



WIRRAL

Community Safety Plan 2015 -16



Introduction by the Wirral District Manager, Paul Murphy



Welcome to the Community Safety Plan for Wirral for 2015-16.

As well as focusing on the Fire and Rescue-related risks in Wirral, this plan reflects our continued role in local partnerships. We work closely with our key partner agencies; in particular Wirral Council, police, health and the voluntary and faith sector to deliver improved outcomes for our community. For example, our partners share information with us so we can help reduce risks to the most vulnerable people in Wirral.

The aim of this plan is to provide you with an update on our performance and activity from 2014/15 and to provide information on our objectives and the actions we will take during the next year to achieve our mission of Safer, Stronger Communities; Safe, Effective Firefighters.

This plan should be read in conjunction with the Merseyside Fire and Rescue Authority (MFRA) Integrated Risk Management Plan 2013-16 and IRMP Supplement 2015/17.

The Chief Fire Officer and Merseyside Fire and Rescue Authority (MFRA) will have to make further hard decisions if the Government continues to cut public spending. On top of £9.2 million of cuts to our budget between 2011- 2013, we are required to make a further £6.3 million of savings before April 2015, with more cuts expected up until 2020.

This presents the Authority with significant challenges as it seeks to minimise the impact of these cuts on the level of service it provides to the public. It is clear that it is no longer possible to make savings of this magnitude without having an impact on fire stations and fire appliances.

Introduction by the Wirral District Manager, Paul Murphy

Contained within the Community Safety Plan are our main priorities and how these will be implemented and achieved across the district in 2015/16. Our four main objectives are:

1. Reduce fires, deaths and injuries, road traffic collisions and anti-social behaviour.
2. Provide an efficient and effective response to emergency incidents.
3. Maintain and improve staff training, safety and competence.
4. Maintain and improve staff health, fitness and welfare.

These priorities are determined by a number of influences including:

- The Fire and Rescue Services Act 2004.
- The Fire and Rescue National Framework.
- Wirral Council Corporate Plan 2014-16.
- Police and Crime Plan 2013-17 (Merseyside Police and Crime Commissioner).
- Wirral Health and Wellbeing Strategy 2013-15.



Wirral

Wirral is a borough of contrasts; a peninsula of 60 square miles, with 25 miles of coastline, comprising of both urban and rural areas. The latest population figures for Wirral are 320,200 and growing (Joint Strategic Needs Assessment, 2014), with 197,400 of working age.

There are over 7,000 businesses in Wirral working across a unique combination of industries.

Merseyside Fire & Rescue Service (MF&RS) is well prepared to respond to incidents across these complex areas, including oil and chemical works, shipbuilding and docklands, large retail developments, major transport links such as Motorways, railways, the Mersey Tunnels, as well as the growing leisure and tourism industry.

There are extremes of wealth in Wirral. The affluent West of the borough contrasts sharply with the more deprived East, where social deprivation and problems such as anti-social behaviour are concentrated.

This polarisation is apparent in ill health and disability rates and there is a difference in life expectancy of 10.3 years between the most and least deprived areas of Wirral.



Wirral

Wirral's elderly population is higher than the national average and is growing.

This group is particularly vulnerable to fire, with a large proportion of Wirral's fire fatalities over the last 10 years occurring within the over 70 age group. Additionally, 34% of over 65-year-olds live alone in Wirral, a factor which also increases fire risk.

There is also a higher prevalence of severe mental illness, alcohol and drug misuse in Wirral, and high incidence of fuel poverty and dementia. All of these issues increase risk of fire significantly in the home. Alcohol and mental health issues, however, are not isolated to the more deprived wards and a number of related, serious fires have occurred in more affluent areas in recent years, in particular in the homes of middle aged occupants who live alone.



