

# Essex Community Risk Management Plan - Priorities Survey

Final Report

February 2025

Prepared for:-

Essex County Fire and Rescue Service

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# Introduction and methodology

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## Introduction

Essex County Fire and Rescue Service (ECFRS) work with partners and the public to make Essex safer through a Community Risk Management Plan (CRMP).

A consultation was conducted towards the end of 2024 where Essex residents were asked to comment on proposed priorities. The results from that initial consultation have shaped the draft CRMP and priorities. This consultation on the draft CRMP, which outlines its key priorities for protecting lives, property, and the environment, followed a similar process and offered everyone in Essex the chance to shape a plan that will guide the Service's work over the coming years.

This document provides analysis of the Community Risk Management Plan survey results and has been prepared by an Independent Research Consultant. Charts and tables are used throughout the report, along with verbatim quotations, to illustrate the findings.

## Methodology

The survey was hosted online and ran between 8<sup>th</sup> January and 19<sup>th</sup> February 2025. The survey detailed 5 draft priorities and asked for feedback on each of these.

Links to the survey were shared in the ECFRS newsletter, business newsletter and via a press release. The link was also shared on the ECFRS website and to partners and community groups across Essex, MPs and councils. The survey was also publicised across all social media channels, including Twitter, NextDoor, Instagram, LinkedIn and via over 100 community groups on Facebook.

The 5 priorities were also shared individually on social media platforms (Facebook and NextDoor) across the fieldwork period, with participants offered the opportunity to provide their views and feedback on them one at a time.

# Sample

A total of 576 individuals took part in the main online survey.

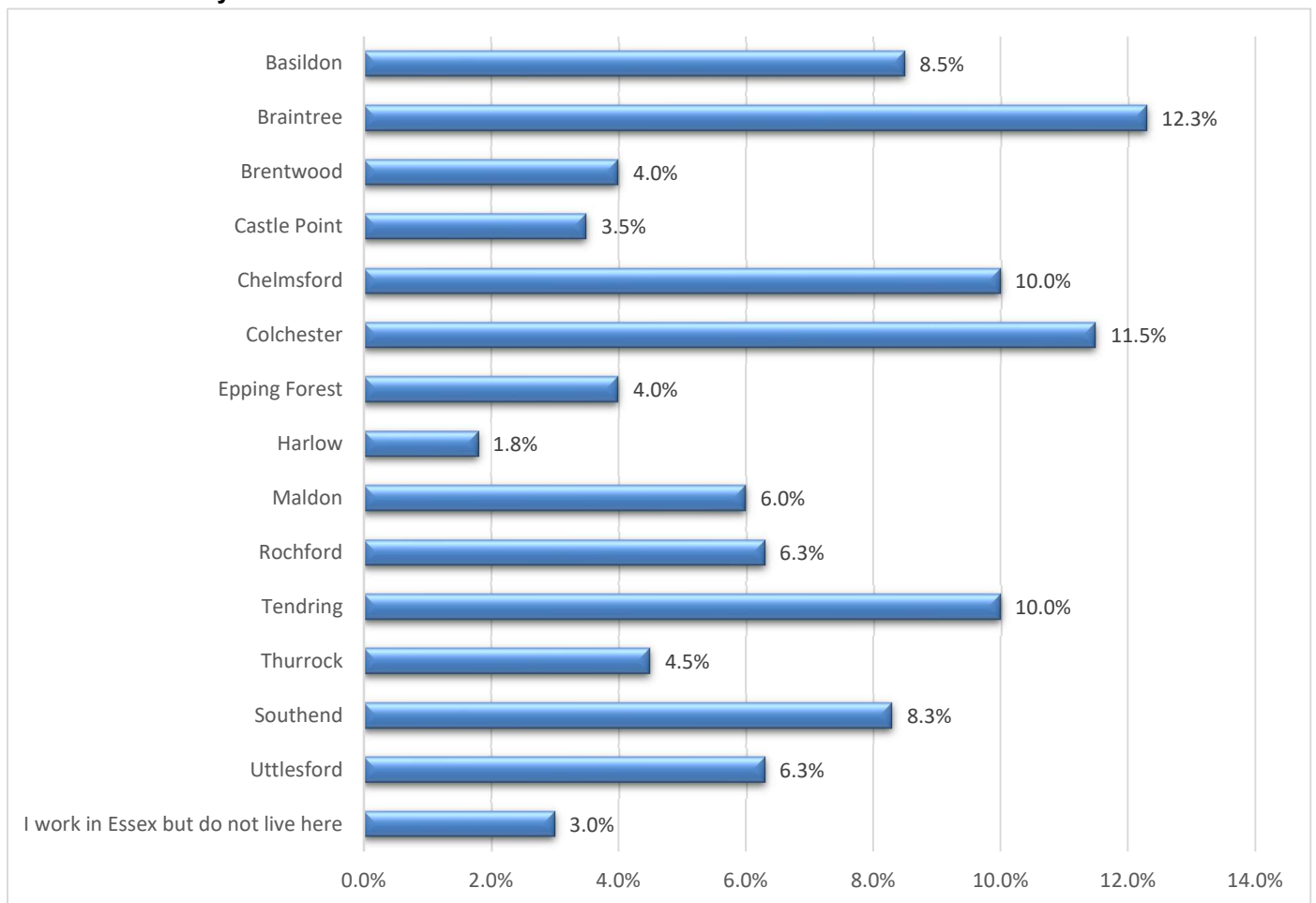
A further 562 provided feedback and comments on individual priorities via social media (NB this may not be 562 individuals as some may have responded to more than one priority). The number responding on each priority via social media ranged from 80 to 153. Demographic details were not collected on social media. Responses to the individual priorities on social media are reported separately throughout the report.

This section of the report details the profile of respondents taking part in the online survey. (NB. Not all respondents completed every question and so sample bases provided throughout the report are those answering each question).

## District

As shown below, highest proportions of respondents lived in Braintree, followed by Colchester, Tendring and Chelmsford.

### Which district do you live in?



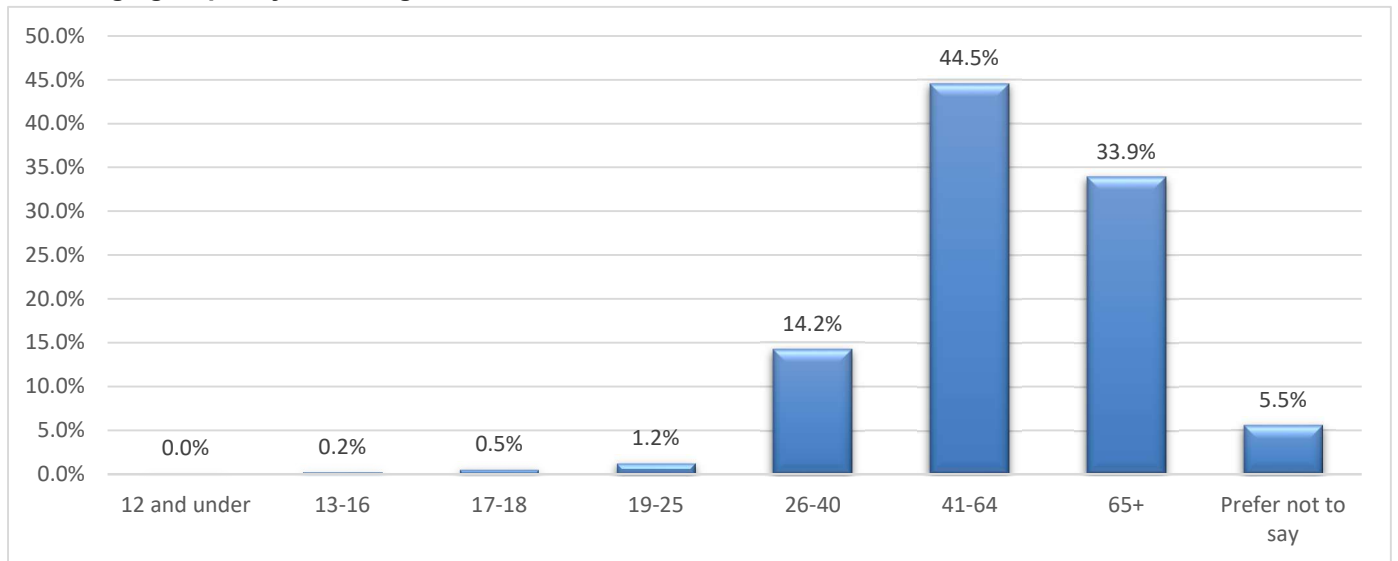
Base: all respondents excluding 'no response' (399)

A small proportion of respondents (3.0%) completed the survey as they work in Essex but do not live in Essex.

## Age

Highest proportions of respondents were in the 41-64 age category.

### Which age group do you belong to?



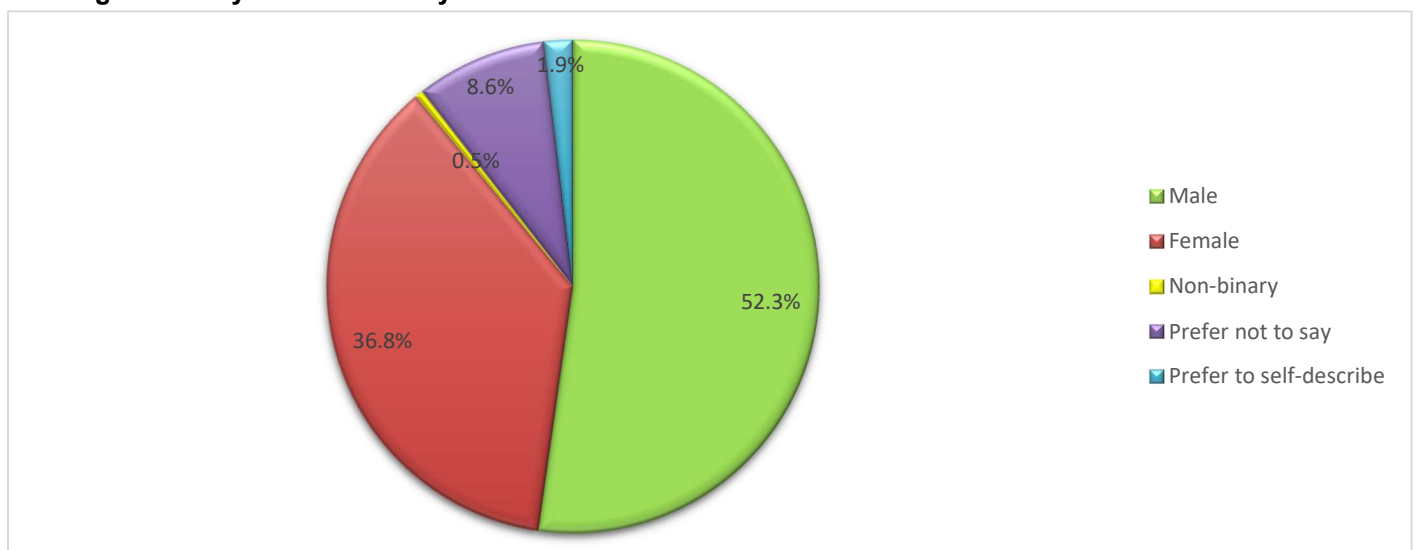
Base: all respondents excluding 'no response' (422)

Some 33.9% of respondents were aged 65 and over, with this slightly higher in comparison with population data (ONS population estimates 2022 suggest 20.8% of the Essex population to be aged 65+).

