



# Staffordshire Fire and Rescue Service

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FOI reference 083/17

Date Received 07/08/17

## Request:

Under freedom of information I would like to request data in relation to the most recent wholetime Firefighter recruitment.

Can you please provide me with information on the following;

- the total number of completed online applications received.
- the male to female ratio of successful applications.
- The number of black, Asian ethnic minority applications.
- The number of black asian ethnic minority individuals and at what stage they achieved.
- The number of appointed applicants, there gender, ethnicity and religion.
- Data on how many operational Firefighters holding a A-C qualification in English and Mathematics as required as part of a entry requirement.
- how the current workforce reflects the community it serves .
- The outcome of positive action and outreach work in relation to who the service has recruited.
- What the service is doing to support applicants from under represented groups

## Response:

- the total number of completed online applications received - 1356
- the male to female ratio of successful applications. Is this after the first stage or actually appointed? If it's the former, then 18.9% of the applicants successful after the first sift were female and 81% were male. Actually appointed 12.5% were female and 87.5% were male.
- The number of black, Asian ethnic minority applications - 70
- The number of black asian ethnic minority individuals and at what stage they achieved – 4 were successful after the first stage, 3 were successful after the JRTs, 2 were successful after the assessment centre, 1 successful after the fitness test (but back coursed subject to passing the fitness and medical for the next course) and 1 was appointed.
- The number of appointed applicants, there gender, ethnicity and religion - 16 applicants appointed. 2 females, 14 males. All have declared white/European ethnicity. 9 Christians, 1 buddhist and 6 have none declared.
- Data on how many operational Firefighters holding a A-C qualification in English and Mathematics as required as part of a entry requirement - A-C in Maths & English or level 2 qualification or equivalent was an entry criteria so all applicants had this.
- how the current workforce reflects the community it serves –

For March 2016 figures please visit our website

2017 figures are being prepared.

Operational firefighters women 7%

BAME all staff 3.6%

Comparable demography for Fire Authority Area BAME 5.6%



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-The outcome of positive action and outreach work in relation to who the service has recruited.

**See Appendix 1** – examples of the social media material used in the run up to the 1st June application 'go live' date. In addition to the appendix, which went via our social media applications, our Facebook page was able to utilise algorithms which target women. The feedback posts from these social media feeds were monitored and replied to. It was identified, particularly for women, which they could not be a firefighter because they weren't strong enough. Our responses to these themes were to reiterate our message of what the role and requirements of a firefighter in the 21st century entails.

**See Appendix 2** – Information which went to prospective candidates attending the 6 Community Fire Station events across the County and the City. In addition to the material a range of specialist Service staff were available to go through the whole process with potential candidates. There was specialist staff from Human Resources, Health and Fitness, Equality and Diversity and Station and Watch Managers to answer any queries that arose. In total 211 people attended the events with an interest in applying with around 20% of those being women. We cannot reliably ascertain the ethnicity of the individuals as we had not requested that information.

**See Appendix 3** - In total, on the 11 June when the advert for applications closed we had received, electronically from WM Jobs 1358 application forms. Following the initial marking phase 95 applicants were sifted and marked with a total of 95 successful applicants 18 (18.9%) are women and 5 (5.2%) have an ethnic minority heritage. Appendix 3 shows how the total number of applications to the Service is delineated by protected characteristics.

#### #YouCanToo - Whole-time recruitment Communications Team Activity

- Creation of informative video used on social media channels promoting the campaign and providing details and myth busting advice
- 6 week social media activity campaign linking through to the Staffs Fire website – ¾ posts per week, the activity featured:
  - o Visuals and quotes from current firefighters that don't fit the stereotype
  - o Promotion of new Staffs Fire whole-time video
  - o Links to our website with information on the timeline
  - o Information on how and where to apply
- Events set up on Facebook to promote the 6 You Can Too Day's which took place around the county
- "Challenging the stereotype" Facebook/Instagram advert targeted specifically at women
- Updated copy on our website detailing what You Can Too means and information on the reality of the role of firefighter as well as a FAQs section that intends to help towards myth busting
- Internal promotion of the campaign on i-News
- The press release yielded 42 items of media coverage
  - o 26 consisted items of radio coverage
  - o 8 articles published on the web
  - o 5 articles printed in local newspapers
  - o 3 articles printed in larger local newspapers



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- What the service is doing to support applicants from under represented groups

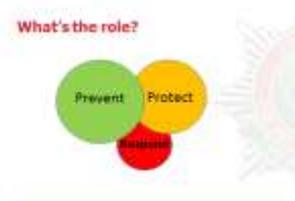
We are evaluating this campaign and seeking examples and practice from other Services and comparable sectors to expand on the good work we have already achieved. We are aware that this has historic context and we will continue to work with our communities at every opportunity. We will continue to be work directly with women, BAME, LGBT and disability to embed the role of firefighting as a possibility and option.



