

AGENDA ITEM:

REPORT TO: Meeting of the	MERSEYSIDE FIRE & RESCUE AUTHORITY
DATE:	THURSDAY 4TH OCTOBER 2012
REPORT NO.	CFO/131/12
REPORTING OFFICER:	DEPUTY CHIEF FIRE OFFICER
CONTACT OFFICER:	DEB APPLETON, DIRECTOR OF STRATEGIC PLANNING, 4402 MYLES PLATT, AM PREVENTION AND PROTECTION
OFFICERS CONSULTED:	JOHN FIELDING, BUSINESS INTELLIGENCE MANAGER, 4411
SUBJECT:	5 YEAR BUSINESS INTELLIGENCE REPORT

THERE ARE APPENDICES TO THIS REPORT

APPENDIX	A	TITLE	5 Year Business Intelligence Report 2007/08 - 2011/12
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Purpose of Report

1. To request that Members note the recommendations of this report relating to fire related performance across Merseyside over the past 5 years.

Recommendation

2. That Members;
 - a) Note contents of the report

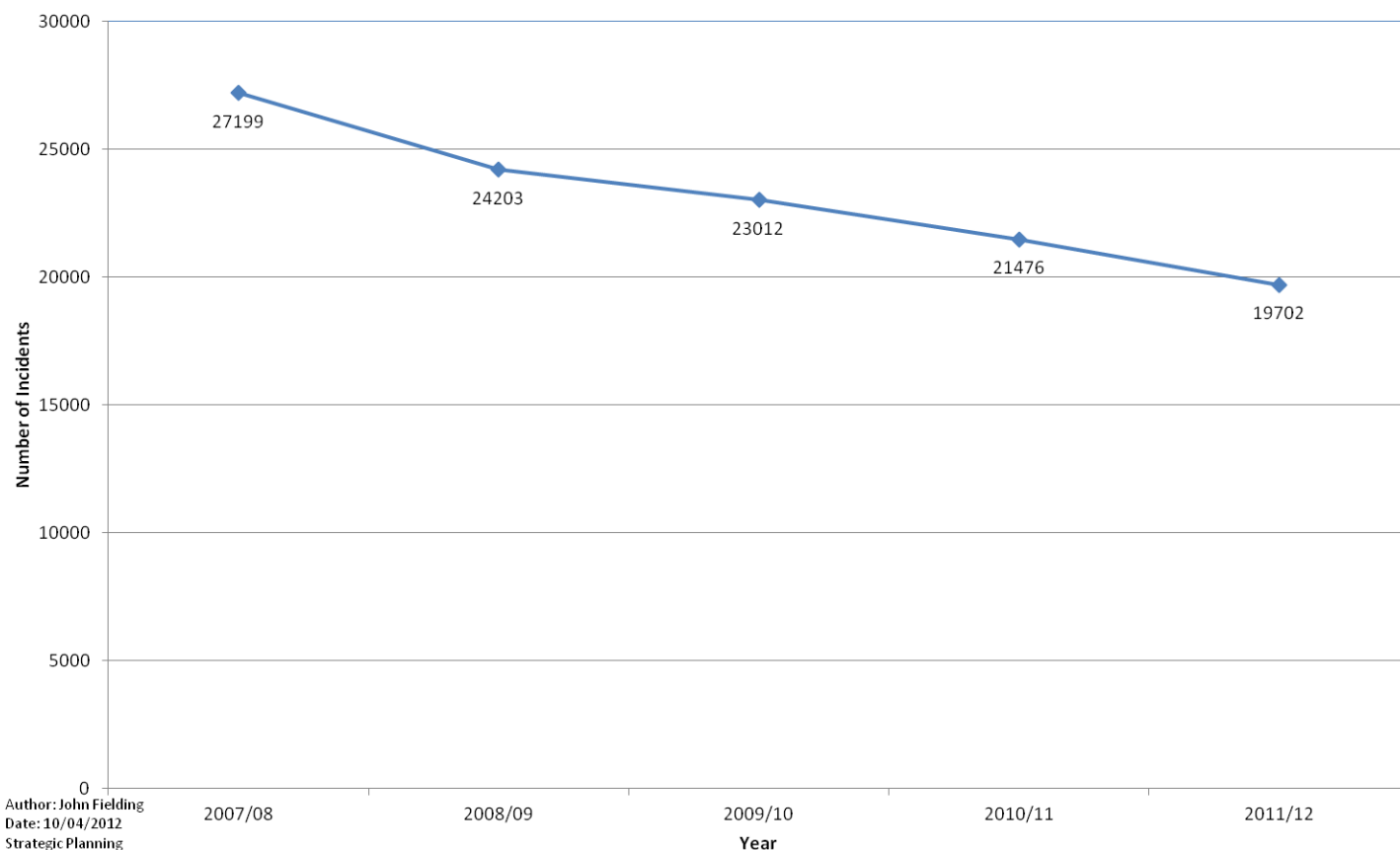
Introduction & Background

3. The purpose of this report is to give an update to some of the headline figures identified in the 3-5 Year Business Intelligence Report (IRMP Action Point: 08.1.11) including updated figures for 2011/12.

Overall Incidents

4. Chart 1: Overall Incidents within Merseyside, by Year

Total Number of Incidents which occurred within Merseyside, by Year



5. Chart 1 describes that there have been consistent reductions in overall incidents from 27,199 in 2007/08 to 19,702 during 2011/12; a reduction of 7497 incidents (-27.6%).