## Gender

Higher proportions of respondents were male (52.3%), with 36.8% female.

### Which gender do you most identify with?



Base: all respondents excluding 'no response' (421)

## Ethnicity

Some 84.1% of respondents were White English, Welsh, Scottish, Northern Irish or British.

To which of these ethnic groups do you consider you belong?

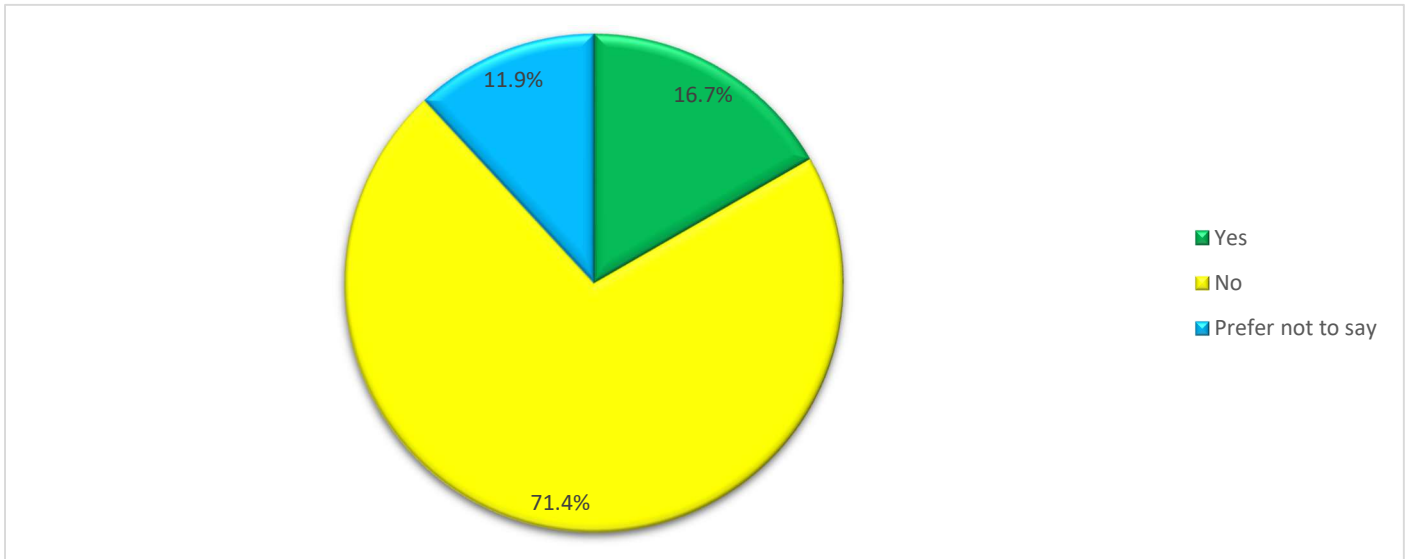
	Number of respondents	% of respondents
<b>White</b>		
English, Welsh, Scottish, Northern Irish, British	349	84.1%
Irish	4	1.0%
Gypsy/Irish Traveller	-	-
Any other white background	9	2.2%
<b>Mixed/Multiple ethnic origins</b>		
White and Black Caribbean	6	1.4%
White and Black African	1	0.2%
White and Asian	3	0.7%
Any other Mixed/Multiple ethnic background	3	0.7%
<b>Asian/Asian British</b>		
Indian	2	0.5%
Pakistani	1	0.2%
Bangladeshi	-	-
Chinese	-	-
Any other Asian background	-	-
<b>Black/African/Caribbean/Black British</b>		
African	2	0.5%
Caribbean	1	0.2%
Any other Black/African/Caribbean background	-	-
<b>Other ethnic group</b>		
Arab	-	-
Any other ethnic group	-	-
Prefer not to say	34	8.2%

Base: all respondents excluding 'no response' (415)

## Disability

Some 16.7% of respondents had a disability or long-term health condition.

**Are you disabled or do you have a long-term health condition?**

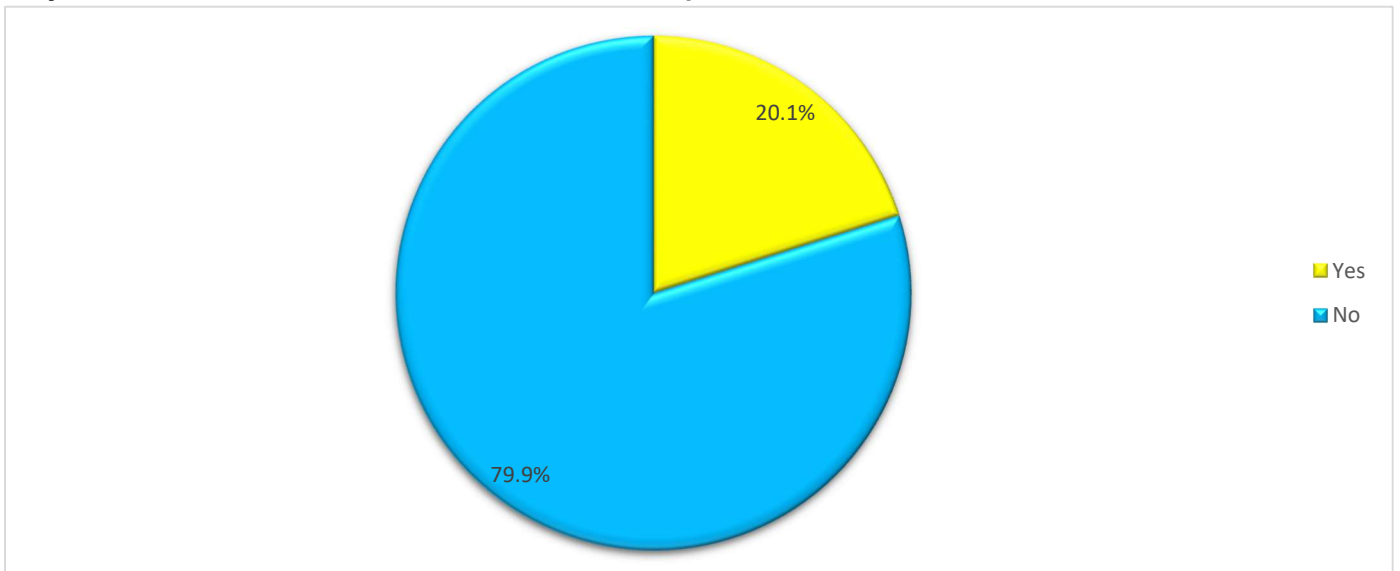


Base: all respondents excluding 'no response' (419)

## Work

Approximately one in five (20.1%) of respondents worked or volunteered for ECFRS or worked with ECFRS as a partner.

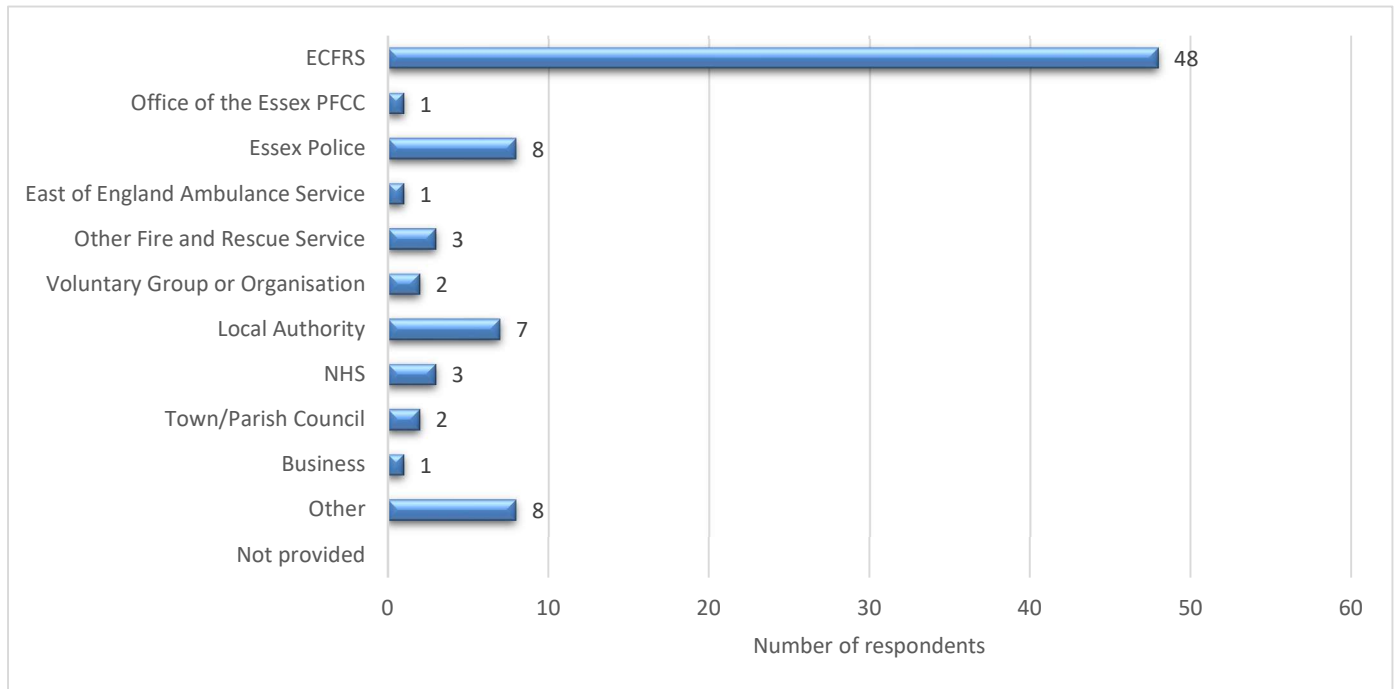
**Do you work or volunteer for us, or work with us as a partner?**



Base: all respondents excluding 'no response' (417)

As shown, the majority suggested they worked or volunteered for ECFRS.

**If yes, do you work or volunteer for:-**



Base: all respondents who work or volunteer for ECFRS or a partner (84)

Analysis of responses of those who work for ECFRS (48 respondents) is provided separately throughout this report.



# Priorities

The sections below detail the 5 priorities set out in the Community Risk Management Plan. Respondents were asked to what extent they agreed with each priority and were given the opportunity to provide any further ideas or comments on each strategic goal.

NB Throughout this report, aggregated '% agree' figures are used ('strongly agree' and 'agree'). Where aggregated '% agree' figures do not match separate '% strongly agree' and '% agree' figures shown in the charts, this is due to rounding error.