Wirral demographics

Racial Profile				
	District Total	Percent of District	% Merseyside Total	Merseyside Total
White: Total	310,156	97.0	23.8	1,305,303
Mixed/multiple ethnic group: Total	3,286	1.0	15.7	20,954
Asian/Asian British: Total	5,116	1.6	16.8	30,405
Black/African/Caribbean/Black British: Total	695	0.2	4.8	14,552
Other Ethnic Groups: Total	530	0.2	5.3	9,975
Whole Population	319,783			1,381,189

Health Profile				
	District Total	Percent of District	% Merseyside Total	Merseyside Total
People in very good or good health	250,113	78.2	23.4	1,068,667
People in fair health	45,687	14.3	22.9	199,347
People in bad or very bad health	23,983	7.5	21.2	113,175

Wirral demographics

Age Profile				
	District Total	Percent of District	% Merseyside Total	Merseyside Total
Age 0 to 15	59,366	18.6	24.2	245,247
Age 16 to 25	32,903	10.3	18.6	176,845
Age 25 to 34	36,156	11.3	19.9	181,37
Age 35 to 49	62,858	19.7	23.6	266,650
Age 50 to 64	64,378	20.1	24.3	265,367
Age 65 to 74	34,369	10.7	28.2	121,961
Age 75 to 84	21,526	6.7	24.7	87,001
Age 85 and over	8,739	2.7	28.1	31,148

District Land Use			
	District Total	% Merseyside Total	Merseyside Total
Number of Dwellings	142,197	23.5	604,197
Number of Non Domestic Properties	8,039	20.2	39,789
Land only (KM)	157	24.4	645

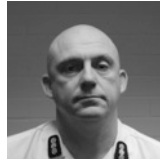
Rate of Unemployment			
	2011	2012	2013
Knowsley Demographics	11.60	12.70	11.00
Liverpool Demographics	11.40	11.80	11.80
Sefton Demographics	9.00	9.30	8.50
St Helens Demographics	8.40	9.40	7.40
Wirral Demographics	8.70	9.00	7.00

The Team

Your local Management Team for Wirral are:



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Please quote WirralPlan15 in correspondence.

The Team

Last year, Merseyside Fire and Rescue Authority ran a major consultation exercise in Wirral over proposed changes to fire cover in the district.

Due to Government public sector spending cuts, the Authority proposes to close West Kirby and Upton Fire Station and merge the two stations into one new community fire station. The alternative to the proposed merger is the outright closure of West Kirby Fire Station. A further consultation will run for 12 weeks from 2nd of March, 2015.

Both proposed options include the re-designation of one of the two existing wholetime appliances as "wholetime retained" on a 30-minute recall for periods of exceptional demand.

We start 2015 with six fire appliances and two specialist appliances spread across our stations in Birkenhead, Bromborough, Heswall, Upton, West Kirby and Wallasey.

This allows us to meet our attendance standards in all areas, with the closest appliance sent to any emergency incident.

These stations are staffed by 25 Watch Managers and 108 Firefighters.

Our two specialist appliances are a Combined Platform Ladder (CPL), located at Wallasey Community Fire Station, and a High Volume Pump (HVP) located at West Kirby Community Fire Station.

The Combined Platform Ladder provides high access for rescues from height, access to tall buildings and a platform for the application of large volumes of water onto a fire.

The High Volume Pump is a National Resilience asset which can deliver large volumes of water over long distances. It has been used nationally to remove flood water and to provide large volumes of water for firefighting.



Community Fire and Rescue Stations



Birkenhead Community Fire Station is a newly-built station in the centre of Birkenhead on Exmouth Street.

The Birkenhead station area encompasses a diverse range of risks including a high density of single and multi-occupancy domestic properties, a large shopping centre, ship builders and repairers, engineering works and a COMAH (Control of Major Accident Hazards) top tier site at Tranmere Oil Terminal. The station area includes the M53, underground railway, the docklands, the Queensway Tunnel and St Catherine's Hospital.

Birkenhead Community Fire Station is also utilised by the North West Ambulance Service NHS Trust and has become a hub for local communities, engaging children, families, youth and community groups in fire safety education and the development of life skills.

Community Fire and Rescue Stations



Bromborough Community Fire Station was opened in 1959 by Viscount Leverhulme on Dock Road South.

The Bromborough station area has significant risks such as chemical industry sites, Clatterbridge Hospital, major road and rail networks, including the M53, Unilever, Lady Lever Art Gallery, QE2 Dock, a top tier COMAH site and various risks associated with the River Mersey, which borders the station area.

The local community have use of the station community room and gym to encourage healthier lifestyles and to engage young people in fire safety education and the development of life skills, including the Prince's Trust Team Programme.

Community Fire and Rescue Stations



Heswall Community Fire Station is located in Heswall town centre, on Telegraph Road.

The Heswall station area has approximately 7 kilometres of coastline.

