



# Assessment Report

## CUSTOMER SERVICE EXCELLENCE





HumberSide Fire and Rescue Service

Address:	Service Headquarters, Summergroves Way, Hull, HU4 7BB		
Standard(s):	CSE	Accreditation Body(s)	<b>UKAS</b>
Representative:	Lee Potter		
Site(s) audited:	Beverley Fire Station; Service Headquarters	Date(s) of audit(s):	24 <sup>th</sup> February 2015 25 <sup>th</sup> February 2015
Effective No. of Personnel	1149	No. of sites:	
Lead auditor:	Matthew Watson	Additional team member(s):	n/a
Type of Assessment:	Re-certification		
Certificate Outcome	<input type="checkbox"/> Granted <input type="checkbox"/> Withheld	<input checked="" type="checkbox"/> Continued <input type="checkbox"/> Suspended	
Certification Claims are accurate and in accordance with SGS guidance	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	

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## 1. EXECUTIVE SUMMARY

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Humberside Fire & Rescue Service (Hfrs) provides services to four local authority areas covering the Humberside region: Hull; East Riding of Yorkshire; North Lincolnshire; and North East Lincolnshire. The service employs over 1100 people and provides emergency fire and rescue services on demand, within demanding target times for attendance at incidents.

The service is well managed and forward planning is well-developed. The Strategic Plan and The Integrated Risk Management Plan jointly ensure that resources are properly targeted to ensure an efficient and effective service. Both plans are subject to annual revision and consultation and engagement with local communities of stakeholders ensures that plans are relevant to the needs of communities.

In November 2014 Hfrs launched its 'Service Redesign Programme'. This programme of consultation, looks at options to make further efficiencies and savings within the Service

Customer satisfaction continues at a very high level. A significant factor in this is the resources devoted to engagement and consultation –customer insight is impressive across the service, and allows resources to be effectively targeted, especially to hard to reach and vulnerable groups and individuals..

Hfrs operates in a challenging economic climate. Effective community education work, together with other factors has meant that demand for emergency services has fallen quite sharply in recent years. However the need for the network of stations, up-to date equipment, and trained, competent staff remains as a wide variety of challenging incidents has to be responded to. The region covered by Hfrs also presents challenges as there are many isolated communities not within easy reach of major population centres.

Much work has been done to address these challenges and many initiatives, some with partners have been instigated to ensure best use of resources at lowest cost. Notably, for example the recent development of first response for Yorkshire Ambulance Service (YAS) in the East Riding area-at zero cost to Hfrs-where trained Hfrs staff would respond to medical emergencies from local stations and help to keep injured people alive in the vital early minutes following an incident, until YAS personnel attend. This has significant benefits for local people, and the two partner organisations

Following the assessment, Humberside Fire & Rescue Service were found to have a deep understanding of, and commitment to, Customer Service Excellence. The commitment was displayed from Senior Management levels through to operations and front line staff.

I would like to take this opportunity to thank those people involved in the overall assessment process. It has been a pleasure meeting with your team and having the opportunity to observe your service in action.

During the assessment no non-or partial- compliances with the standard were identified.

As a result of these findings:

“Award of the **Customer Service Excellence** Standard has been recommended” xYes No

## 2. METHOD OF ASSESSMENT

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The assessment was undertaken in two stages; the first was a review of your self assessment pack. This review enabled the assessor to gain an understanding of how the organisation had met the requirements of the Customer Service Excellence standard.

The next stage was an on-site assessment. The objective of this part of the assessment was to obtain evidence demonstrating that the applicant was meeting the requirements of the standard, within the area covered by the scope of the application. This evidence was obtained through a documentation review as well as interviews with staff, customers, representatives of partner organisations, and senior management.

During the assessment process the criteria are scored on a four-band scale:



**COMPLIANCE PLUS** - Behaviours or practices which exceed the requirements of the standard and are viewed as exceptional or as exemplar to others, either within the applicant's organisation or in the wider public service arena.

