

The Voice of Warwickshire Panel

Report 5: Warwickshire Fire and Rescue (WFRS)

Survey

Version 1.1

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1. Background

The Voice of Warwickshire panel was launched in October 2021 when residents in Warwickshire were invited to register and join the panel. The panel gives residents aged 18 and over in Warwickshire an opportunity to share their views on the big issues in Warwickshire, like health and wellbeing, climate change and sustainability, community safety, education, transport, economic growth, inequalities, and inclusion, and more.

This report summarises the results of the fifth survey sent to all Voice of Warwickshire panel members. This survey was intended to gather residents' views on Warwickshire Fire and Rescue Service (WFRS).

The fire and rescue service has changed in recent years including the types of incidents attended, the uniform worn, the equipment used and the way the service employs firefighters. The survey aimed to learn whether residents were aware of these changes and how to develop future communications and development work. WFRS were also keen to explore the understanding of Warwickshire residents on the contemporary role of a firefighter, and the skills and capabilities of the fire and rescue service itself.

2. Method

An online survey was hosted on the Citizen Space 'Ask Warwickshire' site via a private link only available to panel members. All members of the panel were asked how they would prefer to complete surveys when they initially signed up to join the panel. The majority (>99%) of panel members opted to complete online surveys with five members advising they would prefer to complete paper-based surveys. Those opting for paper-based surveys were contacted by phone and asked if they would like to complete the survey via the phone, due to the nature of the survey. The other panel members were sent an email to participate in the online survey with two reminder emails being sent to those who had not yet completed the survey. In total, an email with a link to the survey was distributed to 990 members of the Voice of Warwickshire panel.

The survey ran from 27 January 2023 to 19 February 2023.

[Appendix 1](#) provides the survey questions.

3. Executive summary

There were 299 responses to the survey, a response rate of 30.2%. Respondents living in Nuneaton and Bedworth District are slightly underrepresented and those aged 18-49 are underrepresented.

Respondent's contact with WFRS

- Many respondents 94% (n=281) indicated that both themselves and their family members did not work for WFRS, another fire service or another emergency service.
- A total of 3.3% (n=10) said they currently worked or had previously worked for WFRS or another fire service.
- Overall 88.6% (n=265) respondents indicated that they had no contact with WFRS in the last 12 months, of the 34 that had contact:
 - When asked why they had contact with WFRS, 32.4% (n=11) said that they had attended a community event/open day
 - A total of 81.8% (n=27) indicated that they were very satisfied with the service received
 - Overall 42.4% (n=14) indicated that they felt much safer further to their contact with WFRS

Respondents' knowledge and understanding of WFRS

- Just over half, 51.3% (n=153) did not believe they had a good working knowledge of WFRS roles and responsibilities. This was much lower (16.7%) for respondents who either worked for a fire service or another emergency service or had family members who did.
- Many respondents 99.3% (n=297) were aware that the fire service responded to fires, the least known service was 'Hospital to Home' with only 14% (n=42) saying they were aware of this service
- A total of 74.5% (n= 222) agreed or strongly agreed that WFRS has a good reputation
- Overall 20.8% (n=62) agreed or strongly agreed that WFRS listen to the views of the public when setting priorities; 49.7% (n=148) of respondents advised they neither agreed nor disagreed
- Just over half, 51.0% (n=152) agreed or strongly agreed that WFRS provide good value for money
- A total of 69.5% (n=207) agreed or strongly agreed that WFRS provide an effective service
- Overall 75.2% (n=225) said their perception of WFRS was either excellent or good

Respondents understanding of how WFRS operates

- Just over half of respondents, 53.4% (n=159) were not aware that WFRS were overseen by a Fire and Rescue Service Authority (Warwickshire County Council)
- With regards to respondents' understanding of on-call firefighters:
 - 87.7% (n=256) selected 'on-call firefighters come from all walks of life'
 - 86.6% (n=253) selected 'On-call firefighters are not based in fire stations; they usually live and work in their local community'
 - 6.5% (n=19) selected 'There is no upper age limit to being an on-call firefighter'
 - 22.3% (n=65) selected 'On average, on-call firefighters provide between 40-120 hours per week to serve their local community'
- A total of 44.4% (n=132) thought that either all or most fire stations are staffed by whole time fire-fighters, with a similar percentage (46%, n=136), thinking that either all or most fire stations are staffed by a mix of whole-time firefighters and on-call firefighters. A smaller proportion (12.2%, n=36) thought that that either all or most fire stations are staffed by on-call firefighters from the local community.
- Respondents were next asked if they thought their local fire station was staffed by whole-time firefighters or on-call firefighters; 46.8% (n=140) advised they were not sure.

Prevention and protection at WFRS

- Respondents were asked to select which vulnerable groups, from a list provided, should be prioritised for fire safety and prevention services:
 - 74.2% (n=222) said people with long term health problems or a disability should have a high priority
 - 59.5% (n=178) said adult social care users should have a high priority
 - 58.2% (n=171) said people over 65 should have a high priority
 - 50.8% (n=152) said those living in deprivation should have high priority
 - 45.2% (n=135) said those without smoke alarms should be given high priority
 - 42.1% (n=126) said those living alone should be given medium priority
 - 36.5% (n=109) said individuals living with drug or alcohol dependency should be given medium priority
 - 29.1% (n=87) said smokers should be given medium priority
- Suggestions for other vulnerable groups to be prioritised included homes with young children and multiple occupancy properties. Nine respondents said that everyone is a high priority.

Careers and recruitment with WFRS

- Respondents were asked of their awareness of roles within WFRS
 - 93.9% (n=263) were aware of wholetime firefighter roles
 - 86.1% (n=241) were aware of on call firefighter roles
 - 68.2% (n=191) were aware of control room firefighter positions
 - 57.5% (n=161) were aware of prevention roles
 - 37.9% (n=106) were aware of business administration
 - 36.8% (n=103) were aware of technical and transport roles
 - 32.5% (n=91) were aware of protection roles
 - 11.8% (n=33) were aware of Hospital to Home
- Overall 76.3% (n=228) said that promotion of the different roles available would help make WFRS more inclusive
- Many respondents 94.2% (n=278) advised they had never considered working for WFRS; 56.5% (n=163) said they were retired or no longer working and 56.9% (n=164) believed they were too old

Finding out more about WFRS

- Over half, 55.8% (n=167) of respondents had not received any information about WFRS in the last 12 months. Those that had were most likely to select Facebook or WCC website pages.
- A total of 62.5% (n=187) had not seen any information about WFRS
- Overall 76.6% (n=229) said they would be very interested/ interested to hear more about WFRS
- A total of 62.5% (n=187) would be keen to hear about keeping their property safe from fire
- Overall 35.1% (n=101) would like to see information from WFRS via the Warwickshire County Council website and 34.7% (n=100) through electronic newsletters
- A total of 88.3% (n=264) of respondents indicated that they have not been asked for their views or opinions on WFRS in the past 12 months

4. Results

There were 299 responses to the survey a response rate of 30.1%. Typically, we would expect response rates to online-surveys to be between 20% and 50% and this was factored in when deciding on the overall size of the Panel.

4.1 Respondent Profile

Figure 1 and Table 1 provide details on where panel members that responded live. The place of residence of panel members responding to the survey is broadly similar to the population of Warwickshire (aged 18 and over) with respondents from Warwick District and North Warwickshire Borough slightly overrepresented and respondents from Nuneaton and Bedworth Borough slightly underrepresented.

Figure 1: Place of residence of respondents

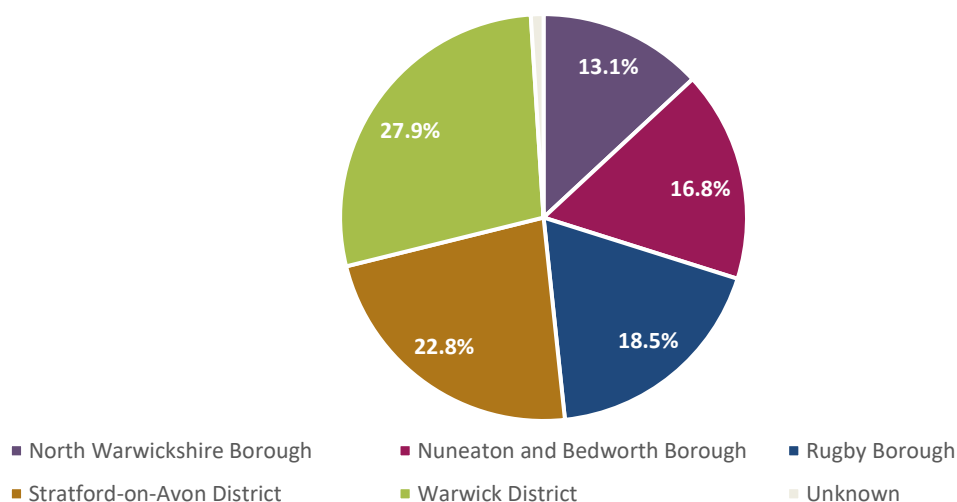


Table 1: Place of residence of respondents compared with panel membership and the Warwickshire population

District	Number of respondents	% respondents	% total VoW panel *	% total Warwickshire**
North Warwickshire Borough	39	13.0%	11.0%	11.0%
Nuneaton and Bedworth Borough	50	16.7%	19.4%	22.1%
Rugby Borough	55	18.4%	17.2%	18.7%
Stratford-on-Avon District	68	22.7%	23.4%	23.1%
Warwick District	83	27.8%	29.0%	25.1%
Unknown	4	1.3%	-	-

*This is the current composition of the Voice of Warwickshire panel (March 2023)

**This is the composition of the Warwickshire population aged 18 and over based on mid-2021 population estimates

Table 2 shows the characteristics of panel members responding to the survey and compares this to the characteristics of the Voice of Warwickshire panel and Warwickshire population (aged 18 and over) where available. Responses from panel members in the age groups fifty and over make up 77.2% of responses meaning that the voice of respondents in younger age-groups are under-represented. Some ethnic minority groups were also underrepresented.

