



SEFTON

Community Safety Plan 2014-15



Introduction by the Sefton District Manager Rob Pritchard



Welcome to the Sefton Community Safety Plan for 2014-15.

As well as focussing on the fire and rescue related risks in Sefton, this plan reflects our continued role in local Partnerships. We work closely with our key partner agencies, in particular Sefton Council, Police, Health services, Voluntary and Faith sectors to deliver improved outcomes for your community.

For example, our partners share information with us so we can help reduce risks to the most vulnerable people in Sefton.

Thank you for taking the time to read our Community Safety Plan. The aim of this Plan is to provide you with an update on our performance and activity from 2013/14 and to provide information on our objectives and the actions we will take during the next year to make Sefton a safer, stronger community.

This Plan should be read in conjunction with the Merseyside Fire and Rescue Authority (MFRA) Integrated Risk Management Plan 2013-16.



Contained within the Community Safety Plan are our main objectives and how these will be implemented and achieved across the District for 2014/15. Our four main priorities are;

- Reduce Fires, deaths and injuries, road traffic collisions and antisocial behaviour
- Provide an efficient and effective response to emergency incidents
- Maintain and improve staff training, safety and competence
- Maintain and improve, staff health, fitness and welfare

These priorities are determined by a number of influences including:

- The Fire and Rescue Service Act 2004
- The Fire and Rescue National Framework
- Sefton Health and Well Being Strategy
- Police and Crime Plan 2013-2017
- Sefton Council's Corporate Plan

Sefton

Sefton is one of the five districts comprising the Merseyside metropolitan area, at the heart of the wider Liverpool City Region. Created in 1974, Sefton is a surprisingly rich and diverse area covering 153 square kilometres. Our boundary commences at the heavily commercialised/ industrialised area around the Port of Liverpool in South Sefton and follows the coast line to Southport in the north of the borough, which is an important tourist destination.

To the south of the borough there are areas of derelict land, however, new developments in and around the Freeport area include improving local housing and a significant port expansion development. Bootle also supports a large office quarter together with some light industry.

There are further densely populated but generally wealthier suburbs towards the north, including Crosby, Formby, Southport and Maghull. These are interspersed with extensive areas of high-grade agricultural land and scientifically important wild habitat, which includes the beaches of Formby and Southport.

Population forecasts published in 2012 indicate Sefton has one of the highest proportions of older residents nationally and there are also stark social and health inequalities within Sefton. South Sefton has significantly higher levels of deprivation, child poverty, worklessness and crime and disorder. Within the areas of South Sefton that are most deprived, average life expectancy is 11 years less than in the more affluent parts of the Borough. MFRS data suggests that these groups are also more at risk from fire and we will therefore work with partners to respond to and reduce risk.



Sefton Demographics

Sefton		District Total	% of Merseyside Total	Merseyside Total
Population (mid 2012 estimate)		273697	19.8%	1,385,666
Racial Profile	White: Total	266741	20.4%	1,305,303
	Mixed/multiple ethnic group: Total	2820	13.5%	20,954
	Asian/Asian British: Total	2719	8.9%	30,405
	Black/African/Caribbean/Black British: Total	796	5.5%	14,552
	Other ethnic group: Total	714	7.2%	9,975
Age Profile	Age 0 to 15	47,284	19.3%	245093
	Age 16 to 24	29,049	17.2%	168827
	Age 25 to 34	28,107	16.3%	172331
	Age 35 to 49	54,911	19.7%	278882
	Age 50 to 64	56,089	21.5%	261387
	Age 65 to 74	28,391	23.2%	122292
	Age 75 to 84	19,786	24.3%	81512
	Age 85 and over	6,080	24.5%	24790
Long Term Health	Very good or good health	211,816	20.11%	1,053,041
	Fair health	39046	20.23%	193,010
	Bad or very bad health	18,835	17.27%	109,063
Dwellings		121072	20.0%	604,197
Non Domestic Properties		7536	18.9%	39,789
Land Only (KM)		153.70	23.8%	644.78

