



**Hampshire
& Isle of Wight**

FIRE & RESCUE SERVICE

YOUR SERVICE

YOUR SAY



Perception survey analysis Oct – Dec 2025

2026



TOGETHER WE MAKE LIFE SAFER

Survey round-up

Thank you to every Your Service, Your Say (YSYS) panel member who took the time to complete our first survey. The insight we've gained from your views is invaluable.

The survey, which ran from October – December 2025, asked six questions focussed on panel members' perception of our Service.

The types of responses received indicate that we have a panel of people with mixed levels of involvement in the Service – with some current or previous members of staff having a more in-depth knowledge than the public.

If you are not currently a YSYS panel member, and are interested in joining, please click the button below to find out more and sign-up.

[YSYS sign-up form](#)



Summary survey findings

- ▶ Q1 – First five words that come to mind when thinking about HIWFRS **SLIDE 5**
- ▶ Q2 – HIWFRS responsibilities and incident types you were aware of **SLIDE 6**
- ▶ Q3 – How much you agreed / disagreed with the statements we provided **SLIDE 7**
- ▶ Q4 – Other thoughts about HIWFRS' presence in your local area **SLIDE 9**
- ▶ Q5 – The channels you follow us on **SLIDE 10**
- ▶ Q6 – Anything else you'd like to see HIWFRS doing (e.g., information/activities) **SLIDE 11**

You said, we did

- ▶ Recommendations **SLIDE 13**
- ▶ Updates **SLIDE 16**



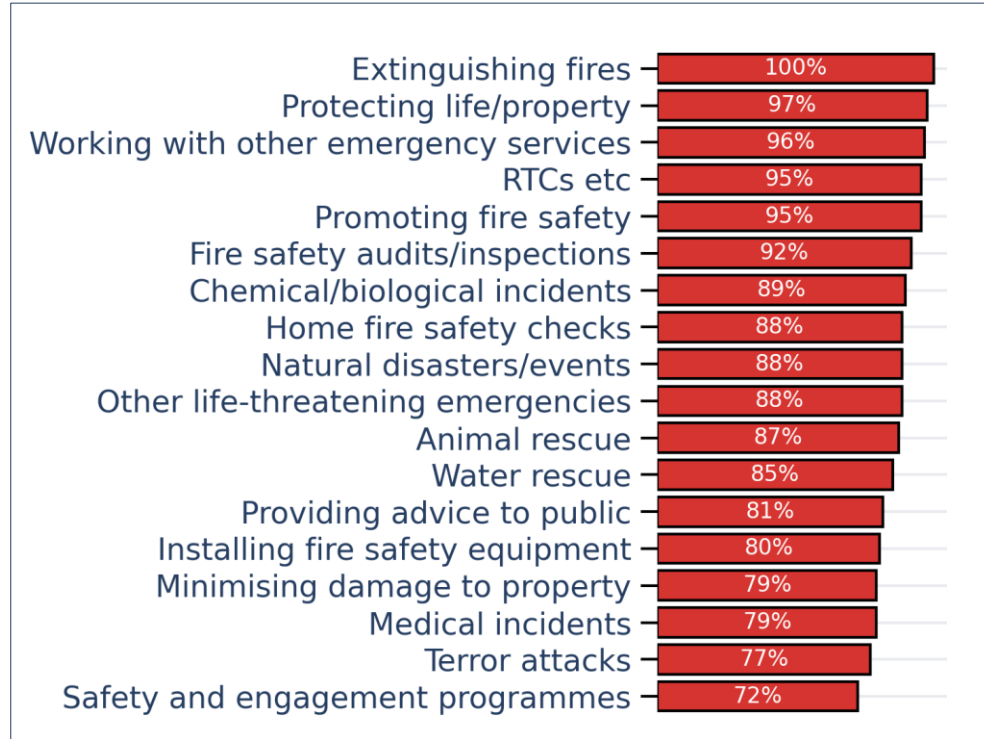
Summary survey findings



Q2 – HIWFRS responsibilities and incident types you were aware of

Key themes:

- Each responsibility we listed had over a 70% knowledge rate, and almost half (46%) of respondents knew all 18 responsibilities.
- The highest areas of knowledge were extinguishing of fires (100%), protecting life and property (98%) and working with other emergency services (97%).
- The lowest areas of knowledge were safety and engagement programmes (72%), terror attacks (77%), the minimisation of damage while firefighting, and medical incidents (both 79%).