Table 2 – Characteristics of respondents (299 respondents)

Characteristics		Panel respondents	% of panel respondents	% total of VoW panel	% total of Warwickshire*
Gender	Female	144	48.3%	52.6%	51.2%
	Male	141	47.3%	44.4%	48.8%
	Non-binary	2	0.7%	0.4%	-
	Prefer not to say	5	1.7%	1.2%	-
	Prefer to self-describe	3	1%	1.3%	-
	Not answered	3	1%	-	-
Age in years	18-24	3	1%	1.4%	9.3%
	25-39	29	9.7%	18.9%	23.9%
	40-49	29	9.7%	14.5%	15.7%
	50-59	56	18.8%	18.7%	17.9%
	60-64	48	16.1%	11.9%	7.5%
	65-74	98	32.9%	24.3%	13.3%
	75+	28	9.4%	8.9%	12.4%
	Prefer not to say	4	1.3%	1.3%	-
	Not answered	3	1%	-	-
Long standing illness or disability	Yes	45	15.1%	16.7%	16.8%
	No	240	80.5%	80.6%	83.2%
	Prefer not to say	10	3.4%	2.7%	-
	Not answered	3	1%	-	-
Ethnicity	Asian or Asian British - Bangladeshi	-	-	0.1%	0.1%
	Asian or Asian British - Indian	1	0.3%	2.4%	4.1%
	Asian or Asian British - Pakistani	1	0.3%	0.4%	0.5%
	Black or Black British - African	1	0.3%	0.5%	0.4%
	Black or Black British - Caribbean	3	1%	0.5%	0.4%
	Chinese	1	0.3%	0.5%	0.5%
	Gypsy or Traveller	2	0.7%	0.2%	0.2%
	Mixed - White and Asian	1	0.3%	0.7%	0.8%
	Mixed - White and Black Caribbean	1	0.3%	0.5%	0.2%
	Other Asian background	1	0.3%	0.5%	1.0%

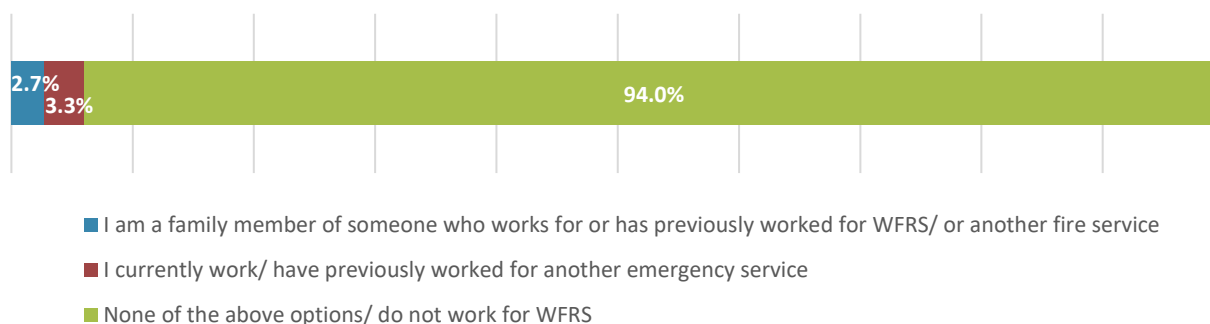
Ethnicity	Other mixed background	2	0.7%	0.7%	0.5%
	Other White background	9	3.0%	4.3%	5.9%
	White British	259	86.9%	84.3%	82.1%
	White Irish	3	1%	1.7%	0.9%
	Prefer not to say	5	1.7%	1.6%	-
	Prefer to self-describe	5	1.7%	0.9%	-
	Not answered	3	1%	-	-
Religion	Buddhist	1	0.3%	0.5%	0.4%
	Christian	162	54.4%	49.3%	50.4%
	Hindu	1	0.3%	0.7%	1.8%
	Islam	-	-	1.3%	1.5%
	Judaism	2	0.7%	0.2%	0.1%
	Sikh	-	-	0.8%	2.1%
	Spiritual	2	0.7%	1.2%	-
	Other religion or belief	6	2%	2.6%	0.5%
	No religion	103	34.6%	36.5%	37.6%
	Prefer not to say	18	6%	6.0%	-
	Not answered	3	1%	0.9%	6.6%
Sexual orientation	Asexual	13	4.4%	3.1%	-
	Bi/bisexual	4	1.3%	1.9%	1.1%
	Heterosexual/straight	242	81.2%	81.9%	90.9%
	Gay Man	4	1.3%	1.5%	1.2%
	Gay woman/lesbian	4	1.3%	0.9%	
	Pansexual	3	1%	1.1%	-
	Other	-	-	0.1%	0.3%
	Prefer not to say	24	8.1%	8.6%	-
	Not answered	4	1.3%	0.8%	6.5%

* Based on ONS 2021 mid-population estimates and 2021 Census data

4.2 Respondent's contact with WFRS

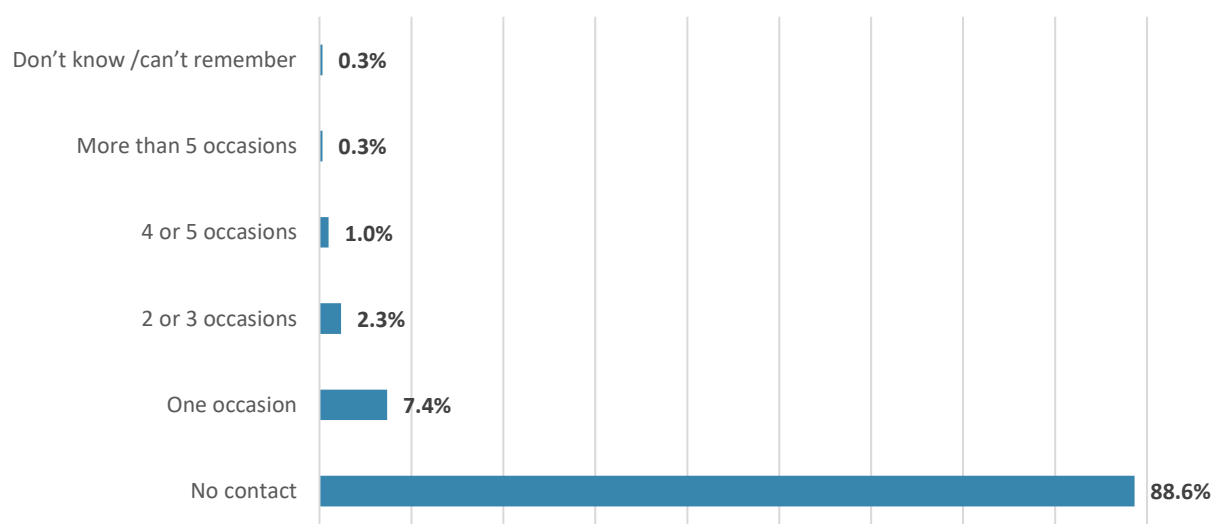
The initial section of the survey asked respondents about their contact with WFRS. The first question asked respondents if they or a family member worked for WFRS or another fire service, or another emergency service. All 299 respondents answered this question. Many respondents 94% (n=281) said they or a family member did not work for WFRS or another emergency service (Figure 2).

Figure 2: Responses to ‘Which statement best describes you?’ percentage of total responses



The respondents were then asked on how many occasions in the last 12 months had they had contact with WFRS. Figure 3 shows the responses; a total of 88.6% (n=265) respondents indicated that they had no contact with WFRS in the last 12 months.

Figure 3: responses to “how many occasions in the last 12 months have you had contact with WFRS?” percentage of total responses



The next question asked those respondents who had contact with WFRS in the last 12 months (n=34) what their reason for contact was. Figure 4 shows that the most common response was that they had attended a community event/open day (32.4%, n=11) with 29.4% (n=10) saying other and providing an alternative to those listed (Table 3).

Figure 4: responses to “What was your reason for contact with WFRS?” percentage of total responses

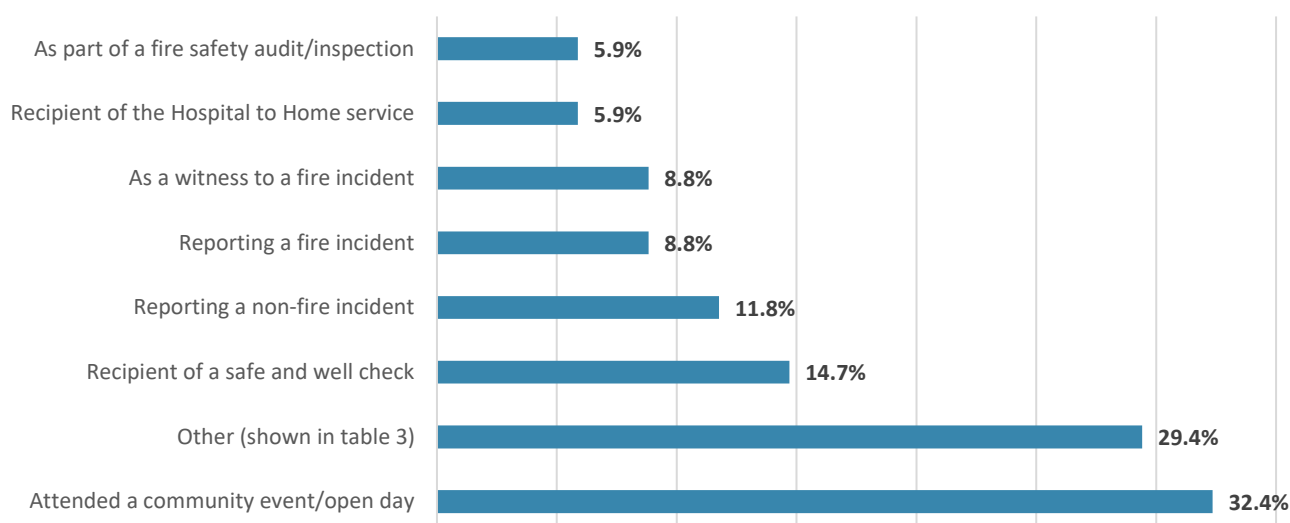
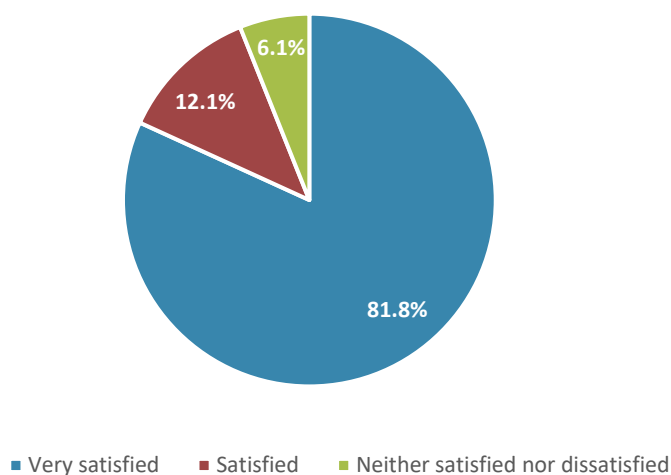


Table 3: Themes of other responses to “other reasons for contact with WFRS?”

Theme of response	Number of responses
Through work related project	4
Flood	2
Local meeting	1
Trapped animal	1
To offer support for the strike	1
Supporting a fundraiser	1

The 34 respondents having contact were also asked how satisfied or dissatisfied they were with the service they received from WFRS. A total of 33 respondents answered this question (Figure 5). Overall, 81.8% (n=27) respondents advised they were very satisfied with the service received. No respondents indicated they were dissatisfied or very dissatisfied.

Figure 5: responses to “were you satisfied or dissatisfied with the service received from WFRS?” percentage of total responses



Respondents were asked to advise why they had made their selection in the previous question. A total of 17 respondents gave further information, with some respondents giving multiple answers (Table 4).

