



West Yorkshire  
Fire & Rescue Service

# Customer Service Standard Policy

PRE-POL-005



Ownership:	PAIT
Date Issued:	December 2024
File ID:	PRE-POL-005
Version:	Version 1
Status:	Draft
Protected:	OFFICIAL

**Making West Yorkshire Safer**  
[www.westyorkshire.gov.uk](http://www.westyorkshire.gov.uk)

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## What is Our Offer?

West Yorkshire Fire and Rescue Service (WYFRS) currently holds the Customer Service Excellence standard, and we have maintained full compliance with this standard since 2009. We continue to gain recognition for our high standards in delivering customer-focused service. Under this standard, we aim to provide excellent service delivered in a timely and professional manner.

We deliver our Safe and Well visit programme across West Yorkshire. Our officers visit individual homes to identify and mitigate fire risks by offering advice, providing relevant interventions, and, with permission, making referrals to appropriate support agencies. This enables us to intervene at the earliest opportunity to keep people safe from fire within their homes.

We receive referrals to our service from other agencies such as community organisations, the NHS, and social care providers, as well as from third parties such as family and friends of an individual, and self-referrals from the public. We also identify those at risk of fire when we carry out targeted campaigns.

Following a short initial assessment of reported fire risk, we determine the customer's likely level of fire risk, based on our referral risk matrix, and allocate their case to the appropriate team for a visit. If they are not eligible for a Safe and Well visit, they have the option of receiving written fire safety advice and information. We may escalate some cases if they are assessed as very high risk or urgent.

Once a referral has been received and initially assessed, we will:

- Contact individuals within **7 days** to arrange or confirm an appointment, clarify information, inform them who will be carrying out the visit, and explain what will happen during the visit.
- Complete a Safe and Well visit within **28 days** (4 weeks) of the initial referral.
- Close all open cases on our database within **56 days** (8 weeks), at which point, the Safe and Well visit process will be fully completed, and any onward referrals will have been made; or a case will have been cancelled.

On occasion, we are not always able to contact an individual. We will:

- Attempt to contact individuals initially by phone – unless an alternative preferred method of contact has been stated by the customer.
- Use other methods to establish contact with individuals as necessary, i.e., text message, email, letter, and door-knocking at the property.
- Cancel a referred case after **28 days** if we have not made contact and have exhausted all methods of contact, including via referring partner agencies.

We hope that we can always demonstrate that we deliver the service we have promised. However, if we are unable to meet these standards for any reason, we will contact the customer or referring partner to advise why there has been a delay and what action we are taking to rectify

the matter. Any comments or complaints about this service can be addressed to [complaints.compliments@westyorksfire.gov.uk](mailto:complaints.compliments@westyorksfire.gov.uk).

## Accessibility

We will promote our services not only through our use of traditional media such as radio, television and the press, but also through social media, our website, our partners and our presence within local communities. People who are concerned about their fire safety can contact us via various methods, including web, email, mail, telephone or face-to-face, and a proportionate response will be offered.

We will ensure that we contact people via their preferred method of contact to meet their communication needs. Through our successful partnerships we will ensure that people's support needs are met, and joint visits will be carried out where appropriate.

## Performance Management

We will monitor our customer standards through regular audits of our database and any complaints or comments received. We will investigate any failures to deliver excellent service and ensure that we learn from our mistakes and make efforts to effect positive change.

## Data and Information Sharing

We will use compliant information-sharing protocols and agreements to share relevant data and personal information with our partners and other relevant organisations. We will use compliant information-sharing protocols and agreements to share relevant data and personal information with our partners and other pertinent organisations.

## Equality and Diversity

We will work with our partners to ensure that our Safe and Well service is accessible to all individuals within our local communities, particularly those at most risk of fire. We will engage with diverse groups and communities in West Yorkshire to ensure that we remain flexible in our approach and continue to meet changing needs around fire prevention advice and information.

## Monitoring and Review

We will gather feedback from staff and community members regarding our Safe and Well visits. This input will enable us to refine and consistently enhance our Safe and Well visit programme as required.

# How this Policy Supports WYFRS Values

## Core values:



- **Teamwork:** We recognise everyone's strengths and contributions, working effectively as one team.
- **Integrity:** We are trustworthy, act ethically, treating each other with dignity and respect.
- **Learning:** We learn all the time; we share knowledge and experiences, celebrating success.
- **Responsibility:** We are responsible, work positively and take ownership of the work we do.
- **Communication:** We share clear information, in ways everyone understands, having open discussions.

## **Core Code of Ethics for Fire and Rescue Services – our five ethical principles:**



- **Putting our communities first:** We put the interests of the public, the community, and service users first.
- **Integrity:** We act with integrity including being open, honest, and consistent in everything that we do.
- **Dignity and respect:** We treat people with dignity and respect, making decisions objectively based on evidence, without discrimination or bias.
- **Leadership:** We are all positive role models, always demonstrating flexible and resilient leadership. We are all accountable for everything we do and challenge all behaviour that falls short of the highest standards.
- **Equality, diversity, and inclusion (EDI):** We continually recognise and promote the value of EDI, both within the FRS and the wider communities in which we serve. We stand

against all forms of discrimination, create equal opportunities, promote equality, foster good relations, and celebrate difference.

This policy supports WYFRS values and the Core Code of Ethics in a number of ways, including:

- **Teamwork:** The policy emphasises collaboration with various agencies. This collaborative approach ensures that the service is delivered effectively and that all stakeholders work together to achieve common goals.
- **Transparency and Accountability:** Informing customers or referring partners about delays and actions taken to rectify issues aligns with the value of Transparency. This open communication ensures that stakeholders are kept informed and reassured.
- **Performance Management:** Monitoring customer standards and investigating service failures aligns with the value of Integrity. By learning from mistakes and making positive changes, WYFRS demonstrates accountability and a commitment to high ethical standard.
- **Learning:** Regular audits and feedback collection, aid us in continuous improvement, ensuring we learn from experiences and makes necessary adjustments to enhance service delivery.

#### Document Properties

Document Title:	PRE-POL-005 Customer Service Standard Policy
Author:	PAIT Policy Coordinator
Creation Date:	04 December 2024
Last Updated:	13 March 2025