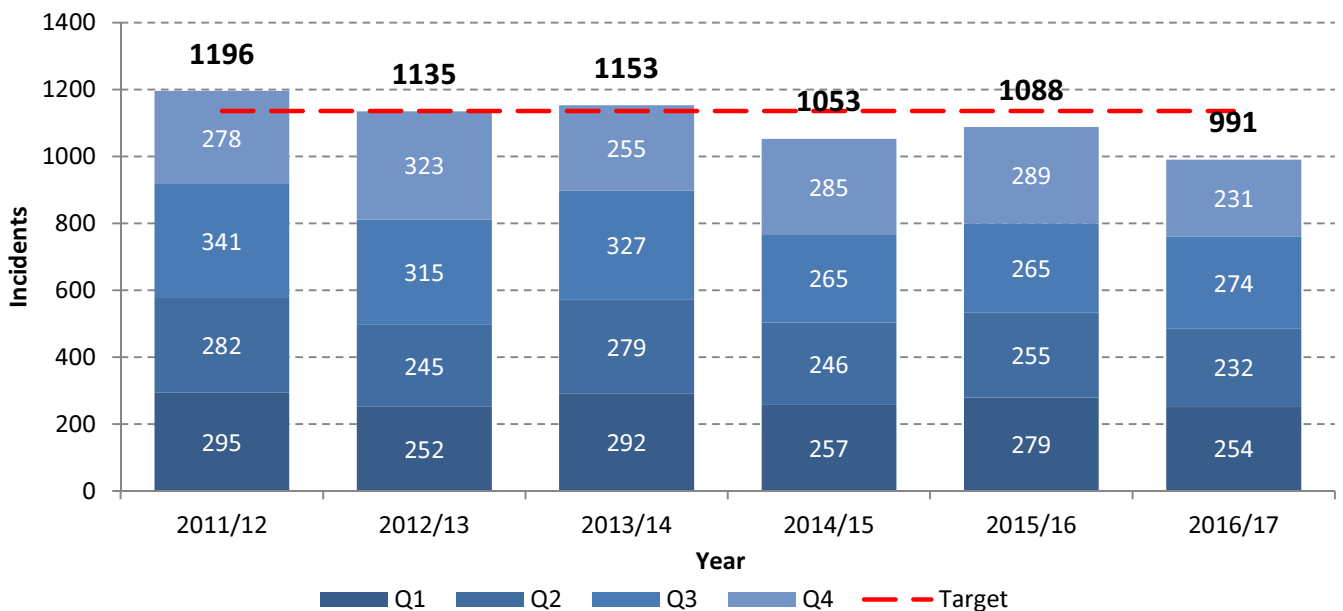


## EQUALITY AND DIVERSITY OBJECTIVES – Performance Update - Q4 2016/17

OBJECTIVE 1				
<b>In the past ten years Merseyside Fire and Rescue Service has reduced accidental fires in the home by 37%</b>		<b>Action:</b> We will continue to build on this work through the use of our customer insight modelling and our station planning process to target individuals at risk		<b>Target:</b> To reduce accidental fires in the home and the deaths and injuries they cause on Merseyside by a further 5% by 2017.
Baseline	Where we want to be	2015/16 Performance	2016/17 Service Plan Target	Q4 2016/17
1196	1136	1088	1072	991

Please note baseline based on 2011/12 data

### Accidental Dwelling Fires



### Commentary

At the end of 2016/17 there have been a total of 991 Accidental Dwelling Fires. This is a reduction of 97 incidents on 2015/16.

Fire & Rescue Service Personnel have conducted over 57,000 Home Fire Safety Checks (HFSC) during 2016/17, achieving the annual target.