Q3 - How much you agreed / disagreed with the statements we provided

Key themes:

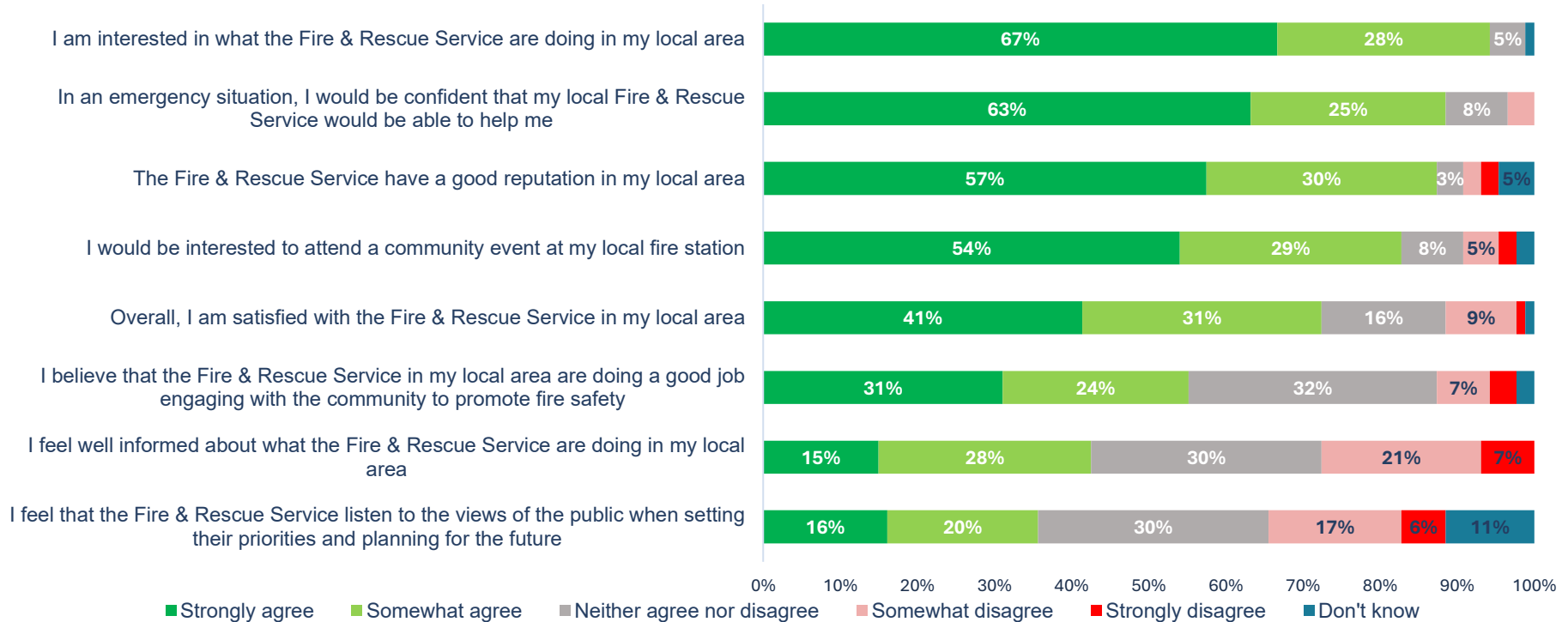
- Overall, there are greater levels of agreement (either somewhat or strongly) than disagreement across all statements.
- The highest levels of agreement are in interest (95% agree), confidence in emergency situations (89% agree) and reputations (87% agree).
- The lowest levels in agreement are in the Service listening to the public (36% agree) and how well informed the public are (43% agree).
- This is echoed in people's thoughts about HIWFRS in their local area, with recurring themes such as advertisement of open days (or more outreach events), and concerns about staffing levels again appearing.

See overleaf for chart of responses.



Q3 - How much you agreed / disagreed with the statements we provided

Agreement rates



Q4 - Other thoughts about HIWFRS' presence in your local area

Key themes:

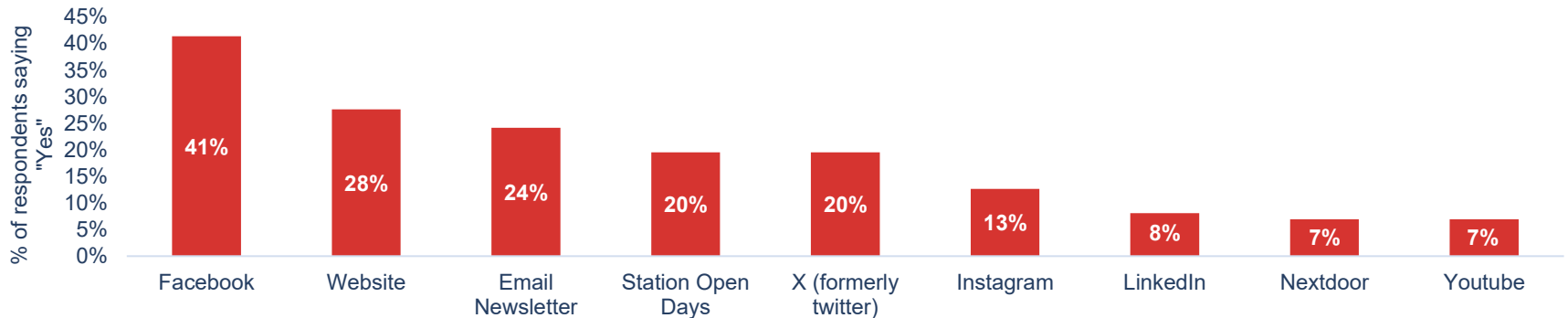
- Many respondents mentioned concerns about staffing, recruitment, and availability at fire stations, and increasing strain due to financial cuts. The Isle of Wight featured heavily, with worries about station closures, long waits for mainland backup, and proposed reduction in specialist capability (e.g., aerial ladder platform). Some respondents also expressed concern for the impact of growing communities on the Service's ability to respond to incidents.
- Some respondents are not sure where their nearest stations are, others had concerns that their local stations may be being closed, or under-utilised.
- Several people would like to see more open days, station visits, talks, and clearer advertising of events or recruitment. There was also praise for the level of community engagement some stations undertake.
- Many praised firefighters' professionalism, compassion, and community role, acknowledging stretched resources, funding constraints, and increased workloads. Multiple comments expressed gratitude and trust in our crews.



