



# Research Report



## Fire Service Survey

Prepared for: The Royal Borough of Windsor and Maidenhead

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# Fire Service Survey

**Prepared for: The Royal Borough of Windsor and Maidenhead**

**Prepared by: Gemma Decent, Associate Account Director**

**July 2009**

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**Produced by BMG Research**

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## 1 Introduction

### 1.1 Background and method

This report summarises the results of the Fire Service consultation undertaken by BMG Research on behalf of the Royal Borough of Windsor and Maidenhead.

The aim of the survey was to ask the Royal Borough's panel members their opinion on fire service issues in the Borough.

300 telephone interviews were undertaken in total with members of the panel, with quotas placed – and data weighted - on age and gender. The interview averaged at 5 minutes in length. Interviewing took place in June 2009.

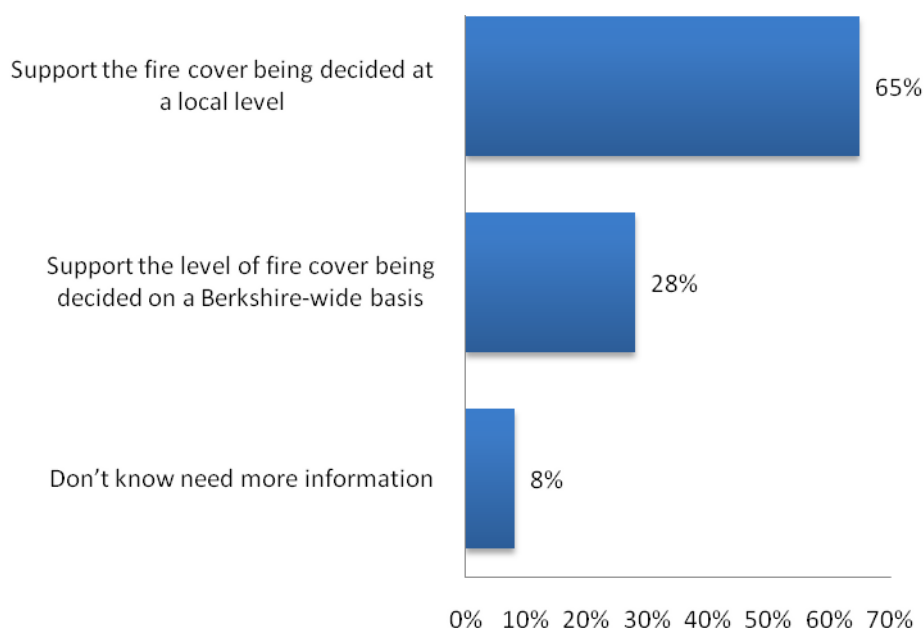
## 2 Main Findings

### 2.1 Whether fire cover should be decided at a local level or on a Berkshire-wide basis

Respondents were firstly informed that the Royal Berkshire Fire Authority is responsible for the provision of fire services on a Berkshire-wide basis, which has implications for the level of fire cover in the Royal Borough. Knowing this, they were asked if they thought that the Fire Authority should decide the level of fire cover on a Berkshire-wide basis or if they would prefer that the level of cover locally be decided by local people.

Overall, two thirds (65%) would prefer the fire cover being decided at a local level, with more than a quarter supporting the level of fire cover being decided on a Berkshire-wide basis.

**Figure 1: Overall do you think the Fire Authority should decide the level of fire cover on a Berkshire wide basis or would you prefer that the level of cover locally be decided by local people?**