Table 4: Themes of responses to “why you were you satisfied or dissatisfied with the service received from WFRS?”

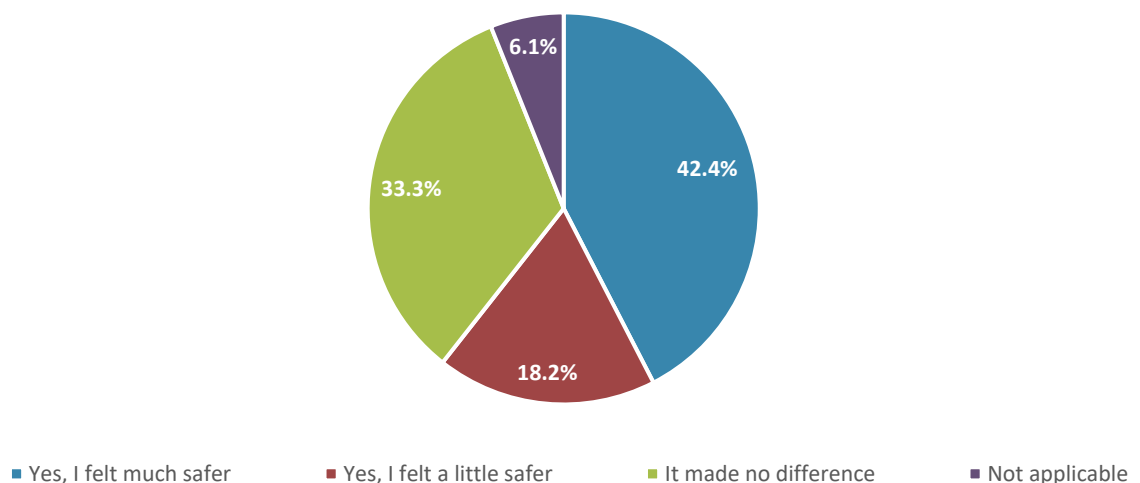
Theme	Number of responses	Comments
Good Engagement	6	<i>“great engagement with children at a community event”</i> <i>“Taken time to support community and talk about fire safety”</i> <i>“They are willing to engage with the local public. They explain to children in personable ways. Children have been informed of fire safety but not frightened by what they have been told!”</i> <i>“At a community event really engaged with the kids”</i> <i>“Taken time to support community and talk about fire safety on a one to one at a level as required for the person they are talking to”</i> <i>“The officers were engaging with our community senior citizens at our rugby club during our warm hub event.”</i>
Friendly and approachable	5	<i>“Nice person. Very enthusiastic”</i> <i>“Very pleasant and determined people”</i> <i>“Over the years I’ve dealt with WF&Rs they have always been excellent, open to suggestions and helpful”</i> <i>“The Crew Manager was polite, courteous and friendly”</i> <i>“Caring smart officers”</i>
Informative	4	<i>“They gave safety guidance and smoke & CO2 sensors to those in need”</i> <i>“Clear instructions were provided”</i> <i>“It was very informative and precise on explanations”</i> <i>“provided further advice and left an information folder of literature which included useful information and a list of telephone numbers for gaining more information and advice.”</i>
Good response	3	<i>“Immediate response. Brigade on site within 15 minutes”</i> <i>“They were very supportive from the call centre to them arriving”</i>

		<i>"fire crew arrived at a very good time. They also helped to make sure people nearby were safe and sound"</i>
Professional	2	<i>"They turned up and did their job."</i> <i>"Involved in facilitating a training event, good clear communications. Did what they said, when they said in a professional manner."</i>

Further comments mentioned by one respondent each included, incorrect information given on phone call, open to suggestions and information not received further to audit.

The 34 respondents who advised they had contact with WFRS over the last 12 months were then asked if they felt safer after their last contact with WFRS. A total of 33 respondents answered this question. No respondents selected that they felt less safe after their last contact, with 42.4% (n=14) respondents who answered this question indicating that they felt much safer further to their contact with WFRS (Figure 6).

Figure 6: responses to "did you feel safe further to contact with WFRS?" percentage of total responses.



4.3 Respondents knowledge and understanding of WFRS

The next section of the survey sought to understand what respondents' perceptions were of the role of WFRS in the community. The first question asked respondents if they believed they had a good working knowledge of WFRS roles and responsibilities. A total of 298 respondents answered this question with responses almost equally split between "Yes" and "No" (Figure 7). When this question was analysed by respondent type, those that were a family member of someone who works for the fire service, had previously worked for the fire service, or currently/previously work for another emergency service were more likely to answer "Yes" (83.3%, n=15) (Figure 8).

Figure 7: responses to “do you believe have a good working knowledge of WFRS roles and responsibilities” percentage of total responses

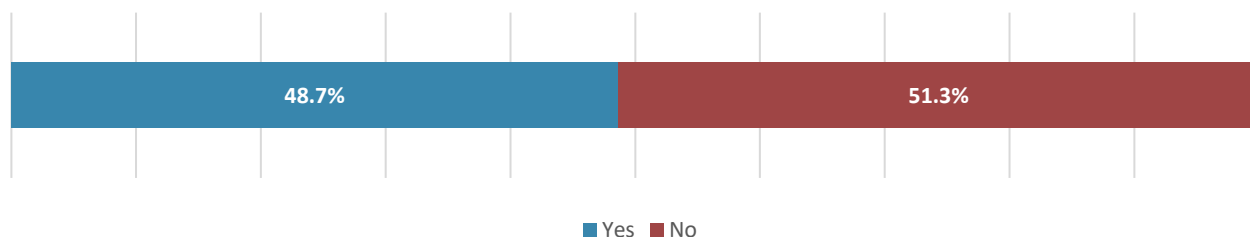
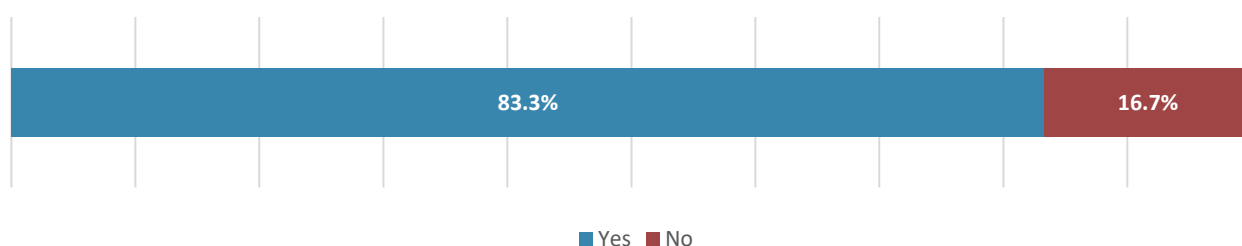


Figure 8: responses to “do you believe have a good working knowledge of WFRS roles and responsibilities” percentage of total responses from those who advised they work/worked or have a family member who work/ worked for WFRS or another fire service/emergency service



The following question asked respondents which activities they were aware that WFRS carried out. Many respondents 99.3% (n=297) advised they were aware that the fire service responded to fires, the least known service was ‘Hospital to Home’ with only 14% (n=42) of respondents indicating that they were aware of this service (Figure 9).

Figure 9: responses to “which services that WFRS provide are you aware of” percentage of total responses



The next question asked respondents if they agreed or disagreed with the following statements:

- WFRS listens to the views of the public when setting out priorities
- WFRS provides good value for money
- WFRS provides an effective service
- WFRS has a good reputation

A total of 298 people responded to this question. Figure 10 shows the responses received. The statement that had the least agreement (either strongly agreed or agree with) was 'WFRS listen to the views of the public when setting priorities'; 49.7% (n=148) of responses to this were neutral or uncertainty.

Figure 10: responses to “do you agree or disagree with these statements” percentage of total responses

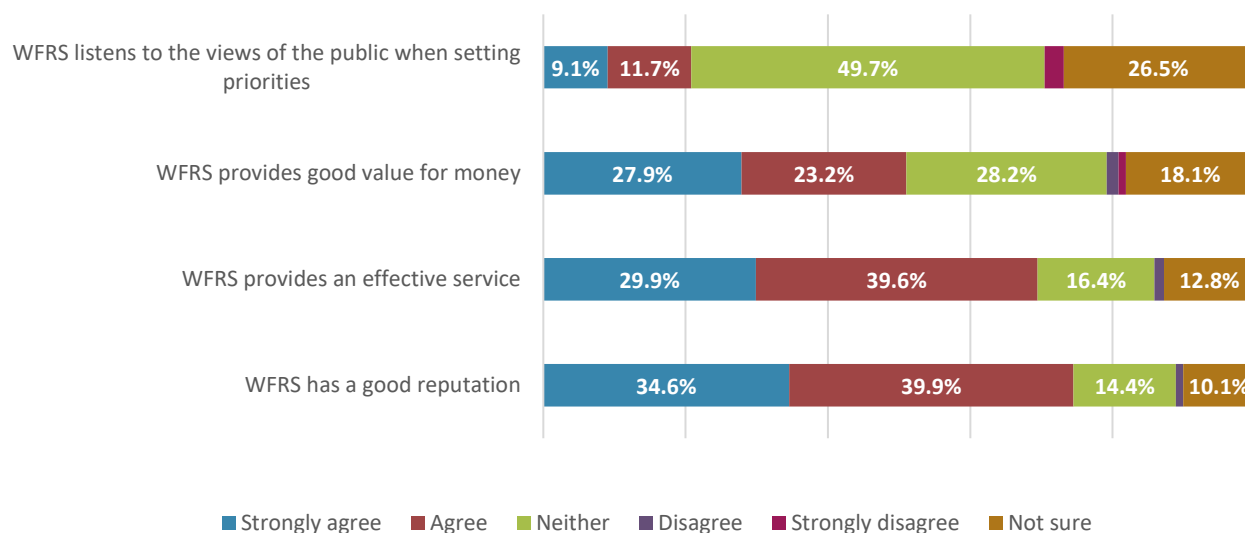
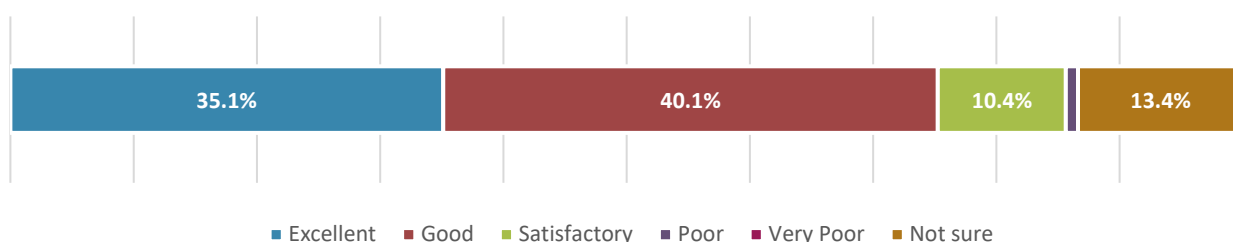


Table 5: responses to “do you agree or disagree with these statements” total responses

	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Not sure
WFRS has a good reputation	103	119	43	3	0	30
WFRS provides an effective service	89	118	49	4	0	38
WFRS provides good value for money	83	69	84	5	3	54
WFRS listens to the views of the public when setting priorities	27	35	148	0	8	79

The final question in this section asked respondents to advise what their overall perception of WFRS was. All 299 respondents answered this question. A total of 75.2% (n=225) indicated their perception was excellent or good with just 1.0% answering poor (Figure 11).