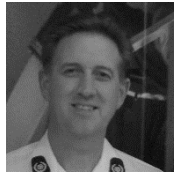
Working Population 167519

Benefit Type	Sefton		NorthWest	
	Count	Rate	Count	Rate
Jobseeker's Allowance	7,435	4.4%	182,320	4.0%
ESA and Incapacity Benefits	14,280	8.5%	360,075	7.9%
Lone parents	2,220	1.3%	65,240	1.4%
Others on income	705	0.4%	18,075	0.4%
Total Out of Work Benefits	24,640	14.7%	625,710	13.8%

Source: Department for Work and Pensions, May 2013

The Team

Your local Management Team for Sefton are:



Rob Pritchard
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(District Manager)
robpritchard@merseyfire.gov.uk
0151 296 4000



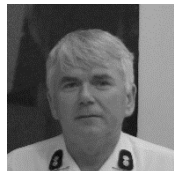
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District Manager
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Jennifer Taylor
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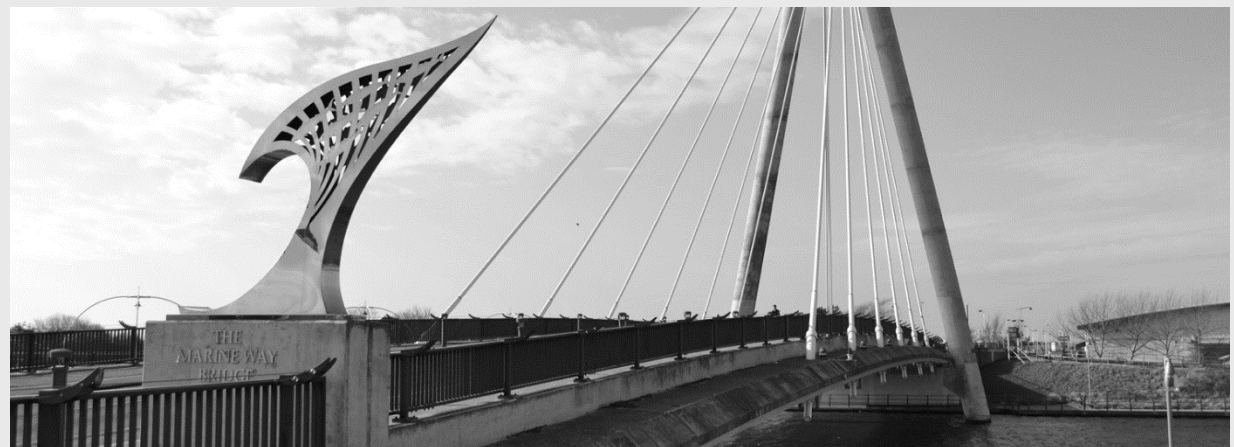
Dave Martin
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District Protection Manager
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In the Sefton District we have 5 appliances and 1 specialist appliance spread across our stations in Bootle and Netherton, Crosby, Formby and Southport. This allows us to meet our attendance standards in all areas, although the closest appliance will always be sent to any emergency incident.

These stations are staffed by 104 Response Staff (*19 Watch Managers and 85 firefighters*).

Southport also has an aerial appliance that is used for high rise rescue.

The Sefton Community Protection Department, who work with commercial and industrial premises to ensure compliance with relevant Fire Safety Legislation (6 staff), are based in Bootle and Netherton as are the Community Prevention Department (6 staff), who deliver specialist prevention activity to more vulnerable members of our communities.



Community Fire and Rescue Stations



Bootle and Netherton Community Fire Station, opened in 2013, is situated on the main arterial route from Liverpool City Centre to the north of the borough. The station area includes large residential areas such as Thornton, Ford, Litherland, Netherton, Maghull and Lydiate. Risks in these areas vary from residential and rural to large factory estates, retail parks, care homes and specialist homes for the elderly and children with disabilities.

Heavy goods and light electric rail lines, plus the heavily used Southport commuter route (A565), the A5036 which carries significant container traffic to the Seaforth Container base and the busy convergence of the M57 and M58 at Switch Island, makes a very busy road and rail network.