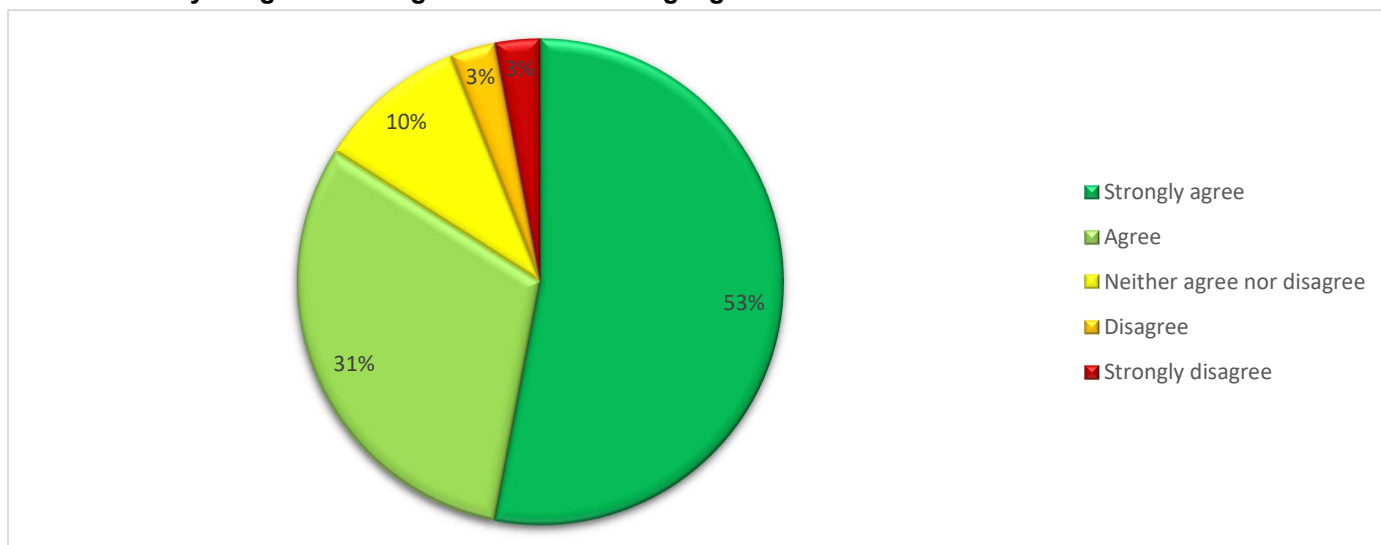
## Priority 1

### ***Preventing fires and other emergencies: Taking proactive steps to reduce risk.***

*Our aim is to work together to help people stay safe from fires and other emergencies.*

*We will work with our partners and communities to target our prevention, protection, resilience and preparedness activities to reduce community risk and enhance societal resilience.*

#### **How much do you agree or disagree with this strategic goal and its aims and focus?**



Base: all survey respondents excluding 'no response' (573)

53% 'strongly agreed' and 31% 'agreed' with this priority, with only 6% disagreeing (3% 'disagreed' and 3% 'strongly disagreed').

Female respondents agreed ('strongly agree' and 'agree') with this priority more frequently than male respondents (91% compared with 85% respectively) along with those aged 65 and over (90% agreed).

Some 79% of ECFRS employees agreed with this priority, with this slightly lower than the 84% agreeing across the sample overall.

A further 153 people provided feedback and/or comments on this priority on social media. 71% of social media respondents agreed (either 'strongly agree' or 'agree') with priority 1, with this lower than the proportion agreeing with this priority in the main survey (84%).

**Further ideas or comments about this strategic goal:**

**6 respondents took the opportunity to make positive comment here about the work of the fire service, with several of these taking the opportunity to pass on their thanks.**

*“The fire service and their staff are amazing – they save so many lives each year.” (Female, 41-64, Colchester)*

*“As an Emergency Service the Fire Service is invaluable to everyone wherever you live, you give your all no matter how big or small the shout out that you go to. The job of the Fire Fighter has changed now to a more Rescue based job alongside putting fires out, I feel that any joined up service is a good thing as long as it's managed correctly, my only concern is the amount of cuts to the Service which ultimately effects your call out times, but on the whole the Fire Service is amazing and you're all selfless people, keep doing what you do, and stay safe!!” (Social media comment)*

**5 respondents suggested the detail outlined in this priority to be what the public expected already as statutory obligations of the service.**

*“This is a statutory obligation of the Fire and Rescue Service not a strategic goal.” (Male, 41-64, Basildon)*

*“I think the public expect us to be doing all of this already.” (Male, 41-64)*

**11 respondents shared the view that the service responding to emergency calls was the most important aspect, with 2 respondents commenting that there would always still be fires as prevention does not always work.**

*“Your reason for existence is to put out fires. ‘Reaching out to the community’ and related vanity-flag waving is not what we pay for.” (Information not provided)*

*“Efforts should be concentrated responding to emergency calls for those in immediate need.” (Male, 65+, Braintree)*

*“Doesn't matter how much you educate people fires will always happen!” (Chelmsford)*

**4 respondents were keen to see ‘safety before diversity/equality’, with 3 respondents referring here to the need for the service to employ the right person for the job and another 2 respondents feeling there was too much emphasis on equality and diversity.**

*“Why do we care about an inclusive fire service? What has equality got to do with putting out fires?” (41-64, Colchester)*

*“Stop using positive discrimination and employ the best people for the job. It's Anglophobic.” (41-64, Basildon)*

*“Too much emphasis on equality and diversity. If people don't know or accept diversity by now, they never will. It is becoming a poison and a barrier.” (Male, 41-64)*

**5 respondents made comments here about fire stations being closed and the need for stations to be kept open, with 2 respondents commenting on issues with the availability of the Aerial Ladder Platform (ALP) and one individual referring to a lack of equipment and the suggestion to use smaller vehicles and/or crews for smaller incidents.**

*“I would feel safer with a manned fire station in our town.” (Female, 65+, Chelmsford)*

*“Stop jump crewing the ALPs... It is ludicrous that two pumping appliances can be mobilised from an ALP equipped station, only to find on attendance that their ALP is also needed, but can't be mobilised because its crew is already committed to the pump, consequently requiring an ALP to be mobilised from elsewhere and in turn taking one pump off the run at that station... It's a fine example of an emergency service robbing Peter to pay Paul!!!” (Male, 41-64, Colchester)*

*“Crews are not properly equipped. There are lots of fields & farms in single road areas- you have no water carrier trucks for field fires which are often near to housing, train tracks & roads. In 2024 you had to borrow 1!” (Female, 41-64, Rochford)*

*“The use of smaller crewed vehicles to attend road vehicles crashes...i.e.; 4x4 Land Rover Defender models with small trailers...monetary saving from using large red multi-crewed lorries.” (Male, 65+, Castle Point)*

**5 respondents felt there was a need for more education of the public**, with 2 suggesting the fire service should become a source of information/training. 3 respondents referred specifically here to the need for more education on battery fires with reference to e-bikes/scooters and electric cars.

*“I would also like to see the fire service become more commercially viable... The fire service should become a source of information, training and a retailer of fire and safety related products.” (41-64, Colchester)*

*“From 20 or so years of experience within the ECFRS Fire Safety section I know what benefits can be gained from a proactive role/approach. To quote an often used saying 'prevention is better than cure', it is important to reach, educate and support the public.” (Male, 65+)*

*“There needs to be improved communication across Essex to improve the engagement with the residents as to what Essex Fire Service role is, what prevention activities are planned and how the residents can engage to help them reduce fire risks and hazards within their residence.” (Information not provided)*

*“Address problem of battery fires on e-bikes, scooters and electric cars. People are not trained to deal with li-ion fires, nor do they realise risk of overcharging.” (Male, 65+, Basildon)*

**More community engagement, including events, visits and talks, was suggested by 11 respondents**, with a further 2 respondents suggesting this should be focussed on the younger generation through work with schools and youth groups.

*“Please consider going into sheltered housing complexes and give talks on household fires.” (Female, 65+, Epping Forest)*

*“Would suggest doing group meeting to emphasise how to prevent fires & speed at which it spreads.” (Information not provided)*

*“To see Essex Fire at youth sports festivals spreading the message. School visits are not enough and messages to the youth are powerful, as they are observant and relay learnings to parents/carers. By having an interaction outside the education environment, only enhancing the messages you are sharing to them and allows you to engage with parents/carers.” (Male, 41-64, Thurrock)*

**5 respondents felt Essex County Fire and Rescue Service needed to build stronger links and/or work more closely with other agencies regarding risks**, with 1 respondent feeling this was required specifically with reference to vulnerable people.

*“If ECC sorted out the potholes and dealt with overgrown shrubbery and kept grass cut on verges there would be a whole lot less road traffic accidents. Maybe you should work closer with them and advise them of the risks they are creating.” (Female, 41-64, Chelmsford)*

*“Social Services, Environmental Health Officers and carers all visit vulnerable people in their homes so are in a good position to advise ECFRS of any issues they find and share information.” (Male, 65+, Basildon)*

5 respondents felt there was a lack of information provided about this priority in the CRMP or that the language used was not clear, with 3 respondents lacking confidence in this being delivered and questioning how this would be achieved.

*“Is a very generic statement that does little to inform me on how you propose to do that.” (26-40, Rochford)*

*"How will you accomplish this? Will you arrange home visits?" (Male, 65+, Chelmsford)*

*"This I agree should be the aims, but I feel is not realistic in rural areas." (Male, 41-64, Maldon)*

2 respondents referred to the role of the Police, Fire and Crime Commissioner (PFCC) here and potential opportunities for cost savings in this area, with 2 respondents feeling the fire service should receive a fairer share of PFCC funding.

*"Do away with the useless post of Fire and Police Commissioner and use the salary saved to employ 4 more full time firefighters!" (Male, 65+, Southend)*

*"I would also like to see less money going to the police and more to the fire service." (41-64, Colchester)*

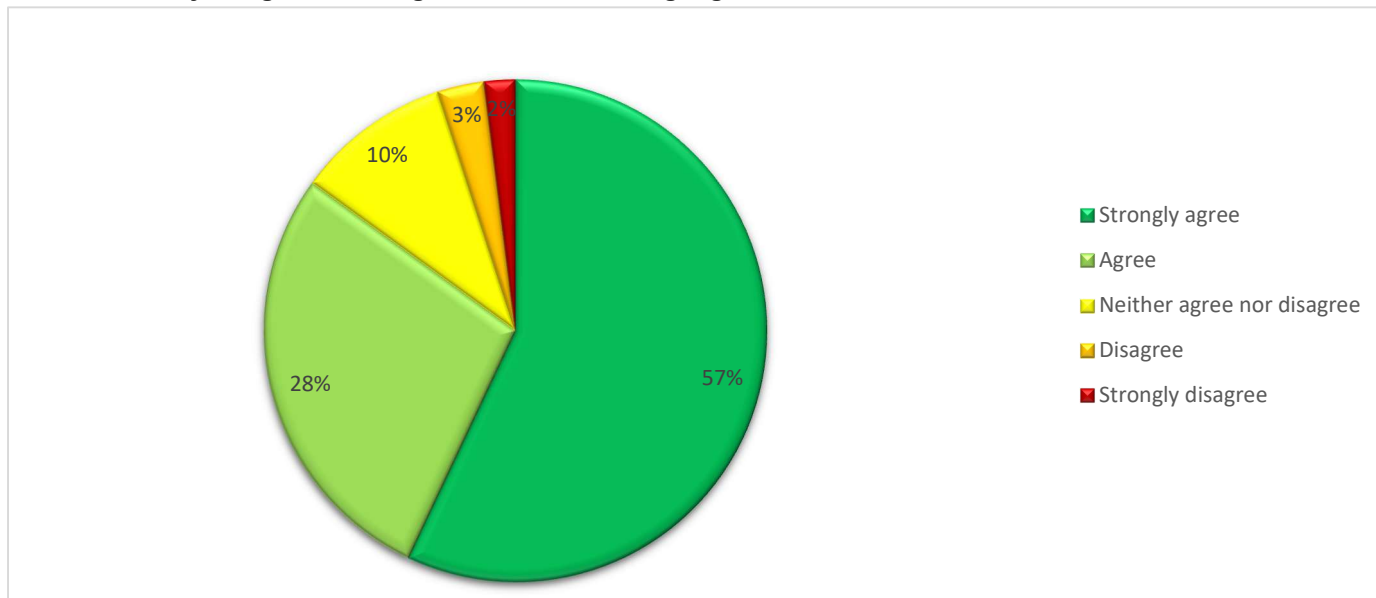
## Priority 2

### **Reducing the impact of fire in the built environment: Enhancing safety in homes, businesses and public spaces.**

*Our aim is to protect businesses, people, the local economy and the environment from the impact of fire in the built environment.*

*We will improve fire safety in buildings in Essex that people live and work in.*

#### **How much do you agree or disagree with this strategic goal and its aims and focus?**



Base: all survey respondents excluding 'no response' (529)

57% 'strongly agreed' and 28% 'agreed' with this priority, with only 5% disagreeing (3% 'disagreed' and 2% 'strongly disagreed').

