

MEETING OF THE ROYAL BERKSHIRE FIRE AUTHORITY'S MANAGEMENT COMMITTEE



Held on Wednesday 30 June 2010 at 4.45pm

Kennet Room, Reading Borough Council, Civic Centre,
Reading, Berkshire, RG1 7TD

Those present: Councillor Dr Paul Bryant (Chairman, Fire Authority) (*Chairman*)
Councillor Jeff Brooks (Member, Fire Authority) (*part meeting*)
Councillor Colin Dudley (Vice-Chairman, Fire Authority)
Councillor Paul Gittings (Member, Fire Authority)
Councillor Mrs Pauline Helliard-Symons (Member, Fire Authority)
Councillor Iain McCracken (Member, Fire Authority) (*part meeting*)

In Attendance: Gene Ashe (Area Manager, Prevention and Protection)
Olaf Baars (Deputy Chief Fire Officer)
Iain Cox (Chief Fire Officer)
Lynda Kenyon (Committee Manager)
Caroline Redzikowska (Clerk and Monitoring Officer)
Paul Southern (Assistant Chief Fire Officer)
David Wallace (Director of Human Resources)

Action

119. There were no Representative Bodies present. On behalf of the Representative Bodies, the Chief Fire Officer and Councillor Colin Dudley respectively reported that Christopher Glenn (Unison) and Mark Stollery (Fire Brigades Union) had asked that their comments be conveyed when Agenda Item 6 (Community Safety Targeted Promotions) was considered. The Chairman agreed to this request.

120. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Angus Ross (Member, Fire Authority).

121. DECLARATIONS OF INTEREST

There were no Declarations of Interest received from Members relating to items to be considered at the meeting, in accordance with the provisions of the Fire Authority's Local Code of Conduct, and no declarations of interest were received from Officers.

122. MINUTES OF THE MANAGEMENT COMMITTEE MEETING HELD ON HELD ON 17 MAY 2010

Resolved:

- a) That the Minutes of the meeting of the Management Committee held on 17 March 2010 be Approved for signing by the Chairman.

The Chairman noted that all the actions had been discharged.

123. ISSUES ARISING FROM THE AUDIT AND PERFORMANCE REVIEW COMMITTEE

There were no reports referred by the Audit and Performance Review Committee.

124. COMMUNITY SAFETY TARGETED PROMOTIONS

The Committee's approval was sought to award contracts for Community Safety targeted promotions for a period of four years from July 2010 to March 2014 in respect of Bus and Radio advertising.

The Chief Fire Officer conveyed the comments received from Christopher Glenn (Unison) that, to enter into contracts for Community Safety targeted promotions, particularly within the current financial climate, would not be prudent. The Chairman felt that as the Comprehensive Spending Review was not yet known, it would still be appropriate for the Committee to consider the award of the contracts. The Deputy Chief Fire Officer felt that the contracts would provide value for money and that they would realise an effective communication channel for the delivery of fire safety messages.

Councillor Colin Dudley conveyed the comments received from Mark Stollery (Fire Brigades Union) that the Fire Brigades Union believed that the costs of the contracts could be better utilised in other Service Delivery areas, particularly as the current financial position was uncertain.

Councillor Jeff Brooks joined the meeting.

Councillor Colin Dudley recognised the work of the Prevention Team and the impact that the Team's work was having in reducing the number of fire related incidents.

The Committee considered how the effectiveness of the advertising could be measured, and how comparative the costs of the contracts were in terms of the potential to realise savings. The Committee also took into consideration the comments raised by the Representative Bodies.

In response to Councillor Mrs Pauline Helliar-Symons, the Area Manager (Prevention and Protection) (AM(P&P)) agreed to provide Members with the data to support the reduction in the number of incidents in relation to Road Traffic Collisions and the reduction in the number of incidents attended within the High Risk target areas since the commencement of programmed promotions in 2005.

AM(P&P)

In noting that the contract would reflect the Service's need to review and/or cancel on a yearly basis, the Committee **Resolved**:

- a) That Contract Standing Orders be waived in accordance with Contract Standing Order 24 (CSO 24b) on the grounds that each contract can only be undertaken by one company;
- b) That a four year contract be awarded in respect of Bus Advertising to CBS Outdoor Ltd from July 2010 to March 2014;
- c) That four year contracts for Radio advertising be awarded to Time 106.6 FM Radio Station covering east Berkshire and Reading 107 FM Radio Station covering west Berkshire from July 2010 to March 2014.

125. GOVERNMENT'S EMERGENCY BUDGET 2010 ANNOUNCED ON 22 JUNE 2010

The Committee received a briefing from the Chief Fire Officer in response to the Government's Emergency Budget 2010 announced on 22 June 2010. The Chief Fire Officer confirmed that until the Comprehensive Spending Review was announced, the financial implications for the Authority would not be definitively known. He reported that the Service's Corporate Management Team had

already commenced pre-planning work in anticipation of a future reduction in Government funding.

Councillor Jeff Brooks felt that, as there were potentially in-year financial pressures, it would be prudent to conduct a base budget exercise particularly in respect to Service Delivery and its effectiveness. This was supported by Councillor Paul Gittings.

The Committee acknowledged that the Authority was already a low cost Authority and that this would need to be appropriately communicated.

Councillor Iain McCracken joined the meeting.

The Chairman referred to the Government's vision as outlined in the Fire Minister's speech to the Fire and Rescue 2010 Conference in Harrogate on 29 June 2010.

126. DATE OF NEXT MEETING

Subject to the Fire Authority's approval of its Calendar of Meetings at its Annual Meeting on 30 June 2010, the next meeting of the Management Committee following the meeting on 30 June 2010 to appoint the Committee's Chairman and Vice-Chairman, would be held on:

- a) Monday 26 July 2010 at 6.30pm in the Strategic Command Centre, Headquarters, Royal Berkshire Fire and Rescue Service