



## Performance information

This section provides the data in relation to our performance for the last six months in the local authority area.

| All Attended Incidents | Dec-22 | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Total |
|------------------------|--------|--------|--------|--------|--------|--------|-------|
| East Staffordshire     | 73     | 63     | 64     | 55     | 74     | 77     | 406   |

These figures detail the total number of incidents firefighters attended, these incidents can vary but typically include business fires, house fires, outdoor fires, road traffic collisions and animal rescues.

| Accidental Dwelling Fires | Dec-22 | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Total |
|---------------------------|--------|--------|--------|--------|--------|--------|-------|
| East Staffordshire        | 6      | 4      | 3      | 2      | 4      | 4      | 23    |

These figures detail the number of accidental house fires firefighters attended. The most common cause of these incidents is cooking, however other common causes are electrical fires and cigarettes not fully put out.

| Road Traffic Collisions | Dec-22 | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Total |
|-------------------------|--------|--------|--------|--------|--------|--------|-------|
| East Staffordshire      | 14     | 9      | 16     | 11     | 8      | 5      | 63    |

These figures detail the number of road traffic collisions firefighters attended. Firefighters don't attend all road traffic collisions however of the ones they do they are either required to make the vehicles safe or at the most serious collisions they often have to cut casualties free from their vehicles using specialist cutting equipment.

| Safe and Well Visits | Dec-22 | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Total |
|----------------------|--------|--------|--------|--------|--------|--------|-------|
| East Staffordshire   | 127    | 144    | 123    | 133    | 80     | 73     | 680   |

These figures detail the number of safe and well visits. A safe and well visit involves a member of staff going into the homes of the most vulnerable to talk to them about fire safety and put measures in place, such as smoke alarms, to improve their safety.

### In an emergency always dial 999.

General enquires: 0300 330 1000 (freephone)  
Safe and Well: 0800 0241 999  
For people who are deaf or hard of hearing text: 07528 983 101



East Staffordshire

Summer Edition 2023



### Chief fire officer, Rob Barber welcome

Welcome to our latest community newsletter, we start this edition with an outdoor fire warning. We saw an increase in these fires last year and we're keen to not have a repeat this summer. So we'd urge everyone to take care in the countryside and educate young people about the dangers of deliberately starting fires.

We've started running local open days, hopefully you may have been able to attend one of our successful events in Tamworth, Cannock or Burton? If not we'll be running our final event in Leek on 2 September, we'd love to see you there.

We're excited to announce that we'll be opening up recruitment for full time firefighters in Autumn. Ahead of then we're keen to engage with those groups that are currently under-represented in our workforce - namely females, ethnic minorities and those who identify as LGBTQ+ to help overcome any barriers they may have in considering firefighting as a career. There's more on this on page 2. Alternatively, if you are already happy in your career but want to earn some additional income we are still recruiting for on-call firefighters, for more information on this please visit our website.

Finally on the rear page we have our performance data for your area. It's really important for us, that you know how we are performing and what we are delivering for you.

If you have any feedback on this latest edition please email: [campaigns.engagement@staffordshire.police.uk](mailto:campaigns.engagement@staffordshire.police.uk)

### Don't be blamed for the flames this summer

We're urging people to take extra care in the countryside this summer after we saw a 46 per cent hike in outdoor fires last summer, in comparison to the previous year. In East Staffordshire alone we saw 77 outdoor fires during April to September last year.

Some fires are started accidentally with common causes including carelessly discarded cigarettes or rubbish left lying around such as glass bottles in direct sunlight. Disposable barbecues are also a serious concern for fire crews as if they are left unattended or not disposed of safely they could result in a wildfire, especially when grass is tinder dry.

Worryingly though the majority of fires are started deliberately, often by young people experimenting with fire. It's really important for parents to talk to teenagers about the dangers of starting deliberate fires, not only to them but to the firefighters who have to deal with them. Grass fires are notorious for spreading quickly when the ground is dry and what can start as a small fire can quickly develop into a wildfire putting lives, homes and wildlife at risk.

Prevent delivery lead for East Staffordshire, Simon England said: "We know that people will be enjoying the outdoors when the weather is good, but we urge everyone to make sure they don't increase the chances of a fire. That means being aware of the risks.

"Please control your actions in the present so you can enjoy the area in the future.

"Remember fire doesn't discriminate, it burns whatever is in its path, whether that is grass, trees, cars, homes or businesses."

For more information about taking care in the countryside visit our website.



Join us as an on-call firefighter,  
we're recruiting now.







## Improving our response to emergencies

We have recently started a trial to improve our availability and response times to emergency incidents across the county.