Figure 11: responses to “what is your overall perception of WFRS?” percentage total of responses



Respondents were invited to explain their response to the question about perception; 182 respondents provided a response. Responses were analysed and themed, the main themes are shown in table 6 below.

Table 6: Themes of responses to “why is this your perception of WFRS?”

Theme	Number of responses	Comments
Good - Have heard no negatives	34	<i>“never hear of a poor response by the service”</i> <i>“have limited experience of the service to make a judgement but have not heard negative reports”</i> <i>“I have no reason to think it is not a good service”</i> <i>“have heard no detrimental feedback”</i>
Not sure – have had no contact	27	<i>“have had no contact with the service”</i> <i>“no info or experience to base an opinion on”</i> <i>“no contact with them and have seen no performance indicators to form an opinion”</i>
Excellent - Good response and service	20	<i>“always appear on the scene, rapid response”</i> <i>“they saved my house from burning down, very efficient”</i> <i>“they are simply the best”</i>
Excellent – keep us safe	19	<i>“in awe of how hard they work and the risks they take to keep us safe”</i> <i>“I think they do an amazing job to keep us safe”</i>
Excellent – have heard no negatives	14	<i>“no reason to think otherwise”</i> <i>“not heard of anything to alter this perception”</i>
Good – have heard no negatives	17	<i>“no issues in the public domain”</i> <i>“limited experience but the times I have seen them in action they appear well trained and organised”</i>

		<i>"I have this impression from the reports I read in the local press"</i>
Satisfactory – have little knowledge/ not aware of any issues	17	<i>"very little knowledge of the service"</i> <i>"not generally made aware of the activities and therefore cannot comment"</i> <i>"I've not really had any contact with them"</i> <i>"I am not aware of anything WFRS have failed to do"</i>
Excellent – visible service	6	<i>"very visible at major incidents"</i> <i>"visible in rural local areas"</i>
Good – visible service	4	<i>"visible presence in our towns providing reassurance"</i> <i>"good public perception"</i>
Excellent - Approachable	3	<i>"an approachable and professional service"</i> <i>"professional, helpful and provided clear and understandable advice"</i>
Excellent - professional	3	<i>"professional and technically very good"</i>
Good – despite cuts to the service	3	<i>"this area has had cuts and I sometimes feel vulnerable that the community fire service has been removed"</i>
Satisfactory – lack of firefighters & station closure	3	<i>"I'm not convinced that you have enough fire stations covering the county"</i> <i>"I'm not happy at the closure of community stations"</i>

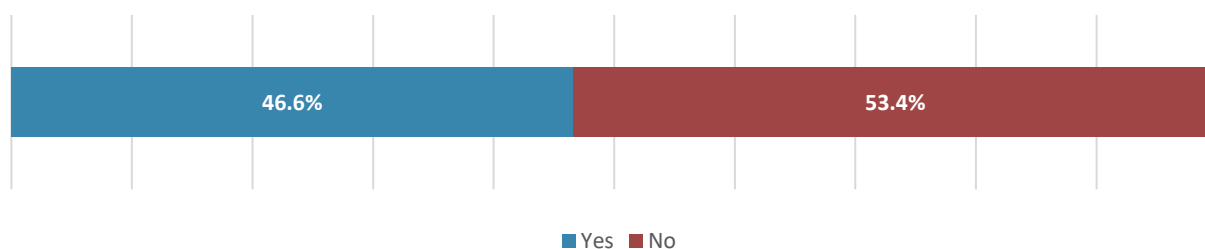
Responses made by only one respondent included, excellent - information from my friend who works for WFRS, good – attended a road traffic accident, good – should not be demanding a pay rise, not sure – fire and ambulance should merge, not sure – only ever seen male firefighters, not sure – is value for money achieved?, poor – negative information from fire union, poor – part time officers, poor – lack of fire safety, satisfactory – need more visibility, satisfactory – negative perception, satisfactory – is value for money achieved?

4.4 Respondents understanding of how WFRS operates

Respondents were then asked a series of questions to explore respondents understanding of how WFRS operates, including the different types of fire stations function and how WFRS are staffed.

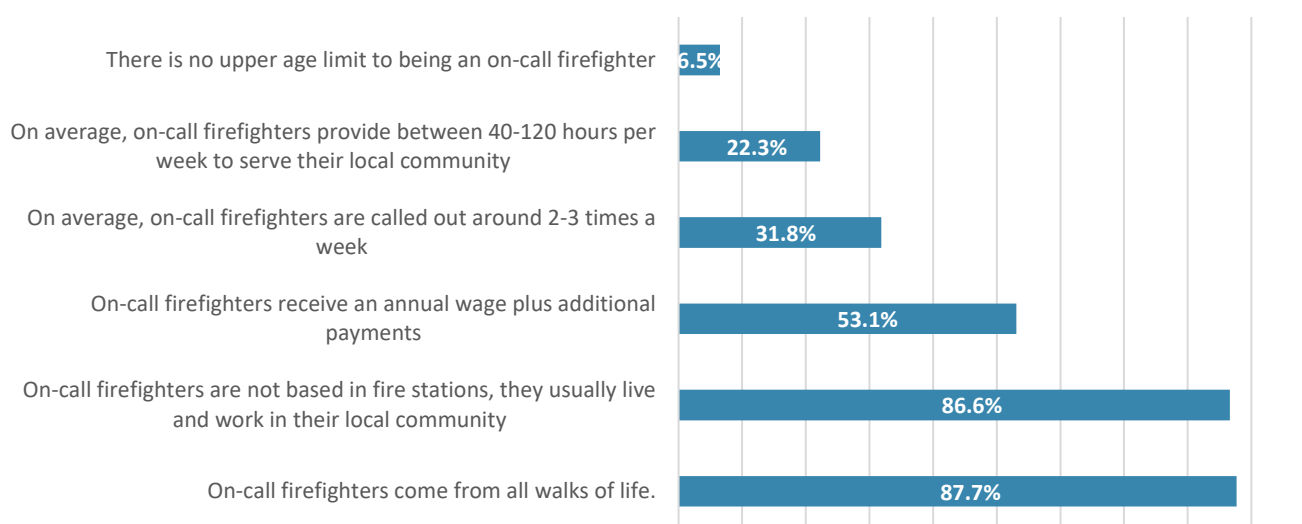
The first question in this section asked respondents if they are aware that WFRS is overseen by a Fire and Rescue Service Authority (Warwickshire County Council). A total of 298 respondents answered this question with just over half of respondents, 53.4% (n=159) advising they were not aware (Figure 12).

Figure 12: responses to “are you aware that WFRS are overseen by a Fire and Rescue Service Authority?” percentage of total responses



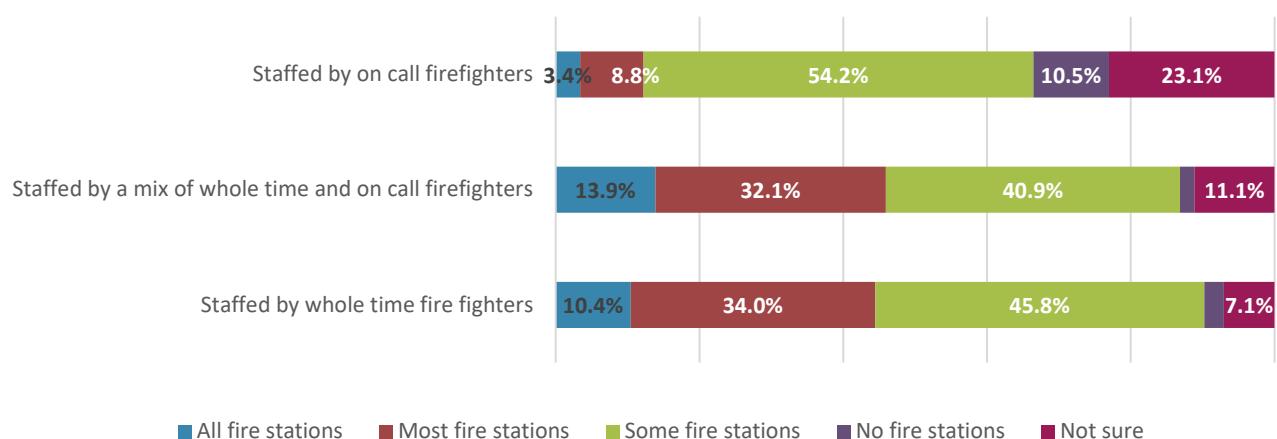
The following question showed respondents statements and asked them to select those they thought applied to on-call firefighters; 292 respondents answered this question (Figure 13). The statement that the majority thought applied was ‘On-call firefighters come from all walks of life’ 87.7% (n=256). Very few respondents (6.5%, n=19) selected ‘There is no upper age limit to being an on-call firefighter’.

Figure 13: Responses to “which statements do you think apply to on-call firefighters” percentage of responses