The risk profile of the station area is one that consists of approximately 5,000 hectares of a predominantly low risk, rural geography of farmland and heathland, with areas of residential housing.

The area also incorporates a significant number of local small to medium business enterprises and important industrial areas such as the Darlington Commercial and Industrial Estate on Chester Road.

Heswall station also provides supporting emergency cover for Cheshire in the Neston area. Road links are good throughout the wards and include the M53 motorway network and other (Class A/B roads) travel routes to Liverpool and Chester.

Community Fire and Rescue Stations



Upton Community Fire Station is based on Arrowe Park Road.

The Upton station area covers a variety of risks including Arrowe Park Hospital, the Woodchurch, Noctorum and Beechwood estates, which include two residential high rise blocks. In addition to large urban risk, there is also a semi-rural community with a number of small farms and areas of commerce/business such as the North Cheshire Trading Estate.

The M53 motorway system and other high speed roads dissect the station area, alongside a number of rural/urban rail links.

Community Fire and Rescue Stations



West Kirby Community Fire Station is located on Grange Road in West Kirby town centre.

The station area is predominantly low risk, semi-rural geography containing residential housing, farmland and heathland, but also incorporates a significant number of local small to medium sized business enterprises and important industrial areas such as the Carr Lane Industrial Estate in Hoylake.

Geographically, the area is bounded on two sides by an estimated 10 kilometres of coastline, which is exposed to estuarial tidal ranges from the River Dee and the River Mersey.

The electrified Wirral Line Merseyrail runs through the area, originates and terminates at West Kirby.

Community Fire and Rescue Stations



Wallasey Community Fire Station is based on Mill Lane.

The station area includes a large residential risk incorporating all types of housing stock, commercial premises in and around the town centres, leisure facilities at the seaside resort of New Brighton, the Kingsway Tunnel, M53 motorway, rail links and stations.

The station area is bordered by the River Mersey and inherent risks associated with a tidal river including severe flooding and the River Mersey ferry terminals.

The Wirral Prevention and Protection Team are based at Wallasey Community Fire Station. There is a Heartbeat gym, Youth Hub and community room at the station which is well used by a variety of community and NHS groups.

Incidents in Wirral

Since 2010/11 we have seen a gradual reduction in fires in the home, but in 2013/14 these figures started to rise again. However, in 2014/15, we are estimating a reduction in accidental dwelling fires (ADFs) to a five-year low, although Wirral has experienced two fire fatalities in the home this year and there is still one inquest pending.

Merseyside Fire & Rescue Service (MF&RS) incident statistics show that accidental fires in the home are more concentrated in the built-up areas of Birkenhead and Wallasey, however serious and fatal fires are more complex and don't always occur in areas where fires have historically happened. These incidents have informed our community safety strategy which focuses on individual vulnerability and partnership working to reduce risk in the community.

Like dwelling fires, anti-social behaviour fires occur more frequently in deprived areas. There was an increase in these fires in 2013/14 but following extensive work with partners and within our communities, including a successful bonfire period, we have since seen a decrease in the numbers of incidents of this nature in 2014/15.

There is an even spread of road traffic collisions across the Borough. This year's figures have shown a slight increase in MF&RS attendance at RTCs and a larger increase in corresponding injuries. To address this issue, MF&RS are expanding road safety interventions, delivering the interactive "Suddenly from Nowhere" educational package to our target group of 17-25-year-olds in schools and colleges across Wirral.

We will continue to support the business community in further reducing the number and impact of fires in commercial premises which have reduced in 2014/15, following a slight increase in 2013/14. Our automatic fire alarm (AFA) strategy has successfully reduced the number of attendances at AFAs in commercial buildings to the lowest level in five years, enabling stations to be more productive within the working day.

False alarms received by MF&RS from the public have decreased due to our engagement campaigns in schools and within the community.

Incidents in Wirral

We continue to work alongside our colleagues in Merseyside Police to reduce the number of deliberate vehicle fires across Wirral where we have seen a year-on-year increase since 2011/12.

In order to resolve incidents safely, our crews maintain the very highest standards of operational competence. Fire crews continue to prepare and respond to emergencies through operational training on and off station or through Crew-Based Training at our Training and Development Academy.