Youth engagement, including the Prince's Trust and Duke of Edinburgh schemes, operate from this Community Fire Station. There are facilities that can, by arrangement, be used by partners and community groups.



Crosby Fire Station areas includes Crosby, Seaforth, Waterloo, Blundellsands and Litherland. It is a heavily urbanised area with all types of housing stock from large Victorian mansions to high rise blocks. There are several factory estates, a British Gas storage facility, the Royal Seaforth Container Terminal, Gladstone Docks and a growing Freeport area. The Port is expanding its container terminal (Liverpool 2), which will create more work and prosperity in the area.

There is significant road traffic throughout the station area and there are four commuter rail stations including the main rolling stock repair depot at Hall Road. The Sefton Coastline runs the entire length of the station area with the unique risks associated with beaches and water.

Further life risks include several residential care premises, small to large hotels, seven multi-story tower blocks and a private hospital. Some of the building stock dates from the 1800's and are of historical interest.

Community Fire and Rescue Stations



Formby Community Fire Station, opened in 2013, covers mainly rural risks from Ainsdale to Hightown but with considerable suburban residential concentrations, an operational and training RAF base, Altcar Barracks and Rifle Range, specialist nursing homes, several residential care homes, some light industrial/retail estates, a permanent traveller caravan site, static caravan parks and road and rail risks running through the length of the Station area.

Of particular note is the busy Southport by pass which is subject to several high speed collisions each year. The Sefton coastline has 13 square km of pine forest forming the National Trust and English Heritage conservation areas, which are of special scientific interest with some fragile animal and plant species. The area is used throughout the year by visitors and is particularly busy during the summer months right along the coast and due to significant water shortage the area can have significant wild land fires.

North West Ambulance Service also works from this building. There are additional facilities that can, by arrangement, be used by our local partners and community groups.



Southport Community Fire Station area is predominantly a holiday resort with a population that increases significantly during the summer months with visitors counted in the millions and associated leisure facilities. The area boasts a marine lake and a pier which runs some distance out into the sea, and an extensive beach with sinking sands, which are a risk to the unwary.

The area is mainly urban with some rural and light industrial risk but extensive retail developments. The residential risks are pre and post war housing with many properties converted into multi-occupation units. There is a major General Hospital with both emergency and spinal injury departments. There are many listed buildings highlighting Southport's Victorian heritage.

The area is known for its generally affluent retired elderly population living in rest or nursing homes but the demographics are changing, with a growing Eastern European community and an increasing number of transient people living in temporary rented accommodation.

Our Performance 2013/14

Sefton Stations have broadly delivered well across all targets supported by both Prevention and Protection together with external partners in the 2013/14 Community Safety Plan. Of particular note has been the number of Home Fire Safety Checks carried out by operational crews where the target has been exceeded significantly across the district, despite the reduction of one fire appliance due to budget cuts.

Community engagement hours are also worth mentioning as they encompass activity for home fire safety checks, seasonal targeted campaigns such as Bonfire (reduction of antisocial behaviour fires) Beach Safe (safety and education of visitors to the Sefton Coastline and pine woods reduction of antisocial behaviour/fires) and Rimrose Valley Country Park (reduction of antisocial behaviour/fires).



Inter department and multi-agency partnerships have this year delivered outstanding results which have contributed to Sefton maintaining its performance against shared goals and outcomes. There was an early spike in antisocial behaviour fires within Rimrose Valley Country Park and the replication of the Beach Safe model allowed partners to quickly target and impact upon emerging issues.

Stations have visited residential care homes in 2013-14 to inform and educate in relation to risks identified nationally for these premises. Both Formby and Bootle and Netherton have completed their visits and Crosby and Southport will complete early next year. Sefton has proportionally the most elderly group of residents within Merseyside and the most registered residential care homes.

Care Home visits by crews are supported, where required, by the Fire Protection Officers who ensure compliance with the Regulatory Reform (Fire Safety) Order (2005). Crews have also ensured response readiness through training to maintain skills and Site Specific Risk Intelligence visits to ensure that responding crews understand the nature and complexity of risks within Sefton.



