

CHESHIRE FIRE AUTHORITY

MEETING OF: CHESHIRE FIRE AUTHORITY
DATE: 27 SEPTEMBER 2023
REPORT OF: HEAD OF COMMUNICATIONS AND ENGAGEMENT
AUTHOR: SARAH DORNFORD-MAY

SUBJECT: ANNUAL REPORT 2022-23

Purpose of Report

1. To seek Member approval for the release of the Annual Report 2022-23 in video format.

Recommended: that

- [1] Members approve the release of the Annual Report 2022-23 in video format.

Background

2. The Authority must publish certain information about its accounts and governance arrangements. The Authority is also required to comply with the requirements of the Fire and Rescue National Framework concerned with the provision of information to communities about its performance. The publication of the Annual Report helps the Authority to meet these obligations and promotes the availability of the Annual Statement of Accounts on the Service's website.

Information

3. The Authority is committed to keeping its residents, businesses and key stakeholders informed about the development of its services and policies and its performance against its published plans.
4. The last printed version annual report was produced in 2018. Since then it has been produced as a digital-only document, for download from Cheshire Fire and Rescue Service's website.
5. Analysis of visits to the website shows that in spite of promoting the Annual Report internally and externally, the page including the link to the Annual Report 2021-22 has received approximately 200 visits.
6. For this reason, the Communications and Engagement Team consulted with some Members, reviewed what other some other fire and rescue authorities are now doing and suggested the Annual Report 2022-23 is produced as a

short video. Video is proven to drive greater engagement through social media and provides a highly impactful way of presenting the Service's performance. It will also serve to direct people from social media to the Annual Statement of Accounts on the website. The video will be played at the meeting so that Members can decide whether they are satisfied with the format and content.

7. If Members are satisfied with the Annual Report video it will be published on the Service's website on, or before 30th September – the statutory deadline for publication of the Statement of Accounts. Publication will be announced through the Service's social media channels and via mainstream local media.

Financial Implications

8. There are no financial implications as the Annual Report 2022-23 has been produced in-house and will be published online.

Legal Implications

9. The Service has a statutory requirement to publish its statement of accounts. The website and annual report will ensure that this is publicised. There is no legal requirement to print and distribute an annual report.

Equality and Diversity Implications

10. The video is a highly visual way of presenting numerical and textual information in a simple and innovative way. A brief transcript will be provided on the website to aid those with a visual impairment.

Environmental Implications

11. There are no environmental implications associated with the publication of the annual report.

**CONTACT: DONNA LINTON, GOVERNANCE AND CORPORATE PLANNING
MANAGER
TEL [01606] 868804**