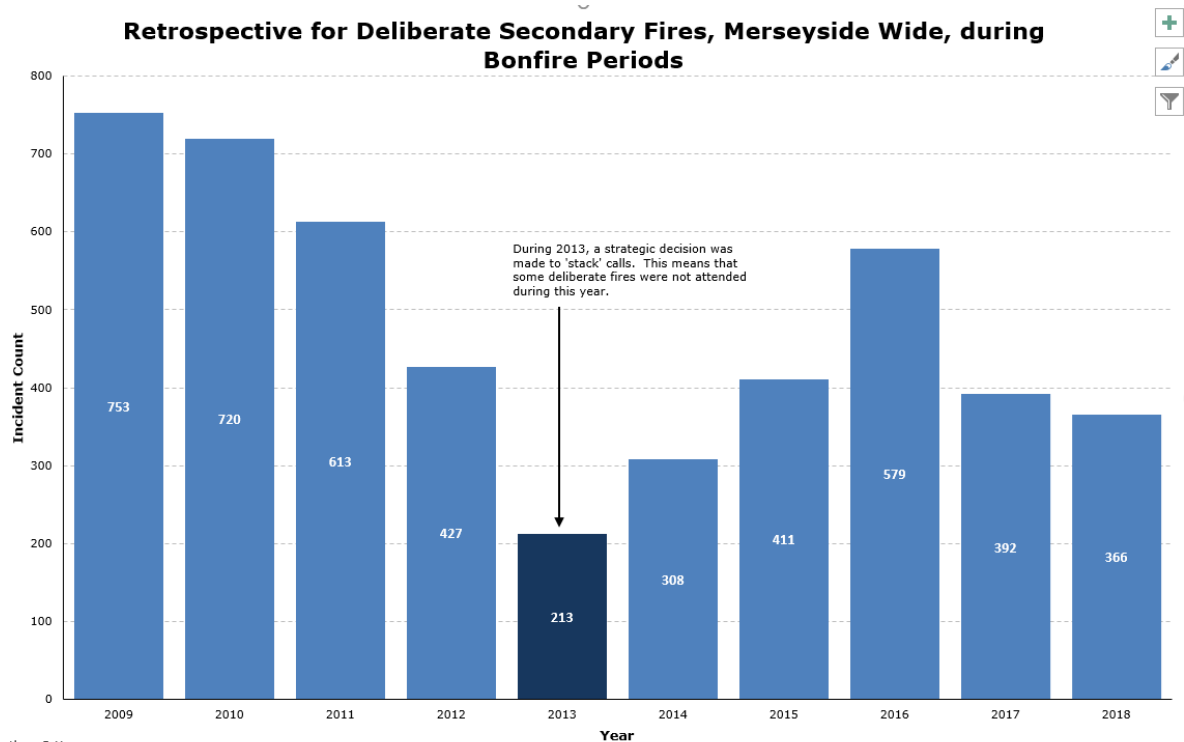


2018 Statistics

Table 1: Breakdown of incident types attended during 2017 and 2018 bonfire period

Incident Type	2017	2018	Difference	% Difference
04 01 Derelict Building	2	12	10	500.0%
04 02 Grassland	20	25	5	25.0%
04 03 Intentional Burning / Bonfire	105	100	-5	-4.8%
04 04 Outdoor Structure	10	12	2	20.0%
04 05 Refuse Fire	255	217	-38	-14.9%
04 06 Derelict Vehicle	0	0	0	#DIV/0!
Grand Total	392	366	-26	-6.6%



Author: R Hanson
Date: November 2018
Strategy & Performance

BONFIRE PERIOD 2018 MERSEYSIDE



6.6%
REDUCTION
IN ASB FIRES



9 VIOLENCE
AT WORK
INCIDENTS



7



**FIREWORK
INCIDENTS**



73

**TARGET HARDENING
VISITS COMPLETED
BY THE ARSON TEAM**

51.16
TONNES

**OF BONFIRE
MATERIAL
REMOVED**

BONFIRE PERIOD 2018 SOCIAL MEDIA



PAID FOR CAMPAIGN
RAN: OCTOBER 22ND
- NOVEMBER 7TH



43K
PEOPLE

**VIEWED
OUR VAW
VIDEO ON
FACEBOOK
WHEN IT WAS POSTED ON 19TH OCTOBER**



675,844
TOTAL REACH ON FACEBOOK



419,058
TOTAL IMPRESSIONS ON TWITTER



**OUR PAID FOR CAMPAIGN
REACHED 476,270 PEOPLE
ON FACEBOOK.**



**ACHIEVED 174,963
IMPRESSIONS ON
TWITTER.**



£927.04
TOTAL SPENT