Female respondents agreed ('strongly agree' and 'agree') with this priority more frequently than male respondents (92% compared with 85% respectively) along with those aged 65 and over (90% agreed).

Some 81% of ECFRS employees agreed with this priority, with this slightly lower than the 85% agreeing across the sample overall.

A further 106 people provided feedback and/or comments on this priority on social media. 77% of social media respondents agreed (either 'strongly agree' or 'agree') with priority 2, with this lower than the proportion agreeing with this priority in the main survey (85%).

#### **Further ideas or comments about this strategic goal:**

**8 respondents felt that the aims and focus of this strategic goal were things they already expected as statutory obligations of the fire service.**

*"You should be performing all of these duties anyway as a minimum service delivery." (Male, 65+, Uttlesford)*

Mixed views were shared regarding responsibilities of the fire service. Whilst 2 respondents felt 'prevention is better than cure', 1 respondent felt this goal was not a role for the fire service, with 5 respondents keen to see ECFRS focus on core services such as putting out fires.

*"Prevention is better than cure' and cheaper for ECFRS and everyone else." (Male, 65+, Basildon)*

*“Don’t see this as a role for the fire service. This is a consultancy role.” (Female, 41-64, Tendring)*

*“Rarely is this feasible or practical. Just put out the fire that has been called in.” (Male, 41-64, Braintree)*

A further 3 respondents supported the aims of this strategic goal, but with the condition that this did not impact upon firefighters being in the right place, with the right equipment when they were needed.

*“As long as you have the funding available and most importantly the firefighters in the correct place and on the correct fire appliance.” (Male, 41-64, Uttlesford)*

**4 respondents referred here to staffing levels and shared the view that the service lacked capacity to deliver this**, with 2 respondents suggesting this should be delivered by a separate team.

*“Staffing levels are woefully inadequate to make any real impact.” (Male, 65+, Braintree)*

*“But I think a separate team should have the umbrella of this not the fire crews.” (Female, 65+, Basildon)*

3 respondents referred to a need for more community events and advertisements on fire prevention/safety, with a further **4 respondents suggesting the need for more community visits/education**.

*“Organise community events to advise on fire prevention and safety.” (Male, 65+, Maldon)*

*“Electrical safety awareness should be mandatory within schools to inform people about electrical fires and preventable fires.” (Male, 17-18, Southend)*

Again, reference to the need for more information on battery charging and battery fires was discussed here by 3 respondents, along with the need for more staff training opportunities (2 respondents).

*“More information about risks of lithium batteries, unattended and unguarded fire and over loading electrics.” (Male, 41-64, Work in Essex)*

*“This needs to include training in our crews to support the delivery of fire safety messages.” (Male, 26-40, Tendring)*

*“Better training for staff. Little to no opportunity for crew members to gain level 3 or 4 protection qualifications.” (Male, 41-64, Uttlesford)*

**4 respondents felt the fire service needed to play a more active role in building regulation, building control and planning permission**, with 2 respondents suggesting fire regulations in new buildings needed to be reintroduced and/or tightly monitored. 1 respondent did note here however that they felt this would be reliant on building control being well resourced.

*“Take back control over building fire safety standards.” (Male, 65+, Castle Point)*

*“Play active role in shaping policies, procedure and ‘permission to build’ authority within both the public and private building sectors.” (Information not provided)*

*“Fire regulations in new buildings, particularly flats, should be reintroduced and tightly monitored.” (Female, 65+, Chelmsford)*

*“Also requires Building Control at local authorities to be well resourced.” (Male, 65+, Tendring)*

2 respondents felt there needed to be more fire testing of buildings before they were signed off for public use, with **5 respondents feeling there were a lack of consequences and enforcement currently with regards to premises which are not safe**. 2 respondents suggested they felt this should be the responsibility of the business/property owners, whilst another felt this strategic goal should focus on public buildings such as restaurants and hotels as well as those where people live and work.

*“MMC or prefabricated buildings need proper thorough fire testing before being put into general use.” (Male, 65+, Basildon)*

*“Shouldn't these buildings have been inspected once built for suitable fire safety precautions anyway?? It's nice that safety is at the forefront...but something doesn't feel right here.” (Social media comment)*

*“There is still a huge number of businesses and premises that have insufficient fire safety. There is also a real lack of consequences for those who continually ignore the law. Businesses with a history of non-compliance are rarely prosecuted.” (Male, 41-64, Work in Essex)*

*“The degree of ‘safety’ afforded in residential dwellings and business properties is to a very great extent, the responsibility of the owner/occupiers of these buildings. ‘You can lead a horse etc.’ by giving advice etc. But you cannot enforce people to act on your advice.” (Male, 65+, Colchester)*

*“It should also cover buildings people visit like restaurants and hotels...not just homes and workplaces.” (Male, 41-64, Basildon)*

ECFRS working with businesses and their fire marshals more was suggested by 4 respondents, with 1 respondent referring here to the view that this contradicted the change whereby fire crews had stopped attending Automatic Fire Alarms (AFAs).

*“To have 1/4 meetings with fire marshals for local businesses. Have them proactively engaging with the fire service, with the fire service able to refresh any procedures and advancement.” (Male, 41-64, Thurrock)*

*“If you cared about fires that effect business, why did you stop fire crews attending fire alarms to commercial buildings? How many buildings and businesses could have been saved if you had responded quicker to these incidents?” (Male, 26-40, Rochford)*

The need for the fire service to work more closely with other agencies in relation to ‘risks’ was again discussed here by 4 respondents.

*“Work with ECC to keep the grass cut on verges and at the side of the road. It's a fire hazard in the summer when it dries out you only need someone to drop a cigarette.” (Female, 41-64, Chelmsford)*

6 respondents felt there was a lack of information provided about this priority in the CRMP or that the language used was not clear, with a further 4 respondents lacking confidence that this could be achieved.

*“Strange language being used...what do you mean by ‘BUILT ENVIRONMENT’?” (Male, 65+, Chelmsford)*

*“Sounds good, but it would have been useful if further information would have been given about how this will be achieved and over what timeframe. It's difficult to disagree when you're saying you wish to improve things, but how? Also, what is meant by the environment? Field/woodland fires? Something else?” (Information not provided)*

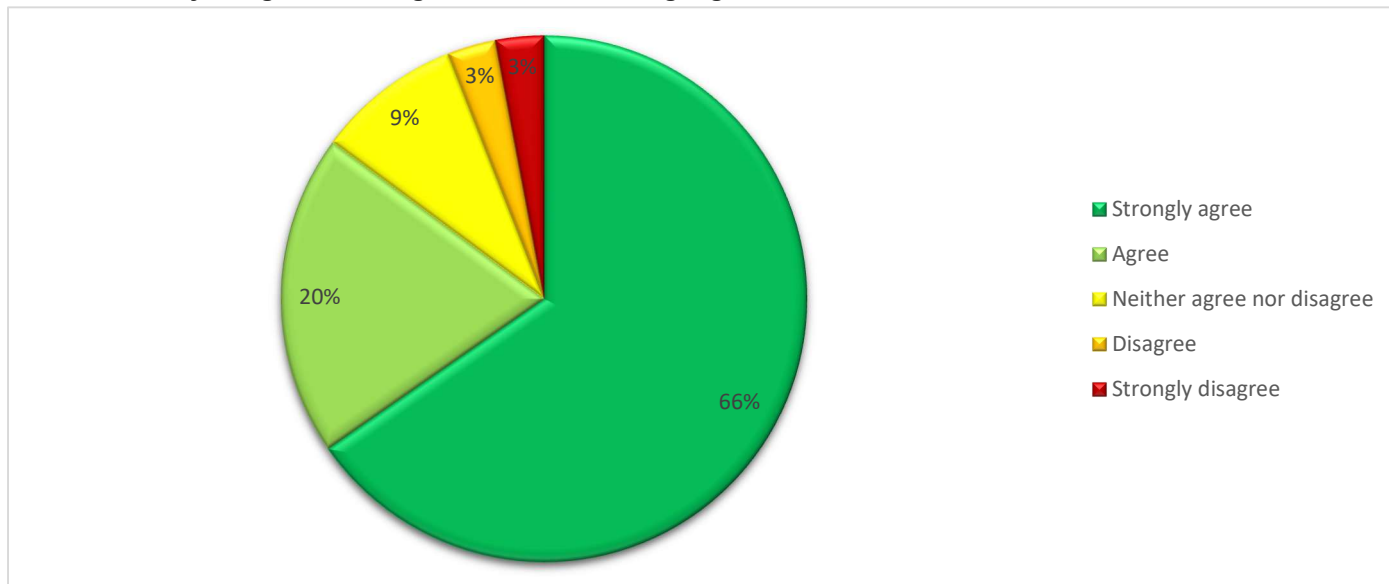
### Priority 3

#### **Responding effectively to emergencies: ensuring rapid and professional emergency responses.**

*Our aim is to respond to emergencies in the most effective and safe way, prioritising the protection of, and limiting damage to, life, property and the environment.*

*In this CRMP we are exploring ways to provide greater day coverage across the county.*

#### **How much do you agree or disagree with this strategic goal and its aims and focus?**



Base: all survey respondents excluding 'no response' (498)

66% 'strongly agreed' and 20% 'agreed' with this priority, with only 6% disagreeing (3% 'disagreed' and 3% 'strongly disagreed').

Female respondents agreed ('strongly agree' and 'agree') with this priority more frequently than male respondents (90% compared with 85% respectively) along with those aged 65 and over (93% agreed).

Some 81% of ECFRS employees agreed with this priority, with this lower than the 85% agreeing across the sample overall.

A further 82 people provided feedback and/or comments on this priority on social media. 71% of social media respondents agreed (either 'strongly agree' or 'agree') with priority 3, with this lower than the proportion agreeing with this priority in the main survey (85%).

#### **Further ideas or comments about this strategic goal:**

4 respondents took the opportunity to make positive comment here about the work of the fire service, with several of these taking the opportunity to pass on their thanks.

