



Report No:

Agenda Item:

Report to:	SERVICE DELIVERY COMMITTEE						
Meeting Date:	4 JUNE 2026						
Report Title:	SFRS COMPLIMENTS ANNUAL REPORT 2024/25						
Report Classification:	For Scrutiny	SFRS Board/Committee Meetings ONLY For Reports to be held in Private Specify rationale below referring to <u>Board Standing Order 9</u>					
		A	B	C	D	E	F
1	Purpose						
1.1	To provide the Service Delivery Committee with a progress update regarding the SFRS Compliments process as outlined in the SFRS Compliments Handling Policy and Procedure.						
2	Background						
2.1	At the Scottish Fire and Rescue Service (SFRS) we are committed to continually improving the service we provide to our communities and recognise that to achieve this goal we must listen and respond to the views of the public.						
2.2	<p>We use the feedback we receive to monitor our performance and incorporate this information into our planning and governance processes in order to continually improve our service. We are keen to hear examples of good practice; excellent service delivery; individual acts of bravery or heroism; or of the simple attention to detail which exemplifies the caring service we provide to Scotland's communities.</p> <p>Coupled with other performance information, such as satisfaction surveys and the benchmarking of performance indicators against other organisations, the compliments we receive can help to build an accurate picture of how our service is performing and to develop improvement plans that are based on sound evidence.</p>						
3	Main Report/Detail						
3.1	<p>This report provides an overview of compliments received during the reporting period 2024/25. Compliments are a valuable source of feedback, offering insight into what the organisation is doing well and highlighting examples of best practice. During this period, a total of 121 compliments were recorded, reflecting positive experiences across a range of services and teams.</p> <p>Performance indicators are produced showing the numbers and types of compliments received within each Local Senior Officer (LSO) Area or Department. These indicators form part of our suite of internal performance management indicators, which are reported quarterly to the Data and Information Governance Group (DIGG). The SFRS publish annual compliments statistics on our website.</p> <p>Compliments can be received throughout the Service, by any member of staff. This can be via the Website contact us page, by letter or by card. Stations often receive thank you cards and drawings from groups following station visits.</p>						

On occasion, the compliment will also ask for details on how to make a donation to our chosen charity.

While compliments made via social media channels are noted by the Communications Team, they are then forwarded to SFRS.CCandE@firescotland.gov.uk for recording and processing. This process is embedded in the revised Compliments Handling Policy and Procedure.

Below is some of the key statistical data for 2024/25:

Period	Total No Compliments Received	Change from previous year
2024/25	121	+10
2023/24	111	-72
2022/23	183	+92
2021/22	91	-50
2020/21	141	+13

The overall number of compliments has increased from 111 in 2023/24 to 121 in 2024/25.

A full breakdown of statistics is available in Appendix 1, Including by:

- Service Delivery Area/Department
- Categories

Appendix 2 shows some examples of Compliments received.

Analysis of compliments data is reviewed quarterly by the Data and Information Governance Group (DIGG). We work closely with Corporate Communications to highlight events, celebrating any good work carried out by staff in the SFRS Weekly Brief which allows the use of compliments as a meaningful tool for managers to cultivate a positive work environment and motivate teams.

Benchmarking

Being a national service of our size makes it difficult to benchmark against similar organisations as there isn't one which covers the same geographical area, same numbers in staffing, or same issues which are complimented on. The nearest comparison we have been able to make is with London Fire Brigade:

Period	SFRS Compliments	London FB Compliments
2024/25	121	258
2023/24	111	271
2022/23	183	282
2021/22	91	223

SFRS have shown an increase from last year of 10 and London Fire Brigade figures have decreased by 13.

Recording

We continue to use Sharepoint (Lists) to collate compliments which allows us to use Power BI to interrogate the data and provide a more detailed analysis which is more user friendly and meaningful.