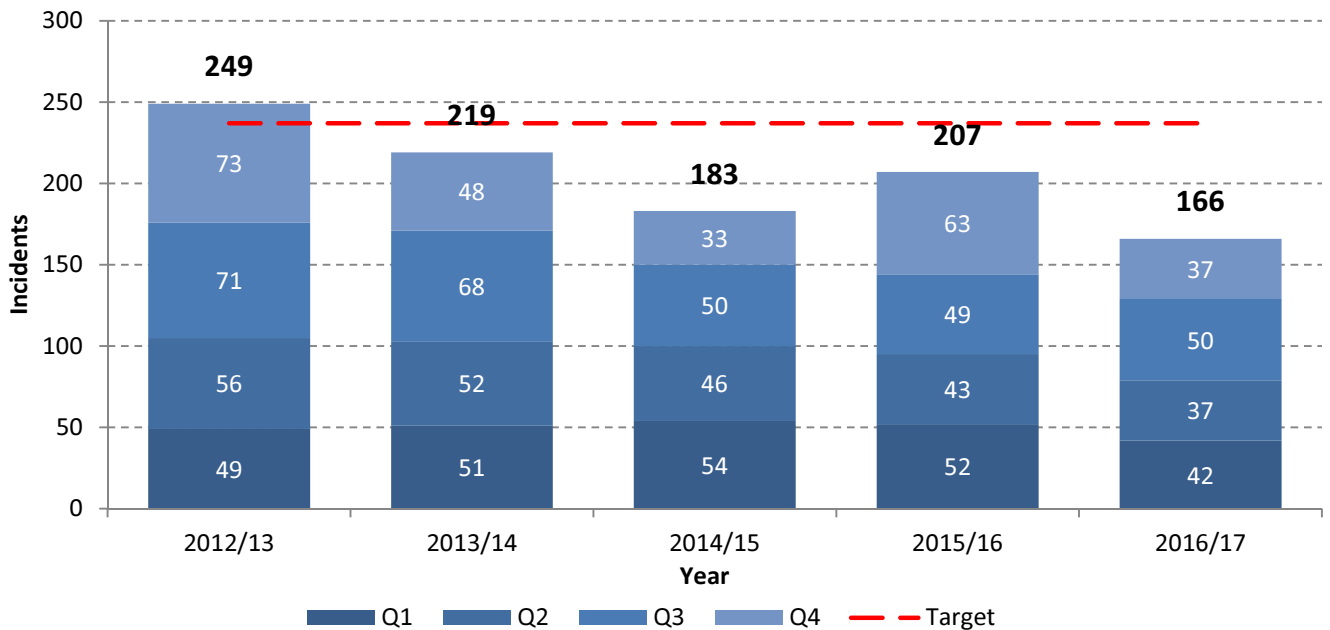
Prevention staff have also implemented specific HFSC campaigns aimed at selective licencing areas, targeting Private Landlord accommodation as well as focusing on the elderly - the group at greatest risk of dying or being injured in a fire in the home.

Please note: data updated 25th May 2017, to reflect figures in MF&RS Service Plan

OBJECTIVE 2				
<b>We will reduce risk for people who live in rented properties across Merseyside</b>		<b>Action:</b> By continuing to build productive relationships with Registered Social Landlords		<b>Target:</b> To cut accidental kitchen fires in social housing by 5% by 2017.
Baseline	Where we want to be	2015/16 Performance	2016/17 Service Plan Target	Q4 2016/17
249	237	207	Monitoring	166

Please note baseline based on 2012/13 data

### Accidental Kitchen Fires in RSL Properties



### Commentary

At the end of 2016/17 there had been 166 accidental kitchen fires in properties owned by Registered Social Landlords. This is a reduction of 41 accidental kitchen fires on 2015/16

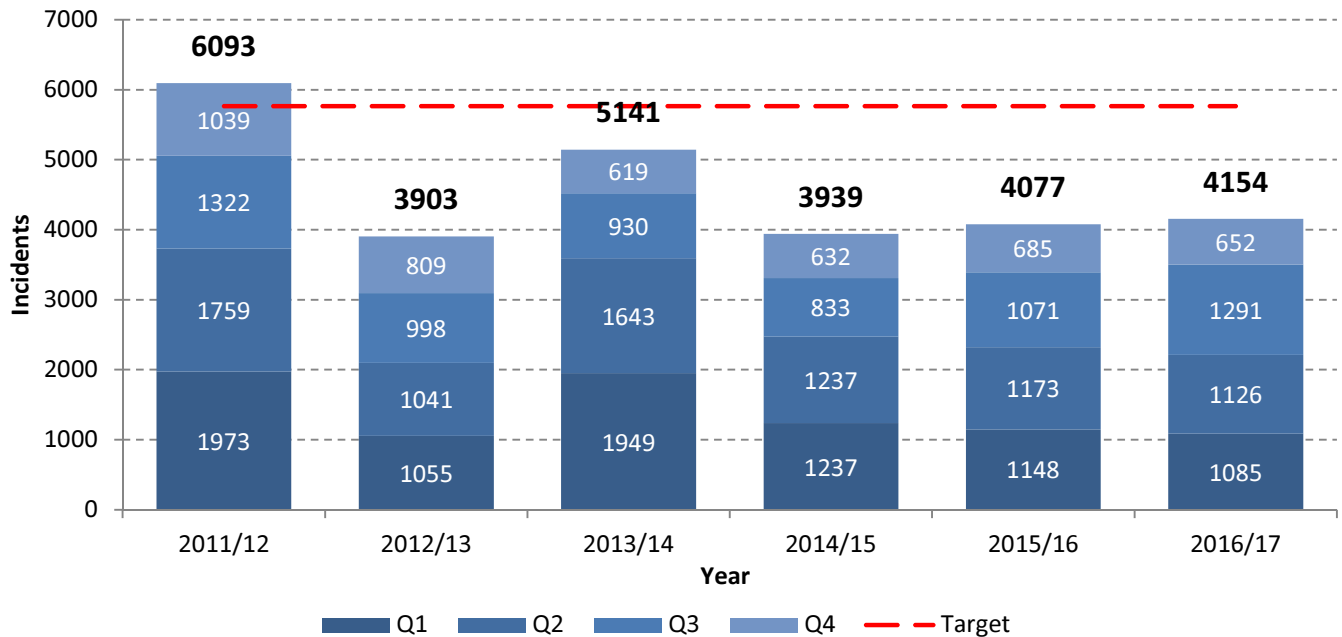
Kitchen and Cooking safety has been highlighted in campaigns throughout the year. This combined with the Fire Kills campaign in July, has seen this issue highlighted with Registered Providers, Private Landlords and Residents.