*"What they do in emergency situations it's truly amazing, with such calm." (Female, 41-64, Brentwood)*

**5 respondents stated this should be the number 1 priority of those set out in the Community Risk Management Plan.**

*"This is the number one priority and where full focus needs to be centred." (Male, 65+, Thurrock)*

*"This must remain the no 1 priority after all it is your 'day job'." (Male, 65+, Harlow)*



**7 respondents reiterated here that they felt the fire service should focus on frontline services, with putting out fires being the most important aspect.** A need for more frontline/operational staff and less management/office staff was also discussed here by 2 respondents.

*“Please just spend your budget on the front line, when I phone 999 I don’t really care about any other activities other than a fire engine and firefighters arriving as fast as possible.” (Male, 41-64, Chelmsford)*

*“While the strategic goal is imperative, the strategy should place a much higher emphasis on operational personnel versus layers of management and 'nonjobs'.” (Male, 41-64, Chelmsford)*

**The need for more full-time stations was referred to by 14 respondents, along with the importance of ensuring that sufficient or minimum crew numbers were kept being discussed by 6 respondents.**

*“A manned fire station would be faster to deploy so safer.” (Female, 65+, Chelmsford)*

*“The quickest way to respond is with more full-time stations.” (Social media comment)*

*“No mention of increasing whole time and day-manned stations. The change of stations to on-call has increased attendance times and put the public and firefighters lives at more risk.” (Social media comment)*

*“Enough crew and correct engines should always be available.” (Male, 65+, Southend)*

*“But only with sufficient crew. Do not follow other counties implementation of 3-man crews. I've been there 50 years ago. Keep the minimum crew level at 5.” (Male, 65+, Castle Point)*

**Coverage needing to be sufficient and/or improved was referred to by 12 respondents,** with 4 respondents discussing the need for local bases/stations.

*“Coverage should be good no matter the time of day!” (Male, 41-64, Chelmsford)*

*“Coverage should be sufficient to achieve zero lives lost at any point in time.” (Male, 41-64, Braintree)*

*“Stop closing ‘local’ fire stations!” (Male, 65+, Southend)*

*“I might be wrong, but I feel like it would be better to have local fire houses rather than a county central one. No matter how effectively you schedule personnel some sites are going to take longer in distance to reach, longer in route busier roads?” (Female, 26-40, Braintree)*

**14 respondents commented here that they did not support reducing night cover with cover needed at night,** with 3 respondents not supporting this strategic goal as they saw this to be a reduction in response standards.

*“While I don’t have access to your data about day/night demand I am not convinced that reducing night cover (which is implied by this question) is a safe or preferred option.” (Male, 41-64, Castle Point)*

*“‘Greater day coverage’ - is there not a greater risk at night when people aren’t about to detect a fire?” (Information not provided)*

*“It should not be at the expense of night coverage.” (Female, 41-64, Braintree)*

*“I reject proposals to change the response standards. The old standard was better.” (Female, 41-64, Basildon)*

*“The reduced response standards to all life risk incidents, outside of dwelling fires, proposed by this CRMP will lead to further falls in ECFRS performance and the public waiting longer for fire appliances to attend RTC's, rescues from water, rescues from height, etc. ECFRS do not have a mandate for this retrograde change in response standards.” (Male, 41-64, Basildon)*

**8 respondents felt more investment was needed in equipment and resources**, with a further 3 respondents suggesting the safety of crews needed to be prioritised, in ensuring they had the right equipment and PPE.

*“Greater investment in equipment and resources is vital.” (Male, 65+, Basildon)*

*“At no point in the above statement are crews mentioned. The priority should be the protection of crew to operate effectively and safely with the right number of people with the right PPE and kit to protect and limit the damage to life, property and the environment.” (Male, 41-64, Uttlesford)*

**13 respondents raised issues with the on-call model including availability of retained staff.** Whilst some were not in favour of the on-call model, 2 respondents suggested the need to recruit more on-call fire officers, with a further 3 suggesting ECFRS should work more with local businesses to recruit and support the on-call model.

*“You cannot achieve this aim given the dire manpower state of ECFRS on-call crew. This leaves far too many stations unable to respond so putting increased pressure on full time firefighters.” (Male, 65+, Maldon)*

*“Ramp up the advertising for on-call firefighters.” (Male, 65+, Epping Forest)*

*“Working strategically with local business to recruit more on call firefighters. Asking government to explore tax breaks or inducement to encourage companies to release firefighters during the day.” (Male, 41-64, Maldon)*

**A further 6 respondents referred to the need to improve contracts and shift patterns for retained officers to make this more appealing and/or to increase their availability.**

*“Listen to the views, ideas and concerns of the retained crews as to how they can be supported to achieve 100% appliance availability. Better contracts and shift patterns need to be looked at to achieve this.” (Male, 41-64, Colchester)*

*“Consider increasing the 5-minute turnout to allow a wider demographic in areas where recruitment is difficult. Be more flexible about how much time a on call firefighter can commit too. Unless you have done it you have no idea how much of a commitment it is.” (Male, 41-64, Maldon)*

**Considering the use of smaller vehicles was referred to by 5 respondents**, along with the need for more education of the public, with 3 respondents referring to work needing to be done to educate the public on street parking so as not to block access for emergency services.

*“Fire bikes and cars with equipment on board to be sent out ahead of the fire engines to confirm if more units are needed or not. These could be used in rural areas like the Dengie.” (Male, 41-64, Maldon)*

*“Can more be done to educate young people on the dangers of intentional fire starting?” (Female, 41-64, Harlow)*

*“Parking of cars on both sides of road should be prohibited to allow access for emergency services.” (Information not provided)*

**12 respondents felt there was a lack of information and/or detail provided about this priority in the CRMP or that the language used was not clear**, with a further respondent lacking confidence that this could be achieved.

*“It is difficult to comment in depth about this as the focus is on exploring ways to provide greater day coverage - there is one reference to this in the draft as 'peak' hours and without more detail it is unclear as to the extent / increased demand / how it compares to night cover.” (Female, 41-64)*

*“Again, I can't disagree with this but how are you hoping to achieve these? What are some of the ways you're exploring? Responding in a safe way sounds as though you're not being safe now.” (Information not provided)*

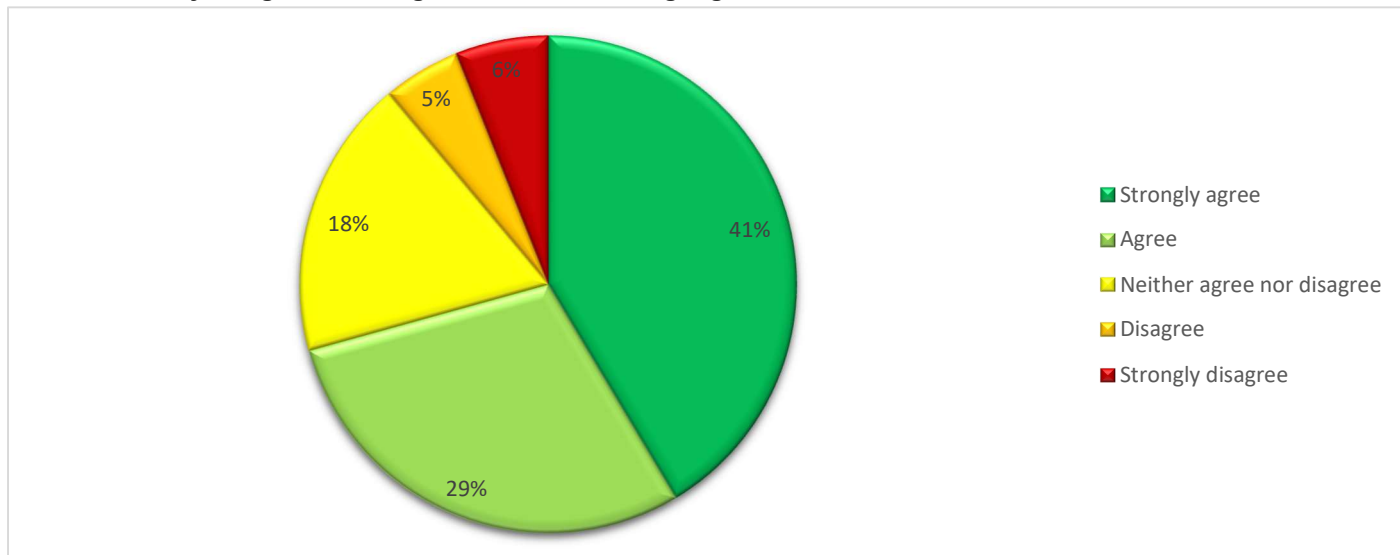
## Priority 4

***Inclusive and high performing culture: Fostering equality, diversity, and excellence within the service.***

*Our aim is to embed a high performing and inclusive culture ensuring our people are supported, engaged and inspired to deliver our Service strategic goals.*

*Our colleagues are empowered to be professional and ambitious in serving the communities of Essex.*

**How much do you agree or disagree with this strategic goal and its aims and focus?**



Base: all survey respondents excluding 'no response' (483)

41% 'strongly agreed' and 29% 'agreed' with this priority, with 11% disagreeing (5% 'disagreed' and 6% 'strongly disagreed').

Female respondents agreed ('strongly agree' and 'agree') with this priority more frequently than male respondents (82% compared with 67% respectively) along with those aged 65 and over (78% agreed).

Some 76% of ECFRS employees agreed with this priority, with this higher than the 71% agreeing across the sample overall.

A further 80 people provided feedback and/or comments on this priority on social media. 54% of social media respondents agreed (either 'strongly agree' or 'agree') with priority 4, with this lower than the proportion agreeing with this priority in the main survey (71%).

### **Further ideas or comments about this strategic goal:**

5 respondents felt that the aims and focus of this strategic goal were expected already by the public, with a further 4 respondents suggesting they felt it was important that all organisations aimed to achieve this in 2025.

*"Isn't this what is happening anyway? If not, why not?" (Female, 65+, Brentwood)*

*"This should be a natural and expected way of working in 2025 not an aim?" (Male, 65+, Chelmsford)*

**18 respondents shared the view that it was important that ECFRS employed the right person for the job, with efficiency being more important than diversity.**

*"You need people trained and physically able to deal with a dangerous & strenuous, demanding role. Targets to recruit people who cannot physically do the role are pointless, dangerous to their colleagues & the public!" (Female, 41-64, Rochford)*

*"As long as it doesn't get in the way of employing/ promoting those with the best skills to 'do the job' rather than to meet specific targets." (Tendring)*

*"The inclusive culture should not be hinder the recruitment of the best and most able person for the task to be met." (Male, 65+, Southend)*

*"Efficiency over diversity. Firefighters who are the best for the job rather than box ticking exercises." (Male, 19-25, Work in Essex)*

**A further 10 respondents felt core services such as fighting fires and saving lives should be prioritised first,** with 4 suggesting culture/diversity should not be prioritised before the prevention of fires and **8 respondents suggesting this priority should be last in line, with it described as a waste of time and/or money.**

*"Concentrate on fighting and preventing fires. Leave the EDI and don't waste time and resources on this." (Male, 65+, Uttlesford)*

*"What has culture got to do with putting a fire out!" (Male, 41-64)*

*"Culture and diversity should not be prioritised before skill and prevention of fires." (Female, 26-40, Uttlesford)*

*"And another waste of money." (Social media comment)*

*"Political clap trap. Last in line." (Male, 65+, Castle Point)*

**6 respondents discussed the need here for staff to be supported, empowered and recognised,** with 5 respondents suggesting more support was needed for employees of ECFRS. The importance of staff morale was also raised here by 2 respondents, with a further 2 respondents raising concern that targets were unachievable and put too much pressure on staff.