Table 1: Incidents attended in an average day

Incident Type	2007/08	2008/09	2009/10	2010/11	2011/12
Primary Fire ADF	4	4	4	3	3
Primary Fire Other	5	4	4	3	3
Primary Fire Vehicle	4	4	3	3	2
Secondary Fire (All)	30	23	22	21	18
False Alarm AFA	15	17	16	16	15
False Alarm Other	9	7	7	6	5
Special Service RTC	2	2	2	2	1
Special Service Other	7	6	5	6	5
Total	74	66	63	59	54

6. Table 1 provides an overview as to the average number of incidents attended per day between 2007/08 and 2011/12. The table identifies that over the 5 year period on average on a daily basis Merseyside Fire and Rescue Service attend 20 fewer incidents overall with 74 attended during 2007/08 and 54 during 2011/12.

Accidental Dwelling Fires

7. Accidental Dwelling Fires (ADF's) have reduced by 119 (-9.1%) in Merseyside, with Liverpool witnessing a large reduction of 117 incidents or -21.2%. The development of an intelligence led risk based approach to targeting prevention interventions has contributed to sustained performance.
8. Fatalities in Accidental Dwelling Fires have fallen from 9 during 2007/08 to 5 during 2011/12. However injuries have increased from 77 to 131 during the same period. The majority of injuries are of a minor nature and are sustained within the kitchen. Home safety advice has been modified to reflect safety in the kitchen.

Non Domestic Fires

9. Non Domestic Property (NDP) fires have reduced by 120 (-21.1%), with all five districts contributing to the overall reduction. In terms of motive, 'Deliberate' NDP fires have reduced by 129 (-52.7%). The evolution of the risk based approach to Community Fire Protection Audits and the provision of Fire Safety advice continues to deliver positive outcomes to the number of incidents in NDP,s. The provision of Arson Reduction advocates in each district embedded in local Community Safety Partnerships has delivered significant reductions in the number of deliberate fires both domestic and non-domestic. Successful prosecutions by the Police Force which have relied on evidence and joint investigations by the MFRA Incident Investigation Teams have made an impact upon overall reductions.

Deliberate Fires

10. All deliberate fires have reduced by 5,504 (-42.7%), with deliberate primary fires reducing by 1,140 (-46.4%) and deliberate secondary fires reducing by 4,364 (-41.9%). All five districts of Merseyside witnessed reductions for both deliberate primary and secondary fires. The provision of Anti-Social Behaviour advocates embedded within each police Basic Command Unit has contributed to the sustained reduction in deliberate secondary fires.

False Alarms

11. False Alarms (regardless of type) reduced by 1,295 (-15.0%), with the five districts all contributing to the decrease.
12. Automatic False Alarms increased during the time period analysed, with 76 (1.4%) more incidents in 2011/12 than 2007/08. The following districts witnessed increases in AFA incidents; Liverpool: an increase of 68 incidents (2.7%), Sefton: an increase of 21 or (2.0%) and Wirral: an increase of 97 or 10.2%. Knowsley and St Helens witnessed reductions of 16 (-4.1%) and 94 (-17.8%) respectively. The change in policy to a risk based approach to responding to unwanted fire signals will make a significant impact upon the number of false alarms MFRA receive.

Road Traffic Collisions

13. Road Traffic Collisions (RTC's) that MFRA respond to have reduced in Merseyside by 253 (-33.4%) between 2007/08 to 2011/12, with all five districts witnessing reductions.

Conclusion

14. The 5 year performance figures demonstrate the continued benefits to the communities of Merseyside of our comprehensive approach to prevention and protection and the value of business intelligence that allows us to record, monitor and analyse data to determine where the Service should focus its prevention work to achieve maximum impact.

Equality & Diversity Implications

15. There are no Equality & Diversity Implications associated with this report.

Staff Implications

16. The report is for information purposes only.

Legal Implications

17. There are no legal implications associated with this report

Financial Implications & Value for Money

18. There are no cost implications associated with this report. Merseyside Fire and Rescue Authority wants to ensure that the services provided offer the best value for money possible within the constraints of current budget cuts and is currently reviewing both the emergency response and fire prevention aspects of service delivery.

Risk Management, Health & Safety, and Environmental Implications

19. This report evidences the significant value of prevention work and the business intelligence that supports it. Both of these areas are currently under review (as part of the overall support services review) due to the anticipated Government Grant cuts and there is a risk that the level of cuts required will have a negative impact on the Authority's ability to continue to deliver the same level of positive outcomes in the future.

Contribution to **Our Mission – To Achieve; Safer Stronger Communities – Safe Effective Firefighters**

20. The five year report demonstrates the positive impact on communities of many years of extensive community prevention by Merseyside Fire and Rescue Service.

BACKGROUND PAPERS

***Glossary of Terms**

Please list any acronyms used within this Report and appendices, including their meaning.

ADF – Accidental Dwelling Fire

AFA – Automatic False Alarm

NDP – Non Domestic Property

RTC – Road Traffic Collision

IRMP – Integrated Risk Management Plan

BVPI – Best Value Performance Indicator

LPI – Local Performance Indicator

NI – National indicator

MFRS Merseyside Fire and Rescue Service