**COMPLIANT** - Your organisation has a variety of good quality evidence which demonstrates that you comply fully with this element. The evidence which reflects compliance is consistent throughout and is embedded in the culture of the organisation.

**PARTIAL COMPLIANCE** - Your organisation has some evidence but there are significant gaps. The gaps could include:

- Parts of the applicant's organisation which are currently not compliant and/or
- Areas where the quality of the evidence is poor or incomplete and/or
- Areas which have begun to be addressed and are subject to significant further development and/or
- Areas where compliance has only been evident for a very short period of time

**NON COMPLIANT** - Your organisation has little or no evidence of compliance or, what evidence you do have refers solely to a small (minor) part of your organisation.

The current scheme allows applicants a maximum number of partial compliances, equating to a pass mark of 80% for all criteria.

### 3. OPENING MEETING

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The on-site assessment commenced with an opening meeting.

The assessment activity and the partial / non compliances were discussed. The itinerary, which had been forwarded to Humberside Fire & Rescue Service in advance, was agreed. The organisation was informed that all information obtained during the assessment would be treated as strictly confidential.

The scope of Assessment was confirmed as: "Humberside Fire & Rescue Service"

### 4. ON-SITE ASSESSMENT

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The Assessor was accompanied throughout the assessment by Lee Potter(day one) and Sarah Wilkinson (day two) and other Personnel within the organisation were involved when assessing activities within their responsibility.

The assessment resulted in the raising of no non- or partial- compliances. A number of observations are listed in Section 7 of this report.

Criterion	Number of Elements	Maximum number of Partial compliance	Actual number of non compliance	Actual number of partial compliance
1	11	2	0	0
2	11	2	0	0
3	12	2	0	0
4	13	3	0	0
5	10	2	0	0

	Yes	No
Have the partial compliance(s) raised at the last assessment been closed?	x <input type="checkbox"/>	<input type="checkbox"/>



The single partial compliance from last year's assessment (1.3.2) has now been addressed and closed. The service contact proforma and feedback questionnaire are well designed and easy to use. They are deployed across all service areas and have provided a great deal of useful feedback from a wide range of customers. Moreover there is good evidence that this customer insight and feedback is directed to relevant officers throughout the service and is being used to drive service improvement.

## 5. AREAS OF NON / PARTIAL COMPLIANCE

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### CRITERION 1

Nil

### CRITERION 2

Nil

### CRITERION 3

Nil

### CRITERION 4

Nil

### CRITERION 5

Nil

## 6. OBSERVATIONS

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During the site assessment, the following general observations were made. These include: positive areas scored as compliance plus; observations of good practice; opportunities for improvement identified throughout the entire assessment process, as listed below.

### Areas for Improvement

- The service website is clear and easy to navigate, with a wealth of information about the service, much of it essential to fulfil its remit and inform stakeholders (plans, strategies, performance data). I suggest that a link be developed to direct users (particularly customers of the service) to a less formal set of pages with condensed performance data, customer feedback, and anonymised case-studies to demonstrate the success of the service, together with key messages on safety and security. I think that Hfrs undersells its successes.
- Your feedback is well designed and easy to use. I suggest you check carefully on the current accepted terminology of ethnic groups, in your monitoring section, to avoid potentially giving offence to people of certain ethnic origins. In addition your feedback form should be periodically amended to introduce new questions arising from previous feedback and any new customer insight
- You should continue to provide information on the level of customer satisfaction across your service. I suggest that you publish a % figure as well as a numerical total, as this will enable you to set an annual % target, driving improvement towards your aspirational target of 100% satisfaction.

### Areas of Good Practice

- Your partnership working is impressive. Not only in the range and quality of your networks but in the systematic and robust protocols you have arranged with them. For example, Ian Sanders of Hull City Council described your agreed protocols to be used when carrying out joint inspections of houses in multiple occupation, and spoke very highly of Hfrs personnel engaged in this work.