Please note: data updated 25th May 2017, to reflect figures in MF&RS Service Plan

OBJECTIVE 3				
We will continue to engage with young people in vulnerable areas		Action: Through our award winning youth engagement programmes		Target: Reducing deliberate antisocial behaviour fire setting by 5% by 2017.
Baseline	Where we want to be	2015/16 Performance	2016/17 Service Plan Target	Q4 2016/17
6070	5767	4077	4181	4154

Please note baseline based on 2011/12 data

### Deliberate Secondary Fires



### Commentary

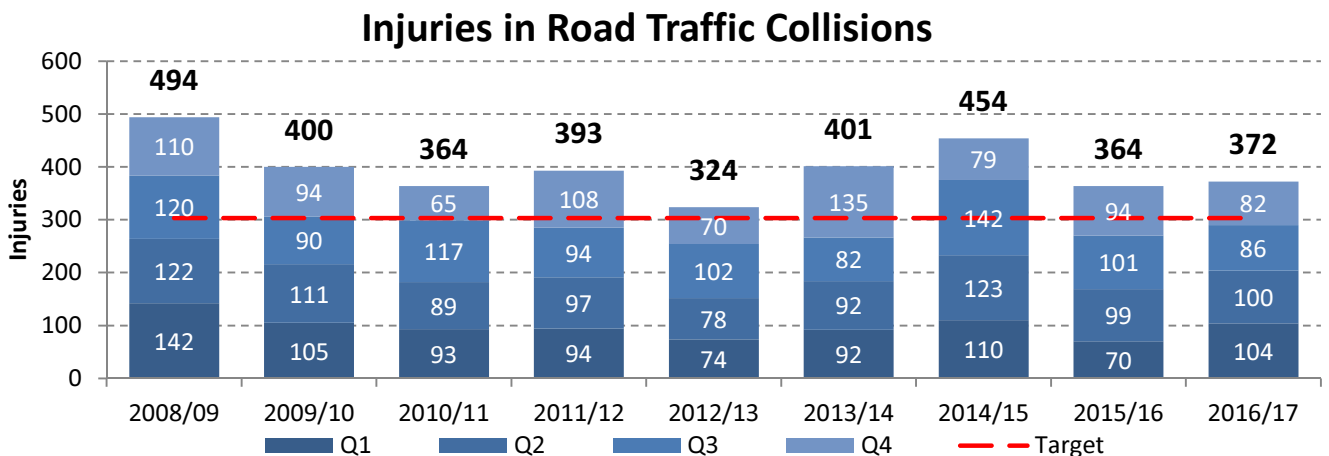
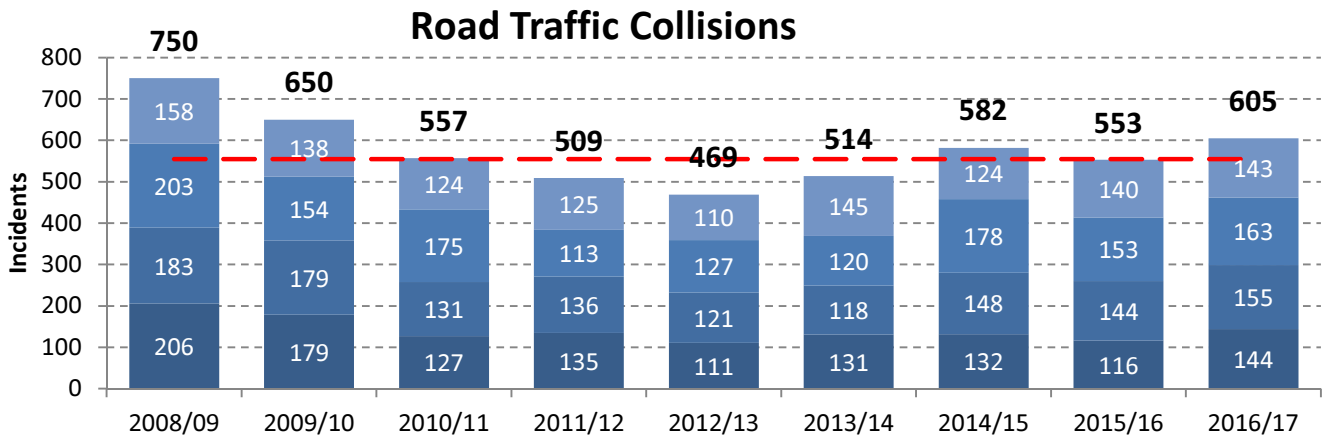
At the end of 2016/17 there had been a total of 4154 deliberate secondary fires. This is a minor increase in incidents when compared to previous years, however when compared to the overall target for the E&D objective, this has been achieved.