*"All staff should be supported, empowered and recognised. Morale is a powerful tool, and pride and belief in a service promotes this. This is an area that is falling apart in public services around operations, teams not feeling supported and hold the burden of the stress of knowing the availability state of an emergency service. This is seen across the ambulance, police and now the fire service." (Male, 41-64, Colchester)*

*"The empowering of all is the only way to be fully inclusive." (Male, 41-64, Colchester)*

*"We are all human and we work best when what skills we have are supported and valued." (Female, 65+, Uttlesford)*

*"Support them properly offer support and counsellors to unload what they have had to deal with." (Female, 41-64, Chelmsford)*

*"Staff stressed and unachievable targets given." (Information not provided)*

The need to remove and/or deal with harassment and/or bullying was raised by 4 respondents, with 4 respondents suggesting the service needed to be inclusive for all and 2 respondents feeling all employees should be treated with respect.

*"I have worked in several departments over the years and have been bullied and witnessed others being bullied yet nothing is done about it even when grievances are taken out against them. Everything is swept under the carpet and the instigators are promoted." (Information not provided)*

*"Equality and equal pay - be kind and supportive - no harassment and cover up." (Female, 41-64, Epping Forest)*

*“Inclusive for all not just some groups.” (Male, 26-40, Rochford)*

*“Yes all employees should be treated with respect, a good management team will know this instinctively, so make sure you have the right leaders in place, not just ‘Company people!’” (Male, 65+, Harlow)*

3 respondents felt the management of poor performance needed to be improved, with a further 2 respondents suggesting there was a need for more work within ECFRS as a whole to embed an inclusive culture.

*“Do you now deal with disciplinary matters in a timely fashion the same as private sector or do you pay salaries to suspended staff for long periods still?” (Female, 26-40, Chelmsford)*

*“I wonder if further work may be required to embed an inclusive culture within the ECFRS as a whole.” (Female, 41-64, Braintree)*

Individual respondents raised concern here that they felt inclusion/diversity could promote barriers and that a ‘performance driven culture’ could have an impact on the quality and standard of delivery.

*“Inclusion and diversity promote barriers.” (Male, 41-64)*

*“What safeguards will be put in place to ensure that a ‘performance driven culture’ is not to the detriment of the actual physical deliver? When performance is a key driver, often the actual quality/standard of delivery is greatly reduced.”  
(Information not provided)*

3 respondents felt there was a lack of information provided about this priority in the CRMP or that the language used was not clear, with a further respondent lacking confidence that this could be achieved. Again, 2 respondents referred to the role of the Police, Fire and Crime Commissioner here and potential opportunities for cost savings in this area.

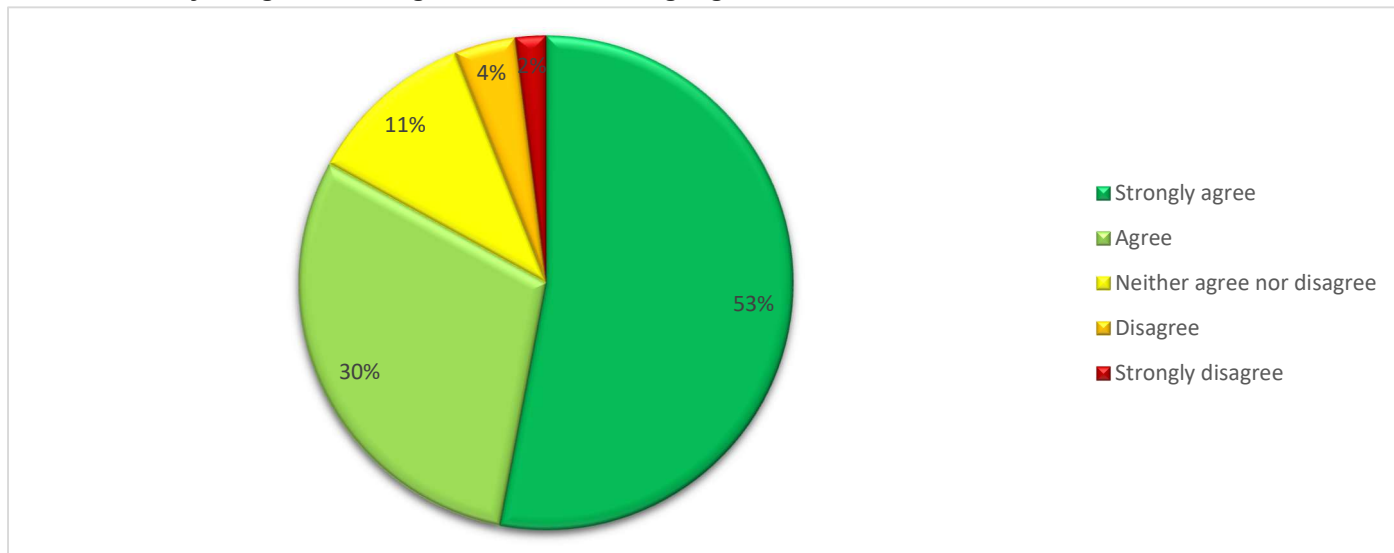
## Priority 5

### ***A resilient and sustainable future: Preparing for long term challenges like climate change.***

*Our aim is to manage and invest in our Service to ensure it is fit for the future.*

*We will manage our finances, use digital, data and technology to drive improvement, and make sure that our estates, equipment and vehicles meet the needs of our people and the risks that we face.*

#### **How much do you agree or disagree with this strategic goal and its aims and focus?**



Base: all survey respondents excluding 'no response' (469)

53% 'strongly agreed' and 30% 'agreed' with this priority, with only 6% disagreeing (4% 'disagreed' and 2% 'strongly disagreed').

Similar proportions of female and male respondents agreed ('strongly agree' and 'agree') with this priority (88% and 85% respectively) with those aged 65 and over agreeing more frequently (94% agreed).

Some 75% of ECFRS employees agreed with this priority, with this slightly lower than the 83% agreeing across the sample overall.

A further 141 people provided feedback and/or comments on this priority on social media. 72% of social media respondents agreed (either 'strongly agree' or 'agree') with priority 5, with this lower than the proportion agreeing with this priority in the main survey (83%).

#### **Further ideas or comments about this strategic goal:**

4 respondents took the opportunity to make positive comment here about the work of the fire service, with several of these taking the opportunity to pass on their thanks.

*"We couldn't do without you." (Female, 41-64, Chelmsford)*

**7 respondents suggested the detail outlined in this priority to be what the public expected already as statutory obligations of the service.**

*"Not being funny but I'd have thought this was already a must." (Female, 41-64, Southend)*

**14 respondents referred here to the need for more investment in equipment, with references made to old machines, and firefighters not being able to do their jobs without suitable tools.**

*"This is the third priority after providing the fire response service and fire prevention. You cannot do the job without the tools." (Male, 65+, Thurrock)*

*"I sometimes worry that equipment is measured on economy rather than quality so long-term safety is compromised." (Tendring)*

*"Never had so many old machines on the front line in the past." (Male, 41-64, Rochford)*

4 respondents referred to a need for investment in resources with **6 respondents discussing the need for the right number of people to deliver the service required.**

*"You never hear any complaints about fire and rescue unlike the other emergency services but that will come if you cut their funding any further. In fact, more funding is needed and more full-time firefighters especially as they offer first aid defib traffic control etc. They are the only emergency service highly trained enough to be able to fill in where the others fail but while they are covering for others who is doing their job? A recruitment drive is needed." (Female, 41-64, Chelmsford)*

*"I will always support innovation, but sometimes it's just having the right number of people to fulfil the roles, that's overlooked, as they are seen as the expensive options." (Male, 41-64, Colchester)*

*"Seek increases get a proper budget to modernise and bring in better technology and equipment but data and technology do not put out fires or attend accidents, you need people." (Information not provided)*

A further 4 respondents commented that they felt there was a need for more frontline/operational staff and less management/office-based staff.

*"While the strategic goal is imperative, the strategy should place a much higher emphasis on operational personnel versus layers of management and 'nonjobs'." (Male, 41-64, Chelmsford)*

*"Stop paying managers and pay fire fighters/ rescue workers would be a great start, you can't guess what you need so management is just a luxury the taxpayers do not need." (Social media comment)*

**6 respondents discussed the requirement for local stations and importance of keeping fire stations open** with 2 respondents suggesting investment in more full-time stations.

*"Our local retained crew fire station is an important asset to our rural community and means we get a quick response to call outs from a team with local knowledge of the area." (Male, 65+, Epping Forest)*

*"The fire station in South Woodham Ferrers must remain operative." (Female, 65+, Chelmsford)*

*"Again, investment in full time stations and firefighters." (Male, 65+, Tendring)*

*"Ensure you keep full time recruitment as priority." (Male, 65+, Southend)*

2 respondents suggested the fire service could look to utilise smaller or more compact vehicles, with a further 3 respondents suggesting they could make more or better use of technology.

*"Stop purchasing these enormous Scania appliances which have no chance of accessing many of the narrow streets in Essex! It's about time the service seriously looked at purchasing compact fire appliances." (Male, 41-64, Colchester)*

*"Utilise technology better." (Male, 41-64, Uttlesford)*

2 respondents felt there was a lack of information provided about this priority in the CRMP or that the language used was not clear, with a further respondent questioning what this would involve.

*“Very wordie.” (Male, 41-64)*

*“How and timeframe. You mention your estates - will you consider closing/moving stations if required?” (Information not provided)*

2 respondents shared the view that they felt this was a cost cutting exercise that would reduce the service provided, with a further 2 respondents feeling money needed to be invested across the board rather than on Head Quarters, and on frontline services rather than behind the scenes. A further 4 respondents were keen to see budgets managed and used carefully.

*“Another cost cutting exercise.” (Information not provided)*

*“The question you are asking is ‘can we reduce facilities/assets and asset strip the service’. Be honest about your question. Yes, we need to avoid waste but that is far from your meaning here.” (Male, 41-64, Castle Point)*

*“That’s fine as long as the money is used across the board, rather than waste money on Service Headquarters (where still staff are working from home rather than in HQ) and it’s evenly spent on operational front line.” (Male, 41-64, Uttlesford)*

*“Yes, but front-line services, personnel and estates must be ring fenced financially. It can never be acceptable in the eyes of the public for these to be cut whilst various other backroom activities and bonuses thrive and prosper.” (Male, 65+, Harlow)*

*“I am aware that budgets need to be managed and used carefully to avoid duplication of services.” (Female, 65+, Uttlesford)*



## Additional Comments

At the end of the survey respondents were given the opportunity to provide any further comments on the draft Community Risk Management Plan.

**19 respondents again took the opportunity here to provide positive comments regarding the fire service and share their thanks for their work.**

*“Keep up the amazing work and commitment.” (Female, 41-64, Brentwood)*

4 respondents felt there was a need for more investment generally in the fire service with more money being required for the service to deliver its role. **The need to focus on numbers of firefighters and fire engines first was discussed here by 7 respondents**, with 3 respondents also feeling the safety of firefighters should be a priority.