- You make significant efforts to identify, and provide for the needs of hard to reach and vulnerable customers. Mr and Mrs McDonagh of North Cave described how, at no cost to them you had identified significant risks to their safety and provided a home sprinkler system and other safety equipment. Mrs McDonagh was very complimentary about the care and attention they had received during their on-going relationship with Hfrs. Similarly Angela Trickett, owner of the Rebel Smokehouse restaurant in Beverly was impressed with the support and advice you were able to provide following several incidents at the restaurant. Although the matter was subject to regulatory enforcement your staff handled the negotiations sympathetically and positively meaning that a satisfactory conclusion was soon reached.
- Your focus on Community Safety and preventing risk rather than only responding to incidents speaks of your concern for your customers. You continually improve this provision, working with a range of partners (for example I witnessed joint working with Red Cross). Your developing use of volunteers is enabling you to extend this provision.
- You have a culture of learning and continuous improvement, and a forward-looking attitude to the significant challenges you face. A good example of this is your work supporting Yorkshire Ambulance Service through your network of stations
- You have impressive customer insight, based on continuous collection and analysis of data and feedback which enables you to target your services effectively. Your plans and strategies, systems and procedures are all focused on your customers and directed to providing them with excellent service (i.e. saving lives and avoiding injury)

## 7. ACTION PLANNING

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The achievement of Customer Service Excellence is an on-going activity and it is important that Humberside Fire & Rescue Service continues to meet the elements of the criteria throughout the three years the Hallmark is awarded for. Efforts must be made by Customer Service Excellence Holders to continually improve their service.

Your next steps:

### On-going review

It is a requirement of the Customer Service Excellence scheme that Holders must inform SGS of any major changes in the service provision covered by the scope of the certificate. This includes reorganisation or mergers.

In addition, SGS must be informed should the certified service experience a significant increase in customer complaints or critical press coverage.

If you are in doubt at any stage, we strongly recommend contacting the Customer Service Team for advice on the significance of any service or organisational change, or issues surrounding customer complaints.

SGS will visit within the next 12 months for the Annual Review.

SGS recommends that Humberside Fire & Rescue Service retains a copy of this report to aid continuous improvement, and as a reference document for future assessment reviews.

## 8. RECERTIFICATION INFORMATION

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It is confirmed that all elements of the standard have been assessed at least once over the past 3 years x





It is confirmed that all partial /non compliances raised over the last 3 years have been reviewed and improvement has been made against these x

I confirm that certification should be continued x

I confirm that all sites covered in the certification have been visited at least once over the 3 years period  
x



## Itinerary

Organisation:	Humberside Fire & Rescue Service		
Address:	Service Headquarters, Summergroves Way, Hull, HU4 7BB		
Visit Number:		Actual Visit Date:	24/2/2015 25/2/2015
Visit Due by Date:	27/1/2015	For auditor information only	
Lead Assessor:	Matthew Watson		
Team Member(s):	n/a		

Standard(s):	CSE
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*Audit objectives: To confirm that the management system has been established and implemented in accordance with the requirements of the audit standard.*

Time	Personnel	Location	Event	Number of Customers
Day 1 24 <sup>th</sup> February 2015				
9.00	Lee Potter Corporate Planning and Performance Officer	HFRS HQ Hessle	Opening Meeting; Introductions; Itinerary check	
9.30			Travel to Beverley	
10.00	Lee Potter; Safety Advocates	Beverley Fire Station	Fire Emergency Support(FES) training with Red Cross and cfs advocates	3
10.30	Lee Potter Dave Bottomley, (Technical Fire Safety Officer) Angela Trickett and staff	Smokehouse Restaurant Beverley	Visit to customer who had suffered incident	2
11.30	Lee Potter; Niall Mclniry (Head of CPU, East Riding)	Beverley Fire Station	Tour of Station; discussions with officers; see data terminal on emergency response vehicle etc.	
12.00			Return to HQ,	
12.30	Lee Potter; staff and customers/ partners	HQ	Lunch and discussions:  Steve Duffield-community safety manager Sarah Wilkinson-inclusion officer Joy Harvie- Police volunteer c0-ordinator Martyn Shields-OIU Natalie Bell-OIU  Ian Sanders-Housing Officer Hull City Council Dominic Purchon-Technical fire safety Officer	2
2.00		Planning Room HQ	Assessor Private Review Time	
2.30	Lee Potter Alan Cunningham (Head of Engagement and Inclusion)	Planning Room HQ	Review of Self assessment; review of partial compliance from last visit Overview of criteria 2-5	