Through an intelligence led risk management approach, we will continue to identify arson and ASB hotspots to reduce secondary fires through education and engaging with our partner agencies. We will also deploy our resources efficiently during spate conditions to ensure that our communities receive a quality service delivery around the reduction of risk in our communities.

Please note: data updated 25th May 2017, to reflect figures in MF&RS Service Plan

OBJECTIVE 4				
We will work with at risk groups and local partners to contribute to the reduction in the number and severity of road traffic collisions across Merseyside		Action: To work towards achieving the local target of reducing the number of people killed or seriously injured in road traffic collisions		Target: Reducing the number of people killed or seriously injured in road traffic collisions by 37.5% by 2020.
Baseline	Where we want to be	2015/16 Performance	2016/17 Service Plan Target	Q4 2016/17
<b>Road Traffic Collisions</b>				
888	555	553	529	605
<b>Injuries in Road Traffic Collisions</b>				
485	303	364	382	372

Please note baselines based on average of 2004/05 - 2007/08 data



### Commentary

Concerning RTC's there has been a gradual increase on incidents attended year on year. Due to the nature of RTC's there are a wide range of circumstances that are at play regardless of the skill level of the driver. MFRS continue to carry out campaigns with partner agencies and provide more education, through our road safety education packages to try and reduce this trend.

Please note: data updated 25th May 2017, to reflect figures in MF&RS Service Plan

## OBJECTIVE 5

**Our aim is to create a strong cohesive organisation which is positive about rising to the future challenges we face.**

**Action:** Our aim is to increase the representation of all minority groups within the communities of Merseyside in the Fire and Rescue Service

**Target:** To increase the diversity of our workforce and volunteers in order to reflect the local community we serve and increase applications for roles within the organisation (including volunteering) for those protected groups under-represented currently within our workforce.

### *Firefighter Recruitment*

Topic	Baseline	Where we want to be	Q4 2016/17
Female Firefighter Recruitment	3/16 (19%)	Increase in female recruitment	30%
BME Firefighter Recruitment	1/16 (6.25%)	Increase in BME recruitment	0%

**17 Recruited - Gender 12 Male (70%) and 5 Female (30%) Ethnicity: 17 White British**

### *Apprenticeship Recruitment*

Topic	Baseline	Where we want to be	Q4 2016/17
Female Apprenticeship Recruitment	5/12 (42%)	Increase in female recruitment	57%
BME Apprenticeship Recruitment	1/12 (8%)	Increase in BME recruitment	0%

**14 recruited - Gender 6 Males (43%) and 8 Female (57%), Ethnicity: 14 White British**

### *Business Safety Advisors*

Topic	Baseline	Where we want to be	Q4 2016/17
Female Business Safety Recruitment	0 (0%)	Increase in female recruitment	57%
BME Business Safety Recruitment	0 (0%)	Increase in BME recruitment	0%

**7 Recruited - Gender: 3 Male (43%) and 4 Female (57%) Ethnicity: 7 White British**

*Please note baseline based on 2014/15 data*

## Commentary

Since the recruitment in 2014/15 we have carried out a further recruitment programme for Firefighters, Apprentices and Business Safety Advisors.

In all cases we have exceeded our baseline figure for Gender. Significantly, female apprentices by

15 percentage point and fire-fighters by 11 percentage points. In terms of our BME baseline figures, this has not been achieved and further work needs to take place to focus on Positive Action and the part it can play in relation to recruiting BME candidates for both apprenticeship and fire-fighter roles.