prior fire safety knowledge.

The simple majority of HFSC's (50 or 42.4%) lasted between 5 and 10 minutes; 36 (30.5%) lasted between 10 and 20 minutes and 5 more than 20 minutes. According to respondents, 26 HFSC's (22%) lasted less than 5 minutes. As far as to which rooms were ventured into during the HFSC, staff only stayed on the doorstep for only 3 HFSCs. The majority of HFSC's – 69 or 58.5% of HFSC's involved checking other rooms beyond the hallway and kitchen.

The vast majority of Fire and Rescue Service personnel (96.6%) provided identification when conducting the HFSC visit.

Where new smoke alarms were not required, all smoke alarms were tested by operational crews. In the majority of occasions, smoke alarms were tested which operated. Though on a third of occasions the tested alarms were replaced.

In 71.8% of cases, crews provided advice concerning the maintenance and testing of smoke alarms.

Recommendations:

Are there any recommendations that can feed into future planning?

Be honest, if the project didn't work – explain why so that learnt lessons can apply in future

Regarding Table 3 and the comments noted by those who stated that they did not feel safer. Albeit almost 90% stated that they did feel safer after a HFSC visit, concerning over 10% stated that they did not. If applied to the 56,000 visits undertaken in the last financial year, then that would mean a significant amount (5,600) of individuals did not feel safe in their homes. The primary aim of the HFSC visit is to make safer someone's home and arguably this figure should hit 100%. Interestingly, 9 of the 13

individuals who said they did not feel safer in their homes were over the age of 65 which may indicate that these individuals felt at an adequate level of safety prior to MFRS contact.

Regarding Table 7 this is concerning and particularly given that two recent ADF fatalities in Merseyside have involved a sounding smoke alarm where no action was taken by those who heard them. This figure should be at least 95% with an aspiration of 100%. The crux of the HFSC visit is based around having working smoke alarms and knowing what to do in the event of an alarm sounding and knowing how to test the alarm. After these recent fatalities, the Service has highlighted Smoke alarm ownership, care and maintenance both through local media and also internally to fire crews. The Prevention department manager will liaise with Operational response department manager and address any further training needs accordingly.

Once the benchmark of 381 valid responses has been achieved a follow up evaluation will be produced analysing the responses from post HFSC telephone survey.

Acknowledgements:

Who did you work with, throughout the project and its evaluation, name names

Fire Service Direct
 Deb Appleton – Director Strategy & Performance
 John Fielding – Business Intelligence Manager

References:

Historical Analysis of Fatalities in Accidental Dwelling Fires between 2007/08 and 2016/17, J Fielding, 01/06/2017

Details of Appendices:

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Next Steps:

Approval to Continue	☐
Defer	☐
Approval to Close	☐

Authorised by:	
Role:	
Date:	