



Essex Police, Fire and Crime Commissioner Fire and Rescue Authority

Decision Report

Report reference number: 009 - 23

Government security classification: Not protectively marked

Title of report: Phase Two Public Perception Survey

Area of county / stakeholders affected: Countywide

Report by: Emily Cheyne (Assistant Director – Communications, Marketing and Brand)

Date of report: 20/03/2023

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1. Purpose of the report

The purpose of this report is to gain the Police, Fire and Crime Commissioner's (PFCC's) approval for the progression of phase two of the public perception survey and the work entailed by the Essex County Fire and Rescue Service (ECFRS).

2. Recommendations

That the Police, Fire and Crime Commissioner approves progression of the perception survey work detailed in Appendix A, along with the shared costs identified.

3. Benefits of the proposal

Public perception surveys enable valuable insight into communities and are a valuable tool in measuring public and stakeholder views. Currently any interaction with, and measurement of, public perception is managed by the in-house team however this is prohibitive in reach without additional resource. By utilising a third-party supplier, the opportunity to reach more widely, and more specifically the hard-to-reach communities, can be realised.

The output from this work will be more widely used throughout the Service and can be utilised strategically across all directorates.

4. Background and proposal

To date ECFRS has conducted an external communications survey and has data from HMICFRS public perception surveys. This feedback and audience-led insight has helped to shape the communication plan and strategies.

In May 2022, SLT agreed to a two-phase perception survey approach. Phase one involved designing, developing, and delivering a marketing and communication campaign, improving the knowledge of our public and partners as to what the role of a modern fire and rescue service is (#WeAreEssexFire).

Following on from that work, the desire remains to enter the second phase of the survey process and identify and realise the additional benefits and value of reaching a wider audience to obtain insights and experiences. This includes community members that traditionally have not been accessing the services offered.

5. Alternative options considered and rejected

A variety of options was considered, and these are detailed in Appendix A.

The preferred option enables the best and most productive outcome balanced against resources and value for money.

6. Strategic priorities

The proposal supports all the Fire and Rescue Plan priorities and will seek to support and inform the consultation on the next Fire and Rescue Plan.

7. Operational implications

The progression of this work has no immediate direct operational implications however the output will be utilised in the development of the Community Risk Management Plan (CRMP) and will therefore have potential to impact operationally, or on operational decisions, in the future.

8. Financial implications

As detailed in Appendix A, the expected costs of the contract will be in the region of £170,000 with the total cost being split equally between the PFCC and ECFRS.

9. Legal implications

The ECFRS Procurement team will manage and advise in relation to any contractual arrangements that need to be put in place to ensure legal compliance.

10. Staffing implications

This decision has no direct staffing implications as the work is to be undertaken by a third party. Management of the contract and oversight of the work and outputs will be managed by the current staffing team.

11. Equality and Diversity implications

This decision is not anticipated to have an impact on people with any of the following protected characteristics as defined within the Equality Act 2010:

Race	N	Religion or belief	N
Sex	N	Gender reassignment	N
Age	N	Pregnancy & maternity	N
Disability	N	Marriage and Civil Partnership	N
Sexual orientation	N		

The proposal seeks to gain the views of Essex’s public and partners. People with protected characteristics will not be disadvantaged in this process as the external survey provider will engage a representative sample of the public of Essex. A representative sample includes but is not limited to:

- Clear demographic and geographic representation of the landscape of Essex.
- Traditionally less heard groups such as ethnic minorities and those with physical, learning, and sensory disabilities.

The Core Code of Ethics Fire Standard has been fully considered and incorporated into the proposals outlined in this paper.

12. Risks

This work will enable the service to understand better the communities that it supports and will enhance access to the hard-to-reach elements of those communities. Without this work, there is a risk that ECFRS will not be able to reach and understand those communities and therefore miss opportunities to work with them to mitigate risks via its prevention and protection activities.

13. Governance Boards

This report has been processed via the due governance process of:

- Service Leadership Team - December 2022 and January 2023
- Strategic Board - March 2023

14. Background papers

Appendix A - Phase Two Public and Partner Perception Study

Decision Process: 09-23

Step 1A - Chief Fire Officer Comments

(The Chief Fire Officer is asked in their capacity as the Head of Paid Service to comment on the proposal.)

I support the recommendation.



Sign:

Date: ...16/03/2023

Step 1B – Consultation with representative bodies

(The Chief Fire Officer is to set out the consultation that has been undertaken with the representative bodies)

There is no requirement to consult with the Rep bodies

Step 2 - Statutory Officer Review

The report will be reviewed by the Essex Police, Fire and Crime Commissioner Fire and Rescue Authority's ("the Commissioner's") Monitoring Officer and Chief Finance Officer prior to review and sign off by the Commissioner or their Deputy.

Monitoring Officer

Sign:



Print: P. Brent-Isherwood

Date: 6 April 2023

Chief Finance Officer

Sign: ...

Print: Neil Cross

Date: 16/03/2023



Step 3 - Publication

Is the report for publication? YES

If 'NO', please give reasons for non-publication *(Where relevant, cite the security classification of the document(s). State 'none' if applicable)*

None

If the report is not for publication, the Monitoring Officer will decide if and how the public can be informed of the decision.

Step 4 - Redaction

If the report is for publication, is redaction required:

- | | | |
|----------|--------------------------|-----------|
| 1 | Of Decision Sheet | NO |
| 2 | Of Appendix | NO |

If 'YES', please provide details of required redaction:

N/A

Date redaction carried out:

If redaction is required, the Chief Finance Officer or the Monitoring Officer are to sign off that redaction has been completed.

Sign:

Print:

Date signed:

Step 5 - Decision by the Police, Fire and Crime Commissioner or Deputy Police, Fire and Crime Commissioner

I agree the recommendations to this report:



Sign: (PFCC)

Print: ROGER HIRST

Date signed: 19th April 2023

I do not agree the recommendations to this report because:

.....
.....

Sign: (PFCC / DPFCC)