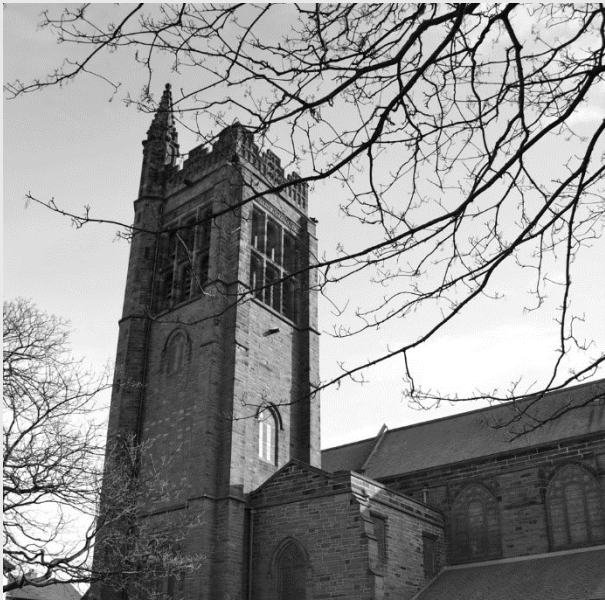
However, there are areas where we have not been able to maintain the overall performance, accidental dwelling fires are slightly above target due to a larger than expected number of kitchen/cooking fires.

Crews will target education through home fire safety checks to reduce this type of incident.

A first quarter spike in anti-social behaviour fires, saw over 400 fires set which was double what we would expect over this period. However performance has improved in targeting problem areas supported by partners.

Incidents in Sefton

Priorities within Sefton 2013-14 were to reduce accidental dwelling fires, reduce secondary fires, improve road safety and reduce anti-social behaviour. The data in the attached charts give a breakdown of the range and number of incidents we attended across Sefton in 2012-13.



Overall Sefton continues to be a great place to live but we are mindful that accidental dwelling fires occurred in all station areas, with a significant increase in kitchen fires in areas such as Formby and Southport which has been targeted through home fire safety checks.

Road traffic collisions range from high speed serious incidents on the major high speed routes, such as those around Bootle and Netherton, the Formby by-pass and the Coast Road. However, we have seen a number of relatively low speed incidents involving mainly, but not exclusively, older drivers across the whole borough. Road safety education through engagement with schools, colleges and 60+ groups are assisting to reduce incidents.