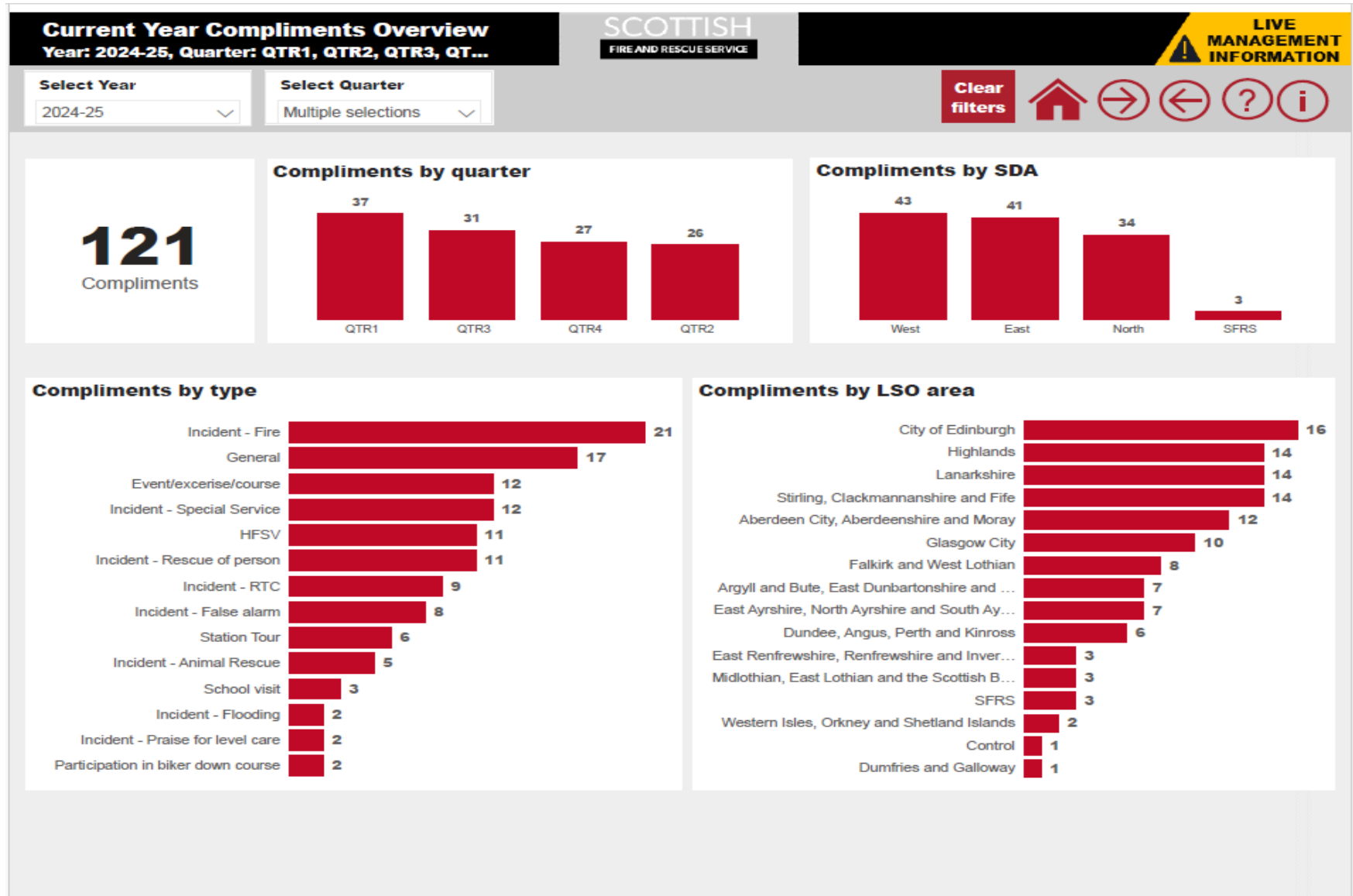
	<p>SFRS procedure asks that any compliments are forwarded by post or email to a central point. We are aware that a number of compliments are not being captured, as they are sent directly into local stations and placed on noticeboards etc which are not included in our statistics. A Weekly Brief communication will be circulated early June to remind staff to forward any compliments.</p> <p>Also, with more use of Facebook accounts, Instagram, X, YouTube and LinkedIn, there are many compliments we are not aware of and therefore not included in the statistics. Corporate Communications are working with Information Governance moving forward to identify compliments and allow access to gather this information and include it in future statistics commencing 2026/27.</p> <p>Arrangements have also been made with our museum to collate any compliments they receive, and these will be reported in the 2025/26 annual report and onwards.</p> <p>These changes are to support our organisation in evaluating our own performance, driving improvement and sharing good practice throughout the Service thus ensuring we provide excellent service to our customers through effective compliments recording procedures.</p> <p>The compliments received during this reporting period demonstrate strong performance and positive experiences across the organisation. Continued monitoring and sharing of positive feedback will support service improvement, staff recognition, and organisational learning.</p>
4	Recommendation
4.1	<p>The Service Delivery Committee are asked to note the contents of this report and the methods of collating/analysing data and making improvements, based on the SFRS Compliments Handling Policy and Procedure. Also, to approve the report for publishing to the SFRS Website.</p>
5	Key Strategic Implications
5.1 5.1.1	<p>Risk Appetite and Alignment to Risk Registers</p> <p>Compliments provide a positive balance to complaints and other assurance metrics, offering insight into areas of strong performance, effective leadership and operational delivery. The systematic analysis of compliments alongside complaints and performance data enables a more rounded understanding of risk, ensuring that both strengths and weaknesses are considered in aligning organisational activity with the Service's risk appetite.</p>
5.2 5.2.1	<p>Financial</p> <p>There are no direct financial implications arising from this report. However, the identification and replication of good practice highlighted through compliments supports improved efficiency and effectiveness, contributing to Best Value and reducing the likelihood of service failure and associated costs.</p>
5.3 5.3.1	<p>Environmental & Sustainability</p> <p>There are no direct environmental implications. However, the identification of effective operational practices through compliments can support more efficient use of resources and contribute indirectly to sustainability objectives.</p>
5.4 5.4.1	<p>Workforce</p> <p>Compliments provide valuable feedback on workforce performance, professionalism and behaviour, reinforcing positive culture and supporting recognition of staff achievements. The use of compliments within management and communications processes contributes</p>

