



Case study pro-forma

Case Study Title Winter Fair Engagement 2012

Key words Rural community
Burning Code
Consultation Panel

1. Brief Introduction

South Wales Fire & Rescue Service attended the Winter Fair at the Royal Welsh Showground in Builth Wells in November 2012 as it was felt that we needed to increase our engagement with the Rural Community.

2. Details of the issue addressed

The issues we wanted to address were two-fold, namely:

- Advising Farmers and Landowners of the requirements of the Burning Code when burning grass stubble on their land and:
- Inviting people to join our Consultation Panel to help shape our future services.

3. Actions/approach taken

We adopted a 'walkabout' approach where we asked people walking around the site questions about the Burning Code and completed contact details on leaflets for those who wanted to join our Consultation Panel.

4. Benefits such as: improvements to service, improved dialogue about funding and service planning between third sector organisations and local authorities, in-kind support arrangements etc

- The intended benefits of Burning Code Awareness were to reduce the number of unnecessary responses to grass fires in the Countryside as under the code we should be advised beforehand of planned burns with precise locations and times.

The intended benefit of having people join our consultation panel was to encourage people to become more involved and help shape fire service delivery to focus on those activities they deem most important.

5. Sustaining and or building on the benefits realised

- By publicising the Burning code more at future opportunities it is hoped that we will be able to sustain reduced attendance at 'controlled burning' activities.
- As our Consultation Panel develops we will actively engage with members to further shape future service delivery.

Case study pro-forma

6. How do you feel the approach met the National Principles for Public Engagement in Wales?

The 'rationale' column in this table explains this with the score shown also being highlighted in red in the table in section 7.

Principle	Score	Rationale
Engagement is effectively designed to make a difference	3	We are actively encouraging people to take an interest in wider activities of the service beyond responding to emergencies.
Encourage and enable everyone affected to be involved, if they so choose	3	During our discussions we were keen to identify any controlled burn concerns that landowners may have had.
Engagement is planned and delivered in a timely and appropriate way	4	The leaflets were provided as required and three staff members had a briefing beforehand.
Work with relevant partner organisations	2	We took a go it alone approach here and I feel we would have benefitted greatly had we linked with the numerous Organisations present at the Show to maximise our contact opportunities.
The information provided will be jargon free, appropriate and understandable.	5	The leaflets provided were drafted to make them easy to understand, and as we handed them out face to face we clarified any uncertainties straight away.
Make it easier for people to take part.	4	We had equal access to all who attended the event, as a result of our 'walkabout' approach.
Enable people to take part effectively.	3	The skills, knowledge and confidence of participants was not really tested during this exercise.
Engagement is given the right resources and support to be effective.	3	Whilst the people resources were adequate I consider that we could have been better serviced with a partner approach, possibly sharing their stands rather than the walkabout approach, particularly as the weather was rather poor.
People are told the impact of their contribution	3	To date we have not followed up those who wanted to join our Consultation Panel but it was made clear that they would be contacted for future consultations as we have just done when producing our 2013-14 Strategic Plan.
Learn and share lessons to improve the process of engagement.	4	Lessons learned were considered at a debrief session held after the event to ensure future improvement.



Case study pro-forma

7. How would you rate your approach to the project against the National Principles for Public Engagement in Wales?

Evaluation

1 = very poor : 2 = poor : 3 = average : 4 = good : 5 = excellent

No.	Principle	
1	Engagement is effectively designed to make a difference	3
2	Encourage and enable everyone affected to be involved, if they so choose	3
3	Engagement is planned and delivered in a timely and appropriate way	4
4	Work with relevant partner organisations	2
5	The information provided will be jargon free, appropriate and understandable.	5
6	Make it easier for people to take part.	4
7	Enable people to take part effectively.	3
8	Engagement is given the right resources and support to be effective.	3
9	People are told the impact of their contribution	3
10	Learn and share lessons to improve the process of engagement.	4

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