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## Examples of social media Appendix 1





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## Appendix 2

### Wholetime Firefighter Vacancies at Staffordshire Fire & Rescue

#### **Interested a great career with a great service?**

To be considered you must be 18 years of age or over as at the start of the Training Course, 4th September 2017, and be able to pass all stages of the recruitment process.

We see this as a great opportunity to ensure that the people we employ reflect our diverse communities. As such we welcome and encourage applications from all groups in our community.

So if you are looking for a challenging and rewarding career and want to help to keep Staffordshire the safest place to be then please read on.

#### **Find out if being a firefighter maybe the right career for you.**

#### **The role**

The role of a firefighter is varied and encompasses a whole range of duties that are less obvious than that of responding to incidents. The majority of the role of a Fire Fighter is dedicated to helping to keep the communities of Staffordshire safe by undertaking prevention work.

The role of protecting the community is of paramount importance with the aim of reducing the operational incidents that we attend can result in injury. We firmly believe that prevention is better than cure. Our prevention work within communities includes:

- Safe and well checks
- Educating children in schools
- Undertaking business premises checks
- Carrying out a range of prevention work within the community

When it is necessary, however our staff are ready to respond to any call 24 hours a day, 7 days a week, 365 days a year.

Crews are trained to respond to a whole range of challenging situations including:

- Fires
- Road traffic collisions
- Floods

R Bryant MBA BA (Hons) MIFireE SSA Chief Fire Officer/Chief Executive  
web: [www.staffordshirefire.gov.uk](http://www.staffordshirefire.gov.uk) tel: 0300 330 1000





# Staffordshire

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- Animal rescues
- Water rescues and
- Incidents involving hazardous materials.

### Key Requirements

**In order to become a firefighter you must** be able to demonstrate a number of personal attributes which you will be required to adhere to in all aspects of your work. These include:

- Confidence
- Resilience
- Integrity
- Adaptability
- Commitment to an inclusive and diverse workplace
- Effective communication.

### Training

Your initial training (Core Skills) will be delivered over 12 week period. Further training modules are required within a 24 and 36 month period.

### Additional information

***If you an existing firefighter, either retained in Staffordshire or you currently work for another Fire and Rescue Service, and you wish to join Staffordshire in a Wholetime position, you will still need to complete the full application process apply online.***

**Closing Date for Applications is – midnight on Sunday 11<sup>th</sup> June 2017.**

*All communication regarding this vacancy will be issued via email, so please check your email account on a regular basis.*

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**Please see attached further information.**

If you have any enquiries please go line to [www.staffordshirefire.gov.uk](http://www.staffordshirefire.gov.uk) or contact our recruitment line: **01785 \***

### **Wholetime Firefighter Vacancies at Staffordshire Fire & Rescue**

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## The Role of a Firefighter:

The role of a firefighter is varied and encompasses a whole range of duties that are less obvious than that of responding to incidents. The majority of the role is dedicated to helping to keep the communities of Staffordshire safe by undertaking prevention work.

## Duties:

The work undertaken by firefighters can be broadly divided into four areas:

### 1. Incident prevention and community safety

The role of protecting the community is of paramount importance with the aim of reducing the operational incidents that can result in injury. Our prevention work within communities includes:

- Educating the community through delivering safety advice through visits to schools, community centres and domestic visits
- Keeping up to date with local area knowledge
- Advising people on planning an exit in the case of an emergency
- Delivering safe and well checks to members of the community; informing them of the risks to their health, safety and wellbeing
- Engaging with the diverse groups of people within local communities in order to foster good relations and understanding
- Work with some of the most vulnerable members of the community in order to ensure they are supported.