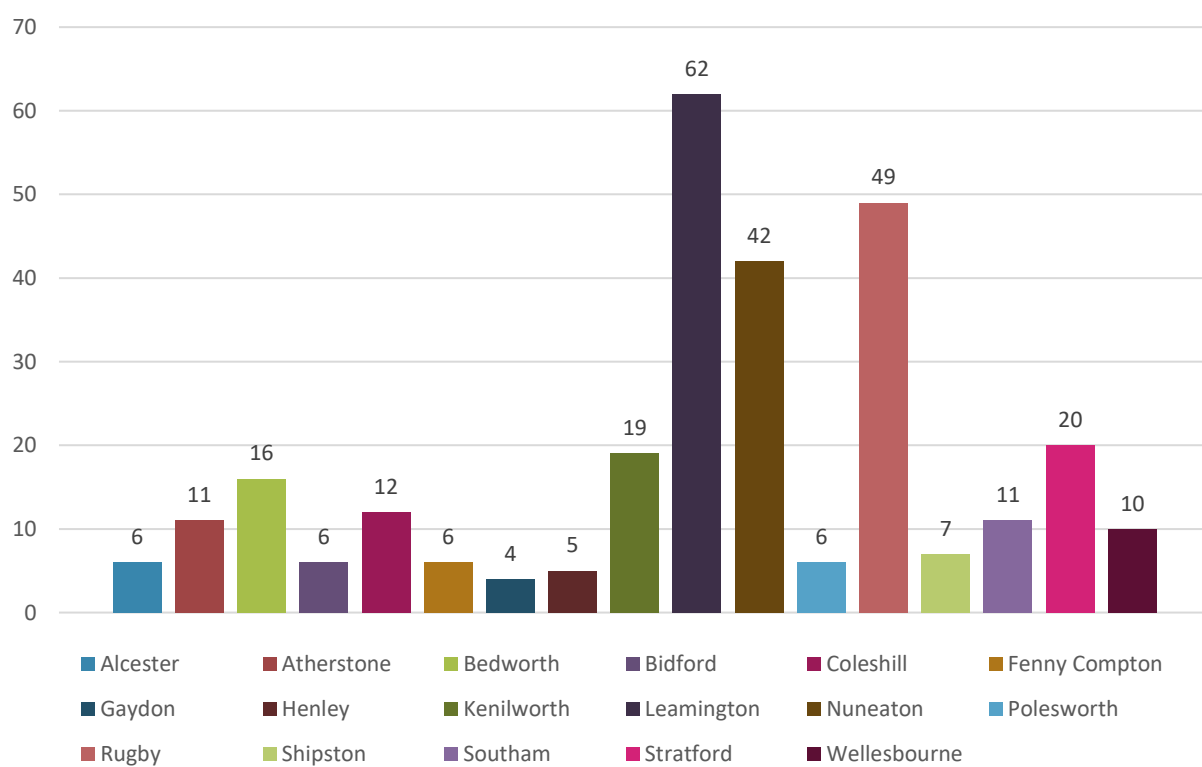
Respondents were next asked to advise how they thought fire stations are staffed. Respondents were given three scenarios and asked the amount of fire stations this applied to. Figure 14 shows that 44.4% (n=132) of respondents thought that either all or most fire stations are staffed by whole time fire-fighters, with a similar percentage (46%, n=136), thinking that either all or most fire stations are staffed by a mix of whole-time firefighters and on-call firefighters. A smaller proportion (12.2%, n=36) thought that that either all or most fire stations are staffed by on-call firefighters from the local community.

Figure 14: Responses to “how do you think fire stations are staffed?” percentage of responses



Respondents were then asked to select their local fire station from a list of fire stations. A total of 292 respondents answered this question (Figure 15).

Figure 15: Responses to “do you know where your local fire station is?” total responses



Respondents were next asked if they thought their local fire station was staffed by whole time firefighters or on call firefighters. A total of 46.8% (n=140) of respondents advised they were not sure.

Figure 16: responses to “how do you think your local fire station is staffed?” percentage of total responses

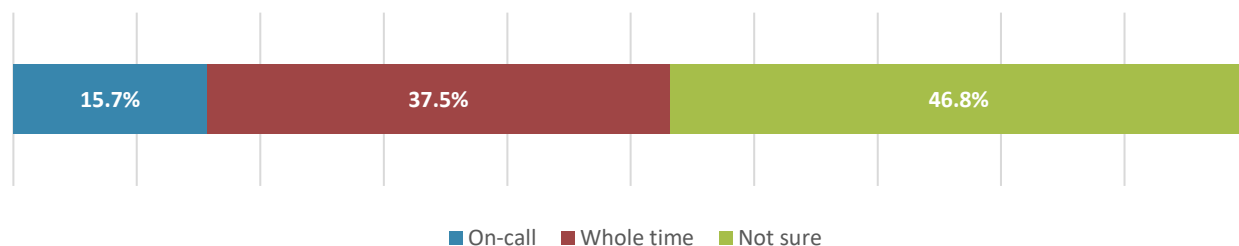
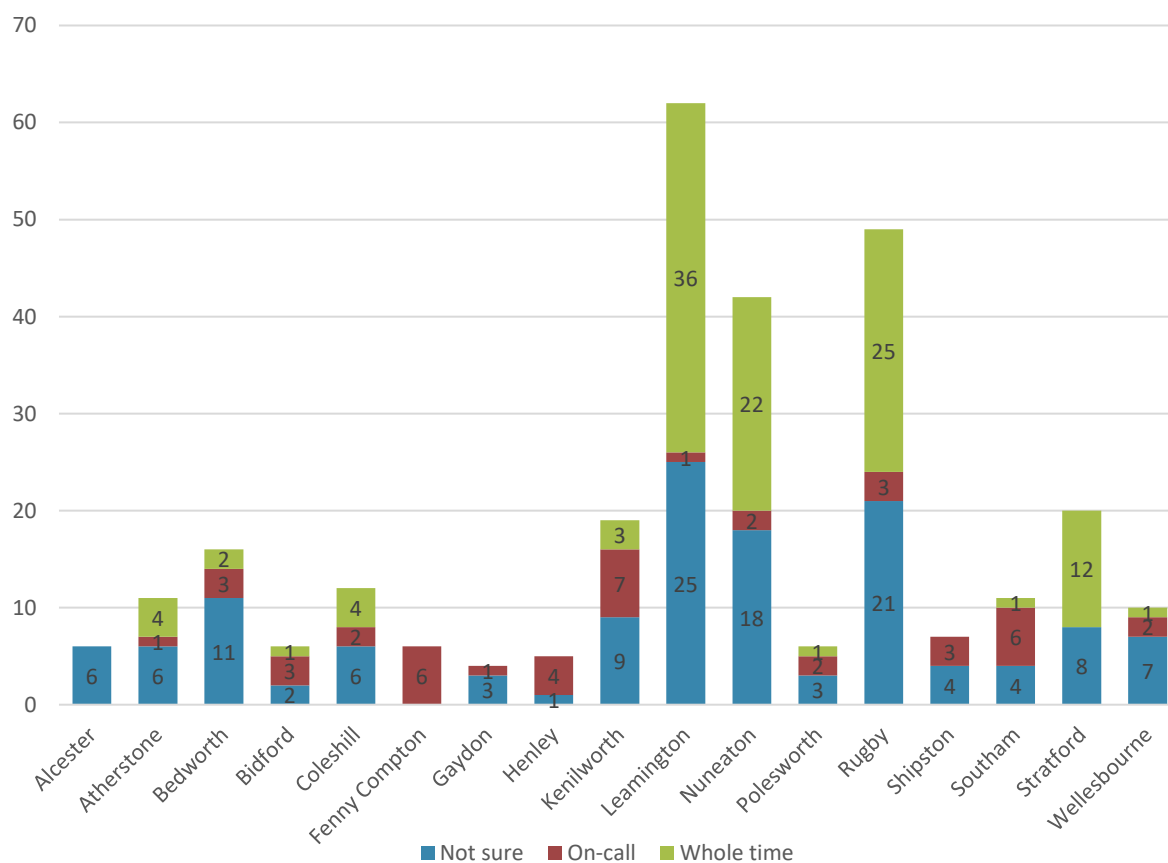


Figure 17 shows the responses to this question for each fire station.

Figure 17: responses to “how do you think your local fire station is staffed” percentage of responses by fire station



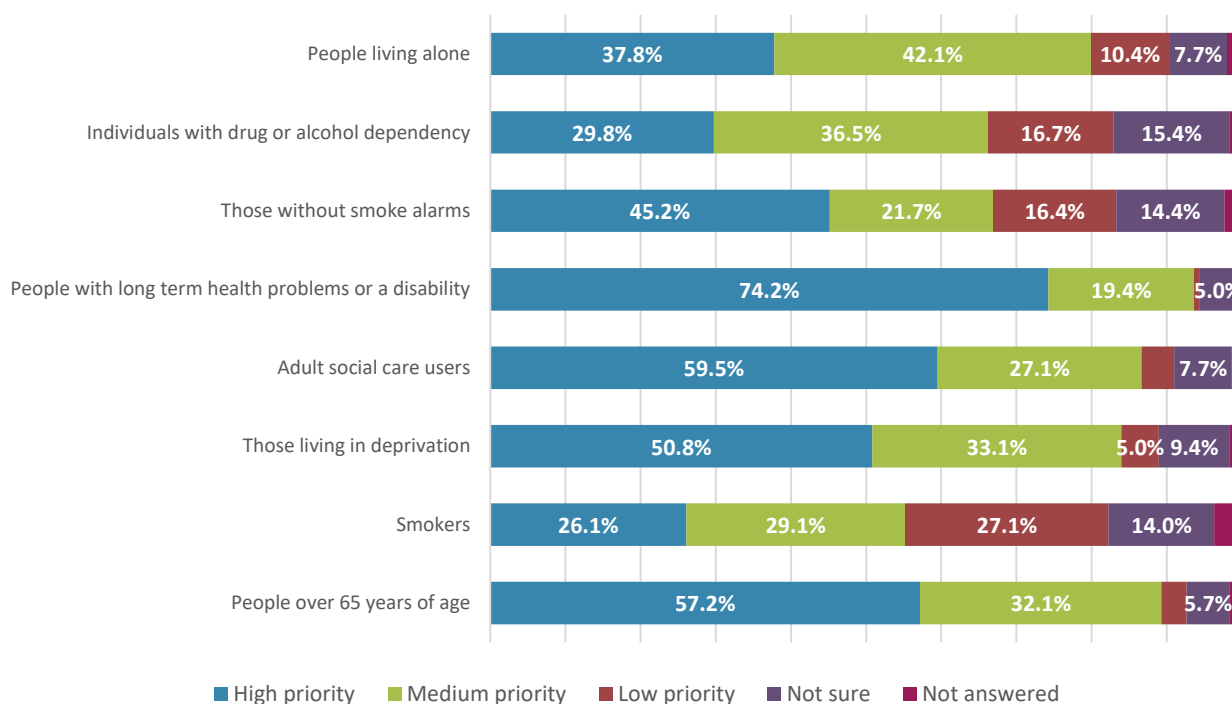
The following information is how fire stations in Warwickshire were staffed at the time of the survey:

- Wholetime stations only- Alcester, Gaydon, Leamington, Rugby, Nuneaton
- On-call only stations: Polesworth, Bedworth, Kenilworth, Henley, Southam, Wellesbourne, Fenny Compton, Bidford, Shipston.
- On-call and wholetime combined stations: Coleshill, Atherstone, Stratford.

4.5 Prevention and protection at WFRS

The next section of the survey asked respondents about vulnerable groups and their knowledge of the statutory duty WFRS has to promote fire safety. The first question of this section asked respondents to select which vulnerable groups from a list provided should be prioritised for fire safety and prevention services. A total of 74.2% (n=222) respondents thought that people with long term health problems or a disability (Figure 18) were a high priority. The group most selected as low priority to be prioritised for fire safety and prevention services were smokers (27.1%, n= 81).

Figure 18: responses to “which vulnerable groups do you think should be prioritised?” percentage of responses



Respondents were also asked to provide details of any other groups they thought to be vulnerable and should be prioritised. Responses have been analysed and are summarised in Table 6.

Table 6: Themes for “other responses” to which vulnerable groups should be prioritised?