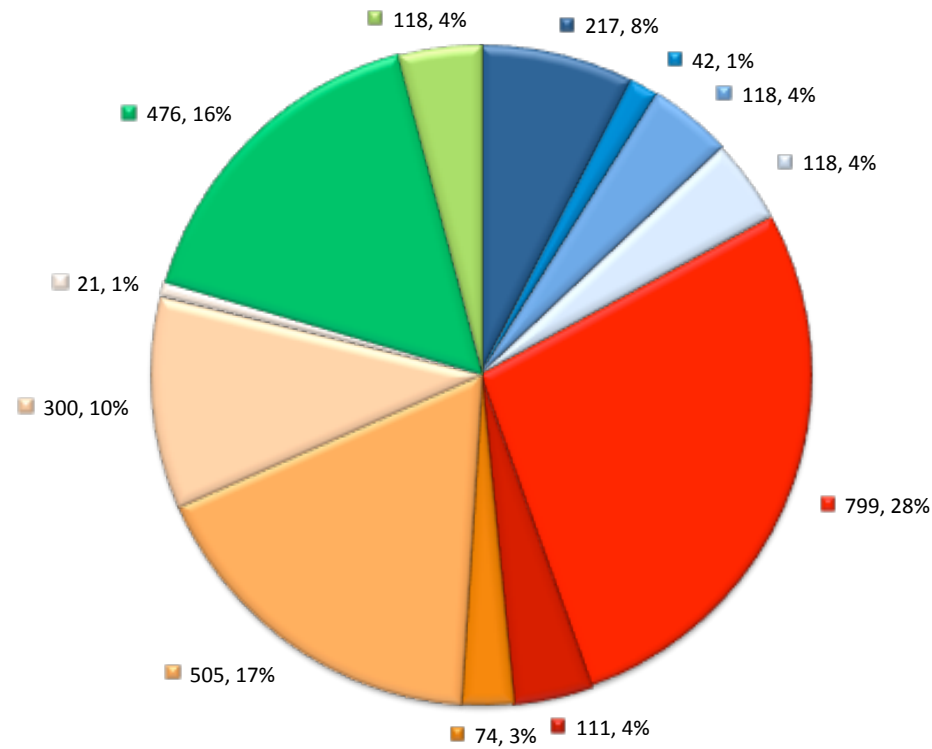
Safe Person Assessments (SPAs) and online theoretical tests examine each individual firefighter's competence in risk critical areas. Application of these skills is measured at operational incidents by the active monitoring role undertaken by senior officers.

To evaluate our Operational Preparedness and Response, MF&RS carry out a comprehensive programme of offsite exercises. During 2014/15 we tested our operating procedures and joint working practices with other agencies at a number of exercises across the district during a COMAH (Control of Major Accident Hazards) exercise at Tranmere Oil Terminal, Exercise Joint Endeavour and Exercise KMAF Warrior on the River Mersey.



Incidents attended in Wirral

Incidents attended within Wirral during 2014/15 (estimate)



- Accidental Fires in the Home
- Other Property Fire
- Automatic False Alarm - Commercial Building
- Malicious False Alarm

