MERSEYSIDE FIRE AND RESCUE AUTHORITY			
MEETING OF THE:	**POLICY AND RESOURCES COMMITTEE**		
DATE:	**11 DECEMBER 2025**	**REPORT NO:**	**CFO/26/2526**
PRESENTING OFFICER	**CHIEF FIRE OFFICER, NICK SEARLE**		
RESPONSIBLE OFFICER:	**ASSISTANT CHIEF FIRE OFFICER, GED SHERIDAN**	**REPORT AUTHOR:**	**AREA MANAGER, MARK THOMAS**
OFFICERS CONSULTED:	**BUSINESS INTELLIGENCE MANAGER, JOHN FIELDING, PREVENTION MANAGER, JOANNE HENDERSON, STATION MANAGER, TIM SELBY, STRATEGIC LEADERSHIP TEAM**		
TITLE OF REPORT:	**ACCIDENTAL DWELLING FIRE ANALYSIS BETWEEN 2005/06 AND 2024/25**		

APPENDICES:	**APPENDIX A:**	**HISTORICAL ANALYSIS OF FATALITIES IN ACCIDENTAL DWELLING FIRES BETWEEN 2005/06 AND 2024/25**

Purpose of Report

1. To provide Members with a briefing regarding the historical analysis of fatalities occurring in accidental dwelling fires (ADF) over the previous twenty-year period.

Recommendation

2. It is recommended that Members note the content of this report.

Introduction and Background

3. Historically, each year, Merseyside Fire and Rescue Authority (MFRA) incident information (such as fire reports and fatal fire investigations) is reviewed by Strategy and Performance Business Analysts in collaboration with managers from the Prevention Directorate to produce the following reports:

   - Fatal Fire Review for the previous financial year; and
   - Fatal Fire Review for the previous 20 years.

4. Given the data which has now been recorded over an extended period, the Business Intelligence Team are now regularly able to assimilate and interpret this data into a twenty-year trend analysis report enabling a deeper data analysis and scrutiny to be applied. The document is attached as appendix A.

5. The data captured within the report will be scrutinised and used to analyse and identify any trends, which then informs the Home Safety Strategy. Fatal fire data represents the tip of the risk profile and to prevent this misleading our targeting

strategies, additional factors are also considered which account for the broader risk across our vulnerable communities.

6. Members will recognise consistencies between the report and previous reports in terms of underlying causes of fatalities in accidental dwelling fires (age, deprivation, and lifestyle - smoking). Whilst fatality numbers remain low, causation remains consistent.

7. The report highlights the rationale that underpins our Home Safety Strategy and helps to explain its effectiveness in the continued reduction of accidental dwelling fires. It is noteworthy that a lower age range and more fatalities are recorded in more deprived areas.

8. Seasonal, targeted campaigns will continue - as an example, Older Persons Day is held in October, enabling the timeliest engagement as most ADF occur between November and February. The Prevention Department will lead additional campaigns through winter (such as Winter Warmth in partnership with Local Authority) to ensure that prevention activity is reinforced during these higher risk months.

9. Whilst National Data can lag by up to 6 months (due to publishing date requirements), MFRS can readily access its data daily. This enables real-time analysis and allows mid-term flexibility to the plan if, for example, a trend is detected throughout the life of the Home Safety Plan.

10. His Majesty's Inspectorate Constabulary of Fire Rescue Services (HMICFRS) continue to cite concerns in respect of evaluation of Prevention activity across the fire sector, recommending greater use of wider datasets to better inform the targeting of Fire and Rescue Service resources. This supports MFRS's use of 20-year data analysis and is further underpinned by separate evaluation work in the Prevention Department. The 'lookback' over 20 years data is unique to MFRS.

11. Prevention officers are actively engaged with the National Fire Chiefs' Council (NFCC), sharing MFRS methodologies, directly influencing the professionalising of Prevention and informing future policy change.

12. To support the delivery of the Prevention Functional Delivery Plan (FDP) and, as referenced within this report, the importance of MFRS accessing other data sets (such as dementia, frailty, hospital discharges, care networks etc.) should not be underestimated. The Prevention Department will continue to work internally and with external partners to ensure continued improvement.

Equality and Diversity Implications

13. The Prevention FDP and its associated key deliverables are subject to an Equality Impact Assessment yearly and at the start of the plan.

14. The report contained in Appendix A includes analysis in respect of equality and diversity of those involved fatalities, (section 5.1 of the report specifically refers to the same).

Staff Implications

15. All Prevention staff understand the content of the FDP. At the beginning of the planning process, staff are involved in consultation events which inform direction of the plan. Updates are monitored at fortnightly department head meetings and shortfalls are reported on for action by the appropriate responsible individual or team.

16. There are no training implications associated with this report although Prevention training will be uplifted through joint internal working.

17. Videos and training content are now provided to everyone undertaking home safety activity to increase knowledge and awareness and to secure future improvement and quality assurance frameworks are in place for operational crews and prevention staff undertaking the activity.

Legal Implications

18. MFRA has a duty under the Fire and Rescue Services act 2004 (S.6) '*to make provision for the purpose of promoting fire safety in its area'.* It must also make arrangements for '*the provision of information, publicity and encouragement in respect of the steps to be taken to prevent fires and death or injury by fire; the giving of advice, on request, about how to prevent fires and restrict their spread in buildings and other property'.*

Financial Implications & Value for Money

19. There are no financial implications associated with this report.

Risk Management and Health & Safety Implications

20. There are no risk management implications associated with this report.

Environmental Implications

21. There are no environmental implications associated with this report.

Contribution to Our Vision:	***To be the best Fire & Rescue Service in the UK.***
Our Purpose:	*Here to serve, Here to protect, Here to keep you safe.*

22. The discharging of the Prevention FDP actions support the directorate in its ambition to lower accidental dwelling fires, associated injuries and fatalities and positively impact other community safety matters. Through intelligent planning and robust monitoring and action planning, these key deliverables under the Functional Development Plan work towards that ambition.

BACKGROUND PAPERS

NONE

GLOSSARY OF TERMS

MFRA	**M**erseyside **F**ire and **R**escue **A**uthority
MFRS	**M**erseyside **F**ire and **R**escue **S**ervice
IRMP	**I**ntegrated **R**isk **M**anagement **P**lan
CRMP	**C**ommunity **R**isk **M**anagement **P**lan
NFCC	**N**ational **F**ire **C**hiefs **C**ouncil
FDP	**F**unctional **D**elivery **P**lan
ADF	**A**ccidental **D**welling **F**ire