

Assessment Report

CUSTOMER SERVICE EXCELLENCE





Humberstone Fire and Rescue Service

Address:	Service Headquarters, Summergroves Way, Hull, HU4 7BB		
Standard(s):	CSE	Accreditation Body(s)	UKAS
Representative:	Pete Baron		
Site(s) audited:	HQ Cromwell Road	Date(s) of audit(s):	3/2/2016 9:00:00 AM
Effective No. of Personnel	1387	No. of sites:	32
Lead auditor:	Matthew Watson	Additional team member(s):	n/a
Type of Assessment:	Annual Review		
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

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 1387 people and provides emergency fire and rescue services on demand, within demanding target times for attendance at incidents. It also focuses on Community Safety in order to build cohesive communities and hopefully lessen the demand for emergency response.

The service redesign programme, launched in 2014 is continuing to make improvements, despite significant financial challenges.

Whilst continuing to meet challenging service targets to respond to fires and other incidents, HFRS has continued to improve its provision of community safety information, advisory and enforcement work. Much work has been done to improve the response to requests for safety advice, and a new Community Safety Hub has been established. Whilst this is still developing, the assessor was pleased to note the attention being paid in the design of customer journeys to make sure that processes were streamlined, following extensive benchmarking with other fire and rescue services.

The service continues to manage its estate well. Whilst continuing to maintain essential coverage of stations, engines and crew at peak periods, less busy stations are put to other uses at quieter times, for example at Cromwell Road, Grimsby, where the assessor noted excellent work on community safety initiatives, together with income generation for the service through community use of the facilities, including a climbing wall. This contributes to community cohesion and hopefully to less anti-social behaviour in the neighbourhood. Plans are also being developed for this station to be used as an emergency evacuation centre in the event of any major incident.

Following on the success noted at last year's assessment, the service has continued to develop even stronger partnerships with a wide range of services from the statutory and voluntary sectors. The assessor was particularly impressed with the development of new initiatives with partners such as the Princes Trust, and Hessle High School, where education work with pupils on the dangers of arson has led to a significant reduction in this behaviour.

In addition the emergency first responder scheme has been expanded since the last assessment to incorporate new partnerships and cover a much wider geographical area. This ensures enhanced customer journeys and attendance at emergencies more quickly by a trained employee from a number of agencies, giving initial (often life-saving) treatment until the full ambulance service covering that specific area arrives.

The focus on customer engagement and consultation continues. Customers are kept informed of developments within the service through a continuous hourly/daily news feed on the website, and social media use is well developed. Customer requests for service (i.e. non-emergency) comments and complaints are dealt with swiftly through a well-



developed mechanism, and a senior manager keeps an overview of the progress of individual issues and the communication of trends throughout the service-HFRS learns from its customers.

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 / a number of) (Non) (Partial) compliances with the standard were identified. Details of these can be found in section 5 of this report.

As a result of these findings:

“Award of the **Customer Service Excellence** Standard has been recommended”

Yes No

2. METHOD OF ASSESSMENT

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

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

The Assessor was accompanied throughout the assessment by Pete Baron and other personnel within the organisation were involved when assessing activities within their responsibility.

The assessment resulted in the raising of no non-/ 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
Are there any partial compliances opened since the last assessment	<input type="checkbox"/>	<input checked="" type="checkbox"/>

5. AREAS OF NON / PARTIAL COMPLIANCE

CRITERION 1 0

CRITERION 2 0

CRITERION 3 0

CRITERION 4 0

CRITERION 5 0

6. OBSERVATIONS

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

- You give your customers, potential customers and other stakeholders a wide range of high quality information, particularly through your website, social media and advertising campaigns. Your service standards are well developed and comprehensively listed on your website. In order to provide your customers with these standards in a more easily accessible and understandable format, you could consider developing a simple Customer Promise (in leaflet form and displayed on your website) detailing your standards for customer service, to include such things as target response times and standards for the quality of your service.
- You have lots of good data and feedback on customer satisfaction. You could consider publishing a % figure of customer satisfaction across the whole of HFRS, 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 work continues to develop. The award of Regional Delivery Partner of the Year (Yorkshire and Humber) from the Princes Trust, together with the 'Outstanding' award from Ofsted demonstrate the quality of this programme and the impact that it is having on young peoples' lives.
- Your work on Community Safety is exemplary. The assessor was particularly impressed by the treatment of a customer who had recently experienced a kitchen fire, and how the incident was followed through. In addition to the emergency response, the follow-up work was impressive. You also used the incident as an anonymised case study to develop a media campaign to strengthen your customers' awareness of the danger of these types of fire.
- Your work in improving customer journeys, to improve response times and quality of service, both in emergency and less urgent requests for service deserves commendation. The assessor was impressed by the expansion of the Emergency First Responder scheme, and also by the developing customer journey mapping being undertaken for the new Safety Hub.
- The assessor noted the high level of customer focus, and customer satisfaction throughout HFRS, in discussions with the Chief Fire Officer, other managers, field staff and through comments from customers and partners. Staff at Hessle High School and your Partners in the Princes Trust and the Emergency First Responders scheme, as well as Mrs Wilson whom you supported through her recent incident all commented very favourably on your care, attention and commitment to your customers.



7. ACTION PLANNING

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.