*“I believe that the ‘Fire Service’ do a great job in so many ways, but without the financial backing & help from the public they are often trying to do this wonderful work with their hands tied behind their backs & with constant cutbacks, makes their jobs & planning for the future impossible.” (Female, 65+, Chelmsford)*

*“Invest better in the service. More money is required.” (Male, 41-64, Uttlesford)*

*“I understand that the Government is not supplying you with the best budget so please just spend your budget on fire engines and firefighters so the public get an excellent and timely response should they need it.” (Male, 41-64, Chelmsford)*

*“Your safety should always come first as you have a family as well. You do more than enough to help others.” (Female, 41-64, Colchester)*

**The need for the service to prioritise its core services (saving lives and responding to emergencies) was again referred to here by 8 respondents, with a further 8 respondents reiterating that they felt equality and diversity should not be prioritised over core services.**

*“Responding to emergencies should be your top priority.” (Male, 41-64, Basildon)*

*“Delivery of the core functions must be put to the fore and an overview of all other departments must be taken. The fire service is not about providing jobs it’s about providing a cost effect, efficient service meeting the operational needs of Essex.” (Male, 65+, Tendring)*

*“Please do not let diversity pressures come ahead of hiring skilled firefighters.” (Female, 26-40, Uttlesford)*

*“Please do not prioritise diversity etc over what you should be doing - saving lives!” (Female, 65+, Uttlesford)*

**7 respondents discussed the need for more education of communities on fire prevention**, with prevention being important discussed by 2 respondents and 2 respondents feeling ECFRS attending or taking part in more community events to be required.

*“Take time to train volunteer professionals, of which I am one as an ex-trainer myself, to check fire regs have been implemented in businesses. Us retired lot can be useful!” (Female, 41-64, Southend)*

*“I do feel community events to educate and advise people on fire prevention and how to assess any issue they may have in their businesses or their homes.” (Male, 65+, Maldon)*

*“Prevention is certainly better, but then having a rapid response is needed.” (Female, 41-64, Braintree)*

**Issues with the availability of retained officers were again discussed here by 6 respondents**, with a further 3 respondents expressing concern regarding crews and/or engines being 'off the run'.

*"Our towns cities and villages are way more populated now - retained fire fighters is not the answer anymore. They should all be full time." (Female, 41-64, Chelmsford)*

*"Only to reiterate, good as retained are, they cannot possibly match a full-time brigade." (Male, 65+, Tendring)*

*"Utilise the retained service better by seriously looking at better ways of increasing the crew's availability. It is quite well known that many retained appliances are frequently 'off the run' due to crew shortages. This is certainly not reassuring for the public who are paying council tax contributions to the fire service and are receiving a second-class service!" (Male, 41-64, Colchester)*

*"If I were to have an incident at my home address within Essex, I would not be confident that a fire appliance would turn up in the required timescale as a lot of appliances are 'off the run' a fair amount of the time." (Male, 41-64, Uttlesford)*

Respondents again shared mixed opinions, with 4 respondents keen to see more recruitment of on-call firefighters and 2 respondents restating the need for more full-time firefighters rather than volunteer/on-call firefighters.

*"Be more positive with On Call recruitment." (Male, 65+, Epping Forest)*

*"Please ensure stations remain wholetime. Reducing to on call is the total opposite of what communities want and only seeks to damage the reputation of the service, as well as create unnecessary risks." (Female, 26-40, Basildon)*

*"Fire service should be full time and not run by volunteers. Stop closing stations and have a better network to support communities." (Male, 26-40, Chelmsford)*

1 respondent raised concern that the CRMP represented a reduction in service with another questioning where the overriding vision to achieve zero lives lost was in the plan.

*"I worry about the reduction in fire services, and the other emergency services, generally." (Female, 41-64, Tendring)*

*"Where is the overriding vision to achieve zero lives lost." (Male, 41-64, Braintree)*

4 respondents made negative comments here regarding the CRMP and/or consultation, with a further 4 respondents suggesting the information provided on the priorities to be unclear or difficult to understand.

*"This consultation is disingenuous. The draft CRMP is fraught with inconsistencies and does not achieve what it supposedly intended to do. It was never proposed that Essex Fire Service were going to lower their response standard to life risk incidents." (Male, 26-40, Basildon)*

*"Honestly how long did it take to consult and write that up. Who in their right mind would have a goal for more fires!" (Social media comment)*

*"Don't use fancy language to describe basic activities. Some are confused by what you mean, and flowery language can be (mis)used to bring in projects that are not actually what participants actually want." (Male, 65+)*

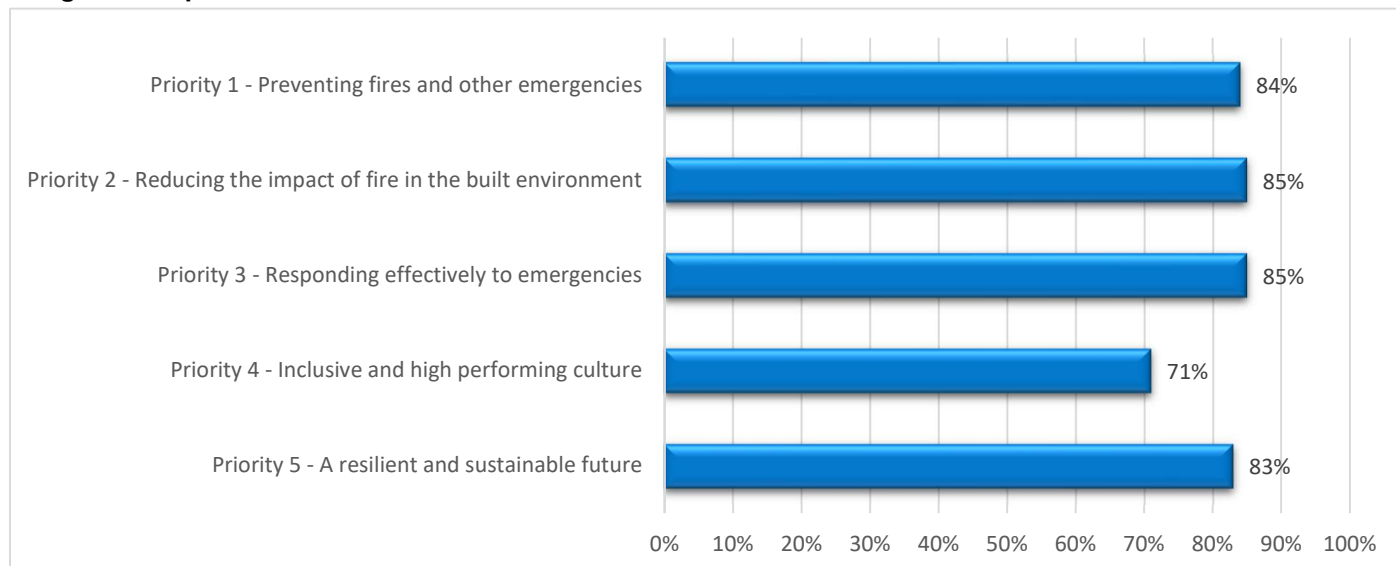
*"There is not enough information on any of the projects. The fire service is a vital emergency service and should remain as such. When are you having an open discussion where questions can be asked and answered with integrity." (Information not provided)*

# Agreement with Priorities

## Overall agreement

The chart below details the proportion overall agreeing (either 'agree' or 'strongly agree') with each strategic goal and its aims and focus.

### % Agree with priorities



Base: all respondents excluding 'no response' (469 - 573)

As shown, similar proportions agreed with the aims and focus of priorities 1, 2, 3 and 5, with between 83% and 85% overall agreeing with each of these.

A slightly lower proportion (71%) agreed with the aims and focus of priority 4 – inclusive and high performing culture.

## Employees of ECFRS

The figure below details the percentage agreeing ('strongly agree' and 'agree') with each strategic goal and its aims and focus with a breakdown of those who are currently employed by ECFRS. Colour is used in the table below to highlight highest levels of agreement (green) to lowest agreement (red).

	Overall	ECFRS employee
Priority 1 - Preventing fires and other emergencies (Base 573)	84%	79%
Priority 2 - Reducing the impact of fire in the built environment (Base 529)	85%	81%
Priority 3 - Responding effectively to emergencies (Base 498)	85%	81%
Priority 4 - Inclusive and high performing culture (Base 483)	71%	76%
Priority 5 - A resilient and sustainable future (Base 469)	83%	75%

Higher proportions of ECFRS employees agreed with the aims and focus of priority 4 – Inclusive and high performing culture (76% of ECFRS employees agreed compared with 71% overall).

For all other priorities, the proportion of ECFRS employees agreeing was slightly lower than that recorded by respondents overall.

## Analysis by Gender

The figure below details the percentage agreeing ('strongly agree' and 'agree') with each strategic goal and its aims and focus broken down by gender (only categories with large enough sample sizes are included here). Colour is used in the table below to highlight highest levels of agreement (green) to lowest agreement (red).

	Overall	Male	Female
Priority 1 - Preventing fires and other emergencies (Base 573)	84%	85%	91%
Priority 2 - Reducing the impact of fire in the built environment (Base 529)	85%	85%	92%
Priority 3 - Responding effectively to emergencies (Base 498)	85%	85%	90%
Priority 4 - Inclusive and high performing culture (Base 483)	71%	67%	82%
Priority 5 - A resilient and sustainable future (Base 469)	83%	85%	88%

As shown, female respondents more frequently agreed with the aims and focus of all priorities, with this particularly the case with priority 4 – Inclusive and high performing culture (82% of females agreed compared with 67% of males).

## Analysis by Age Category

The figure below details the percentage agreeing ('strongly agree' and 'agree') with each strategic goal and its aims and focus broken down by age group (only categories with large enough sample sizes are included here). Colour is used in the table below to highlight highest levels of agreement (green) to lowest agreement (red).

	Overall	26-40	41-64	65+
Priority 1 - Preventing fires and other emergencies (Base 573)	84%	82%	84%	90%
Priority 2 - Reducing the impact of fire in the built environment (Base 529)	85%	85%	84%	90%
Priority 3 - Responding effectively to emergencies (Base 498)	85%	78%	85%	93%
Priority 4 - Inclusive and high performing culture (Base 483)	71%	60%	72%	78%
Priority 5 - A resilient and sustainable future (Base 469)	83%	77%	82%	94%

As shown, those aged 65 and over more frequently agreed with the aims and focus of all priorities.

Respondents in the 26 to 40 age category less frequently agreed with all priorities compared with those in the 41 to 64 and over 65 age categories, apart from priority 2, where almost equal proportions of those aged 26 to 40 and 41 to 64 agreed with the priority to reduce the impact of fire in the built environment.

Those aged 26 to 40 less frequently agreed with the aims and focus of priority 4 – inclusive and high performing culture (60% agreed compared with 71% overall).

## Analysis by Disability

The figure below details the percentage agreeing ('strongly agree' and 'agree') with each strategic goal and its aims and focus broken down by whether they have a disability/long term health condition. Colour is used in the table below to highlight highest levels of agreement (green) to lowest agreement (red).