R Bryant MBA BA (Hons) MIFireE SSA Chief Fire Officer/Chief Executive  
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## 2. Responding to emergencies

Responding immediately and safely to emergency calls. There are a variety of different emergencies:

- Fires
- Providing casualty care and extraction at road traffic accidents
- Floods
- Chemical spillages
- Rescuing individuals trapped in buildings and lifts
- Rescuing trapped animals

Once at the site you will work to minimise the distress and suffering of anyone involved and provide first aid where necessary.

## 3. Training and development

Maintaining training levels is crucial and is an ongoing obligation for all firefighters. Training is delivered in both theoretical and practical exercises in order to keep competency levels up to date. On top of this, firefighters are required to take responsibility for developing their own skills and – crucially – ensuring fitness levels are maintained.

## 4. Station maintenance

In order to keep equipment in good working order firefighters are required to maintain, clean and test equipment using established health and safety procedures. You will also be required to process and record information using our IT systems.

### **Person Specification:**

As a firefighter you will be expected to be able to demonstrate a number of personal attributes which you will be required to adhere to in all aspects of your work. These include:

- Confidence
- Resilience
- Integrity
- Adaptability
- Commitment to diversity
- Effective communication.



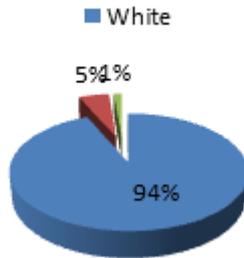
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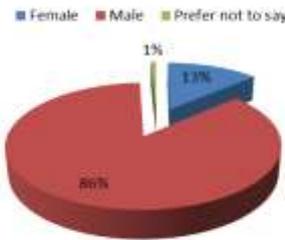
## Appendix 3

### Break down of applications by protected characteristics

#### Diversity Questionnaire and Ethnic Origin



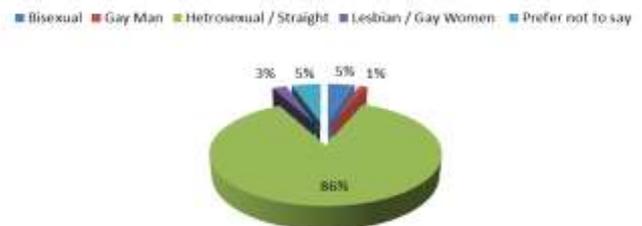
#### Gender



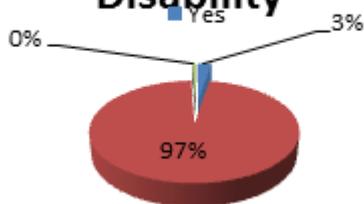
#### Sexuality

Options	Amount
Bisexual	64
Gay Man	19
Heterosexual/ Straight	1171
Lesbian/Gay Women	34
Prefer not to say	68
Total	1356

#### Sexuality



#### Disability



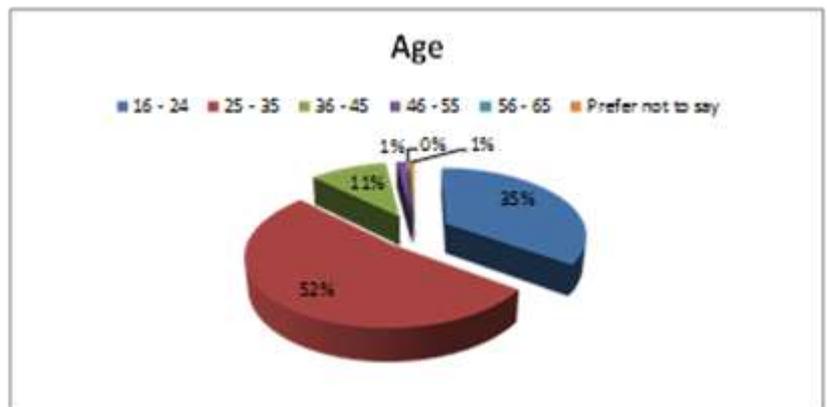


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Disability	
Options	Amount
Yes	36
No	1312
Prefer not to say	8
Total	1356

Age	
Options	Amount
16 - 24	474
25 - 35	710
36 - 45	143
46 - 55	18
56-65	2
Prefer not to say	9
Total	1356



Religion	
Options	Amount
Christian	575
None	679
Sikh	4
Muslim	12
Buddhist	9
Prefer not to say	77
Total	1356