	to staff engagement, morale and retention, and supports the development of a high-performing organisational culture.	
5.5	Health & Safety	
5.5.1	Compliments relating to operational activity may highlight examples of safe and effective practice. Sharing these examples supports reinforcement of positive behaviours and contributes to ongoing learning and adherence to health and safety standards.	
5.6	Health & Wellbeing	
5.6.1	Recognition of individual and team contributions through compliments has a positive impact on staff wellbeing, supporting confidence, motivation and organisational pride.	
5.7	Training	
5.7.1	Analysis of compliments provides insight into behaviours and practices that should be reinforced through training and development. This supports the replication of best practice and strengthens organisational capability.	
5.8	Timing	
5.8.1	There are no material timing implications associated with this report. However, continued improvement in the capture and reporting of compliments, including through social media and local systems, will enhance the timeliness and completeness of future reporting.	
5.9	Performance	
5.9.1	Compliments form a key component of the Service's performance intelligence alongside complaints, surveys and operational data. The report demonstrates an increase in recorded compliments and highlights positive performance across the Service. Enhancements to data capture, including improved use of Power BI and broader data sources, will strengthen performance reporting and insight.	
5.10	Communications & Engagement	
5.10.1	There are no C&E implications within this report.	
5.11	Legal	
5.11.1	There are no legal implications within this report.	
5.12	Information Governance	
5.12.1	DPIA completed Yes/No. If not applicable state reasons. Privacy Notice already available and continually reviewed.	
5.13	Equalities	
5.13.1	EHRIA completed Yes/No. If not applicable state reasons.	
5.14	Service Delivery	
5.14.1	There are no service delivery implications within this report.	
5.15	Prevention	
5.15.1	There are no prevention implications within this report.	
6	Core Brief	
6.1	Not applicable	
7	Assurance (SFRS Board/Committee Meetings ONLY)	
7.1	Director:	Mark McAteer, Director of Governance, Strategy and Change
7.2	Level of Assurance: (Mark as appropriate)	Substantial/Reasonable/Limited/Insufficient