	Overall	Disability	No disability
Priority 1 - Preventing fires and other emergencies (Base 573)	84%	96%	85%
Priority 2 - Reducing the impact of fire in the built environment (Base 529)	85%	94%	86%
Priority 3 - Responding effectively to emergencies (Base 498)	85%	91%	87%
Priority 4 - Inclusive and high performing culture (Base 483)	71%	81%	72%
Priority 5 - A resilient and sustainable future (Base 469)	83%	91%	84%

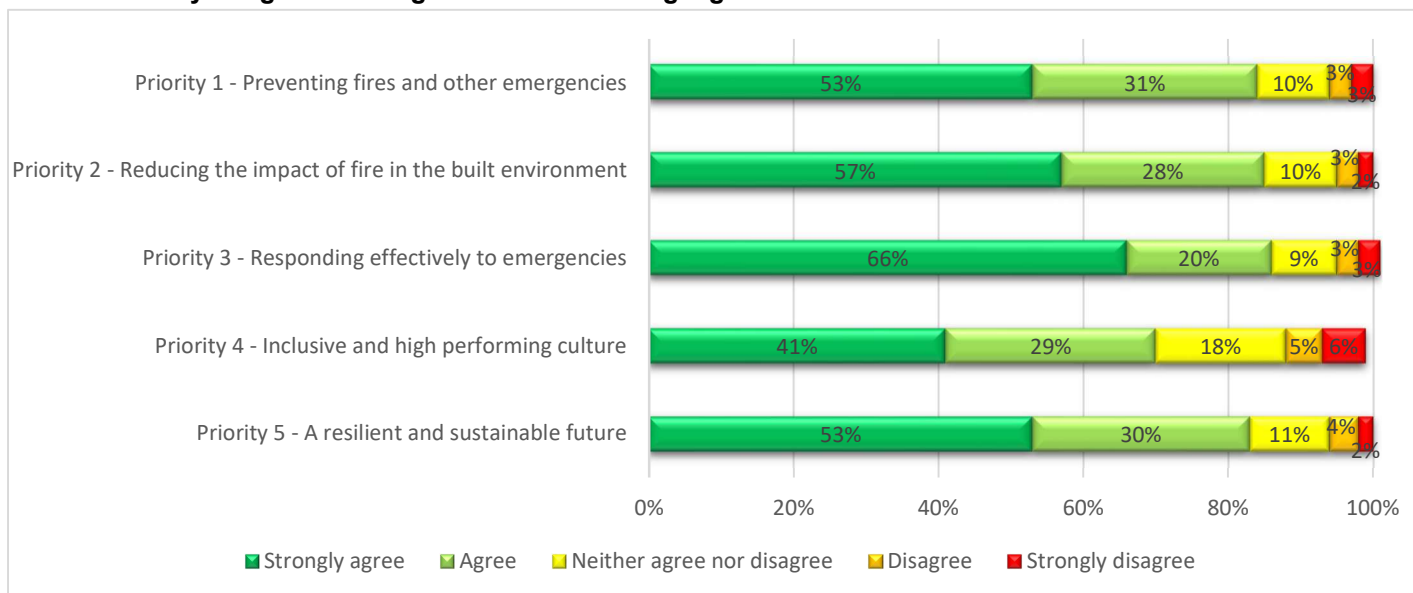
As shown, respondents with a disability or long-term health condition agreed more frequently with the aims and focus of all priorities compared with the sample overall.

# Ranking of Priorities

## Agreement with priorities

The chart below provides a summary of agreement with each of the 5 strategic goals and their aims and focus.

### How much do you agree or disagree with this strategic goal and its aims and focus?



Base: all respondents excluding 'no response' (469-573)

As shown above, two-thirds (66%) of respondents 'strongly agreed' with priority 3 – responding effectively to emergencies, with a further 20% 'agreeing' with the aims and focus of this priority.

Just over half of respondents 'strongly agreed' with the aims and focus of priorities 1, 2 and 5, with almost one-third 'agreeing' with each of these priorities.

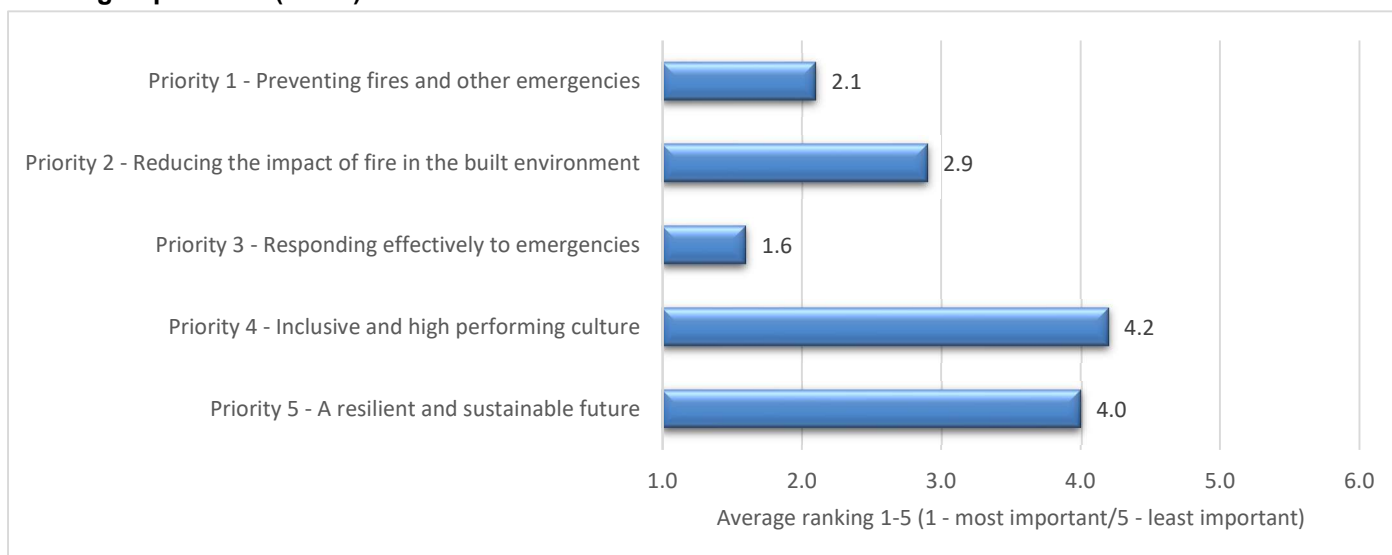
Similar proportions 'disagreed' ('strongly disagree' and 'disagree') with each of the priorities (5%-6%), apart from priority 4 – inclusive and high performing culture, where a slightly higher proportion of 11% 'disagreed' ('disagree' and 'strongly disagree'). As shown, a higher proportion also 'neither agreed nor disagreed' with the aims and focus of this priority (18%).

## Ranking of Priorities

Respondents were asked to rank the priorities in order of how important they were to them with 1 being the most important and 5 the least important.

The chart below shows the average rankings for each priority from 1 to 5, with 1 (the lower score) being the most important.

### Ranking of priorities (1 to 5)



Base: all respondents excluding 'no response' (369-385)

As shown, the priority most frequently ranked as most important (lowest average score) is priority 3 - responding effectively to emergencies, followed by priority 1 - preventing fires and other emergencies.

The following sections provide analysis by employee, gender, age and disability. Again, average rankings from 1 to 5 are provided (with lower scores [those closer to 1] representing the most important priority and higher scores [those closer to 5] representing the priority ranked least important). Tables are colour coded with red highlighting the priorities rated as most important and blue those rated as least important.

### Analysis by ECFRS employee

The figure below details average rankings for priorities for those who work for ECFRS.

#### Ranking of priorities by ECFRS employee (average rankings from 1 [most important] to 5 [least important])

	Overall	ECFRS employee
Priority 1 - Preventing fires and other emergencies (Base 385)	2.1	2.4
Priority 2 - Reducing the impact of fire in the built environment (Base 376)	2.9	2.9
Priority 3 - Responding effectively to emergencies (Base 384)	1.6	1.6
Priority 4 - Inclusive and high performing culture (Base 367)	4.2	3.9
Priority 5 - A resilient and sustainable future (Base 369)	4.0	4.3

As shown, priority 3 - responding effectively to emergencies, followed by priority 1 - preventing fires and other emergencies and priority 2 - reducing the impact of fire in the built environment were those ranked most important by ECFRS employees, with this the same as for respondents overall.

ECFRS employees ranked priority 4 – inclusive and high performing culture to be the fourth most important, with priority 5 – a resilient and sustainable future ranked to be the least important by ECFRS employees.

## Analysis by Gender

The figure below details average rankings for priorities broken down by gender (only categories with large enough sample sizes are included here).

### Ranking of priorities by gender (average rankings from 1 [most important] to 5 [least important])

	Overall	Male	Female
Priority 1 - Preventing fires and other emergencies (Base 385)	2.1	2.1	2.1
Priority 2 - Reducing the impact of fire in the built environment (Base 376)	2.9	2.9	2.8
Priority 3 - Responding effectively to emergencies (Base 384)	1.6	1.6	1.5
Priority 4 - Inclusive and high performing culture (Base 367)	4.2	4.2	4.3
Priority 5 - A resilient and sustainable future (Base 369)	4.0	4.0	4.1

As shown, male and female respondents ranked the priorities in the same order as the sample overall, with priority 3 – responding effectively to emergencies being ranked as most important and priority 4 – inclusive and high performing culture ranked as least important.

## Analysis by Age Category

The figure below details average rankings for priorities broken down by age category (only categories with large enough sample sizes are included here).

### Ranking of priorities by age category (average rankings from 1 [most important] to 5 [least important])

	Overall	26-40	41-64	65+
Priority 1 - Preventing fires and other emergencies (Base 385)	2.1	2.4	2.1	2.0
Priority 2 - Reducing the impact of fire in the built environment (Base 376)	2.9	3.0	2.9	2.8
Priority 3 - Responding effectively to emergencies (Base 384)	1.6	1.6	1.6	1.6
Priority 4 - Inclusive and high performing culture (Base 367)	4.2	4.2	4.1	4.4
Priority 5 - A resilient and sustainable future (Base 369)	4.0	3.9	4.1	3.9

As shown, respondents in the 26 to 40 and 65+ age categories ranked the priorities in the same order as the sample overall, with priority 3 – responding effectively to emergencies being ranked as most important and priority 4 – inclusive and high performing culture ranked as least important.

Respondents in the 41 to 64 age category ranked the top 3 priorities in the same order but ranked priority 4 – inclusive and high performing culture and priority 5 – a resilient and sustainable future to have equal importance.



## Analysis by Disability

The figure below details average rankings for priorities broken down by disability.

### Ranking of priorities by disability (average rankings from 1 [most important] to 5 [least important])

	Overall	Disability	No disability
Priority 1 - Preventing fires and other emergencies (Base 385)	2.1	1.9	2.1
Priority 2 - Reducing the impact of fire in the built environment (Base 376)	2.9	2.9	2.9
Priority 3 - Responding effectively to emergencies (Base 384)	1.6	1.6	1.6
Priority 4 - Inclusive and high performing culture (Base 367)	4.2	4.2	4.2
Priority 5 - A resilient and sustainable future (Base 369)	4.0	3.9	4.0

As shown, respondents with a disability or long-term health condition ranked the priorities in the same order as those without a disability or long-term health condition and the sample overall, with priority 3 – responding effectively to emergencies being ranked as most important and priority 4 – inclusive and high performing culture ranked as least important.