Theme	Number of responses
Homes with young children	11
Everyone be a high priority	9
Multiple occupancy properties/flats	7
Single parents	4
Those with Alzheimer’s	3
School buildings	3
Those with disabilities	3
Over 75	2
Over 80	2
Those most at risk	2

Responses given by just one respondent included, care homes, community venues, ethnic minorities, hoarders, homeless and squatters, those with poor mental health, new parents, nurseries, people living above a business premises, pregnant, refugees, short term health concerns, students, those with a language barrier, workplaces, young carers, and young homeowners.

4.6 Careers and recruitment with WFRS

Respondents were presented with a few career pathways and roles available with WFRS and were asked to select those they were aware of. There were 280 responses to the question; 93.9% (n=263) respondents were aware of wholetime firefighter roles.

Figure 19: responses to “which career pathways are you aware of at WFRS?” percentage of responses

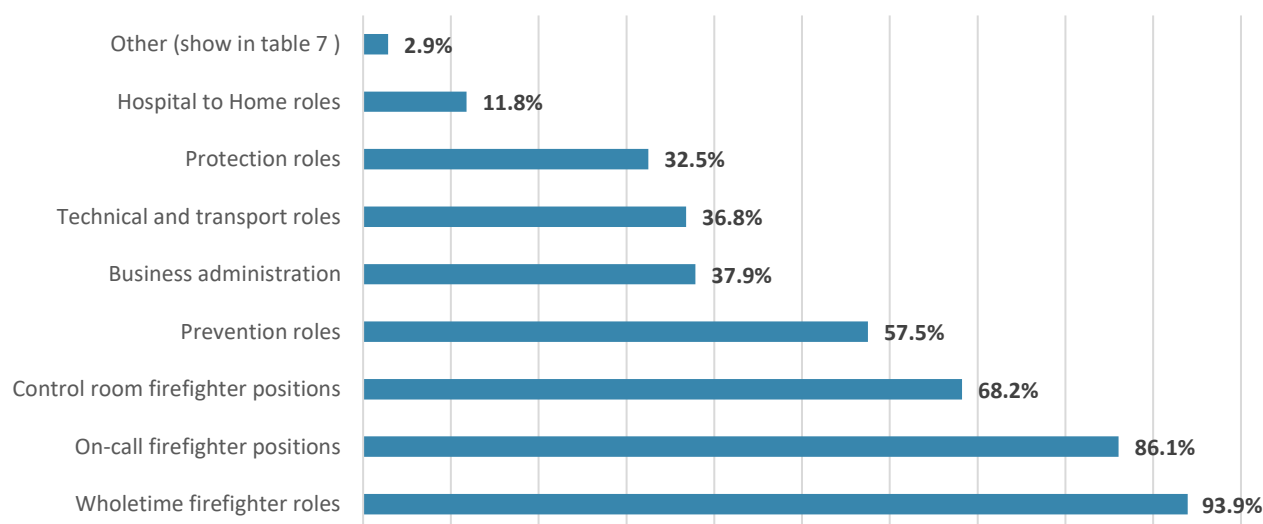


Table 7 below shows responses received to other, when respondents were asked about their knowledge of the available roles at WFRS.

Table 7: Themes of other responses to “which career pathways are you aware of at WFRS?”

Theme/ description	Number of responses
Not aware of any roles	9
Education and engagement roles	4
Incident management – floods, bomb disposal, chemicals etc	3
Support services – HR, finance, admin	2

Other comments suggested that the fire service shouldn’t be providing Hospital to Home or supporting the NHS for example with COVID-19 activities; mentioned the value of good careers advice for young people at the right time in their education to inform them so that they can study for the most useful exams if they feel they want to be a firefighter and promoting the Fire and service as a career for women too.

Respondents were next asked what they thought would help make WFRS more inclusive in terms of ethnicity, gender, disabilities, sexual orientation, and religious beliefs. Several statements were presented, and respondents were asked to select the five most important. Overall, 76.3% (n=228) respondents selected promotion of the different roles available in WFRS as one of the five most important statements (Figure 20).

Figure 20: responses to “what do you think would make WFRS more inclusive in terms of ethnicity, gender, disabilities, sexual orientation and religious beliefs?”

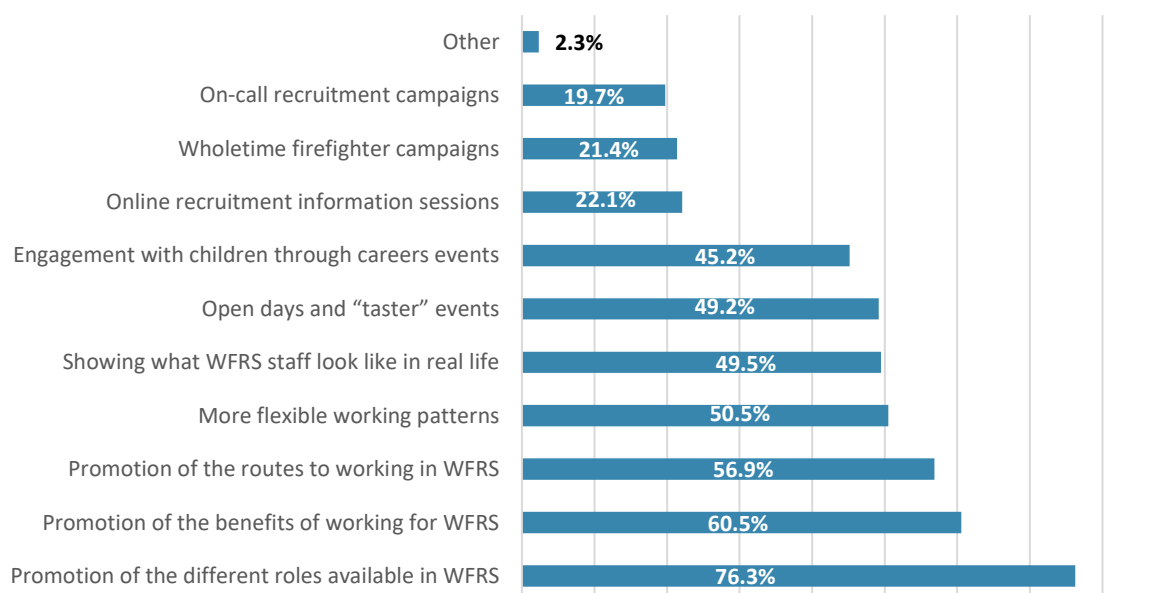


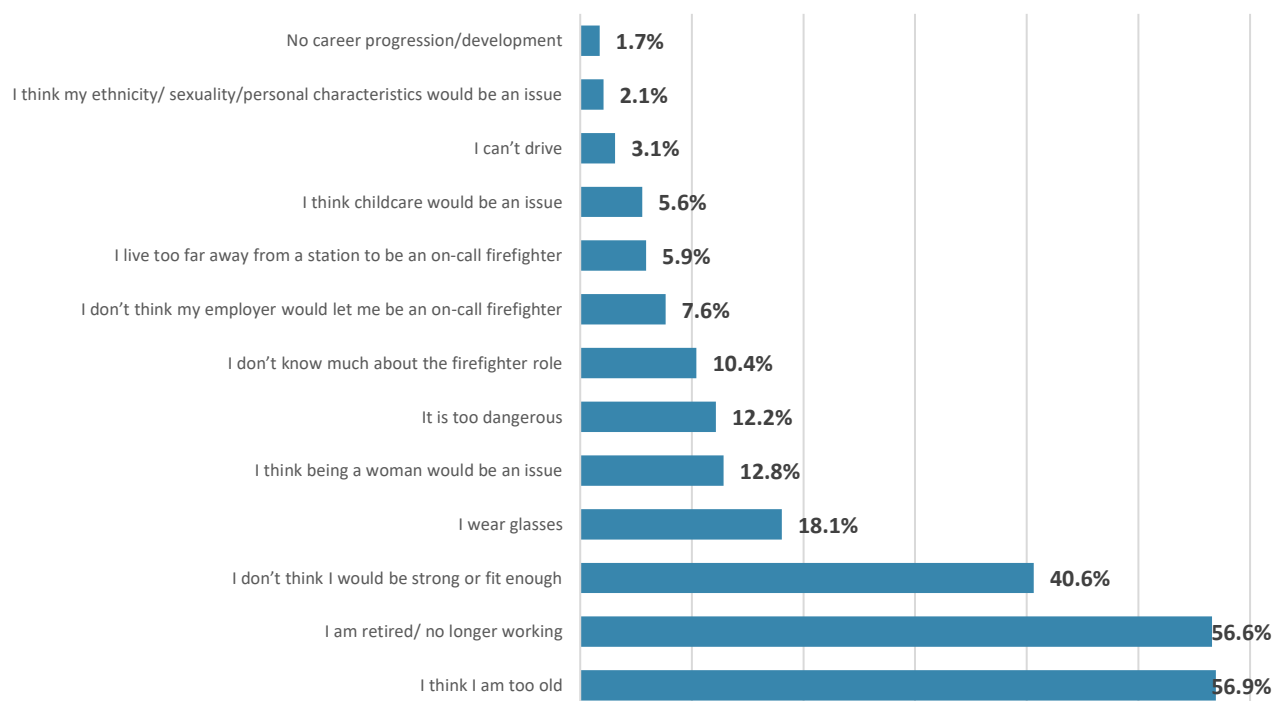
Table 8: Themes of other responses to “what do you think would make WFRS more inclusive in terms of ethnicity, gender, disabilities, sexual orientation and religious beliefs?”

Theme/ description	Number of responses
Those with a passion for the career	5
Young firefighters	3
Tell everyone about the range of vacancies	4
Hold ethnically diverse events	2
Improve the culture	2

Respondents receive by one person included, cadets, pay a better salary, promotional opportunities, use LinkedIn, and use local groups.

The next question asked if respondents had ever considered working for WFRS. Of the 295 respondents answering this question, 94.2% (n=278) advised they had not ever considered working for WFRS. Respondents were then asked to indicate if any of the factors listed would put them off becoming a firefighter or an on-call firefighter; respondents were asked to select all options that applied to them. A total of 285 respondents answered the question; 56.9% (n=164) selected they thought they were too old and 56.6% (n=163) selected that they were retired/ no longer working (Figure 21).

Figure 21: responses to “please advise why you have not considered working for WFRS?” percentage response



A total of 18 respondents commented further and provided other reasons why they had not considered working for WFRS. These responses are shown in table 9 below.

Table 9: Themes of other responses to “please advise why you have not considered working for WFRS?”

Theme/ description	Number of responses
Disabilities	4
Medical reasons	2
Not enough rewards	2
Not interested	2

Responses received by just one respondent included: did not think of it as a career choice, height, fitness, negative media stories, no progression, stressful, live too far away, would not like the working hours, and lack of support and training.

4.8 Finding out more about WFRS

This section asked respondents how it would be best to communicate with residents about WFRS and how WFRS operates. Respondents were asked how they had received information about WFRS in the past 12 months. The most common response selected (n=167, 55.8%) was that respondents had not received any information about WFRS in the last 12 months (Figure 22). Other ways information had been received are listed in Table 10.