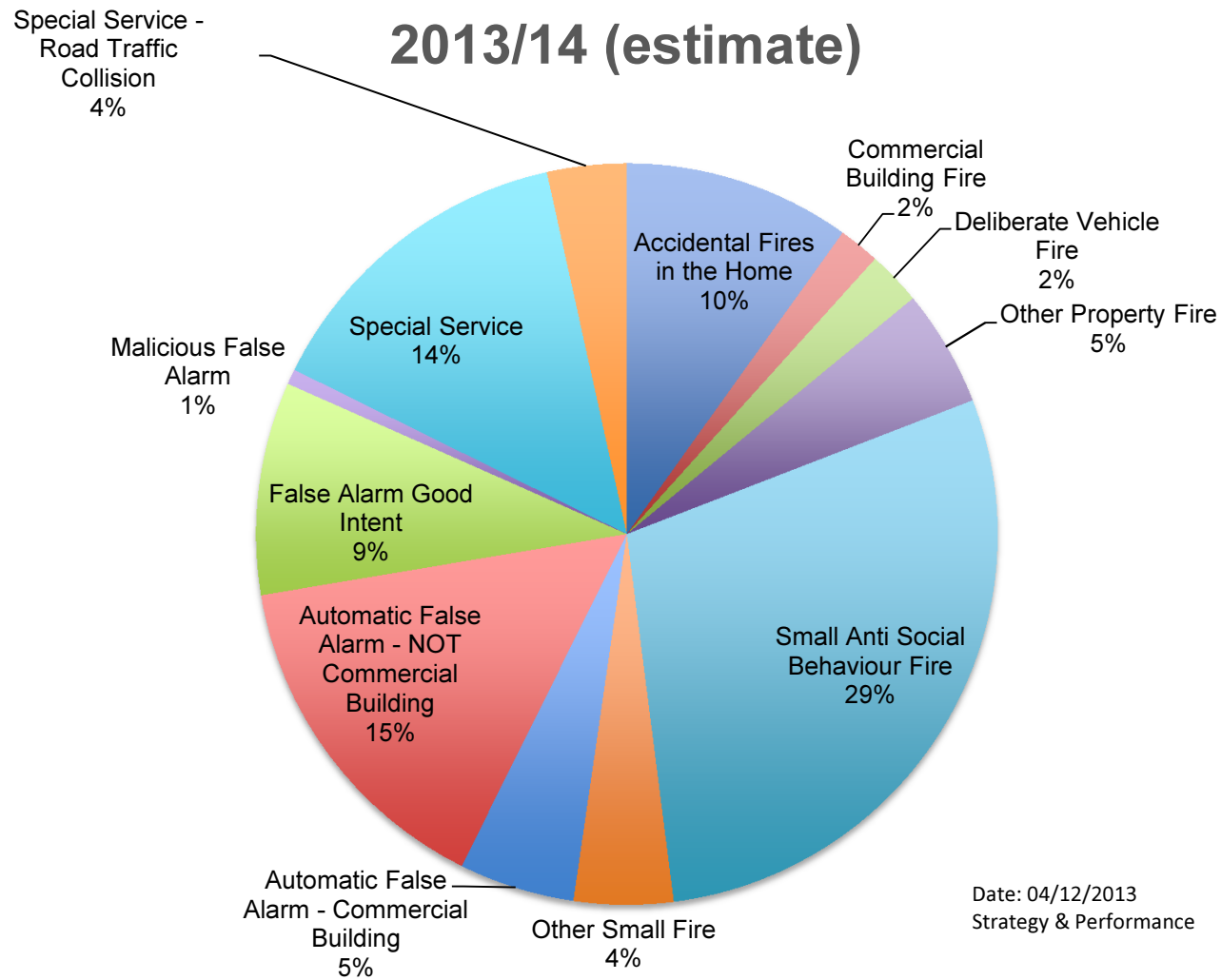
Anti-social behaviour fires in Sefton have seen an increase this year in excess of 200 for the first quarter, mainly around the Rimrose Valley Country Park area when unseasonably warm weather and school holidays coincided. Multi-agency partnerships have impacted significantly in this area which supported an excellent reduction in incidents during the bonfire period.

Working with the business community team, we have ensured arson does not impact adversely on the prosperity of Sefton and, working with Police colleagues, we have a targeted response to vehicle arson. The business community is also assisting us with reductions in automatic fire alarm false alarms.

A five year trend analysis of incidents attended has seen excellent reductions in all areas.