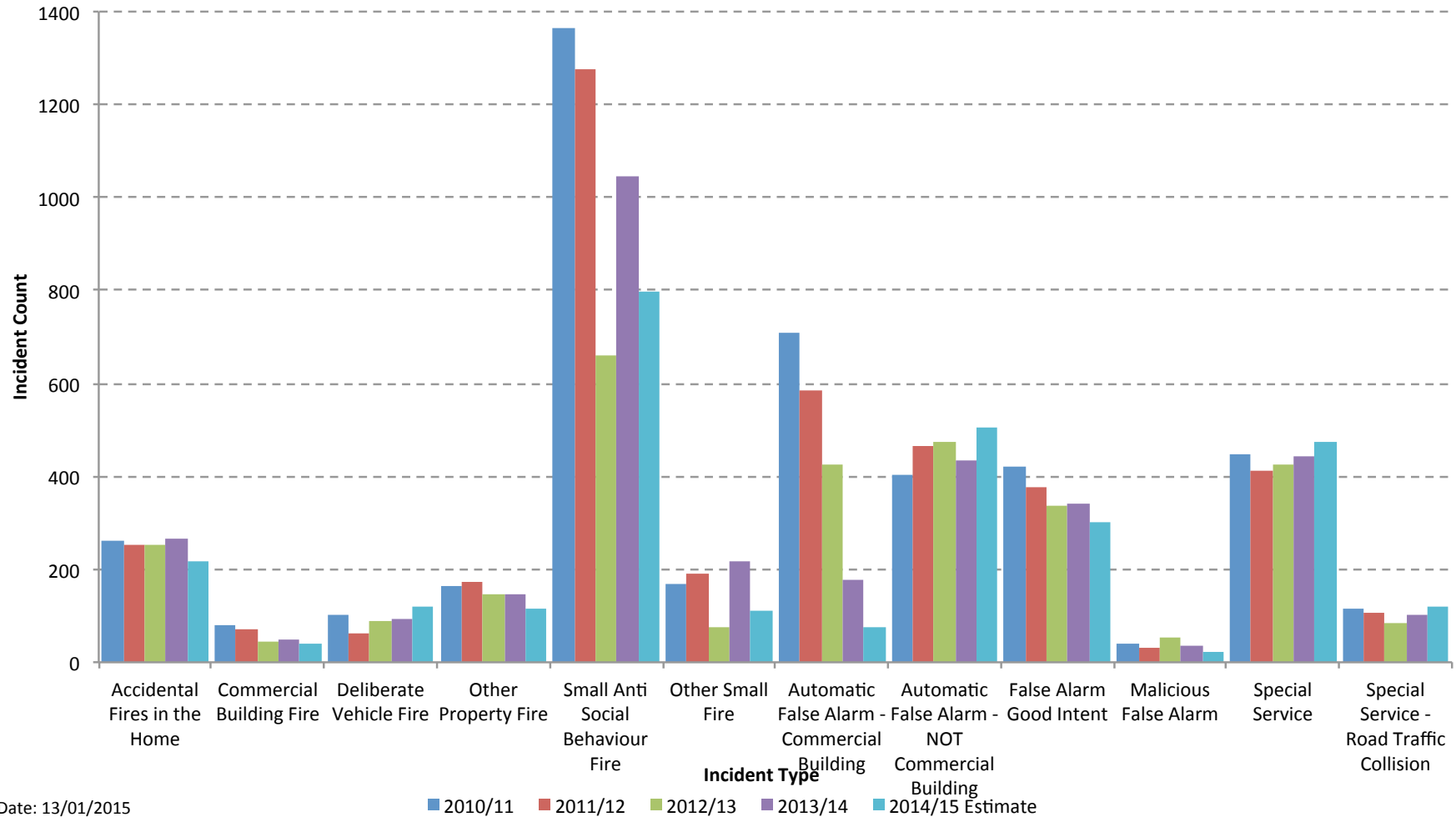
- Commercial Building Fire
- Small Anti Social Behaviour Fire
- Automatic False Alarm - NOT Commercial Building
- Special Service

- Deliberate Vehicle Fire
- Other Small Fire
- False Alarm Good Intent
- Special Service - Road Traffic Collision

Date: 12/01/2015
Strategy & Performance

Incidents attended in Wirral

Incidents attended in Wirral between 2010/11 - 2014/15 (estimate)



Date: 13/01/2015
Strategy & Performance

Incidents attended in Wirral

Incident Type	2010/11	2011/12	2012/13	2013/14	2014/15 Estimate
Accidental Fires in the Home	262	254	253	266	217
Commercial Building Fire	78	71	46	50	42
Deliberate Vehicle Fire	101	64	87	94	118
Other Property Fire	164	172	145	146	118
Small Anti Social Behaviour Fire	1365	1278	658	1045	799
Other Small Fire	167	190	75	216	111
Automatic False Alarm – Commercial Building	710	584	424	177	74
Automatic False Alarm - NOT Commercial Building	405	467	472	436	505
False Alarm Good Intent	422	376	335	343	300
Malicious False Alarm	40	33	52	35	21
Special Service	449	413	427	442	476
Special Service - Road Traffic Collision	115	107	86	104	118
Wirral	4278	4009	3060	3354	2867

Incidents attended in Wirral

Incident Type	20 - Birkenhead	21 - Bromborough	22 - Heswall	23 - Upton	24 - West Kirby	25 - Wallasey
Accidental Fires in the Home	74	24	8	43	11	53
Commercial Building Fire	21	6	0	1	0	8
Deliberate Vehicle Fire	43	12	2	26	4	34
Other Property Fire	51	10	8	20	8	21
Small Anti Social Behaviour Fire	279	122	26	163	39	171
Other Small Fire	21	34	10	19	16	17
Automatic False Alarm – Commercial Building	1	28	6	20	3	15
Automatic False Alarm - NOT Commercial Building	186	85	19	78	27	112
False Alarm Good Intent	93	33	27	59	12	78
Malicious False Alarm	12	2	1	1	0	7
Special Service	159	60	30	66	32	130
Special Service - Road Traffic Collision	37	24	10	29	7	13
Grand Total	977	440	147	525	158	658