Figure 22: number of responses to “how have you received information from WFRS in the last 12 months?”

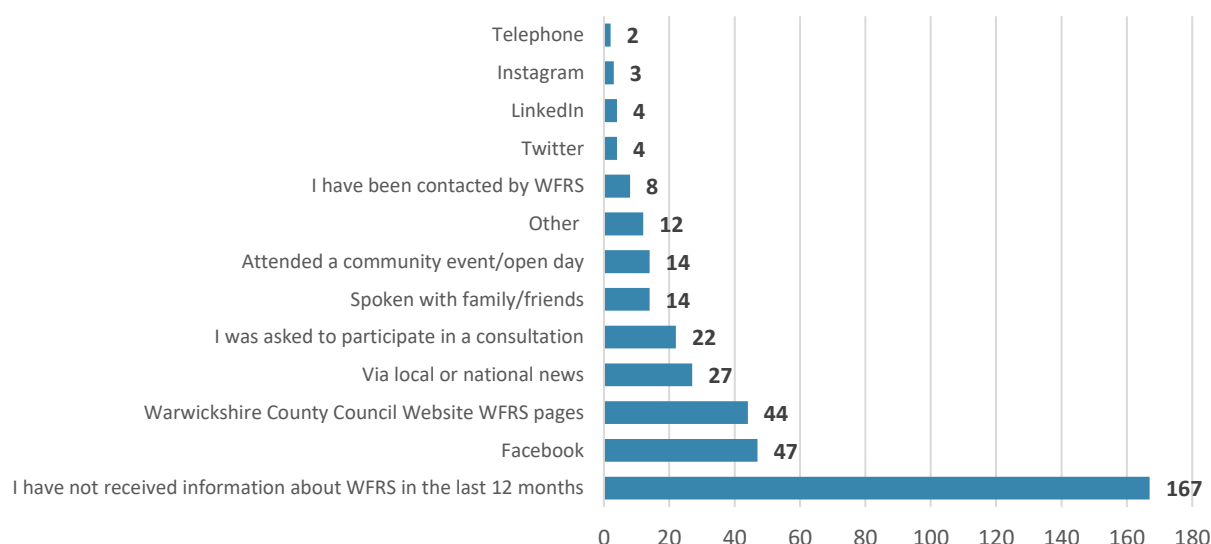


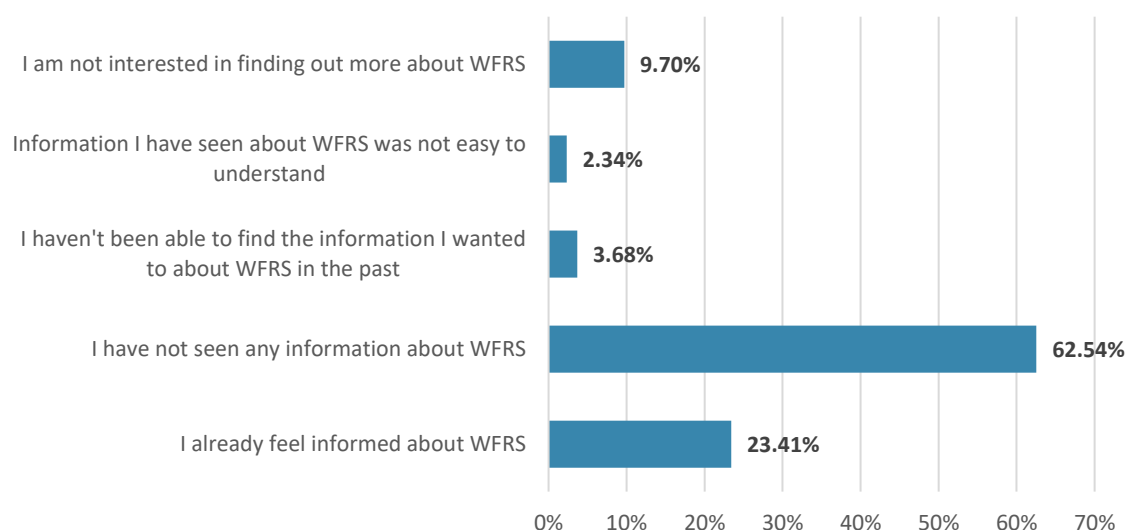
Table 10: themes of other responses to “how have you received information from WFRS in the last 12 months?”

Theme/ description	Number of responses
Local email list	4
Local publication	3
Attended a group where WFRS were present	2
Nextdoor app	2
Safe and well	2
Social media	2
Information through work	2

Responses received by just one respondent included, information displayed on fire engines, LEAP charity and newspaper.

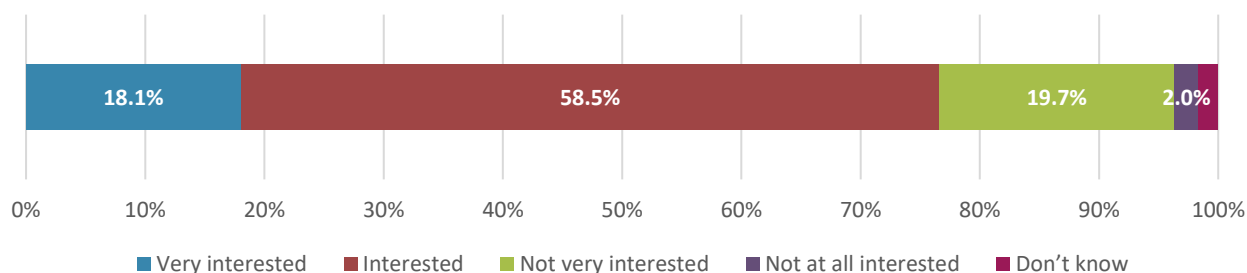
Respondents were next asked to select the statements that applied to them with regards to feeling informed about WFRS. Almost two-thirds of respondents (62.5%, n=187) indicated they had not seen any information about WFRS (Figure 23).

Figure 23: responses to statements about information from WFRS, percentage total response



Respondents were asked “How interested are you in knowing what WFRS is doing in your local area?”. A total of 76.6% (n=229) respondents advised they would be very interested or interested (Figure 24).

Figure 24: responses to “How interested are you in knowing what WFRS is doing in your local area?” percentage total responses



Respondents were next asked what they would be interested to hear about from WFRS and to select all options that applied to them (Figure 25). The area most selected (62.5%, n=187) was ‘Keeping my property safe from fire’.

Figure 25: responses to “what would you be interested to hear about from WFRS?” percentage response

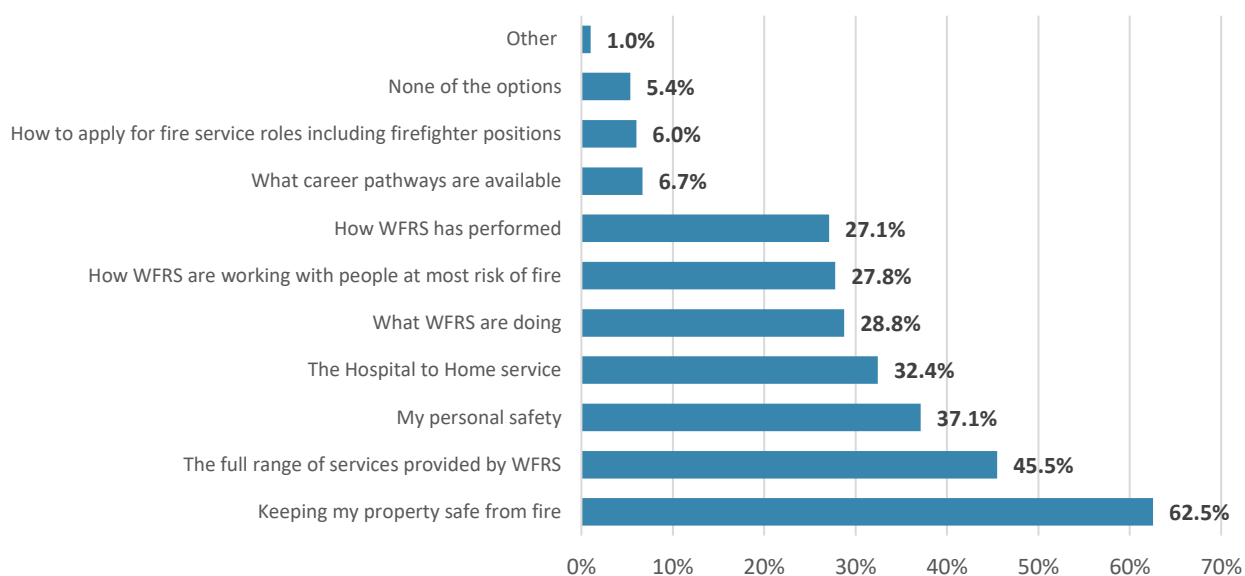


Table 10: Themes of other responses to “what would you be interested to hear about from WFRS?”

Theme/ description	Number of responses
Education in schools	2
Fire prevention	2

Responses received by one respondent included, what actions are being taken on sexism in the fire service; reductions in service; what are high risk factors; how leading technology is being used; more about local fire station; PAT testing information; how to respond to severe weather and climates; risk to stations; safety for female workers; safety tips; smoking bans in multiple occupancy buildings; volunteering roles; and how WFRS work with other emergency services.

Respondents were then asked how they would like to be informed by WFRS. A total of 288 respondents answered this question, they were able to select all options that applied. Figure 26 shows that 35.1% (n=101) of respondents indicated that they would like to be informed by visiting Warwickshire County Council’s website and 34.7% (n=100) advised they would like to be informed by receiving electronic newsletters.