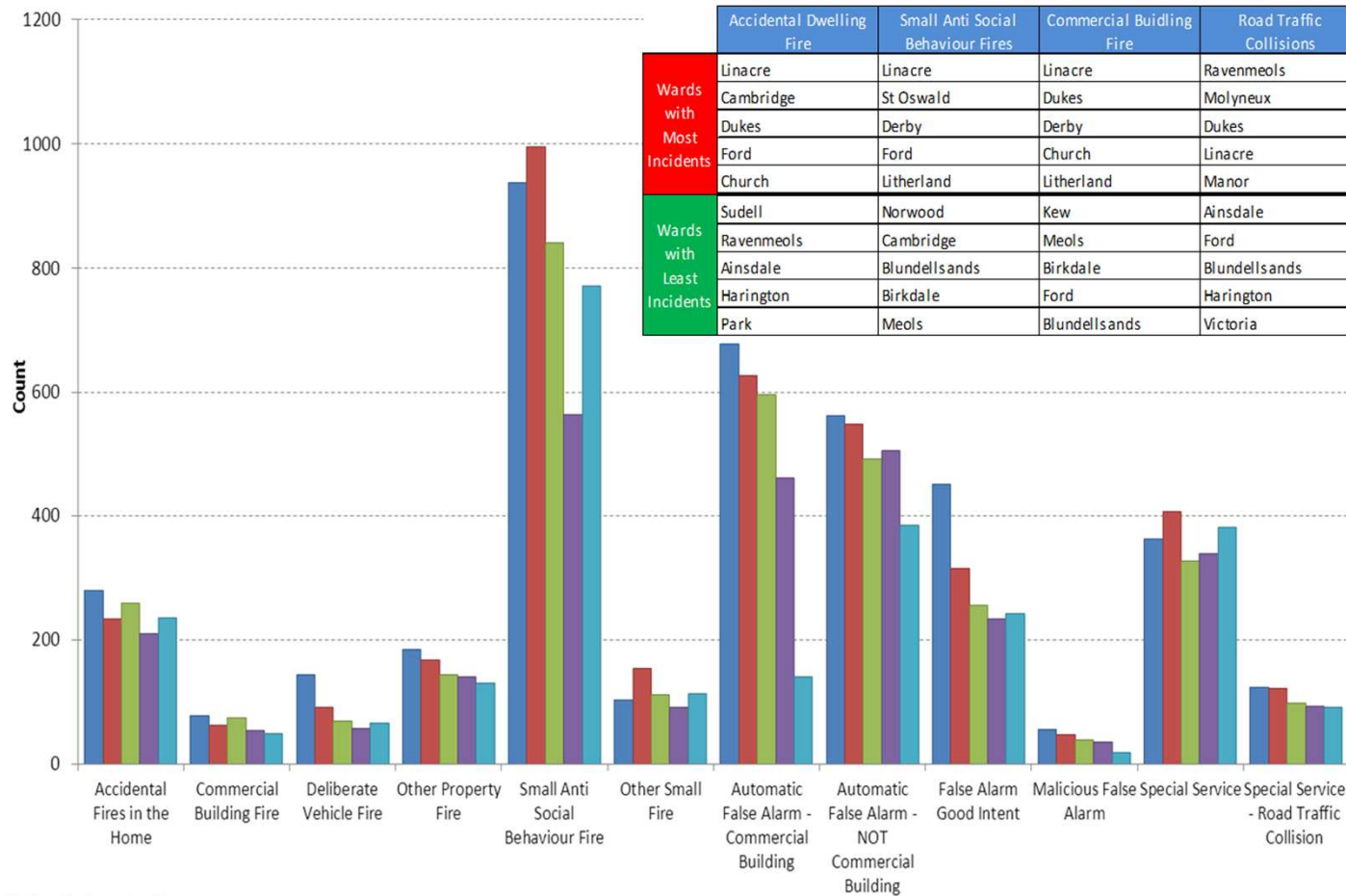


Incidents attended in Sefton



Incidents attended in Sefton

Incidents Attended in Sefton between 2009/10 - 2013/14 (estimate)



Author: Business Intelligence
 Date: 27/02/2014
 Strategy & Performance

Incident Type
 ■ 2009/10 ■ 2010/11 ■ 2011/12 ■ 2012/13 ■ 2013/14 estimate

Our Plans for Sefton

Our Organisational Objectives:

We have a number of Organisational Objectives that we want to deliver for every area of Merseyside. These are:

- **To reduce fires, deaths and injuries, road traffic collisions and antisocial behaviour** working with partners and the community to protect the most vulnerable people in Merseyside.
- **To provide an efficient and effective response to all emergency incidents, for all risks across all areas of Merseyside.**
- **To maintain and improve staff training, safety and competence** to ensure they can safely and effectively resolve all emergency incidents.
- **To maintain and improve, staff health, fitness and welfare** to ensure our staff are the best they can be.



Our Plans for Sefton

We have talked to our partners and studied our performance last year and we aim to improve outcomes for Sefton in 2014/15 by focusing on the following areas:

Our Local Actions:

As a key partner within Sefton the Fire and Rescue Service will work with the wider public, private and voluntary sectors to meet our Objectives along with supporting the Merseyside Police Crime Commissioner's priorities to reduce crime, anti-social behaviour, hate crime and maintaining public safety.

We will work with our partners and our communities to protect the most vulnerable through targeted local risk reduction interventions and where required the robust application of our legal powers.