*Base: All respondents (300)*

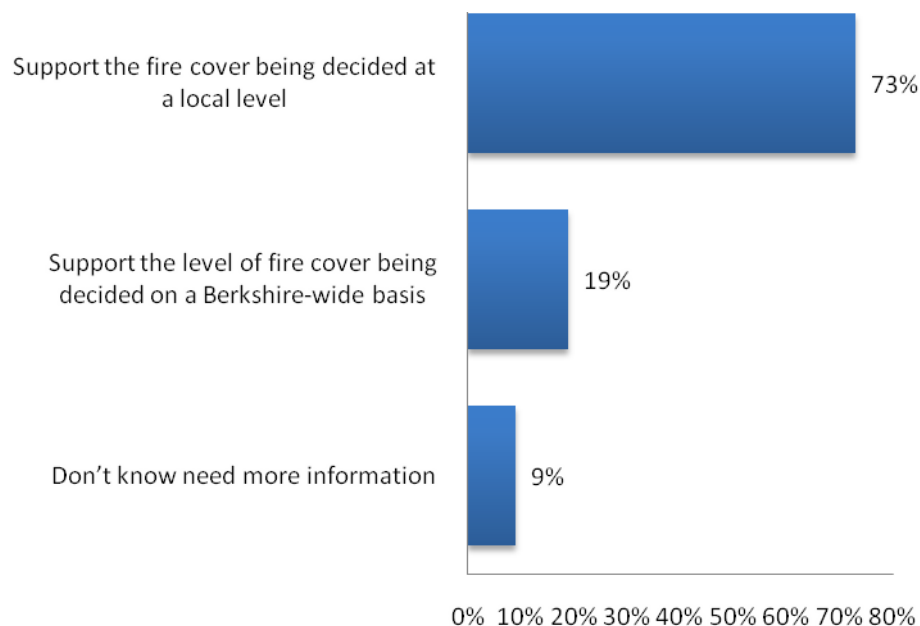
Females are more likely than males to support the fire cover being decided at a local level (72% compared with 57%), as are those aged 35 plus (71% compared with 50% of those aged under 35).

Respondents were then asked if the Fire Service were provided at a local level, which might mean, for example, that the Windsor fire station could be kept open at night as well as during the day, would they support the level of fire cover being on a Berkshire-

wide basis or would they prefer that the level of fire cover locally be decided by local people.

Again, respondents were more likely to prefer that the fire cover was decided at a local level, with 73% of respondents saying this. Just 19% would prefer the level of fire cover to be decided on a Berkshire-wide basis.

**Figure 2: Would you support the level of fire cover being on a Berkshire-wide basis or would you prefer that the level of fire cover locally be decided by local people?**



*Base: All respondents (300)*

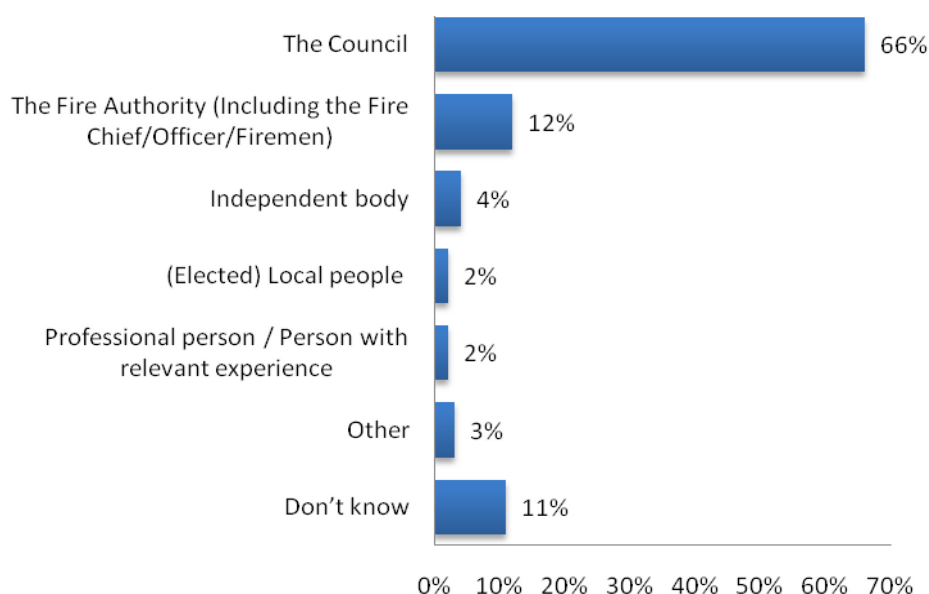
Again, females are more likely than males to support the fire cover being decided at a local level (75% compared with 70%), as are those aged 35 plus (78% compared with 60% of those aged under 35).

## 2.2 Who should run the fire service at a local level

Those who thought that the fire cover should be decided at a local level were asked who they thought would be best placed to run a local fire service for the Royal Borough if the powers were granted by central government.

Overall, two thirds of responds thought that the Council should run the service (66%), with just over one in ten (12%) believing that the fire authority themselves – i.e. the fire station - should run the service.