Figure 26: responses to “how would you like to be informed by WFRS?” percentage response

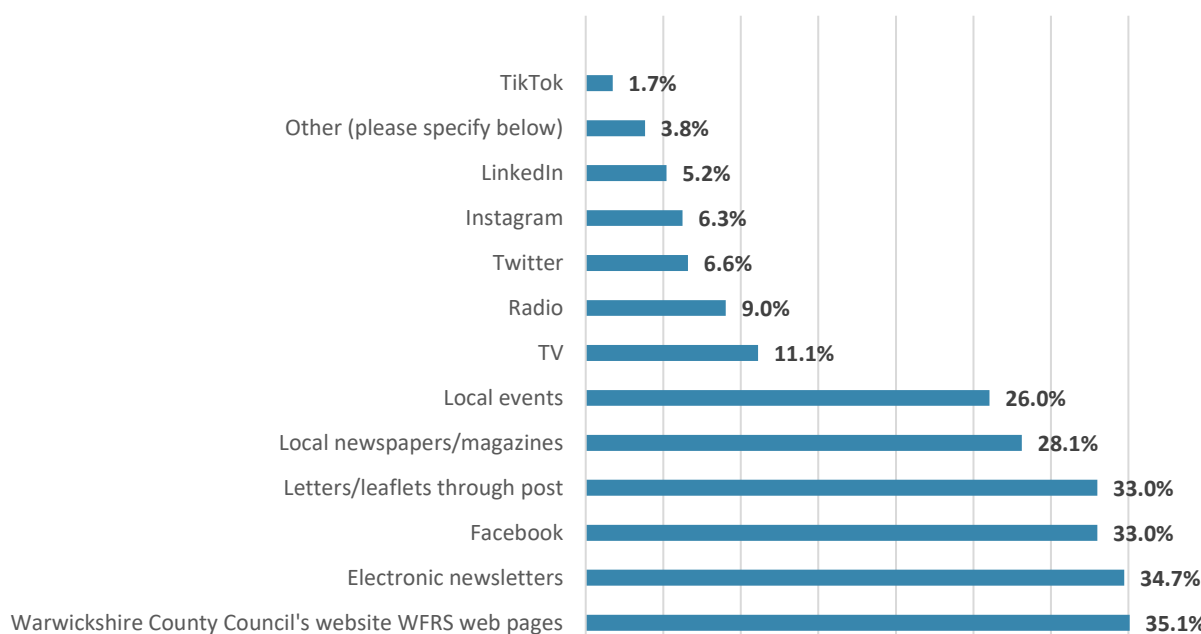


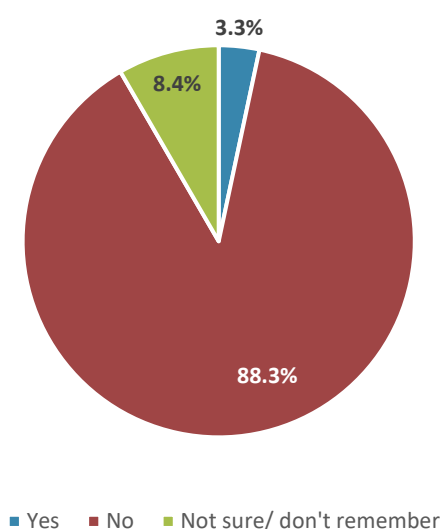
Table 11: Themes of other responses to “how would you like to be informed by WFRS?”

Theme/ description	Number of responses
Emails	13
Face to face meetings	4
Local council newsletters	2

Responses received by one person included, TV broadcasts, effective media, information in council tax letter, letter, meet and greets, texts, WhatsApp, and Mastodon.

The final question of the survey asked respondents if they had been asked for their views and opinions on WFRS in the last 12 months. All 299 respondents answered this question. A total of 88.3% (n=264) respondents advised they had not been asked for their views and opinions as shown in figure 27.

Figure 27: responses to “have you been asked for your views and opinions on WFRS in the past 12 months?” percentage total response



Appendix 1 – WFRS Survey

Copy of survey (the text and space available to comment was much larger on the survey but for the purpose of this report has been reduced):

Overview

In this survey we are asking for your views on **Warwickshire Fire and Rescue Service (WFRS)**.

WFRS would like to understand more about your views of the Service in Warwickshire to inform their future communications and engagement work.

The fire and rescue service has changed dramatically in recent years including the types of incidents attended, the uniform worn, the equipment used and the way the service employs firefighters. We would like to learn whether residents are aware of these changes.

In addition, while firefighting has traditionally been at the forefront of our work, the role of a modern fire and rescue service has increased to cover the core functions of 'preventing', 'protecting', and 'responding'. WFRS is now heavily involved in community engagement activities, and as the service's focus is on how we can prevent accidents and emergencies happening in the first place, we want to explore the understanding of Warwickshire residents on the contemporary role of a firefighter, and the skills and capabilities of the fire and rescue service itself.

All those completing the survey will be entered into a prize draw to win a £50 Love to Shop voucher.

The survey should take around 15 minutes to complete.

Why your views matter

This survey will help us to find out your perceptions of the fire service. It would be great to hear from all panel members to ensure we have a representative overview.

1. Which statement best describes you? (Please select one)
 - ☐ Currently work/ have previously worked for WFRS/ or another fire service
 - ☐ Currently work/ have previously worked for another emergency service
 - ☐ A family member of someone who works for or has previously worked for WFRS/ or another fire service
 - ☐ None of the above
2. On how many occasions in the last 12 months have you had contact with WFRS?
 - ☐ No contact
 - ☐ One occasion
 - ☐ 2 or 3 occasions
 - ☐ 4 or 5 occasions
 - ☐ More than 5 occasions
 - ☐ Don't know/ can't remember
3. If so, what was your reason for contact? (Please select all options that apply)
 - ☐ Reporting a fire incident
 - ☐ Reporting a non-fire incident

- ☐ As a witness to a fire incident
- ☐ As a witness to a non-fire incident
- ☐ Attended a community event/ open day
- ☐ As part of a safe and well check
- ☐ As part of a fire safety audit/ inspection
- ☐ As part of hospital to home service
- ☐ Applying or enquiring about a career/ job vacancy
- ☐ I have not had any contact with WFRS
- ☐ Can't remember

Other: _____

4. Thinking back to the last occasion when you had contact with WFRS overall how satisfied or dissatisfied were you with the service you received?
- ☐ Very satisfied
 - ☐ Satisfied
 - ☐ Neither satisfied nor dissatisfied
 - ☐ Dissatisfied
 - ☐ Very dissatisfied
 - ☐ I don't know

5. Did you feel safer after your last contact with WFRS?
- ☐ Yes, I felt much safer
 - ☐ Yes, I felt a little safer
 - ☐ It made no difference
 - ☐ No, I felt less safe
 - ☐ Not applicable

6. WFRS fulfil a wide range of roles and services to keep our community safe, please indicate those you are aware of

	Aware	Some awareness	Not aware
Responding to fires			
Rescuing people from road traffic collisions			
Responding to emergencies such as flooding and terrorist incidents			
Preventing fires and promoting fire safety			
Ensuring those responsible for public and commercial buildings comply with fire safety regulations			
Obtaining information from landlords/ buildings owners to improve response if a fire or other emergency occurs in the building			
Working with other organisations i.e., police or ambulance service			
Hospital to home service			

7. Please indicate if you agree or disagree with the following statements:

	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Not sure
WFRS have a good reputation						
WFRS provide an effective service						

WFRS provide good value for money						
WFRS listens to the views of the public when setting priorities						

8. Thinking about our on-call firefighters, please advise which of the following statements that you are aware of (select all that apply):

- ☐ On call firefighters are not based in fire stations, they usually live and work in their local community
- ☐ On call firefighters receive an annual wage plus additional payment
- ☐ On average on call firefighters provide between 40-10 hours per week to serve their local community
- ☐ On call firefighters come from all walks of life
- ☐ There is no upper age limit
- ☐ On average on all firefighters are called out about 2/3 times a week

9. We are keen to understand how people believe fire stations are operated:

	All fire stations	Most fire stations	Some fire stations	No fire stations	Not sure
Staffed by whole time firefighters					
Staffed by a mix of whole-time firefighters and on call firefighters from the local community					
Staffed by on call firefighters from the local community					

10. WFRS is overseen by a fire and rescue service authority that is responsible for how the service operates, were you aware of this?

- ☐ Yes
- ☐ No

11. The fire and rescue services act (2004) created a statutory duty on WFRS to promote fire safety, placing the prevention of fires as the heart of their activity. Which groups do you think should be our priority for our fire safety and prevention services?

	High priority	Medium priority	Low priority	Not sure
People over 65 years of age				
People living alone				
Smokers				
Those living in deprivation				
Adult social care users				
People with long term health problems or a disability				
Those without smoke alarms				
Individuals with drug or alcohol dependency				

Is there another group we should consider?

12. WFRS have several career pathways and roles, which of these were you aware of? (Select all that apply)

- ☐ Wholetime firefighter roles
- ☐ On call firefighter positions
- ☐ Prevention roles
- ☐ Protection roles
- ☐ Control room firefighter positions
- ☐ Technical and transport roles
- ☐ Business administration
- ☐ Hospital to home roles

13. What do you think would help to make WFRS more inclusive in terms of ethnicity, gender, disabilities sexual orientation and religious beliefs? (Please select the five most important)

	Option 1	Option 2	Option 3	Option 4	Option 5
Promotion of the different roles available in WFRS					
Promotion of the benefits of working in WFRS					
Promotion of the routes to working in WFRS					
More flexible working patterns					
Showing what WFRS staff look like in real life					
Engagement with children through careers events					
Open days and taster events					
Online recruitment information sessions					
Wholetime firefighter campaigns					
On call recruitment campaigns					
Other (please specify):					

14. Have you ever considered working for WFRS?

- ☐ Yes
- ☐ No

15. Would any of the below factors put you off becoming a firefighter or an on-call firefighter? (Select all that apply)

- ☐ I think I am too old
- ☐ It is too dangerous
- ☐ No career progression/ development
- ☐ I don't think I would be strong or fit enough
- ☐ I think being a woman would be an issue
- ☐ I think my ethnicity, sexuality or other personal characteristic would be an issue
- ☐ I can't drive
- ☐ I wear glasses
- ☐ I think childcare would be an issue
- ☐ I don't know much about the firefighter role
- ☐ I live too far away from an on-call station to be an on-call firefighter
- ☐ I don't think my employer would let me be an on-call firefighter

16. In which of the following ways have you received information about WFRS in the last 12 months?

(Select all that apply)

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ TikTok
- ☐ YouTube
- ☐ LinkedIn
- ☐ WFRS website
- ☐ Spoken with family and friends
- ☐ I have been contacted by WFRS
- ☐ Attended a community event/ open day
- ☐ Participated in a consultation
- ☐ Via local or national news
- ☐ Telephone
- ☐ I have not received information about WFRS in the last 12 months
- ☐ Other: _____

17. WFRS would like residents in Warwickshire to feel informed about what they do. Please advise which of the following statements are correct for you? (Select all that apply)

- ☐ I feel informed about WFRS
- ☐ I am not interested in finding out more
- ☐ I have not seen any information about WFRS
- ☐ I couldn't find the information I wanted to
- ☐ Information I have seen about WFRS was not easy to understand
- ☐ Other: _____

18. How interested are you in knowing what WRS is doing in your area?

- ☐ Very interested
- ☐ Interested
- ☐ Not very interested
- ☐ Not at all interested
- ☐ Don't know

19. What areas are you most interested in hearing about?

- ☐ My personal safety
- ☐ Keeping my property safe from fire
- ☐ What WFRS are doing
- ☐ The full range of service provided by WFRS
- ☐ How WFRS are working with people at risk of fire
- ☐ How WFRS has performed
- ☐ What career pathways are available
- ☐ How to apply for fire service roles including firefighter positions
- ☐ Hospital to home service
- ☐ None of these
- ☐ Other: _____

20. How would you like to be informed about WFRS? (Select all that apply)

- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn
- ☐ Twitter
- ☐ TikTok
- ☐ Electronic newsletters
- ☐ TV
- ☐ Radio
- ☐ Local events
- ☐ Letters/ leaflets through the post
- ☐ Local newspaper/ magazines
- ☐ WFRS website
- ☐ Other: _____