Sefton's Prevention and Protection and Operational teams will build upon their unique position of trust and respect within the community to tackle the underlying factors which effect risk and impact on communities as a whole.

Working in partnership with public, voluntary and private sector colleagues our teams will contribute to making Sefton's communities safer from the risk of fire, road risk, industrial and natural disasters.

We have talked to our partners and studied our performance last year and we aim to improve outcomes for Sefton in 2014/15 by focusing on following areas:

- Reducing Accidental Dwelling Fires – continue to target those most vulnerable
- Reducing Antisocial behaviour and deliberate fires – work with partners on targeted interventions such as Bonfire, Beach Safe and Rimrose Valley Park.
- Ensuring local risks within Sefton are reviewed and trained for against the Merseyside Fire and Rescue Service Standard Operating Procedures and Generic Risk Assessments.
- Reducing Road Traffic Collisions by providing road safety education to target groups

In Sefton the Health and Well Being Partnership have agreed the following **“Together we are Sefton – a great place to be! We will work as one Sefton for the benefit of local people, businesses and visitors”**



Action Plan 2014/15

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local Actions	Location
<p>Excellent Operational Preparedness We will provide our firefighters with the training, information, procedures and equipment to ensure they can safely and effectively resolve all emergency incidents.</p>	<p>Maintain and improve staff training, safety and competence:</p> <p>Local Performance Indicators 98, 99, 120a, 120b, 120c, 120d, 121, 129, 130, 131, 132, 133, 137, 139</p>	<p>Complete Site Specific Risk Information inspections in line with the Service strategy</p> <p>Testing Operational Preparedness against the Standard Operating Procedures and Generic Risk Assessments for locally identified risks on an annual basis.</p> <p>Complete water surveys (hydrant inspections) in line with the Service strategy</p> <p>All personnel to attend core risk critical training courses during 2013/14</p> <p>All personnel to complete allocated Learnpro packages and online assessments</p>	<p>Crews to consolidate local knowledge by targeted Site Specific Risk Information activity. To include risks outside of the process such as high rise, the Docks, cylinder identification at small independent garages and industrial units and non-built environments such as water and rural risks.</p> <p>Production of tactical plans together with offsite training relevant to specific station risks such as water, road traffic collisions</p> <p>Work with partners to identify and familiarise personnel with void properties to reduce property fire and risk to local community.</p> <p>All hydrant surveys to be completed on annually.</p> <p>Ensure maintenance of skills on specialist appliances such as combined platform ladder, bulk foam unit, incident command and control unit.</p>	<p>All Stations, Community Protection.</p> <p>All Stations</p> <p>All Stations and Community Prevention</p> <p>All Stations</p>

Action Plan 2014/15

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local Actions	Location
<p>Excellent Operational Response To maintain an excellent emergency response to meet risk across Merseyside with safety and effectiveness at its core.</p>	<p>Provide an efficient and effective response to emergency incidents:</p> <p>Local Performance Indicators 55, 98, 120a, 129, 130, 131, 132, 133, 98</p>	<p>All operational crews will aspire to achieve an Operational Assurance Team daily audit result of 100%.</p> <p>All individual Safe Person Assessments to be completed</p> <p>Achieve Alert to Mobile times within prescribed timescale</p> <p>Manage and reduce accidents and injuries to the lowest achievable level</p>	<p>Provide training opportunities across the Borough to test procedures, local knowledge and skills to meet local and pan Merseyside risks.</p> <p>All personnel to complete allocated Safe Person Assessments.</p> <p>Watch Managers to ensure resources are mobile to incidents with timescales.</p> <p>Ensure both competence and fitness to respond to all risks quickly and safely.</p> <p>Ensure specialist appliances such as combined platform ladder, bulk foam unit, incident command and control unit are integrated into local tactical exercises.</p>	<p>All Stations and District Station Managers</p>