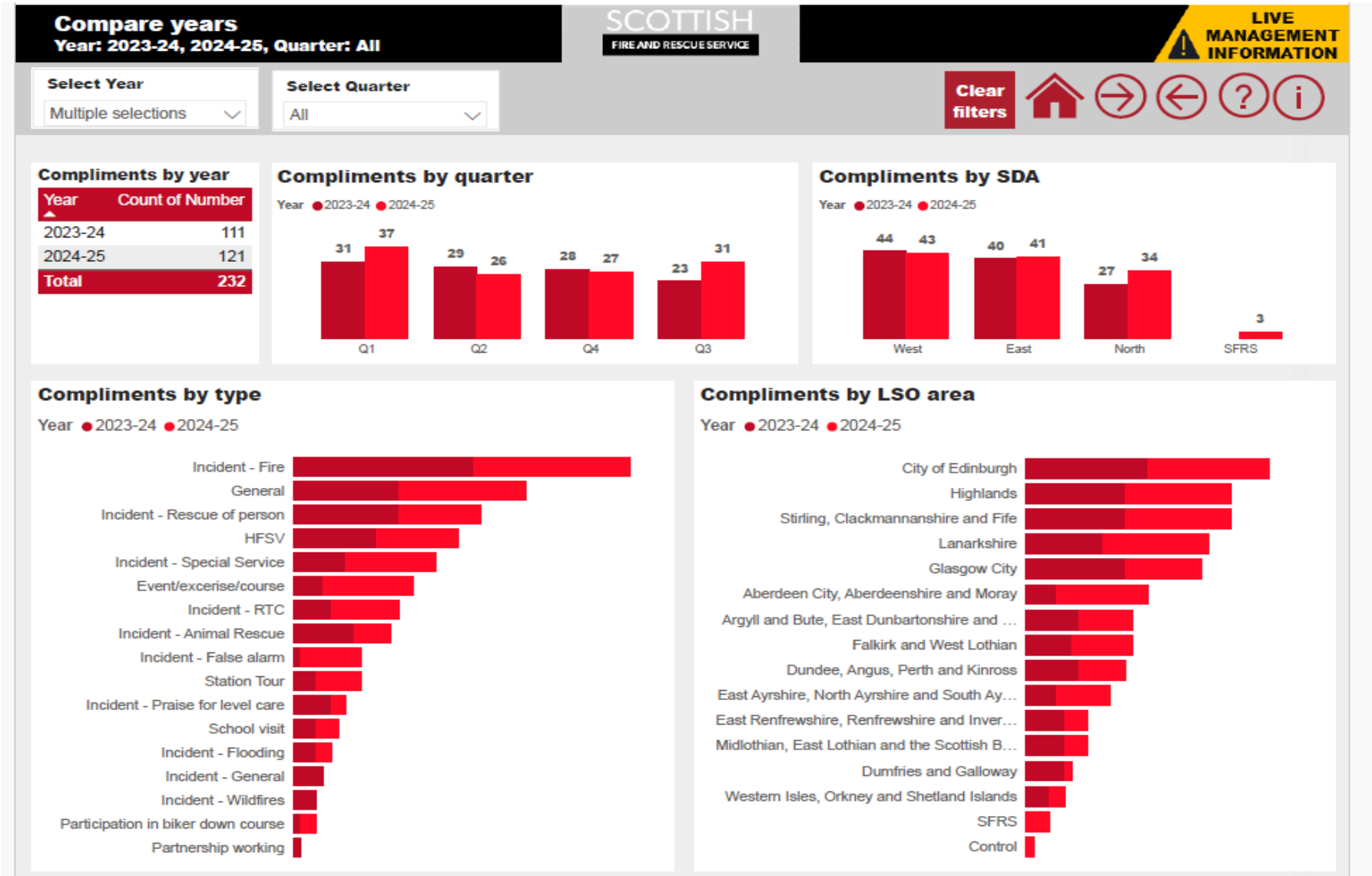
7.3	Rationale:	Complaints managed in accordance with national guidance determined by SPSO. Low number of complaints received compared to other organisations. Improvements in local resolution.	
8	Appendices/Further Reading		
8.1	Appendix 1 – Compliments Dashboards Appendix 2 – Examples of Compliments		
Prepared by:		Carol Wade, Information Governance Manager/Data Protection Officer	
Sponsored by:		Richard Whetton, Head of Governance, Strategy and Compliance	
Presented by:		Carol Wade, Information Governance Manager/Data Protection Officer	
Links to Strategy and Corporate Values			
The Compliments process supports our outcome Improving Performance – Our organisational performance, productivity and resilience continually improves.			
Governance Route for Report	Meeting Date	Report Classification	Meeting Approvals/Outcomes
Senior Management Board (SMB)	26/05/26		Approved
Service Delivery Committee	4/06/26		Approved

