

Item Number	Item 8 – Paper 5
Title of Paper	General Progress
Decision or Information	For information and decision
Date of Meeting	19 th April 2021
Presented by	CPO
Attachments	None

Summary

This paper provides the Board with a summary of general activity relating to the Board and Fire Standards. It includes information on:

- Chairs' engagements
- Communications
- Fire Standards Board and Terms of Reference review

Recommendation

The Board is asked to agree proposals and timing for a Board Effectiveness Review.

Chairs Meeting and Engagements

The Chairs have had meetings since the last Board meeting with the following stakeholders on a range of topics including:

- Community Risk Management Planning meeting with NFCC Lead CFO Phil Loach; and
- Attendance at LGA Fire Authority Conference.

Communications

The launch of the first four Fire Standards saw a significant increase in focus on communications using social media. Below is an overview of the results of this positive engagement showing an increase in traffic to the website and followers on social media. The Board will be provided with an update following the launch of the next Fire Standards:

Year on year comparison

- Monthly users increased 1,339% when comparing Feb 2020 and Feb 2021 (from 147 to 2,116)
- Monthly page views increased 2,005% when comparing Feb 2020 and Feb 2021 (from 481 to 10,123)

Month on month comparison

- Monthly users increased 226 % when comparing Jan 2021 and Feb 2021 (from 649 to 2,116)
- Monthly page views increased 310 % when comparing Jan 2021 and Feb 2021 (from 2,468 to 10,123)

Average monthly users

- Monthly users increase 117% when comparing Feb 2021 (2,116) against monthly average over the previous 6 months (974)
- Monthly page views increased 162 % when comparing Feb 2021 (10,123) against monthly average over the previous 6 months (3,861)

FSB Twitter comparison from December to February

- Tweet impressions 96.8k compared to 4,911 in December
- Profile visits 6,444 compared to 104 in December
- 252 new followers in February compared to 30 in December

Fire Standards Board and Terms of Reference review

The Fire Standards Board agreed at the last meeting that a review of Board effectiveness and the [Terms of Reference](#) should take place.

It is proposed that a survey to understand how the Board is performing is drafted for completion by Board members.

The Board is asked to consider the timing of this review, discuss the potential methodologies for doing so and agree an end date for completion.