Action Plan 2014/15

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local Actions	Location
<p>Excellent Prevention and Protection</p> <p>We will work with our partners and our community to protect the most vulnerable through targeted local risk reduction interventions and the robust application of our legal powers.</p>	<p>Reduce Fires, deaths and injuries, road traffic collisions and antisocial behaviour:</p> <p>Local Performance Indicators 1, 2, 3, 4, 5, 5a, 5b, 5c, 5d, 5e, 6a, 10a, 10b, 10c, 19, 19a, 20, 36, 41, 42, 42a, 44, 45, 46, 47, 48, 48a, 49, 50, 52, 53, 61, 61a, 61b, 66, 135, 136, 138, 121,</p>	<p>Reduction in the number of accidental dwelling fires and resultant injuries and fatalities through intelligent targeting of risk in the home using the home fire safety check.</p>	<p>Deliver high visibility station Home Fire Safety Check campaigns utilising other station crews targeting our most vulnerable residents, identified utilising incident statistics and Goldmine.</p> <p>Host fire station and attend other agency Open Days to educate communities' about home safety.</p> <p>Attend local authority operational meetings and community events to increase engagement.</p> <p>Engage with low income families at food banks and local church groups.</p> <p>Engage with migrant population by utilising our multi-lingual staff and crews local knowledge.</p> <p>Provide information through distribution of wheelie bin stickers encouraging residents to bring their bin inside and do not store too close to the house.</p> <p>Projection of still images on media wall at newly built stations to promote targeted station activity.</p> <p>Working closely with partners, in particular Registered Social Landlord's (RSLs) and Health Professionals in the local area, to identify potential new tenants. Home Fire Safety Checks to be completed on all Registered Social Landlord properties before new tenants move into the property. Identify those tenants at higher risk.</p>	<p>All Stations</p> <p>All Stations, Protection and Prevention Teams</p> <p>All Stations and Prevention Teams</p> <p>All Stations</p> <p>Southport, Crosby and Prevention Team</p> <p>All Stations and Prevention Teams</p> <p>Prevention Teams, Bootle and Netherton, Formby and Southport</p> <p>All Stations & Prevention Team</p>

Action Plan 2014/15

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local Actions	Location
<p>Excellent Prevention and Protection</p>		<p>The reduction of arson and anti-social behaviour through seasonal pre-planning and arson/hate crime risk assessment and intelligence led target hardening.</p> <p>Enhance Road Safety through education and engagement with young drivers most at risk. Improve business fire safety in compliance with Regulatory Reform Order (Fire Safety) 2005. Through the application of the Fire Protection Policy and the risk based inspection programme.</p>	<p>Use partnership networks to identify vulnerable/at risk properties. Protection department to liaise with police and other partners'.</p> <p>Engage with local youth organisations and groups to target water, rail safety, fire safety, anti-social behaviour and widen road safety strategies including the "Suddenly from nowhere" presentations in the secondary schools within Sefton.</p> <p>Park Watch to target safety and community engagement activity.</p> <p>Continue to work closely with partners on multi-agency initiatives to reduce incidents (Operation Bangor, Operation Beachsafe and Rimrose Valley)</p> <p>Work with partners to provide multi-agency re-assurance campaigns through the Sefton Operations Groups.</p> <p>Target road safety activity to the 60+ age group.</p>	<p>Prevention Teams</p> <p>All Stations</p> <p>All Stations, Prevention Teams</p> <p>All Stations, Prevention and Protection Teams</p> <p>All Stations, Prevention and Protection Teams</p> <p>All stations, Prevention Teams</p>

Action Plan 2014/15

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local Actions	Location
<p>Excellent People We will develop and value all our employees, respecting diversity, promoting opportunity and equality for all.</p>	<p>Maintain and improve, staff health, fitness and welfare:</p> <p>Local Performance Indicators 130, 131, 132, 133, 98, 106, 111a, 111b, 112 116, 117, 134</p> <p>Unused Local Performance Indicators 93, 94, 95, 96, 97, 98</p> <p>Utilities 108, 128 Finance</p>	<p>Absence to be managed to lowest achievable levels</p> <p>Completion of appraisals for all staff in January and February</p> <p>Development of staff skills and knowledge through training opportunities</p>	<p>Widen road safety strategies including the “Suddenly from nowhere” presentations in the secondary schools within Sefton</p>	