Q5 – The channels you follow us on

Key themes:

- Over two thirds of respondents (69%) engage with at least one of our channels.
- Panel members are most likely to engage with us via Facebook, our website, or email newsletter; and least likely to interact with us via YouTube, Nextdoor or LinkedIn.
- Feedback around engagement includes the desire for local station updates, faster post-incident information, and more non-social media engagement.



YOU SAID, WE DID



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Insight from survey	Our response	Recommended actions
<p>Around 12% of respondents were negative in the words they used to describe the Service.</p>	<p>We're thankful for all the valuable insight YSYS panel members gave us on this question.</p>	<p>Our External Communications Team will review the words which were identified as negative, and consider how we can address these areas.</p>
<p>Knowledge of safety and community engagement activity was lower than awareness of other areas.</p> <p>Interest in community events was high, but some respondents felt they didn't know what events we run locally.</p>	<p>Last financial year, we ran or attended over 260 community events, offering community outreach, safety messaging, and fundraising for our chosen charity. Some events were on station, and others were out in the community.</p> <p>We currently use our website and social media channels to promote events.</p>	<p>The Events & Engagement Team will work with station-based colleagues to identify areas where we have gaps in engagement with our communities, with an aim to increase local events.</p> <p>Our External Communications Team will identify new ways to promote the events we already do, including using our partners to spread the work about events. We will also investigate sending information to the local press, to increase awareness.</p>
<p>Respondents felt the Service did not listen enough to the views of the public.</p>	<p>Your Service, Your Say has been launched to build confidence that the Service is listening to the views of the public.</p> <p>We also report on the outcomes of other public consultations on our engagement hub.</p>	<p>We will launch a You Said, We Did page on our website, which will provide updates on our surveys and the insight and action we have taken from them.</p>



Insight from survey	Our response	Recommended actions
<p>Some respondents requested more transparent data and reports to be provided to the public, especially on incidents in the local area and data on crewing/availability issues</p>	<p>There are several ways people can access information about incidents:</p> <ul style="list-style-type: none">• We post essential information about larger scale incidents on Facebook and Nextdoor.• Incidents of interest are on our website, and we have a monthly newsletter.• We publish six-monthly performance reporting	<p>Following research of other Fire & Rescue Services, our External Communications Team will introduce quarterly incident round-up.</p>
<p>Public safety initiatives were requested, especially around electrical fires and initiatives aimed at children or vulnerable adults</p>	<ul style="list-style-type: none">• Our Education Team undertakes schools throughout the academic year, and we have a variety of resources for young people and schools on our website.• Vulnerable adults and children can have a Home Fire Safety Visit, and we're in the process of planning a campaign to raise awareness of this.• We run safety campaigns quarterly, for topics such lithium-ion batteries, safe cooking, wildfire prevention.• We work with a variety of partners on road safety campaigns	<p>The Service's Community Safety Teams will review the current campaigns and initiatives planned, and consider whether anything additional can be provided in these areas.</p> <p>Our External Communications and Community Safety Teams will look to link into relevant awareness days that can help to elevate our existing safety campaigns and messaging.</p>



Insight from survey	Our response	Recommended actions
<p>Some respondents raised concerns about how we crew our fire engines and make sure they're available to respond to incidents.</p>	<p>The safety of our residents and firefighters is always our highest priority.</p> <p>This concern has been recognised, and our Chief Fire Officer has implemented three measures to provide us with more operational resilience:</p> <ul style="list-style-type: none">• Improvements to how we manage our Staff Bank (people who can step in when we have staffing issues, e.g. due to injury / illness)• We're increasing the number of firefighters by moving some on-call colleagues onto fulltime contracts, and we have 2 new cohorts of firefighters being trained in 2026.• Changes to how we plan for when roles become vacant due to firefighters retiring or leaving the Service.	<p>Our External Communications Team will be communicating how we are addressing these concerns.</p>



You said, we did:

- Check back here over the coming months for updates on the changes we've implemented.





THANK YOU