Incidents attended in Wirral

Incident Type	20 - Birkenhead	21 - Bromborough	22 - Heswall	23 - Upton	24 - West Kirby	25 - Wallasey
Accidental Fires in the Home	7.5%	5.6%	5.5%	8.2%	6.9%	8.1%
Commercial Building Fire	2.1%	1.4%	0.0%	0.3%	0.0%	1.1%
Deliberate Vehicle Fire	4.4%	2.6%	1.4%	5.0%	2.5%	5.1%
Other Property Fire	5.2%	2.3%	5.4%	3.9%	5.1%	3.3%
Small Anti Social Behaviour Fire	28.5%	27.6%	17.9%	31.0%	24.3%	26.0%
Other Small Fire	2.2%	7.8%	6.5%	3.6%	10.1%	2.6%
Automatic False Alarm – Commercial Building	0.1%	6.5%	4.4%	3.9%	1.9%	2.2%
Automatic False Alarm - NOT Commercial Building	19.1%	19.2%	12.8%	14.9%	17.0%	17.0%
False Alarm Good Intent	9.6%	7.6%	18.3%	11.3%	7.3%	11.9%
Malicious False Alarm	1.2%	0.5%	0.7%	0.2%	0.0%	1.0%
Special Service	16.3%	13.6%	20.4%	12.5%	20.3%	19.7%
Special Service - Road Traffic Collision	3.8%	5.4%	6.8%	5.4%	4.6%	2.0%
Grand Total	100.00%	100.0%	100.0%	100.0%	100.0%	100.0%

Our Performance 2014/15

Merseyside Fire & Rescue Service (MF&RS) has worked proactively to provide fire safety advice and education in the community, which has resulted in an estimated reduction in 2014/15 to a five-year low in Accidental Dwelling Fires. However, serious fires still persist with Wirral experiencing eleven fire fatalities over the last five years despite our comprehensive community fire safety strategy.

The winter months have seen the greatest number of fire deaths. Although there is no gender bias, the age groups most at risk are 40-49 and 75-84-year-olds. Unlike the general trend for house fires, fire fatalities don't always occur in areas where fires have historically happened.

Figures show that one in three homes in Merseyside that have a fire caused by accident do not have smoke alarms. Between January 1, 2014, and December 18, 2014, in Wirral, there were 222 accidental dwelling fires.

In 83 of those incidents, which is 37%, there was no smoke alarm present.

We continue to work closely with partner agencies in Health, Wirral Council, Merseyside Police and the voluntary sector to identify and assist our most vulnerable residents and prevent fires in the home.

In 2014/15 we have improved our targeted approach to Home Fire Safety Checks (HFSCs) utilising information from our partners to identify vulnerable people, which has been expanded this year to include Cheshire and Wirral Partnership NHS Foundation Trust (CWP).

Referral processes have been set up with a wide range of public, voluntary, housing and private sector organisations with over 80 frontline professionals from these agencies receiving home fire safety awareness training sessions to assist them to identify hazards in the home and refer vulnerable occupants to MF&RS.

Last year, Wirral fire crews carried out targeted HFSCs in over 8,000 homes, fitting smoke alarms and providing tailored safety advice to residents.

A number of campaigns took place throughout the year such as Road Safety Week and Winter Warm campaigns, which involved a variety of initiatives and community engagement activities.

Our Performance 2014/15

A key focus was on kitchen fires as 60% of ADFs last year were caused by cooking.

Our kitchen safety campaign delivered a wide range of talks, events, and localised campaigns which emphasised safe cooking messages.

Although kitchen fires are high in number, it is reassuring to find that due to the early warning given by fitted smoke alarms, most of these fires require little or no fire-fighting action on arrival, thus increasing safety for both residents and fire fighters. Additionally, high profile reassurance campaigns have been delivered following serious fires.

To promote our safety activities we have introduced “themed” open days across Wirral community fire stations.