**Figure 3: Who do you think would be best placed to run a local fire service for the Royal Borough if the powers were granted by central government?**

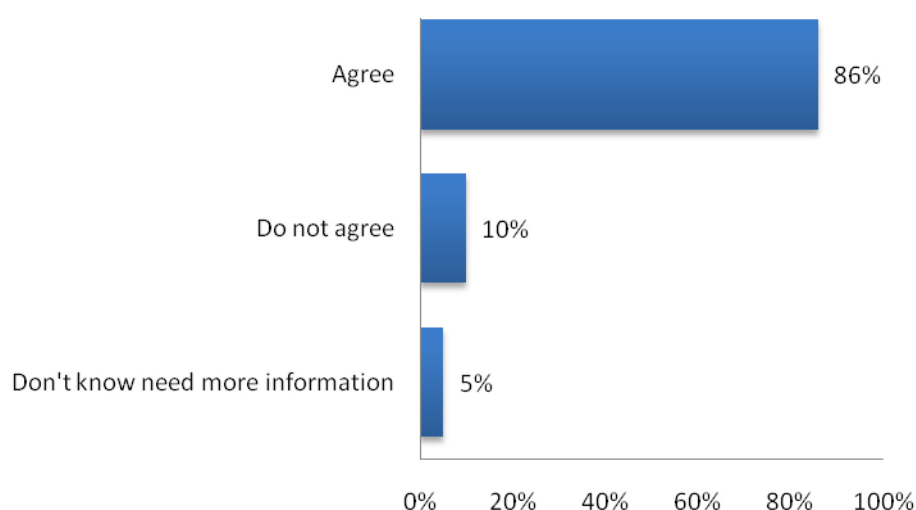


*Base: All who support the fire cover being decided at a local level (220)*

## 2.3 Fire prevention

Respondents were lastly asked if they agree that better fire prevention measures such as sprinklers on all new buildings and more fire prevention training, should be used to free up firefighters for active duty. In total, nearly nine in ten (86%) agreed with this.

**Figure 4: Do you agree that better fire prevention measures such as sprinklers on all new buildings and more fire prevention training, should be used to free up firefighters for active duty?**



*Base: All respondents (300)*

Females are more likely than males to agree with this (88% compared with 84%), as are those aged 60 or under (88% compared with 79% of those aged 60 plus).

### 3 Questionnaire Employed

**Royal Borough of Windsor and Maidenhead  
ViewPoint Panel  
Fire Service**

**ASK FOR NAMED CONTACT**

Good morning/afternoon/evening. My name is ..... I am calling from BMG Research, a research company calling on behalf of the Royal Borough of Windsor and Maidenhead. We are undertaking a short survey to find our peoples' views about local fire service provision. Would you have 5 minutes to answer a few questions.

Any information you give me will be treated in the strictest of confidence and your answers will not be attributed to you.

- |       |                 |
|-------|-----------------|
| 1 Yes | Continue        |
| 2 No  | Thank and close |

**Question 1**

Currently the Royal Berkshire Fire Authority is responsible for the provision of fire services on a Berkshire wide basis, which has implications for the level of fire cover in the Royal Borough.

Overall do you think the Fire Authority should decide the level of fire cover on a Berkshire wide basis or would you prefer that the level of cover locally be decided by local people?

- 1 Support the level of fire cover being decided on a Berkshire-wide basis
- 2 Support the fire cover being decided at a local level
- 3 Don't know need more information

**Question 2**

If the Fire Service were provided at a local level, which might mean, for example, that the Windsor fire station could be kept open at night as well as during the day, would you support the level of fire cover being on a Berkshire-wide basis or would you prefer that the level of fire cover locally be decided by local people

- 1 Support the level of fire cover being decided on a Berkshire-wide basis
- 2 Support the fire cover being decided at a local level
- 3 Don't know need more information

**Question 3 (where Q2=2)**

Who do you think would be best placed to run a local fire service for the Royal Borough if the powers were granted by central government? READ OUT AND CODE ONE ONLY

- 1 The council
- 95 Other (please specify).

**Question 4**

Do you agree that better fire prevention measures such as sprinklers on all new buildings and more fire prevention training, should be used to free up firefighters for active duty?

- 1 Yes agree
- 2 No do not agree
- 3 Don't know need more information

## Because people matter, we listen.

With some 20 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

Our business is about understanding people; because they matter. Finding out what they really need; from the type of information they use to the type of services they require. In short, finding out about the kind of world people want to live in tomorrow.

BMG serves both the social public sector and the commercial private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of technologies such as portals and information systems to ensure that market and customer intelligence is widely shared.

