

I really don't want to complete these questions!

14 You aren't required to fill in this information, but by doing so you really will help us to make sure our services are as effective and accessible to as many sections of the community as possible. Completing this section will help us to help you!

Further information

15 If you need any more information or want to ask about something that isn't covered in this leaflet then please visit our website



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Equality Monitoring

MALE
 FEMALE

DISABILITY

HETEROSEXUAL
 GAY/LESBIAN

RELIGION

AGE

DATE OF BIRTH

WHO'S ASKING!

www.cheshirefire.gov.uk

Ever thought “What’s the point of these?” or “Why are you asking me that?” Don’t worry, we do ask these questions for a reason!

The information in this leaflet explains what equality monitoring information is and how we use it.

What is equality monitoring information?

- 1 It is information about you - things like your age; whether you are male or female; your religion and ethnicity; whether you are straight, lesbian, gay or transgender and if you have a disability.

Why do you collect it?

- 2 We want to provide the same high level of service to everyone in Cheshire, regardless of who they are. However, different people might have different needs and be more at risk of certain things than other groups.
- 3 Some groups may also feel like they cannot access our services as well as other people in society. By filling in these questions you are helping us to understand who we are speaking to across the community and target our services the best way we can so they can be accessed by everyone.

When will you ask me for this information?

- 4 We may ask you to answer questions like these within surveys or in the feedback forms that we give out during consultations and events that we hold.
- 5 If you have had a fire, or a visit to your home or business, we will provide a feedback form for you to tell us what you thought of our service. These forms also contain equality monitoring information.
- 6 We also ask our staff the same information through staff surveys, at training courses and in job applications.

Will you be able to identify me from this though?

- 7 No. Equality information is removed from your personal information (name, contact details etc) in things like job applications and dealt with separately.

Isn't this just box-ticking?

- 8 No, we really do use this information to help improve our service and understand our communities.
- 9 For example, a number of young people involved in our youth programmes have disabilities, or are lesbian, gay or bisexual and by using monitoring information we've been able to provide specific training for our staff to provide better help and guidance.

Are you going to sell my information?

- 10 No. We are required by law to keep your personal information confidential. So completing these questions won't lead to a mountain of junk mail or a queue of cold callers on your doorstep.

What has all of this stuff got to do with fires and emergencies anyway?

- 11 More than you might think! Information like this has helped to show that elderly people are more likely to die in a fire and that road traffic collisions are one of the biggest causes of death among young people.
- 12 Using monitoring information has also shown us that we need to provide more fire safety awareness for black and minority ethnic business owners.
- 13 As you can see, monitoring information helps us target our safety advice and resources to those who are most at risk, as well as ensuring our services are accessible to all parts of society.