Despite a recruitment drive for on-call firefighters we are still understaffed, meaning that sometimes our fire engines aren't always available, particularly in rural areas, if there aren't enough firefighters to crew them.

However, this new trial will allow three on-call firefighters to attend incidents, as is already common practice in a number of other services, instead of the usual four. This team of three can attend smaller incidents such as a bin fire or they can attend larger incidents providing they are supported by an engine with a full crew.

Group manager, Rich Williams said: "This change to the crewing is expected to increase our availability of crews and should lead to faster response times. We hope that the trial will improve the safety of the public by making quicker interventions at emergencies. We're running this for six months and should it be successful we'll look to roll this out as business as usual.

"We are still continuing to recruit for on-call firefighters in your area. The role is rewarding, flexible and importantly it can provide extra income on top of other employment."

**Interested? Visit the careers section of our website for full details about how to apply to be an on-call firefighter.**



## Making our workforce representative of the communities we serve



Later this year we'll be opening up recruitment for full time firefighters for the first time since January 2020. It's really important for our workforce to be representative of the communities we serve and so we're keen to encourage more applications from those groups who are currently under represented in our workforce. These are females, ethnic minorities and those who identify as LGBTQ+.

We're running a campaign "Future Firefighters" to encourage people from these groups to consider a career with us. It's a rewarding, varied role where you can make a difference and there are opportunities to progress and train at all stages of your career. The role also comes with a great range of benefits including 20 days annual leave plus 11 bank holidays, a generous pension scheme, free onsite gym access and an excellent maternity package.

Positive action co-ordinator and firefighter, Lianne Petts said: "There is a perception out there that firefighters just fight fires. The reality is that a small proportion of a firefighter's time is actually spent at incidents. We also spend time training and educating people in the community whether than be in people's homes, schools or at local events.

"It's a fantastic job and one I'd recommend to anyone who wants to make a difference."

A number of sessions will be run over the summer aimed at under represented groups to give them an insight into the role. Search Future Firefighter on our website to find out more or email: [positiveaction@staffordshirefire.gov.uk](mailto:positiveaction@staffordshirefire.gov.uk) for more information.



## Firefighters secure £300k funding extension for falls response work

We are celebrating after the service successfully secured more than £300,000 in additional funding for our partnership work assisting uninjured people who have fallen in their own homes.

Our falls response team was launched in December 2022, with the NHS Staffordshire and Stoke-on-Trent Integrated Care Board (ICB) and West Midlands Ambulance Service (WMAS), aimed at reducing demand on the ambulance service as well as local hospital admissions.

The initiative works by WMAS staff working with a care coordination centre to allocate fire service personnel to attend any so-call 'green calls'; where uninjured people may need help getting back on their feet or to a chair. We also conduct a safe and well check as part of our visit. In the past six months over 400 people have been helped by our falls response team.

This latest funding of £310,000, secured to run the scheme until the end of March 2024, means that we can continue to help people in the community and ensure non-injury fall calls are dealt with appropriately.

Head of prevent, protect and partnerships, Ian Read said: "Feedback so far from those we have helped has been overwhelmingly positive, which shows the initiative is making a real difference to the community.

"The scheme also allows us to interact with some very vulnerable individuals in our community and use these opportunities to ensure that they are as safe as possible within their own homes."

If people have fallen they should contact the NHS in the usual way, in order for the initial clinical triage assessment to take place, and not contact the fire service directly for assistance. This is to ensure that patients are provided with the most appropriate care and response for their needs.

## Fire station to host fun-filled community day

We're inviting the local community and residents of all ages to our fun filled open day at Leek Community Fire Station.

The event, which is free to attend, will take place on Saturday 2 September between 11am and 4pm at the Springfield Road station.

From rescue demonstrations, to fire station tours, to an inflatable assault course, there is something for everyone.

Our aerial ladder platform, animal rescue unit, and emergency vehicles will be showcased at the event. Children can also sign up to join the service's Welephant Club and meet the trusty mascot.

There will also be a recruitment stand where firefighters will be on hand to talk to attendees about career opportunities.

Station manager, Jon Jackson said: "We're delighted to be welcoming the community we serve to our station to enjoy our open day with us.

"Following the pandemic, it's been a while since we last ran a day like this in the Moorlands, and we are working hard to make this a great occasion for everyone.

"There will be a wide range of activities and entertainment and it's also a great opportunity to learn more about the work Staffordshire Fire and Rescue service does.

"All of the profits from the event will go directly to the Fire Fighters Charity. They're an extremely worthwhile cause offering specialist, lifelong support for members of the UK fire services community.

"We cannot wait to welcome you all!"

Latest updates for the event will be on our **Facebook page**, @StaffsFire.



*\*Photographs taken at the recent Burton Station Open Day.*