Appendix 1

COMPLIMENTS BREAKDOWN 2024/25



Comparison of Compliments from 2023-24 and 2024-25



Appendix 2

Examples of Compliments 2024/25

Incident- Fire

Dear Scottish Fire Service, I wanted to send a personal message to say a huge thank you to everyone in the crew who attended our property for a roof fire at the weekend. Damage was thankfully limited due to the huge efforts from a multitude of people from the communities of Knoydart and Mallaig but especially the Scottish Fire service. The Station Commander was just absolutely amazing and really went above and beyond. I can't ever thank her and her crew for everything they collectively did. She was calm, reassuring, organised and dedicated to saving my house, honestly, I couldn't have asked for more. My husband was absent with my son when the fire broke out, and she really assured me at a very stressful time. I am so grateful. The guys under her charge were so committed to stopping the fire and at a time when I felt so utterly helpless, we had battled it for two hours waiting for the boat they just took control. The good news is everything is fixable, no one was hurt and our other property is fine and will continue to welcome guests. The way everyone stepped forward to help us is testament to how special our communities and those that serve in the fire service in our remoter areas are.

Incident – Off duty Rescue of Person

I was in Buchanan Bus Station today when I witnessed the heroic efforts of an off-duty Fire Fighter. His quick thinking and tremendous actions helped in the efforts to save a woman. This was around 2:30pm when I saw him stand with his wife and children. An older lady fell off the bus near him, and he dropped his bags and left to help. No other passenger helped, just him went to his mode of help. This is truly what the service is all about. At this point I do feel he saved this woman! His efforts were second to none- quick thinking, calm nature and ultimately totally selfless. His wife and children waited- this man could've easily left and got on the bus like many, many others. The whole bus is in awe of this action. Selfless. In this world many don't think this matters but commendations due to this man.

Incident – Animal Rescue

I would just like to say a massive thank you to everyone that attended from Bo'ness fire station on Friday evening 29th March to try & help with my horse that was down. Everyone was amazing & so helpful. I can't thank everyone enough for their efforts & appreciate all the hard work & time they put into it. Unfortunately, the horse did not recover but everyone kept trying & I'm so grateful for this

Special Service

I received a call from a member of the public who would like to express his compliments to the Ayr Fire Service who attended an incident in Alloway on the 16.05.24 around 1pm. An elderly lady had locked herself in her home and was in distress and was attended by a crew from Ayr who helped free her. He said the treatment, consideration, and patience the crew shown her was first class. He expresses that they were brilliant at their job and are a credit to the fire service as they treated her with upmost dignity and respect throughout.

School Visit

Thanks so much to the guys who came out for the St John's school fair this morning! My boys were absolutely delighted to spray the fire hose. The firefighters were so kind and lovely. It's such a comfort to know they're so close to the school. Thank you!

HFSV

I had cancelled my HFSV as I couldn't get back in time from a previous appointment, unfortunately they didn't get the message yesterday and had arrived at my house today as planned. I arrived shortly afterwards. She was very understanding and still carried out the visit, despite my 4 dogs all desperate for attention (in their crates) she was very professional trying to speak over them. Which was much appreciated. She was very knowledgeable and kind, especially as I'd not had time to

OFFICIAL

spruce up the house for the visit, since the children left in a whirlwind for school. Could you please pass on my thanks for being non-judgemental and proficient throughout the whole visit. It was much appreciated, whilst I was flapping around! She was a delight to speak to, and I thank SFRS for the HFSV although I do not consider myself vulnerable at the moment, I would find her very reassuring and comforting if this was to change in the future. Many thanks

STATION TOUR

We would like to say a big, massive thank you to the staff at Polmadie Fire station who facilitated a wonderful educational visit for our pupils from Hollybrook Academy yesterday afternoon (Monday, 10th June 2024). The staff have been fantastic with our pupils, and everyone came back saying how much they loved their visit. We would be grateful if you could pass on our thanks to the staff at Polmadie. Thanks a million.

MULTI AGENCY

I would appreciate if could inform Watch Commander and watch (Red Watch), Bo'ness Fire Station, for their professional support and assistance during two incidents I was involved with. Firstly, a difficult extrication of a male with a dislocated hip injury. Secondly, a cardiac arrest, which also involved dealing with the patient's family in trying circumstances. They were excellent, professional and supportive of us throughout these differing situations. They are a credit to both your service and themselves. My colleague and I would appreciate if you could pass on our thanks. From Paramedic