Time	Personnel	Location	Event	Number of Customers
Day 1 24 <sup>th</sup> February 2015				
3.45	Lee Potter; Various staff	HQ	Tour of Control Room; discussion with staff	
4.30		Planning Room HQ	Assessor Private time and close	
Day 2 25 <sup>th</sup> February 2015				
9.00	Sarah Wilkinson Inclusion Officer	HQ	Review of day1; questions	
9.15	Sarah Wilkinson Martyn Shields OIU; Natalie Bell OIU	Operational Intelligence Unit	Customer Insight-review and discussion of data systems and procedures for gathering, analysis and use	
10.30			Travel to North Cave	
11.00	Sarah Wilkinson;	North Cave; customer dwelling	Discussion with customers about liaison with service and recent advice and safety improvements to property	2
12.00			Return to HQ	
12,20	Sarah Wilkinson; Chris Blacksell (Deputy Chief Fire Officer); Alan Cunningham	HQ	Discussion and questions	
12.30			Assessor Private Time	
1.00	Sarah Wilkinson; Alan Cunningham	HQ	Closing meeting	

**Notes to Client:**

- Times are approximate and will be confirmed at the opening meeting prior to commencement of the audit.
- SGS auditors reserve the right to change or add to the elements listed before or during the audit depending on the results of on-site investigation.
- A private place for preparation, review and conferencing is requested for the auditor's use.
- Please provide a light working lunch on-site each audit day.
- Your contract with SGS is an integral part of this audit plan and details confidentiality arrangements, audit scope, information on follow up activities and any special reporting requirements.



**Contract Data Information Return Form**

Name:	Matthew Watson	Date	24/2/2015
Additional Team Members:	n/a		

*Certificate Details:*

*Please note the details given below will appear on the certificate issued to the client. I have confirmed the below with client and any changes have been made to this data.*

**NB. This section will be blank if this is for an Initial visit and should be completed by the auditor in full (with the exception of the Certificate Number).**

Certificate Number	Standard	Accreditation Body	Full Site Address
GB09/76729	CSE	UKAS	

Additional Site Address(es)	
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	Yes	No
It was necessary for me to change the number of employees at this visit	x <input type="checkbox"/>	<input type="checkbox"/>

*Administration Details:*

- *Please complete*

Client email address confirmed as	lpotter @humbersidfire.gov.uk
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Provisional date for next visit (To be filled in by SGS Employees only)	24th February 2016
Additional comments	

No of Duplicate Certificates	
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*Client Details:*

Telephone No	
Fax No	
Contact Name	
Position	
Website	
Invoicing Address	



**Expenses Form**

Auditor Name:	Matthew Watson	Date	24th/25 <sup>th</sup> February 2015
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*I confirm the invoicing address has been confirmed with the client*

x

Miles at current rate	£
Air	£
Rail Durham-Hessle and return	£ 57.10
Taxi Home to Durham Station	£ 17.00
Hotel & Subsistence	£ 148.45
Parking	£
Car	£
Toll	£
Incidental Expenses	£
EXPENSES TOTAL	£222.55

Purchase order number (If applicable)	
Days to invoice client (Minimum of 2 hours for Major CAR close out)	

For completion by Contractors:

Number of days for payment	2
LTD Co. ONLY – Your SGS Purchase Order Number for this visit	