Two marketplace events were organised last year aimed at older people and a recent family event was held at Birkenhead Community Fire Station during the Christmas period, where partner agencies were invited to showcase the services available to the community, whilst reinforcing our own safety advice.

MF&RS will continue to innovate and find alternative ways of reaching and supporting people within local communities who are socially isolated.

We have continued to support the role of Fire Community Safety Officers within Wirral and these officers are embedded into our partner organisations working in areas such as Road Safety, Anti-Social Behaviour, Youth Engagement, and Wirral's “Intensive Family Intervention Programme” (IFIP) supporting “troubled families”.



Our Plans for Wirral

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 anti-social 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 Wirral

We have talked to our partners and analysed our performance last year and we aim to improve outcomes for Wirral in 2015/16 by focusing on the following areas:

Our Local Priorities:

The Merseyside Fire & Rescue Service (MF&RS) Wirral Community Safety Plan supports Wirral Council's move to four constituency areas and works towards identifying those who are most vulnerable or at risk from fire. The plan is linked to a number of key factors such as social demographics, historical incident data and social deprivation in order to target our local community safety strategies to prevent fire more effectively and the plan is underpinned by an Equality Impact Assessment.

Our local fire stations are all dedicated "Safe Havens" and have also become a hub for local communities with children, families and a diverse range of community groups all using our community facilities and our gyms to encourage healthier lifestyles.

MF&RS personnel continue to engage with young, old, and vulnerable people alike to promote health and wellbeing to reduce Wirral's health inequalities whilst continuing to deliver key fire safety and social responsibility messages.

We recognise that to truly respond to the needs of Wirral's communities, we need to understand them, their problems, concerns and challenges and we need to shape our service to respond to those needs efficiently and effectively by working together with our community and our key partners.

- We will continue to deliver MF&RS's Organisational Aims and promote and understand the strategic priorities of key partners through the development of contacts at station level.

- We will continue to mutually share information with partners at a local level assisting in the identification of vulnerable people within Wirral's communities to ensure a targeted approach to Home Fire Safety Checks, Hot Spot Campaigns and we will continue to deliver community reassurance following any significant incidents to reduce fires, death and injuries, road traffic collisions and anti-social behaviour.

- We aim to enhance our contribution to collaborative working through the promotion and delivery of local, national and seasonal safety campaigns, linked to historical incident data.

Our Plans for Wirral

We have talked to our partners and analysed our performance last year and we aim to improve outcomes for Wirral in 2015/16 by focusing on the following areas:

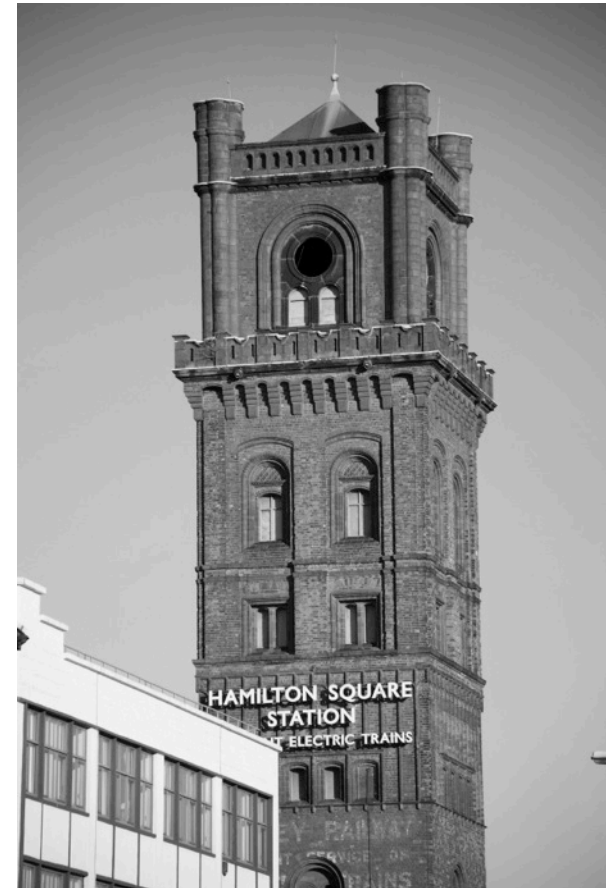
- We will continue to support and deliver both fire-related and community engagement activities within the community to promote joint initiatives.

- We will continue to deliver educational workshops to our partner organisations and within the community to identified vulnerable groups.

- We will work with the public, private, voluntary and faith sectors to build relationships at a local level to identify joint training, familiarisation and Site Specific Risk Information (SSRI) to ensure our own staff are provided with a high level of training, information, and equipment to ensure they can safely and effectively resolve all emergency incidents and continue to provide an excellent service to the community.

- We will identify void properties and build-up of combustibles through Environmental Audits and refer through to the appropriate partner organisation for action.

- We will continue to support the Wirral business community in reducing the impact of fires on commercial premises, along with working alongside our partners to strengthen Wirral's community resilience.



Action Plan 2015/16

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local actions	Location
Excellent Operational Preparedness	Maintain and improve staff training, safety and competence	Test Operational Preparedness vs Standard Operating Procedures and Generic Risk Assessment.	Complete all local training as assigned in the Station Training Calendar.	Stations
		Complete all Site Specific Risk Information inspections in line with Service Strategy.	Complete Site Specific Risk Information (SSRI) on all identified sites within Wirral.	Stations Protection Department
		Complete all water surveys (hydrant inspections) in line with Service Strategy.	Ensure that water surveys are completed within the prescribed timescales.	Stations
		All personnel to attend core risk critical assessments courses during the year.	All personnel to attend the core risk critical training (TDA) courses during 2014/15.	District
		All personnel to complete allocated Learnpro packages and on line assessments.	All personnel to complete allocated Learnpro courses and achieve the required pass mark.	District

Action Plan 2015/16

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local actions	Location
Excellent Operational Response	Provide an efficient and effective response to emergency incidents	All operational crews will aspire to achieve an Operational Ops crew will aspire to achieve an Operational Assurance Team daily audit result of 100%.	All stations to secure a score of 60% or above in all sub Operational crews will aspire to achieve the optimum score during Ops Assurance Team audits.	Stations
		All individual Safe Person Assessments to be completed.	All personnel to complete allocated SPAs.	Stations
		Achieve Alert to Mobile times within prescribed timescale.	To ensure that resources are mobile to calls within prescribed time limits.	Stations
		Manage and reduce accidents and injuries to the lowest achievable level.	Ensure compliance with relevant Health & Safety legislation.	District

Action Plan 2015/16

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local actions	Location
Excellent Operational Response	Provide an efficient and effective response to emergency incidents	Manage and reduce accidents and injuries to the lowest achievable level.	Ensure station preparedness and Health & Safety audits are completed and outcomes are actioned.	District
		Manage and reduce accidents and injuries to the lowest achievable level.	Ensure that all operational personnel carry out daily fitness training.	District

Action Plan 2015/16

Strategic Aim	Organisation al District Plan Objective	Organisational Actions	Local actions	Location
Excellent Prevention and Protection	Reduce fires, deaths and injuries, road traffic collisions and anti-social behaviour	Reduction in Accidental Dwelling Fires (ADFs) through intelligent targeting of high risk or previously unvisited properties for Home Fire Safety Checks (HFSCs).	Deliver MF&RS's Organisational Aims by working with key strategic partners.	District
		Reduction in ADFs through intelligent targeting of high risk or previously unvisited properties for HFSCs.	Mutually share information with partners to identify vulnerable people within Wirral.	District
		Seasonal pre-planning and arson/hate crime risk intelligence led target hardening.	Work in collaboration to deliver local and national seasonal safety campaigns.	District
		Reduction in ADFs through intelligent targeting of high risk or previously unvisited properties for HFSCs.	Support and deliver community engagement activities to promote joint initiatives.	District
		Enhance road safety through education and engagement with young drivers most at risk.	Deliver educational workshops to the community and our partner organisations.	District

Action Plan 2015/16

Strategic Aim	Organisation al District Plan Objective	Organisational Actions	Local actions	Location
Excellent Prevention and Protection	Reduce fires, deaths and injuries, road traffic collisions and anti-social behaviour	Reduction in ADFs through intelligent targeting of high risk or previously unvisited properties for HFSCs.	Identify local joint training, exercising and familiarisation opportunities.	District
		Seasonal pre-planning and arson/hate crime risk intelligence led target hardening.	Identify void properties and work to remove build-ups of combustibles within the community.	District
		Improve business fire safety to comply with Regulatory Reform Order (Fire Safety) 2005.	Support the Wirral business community by reducing the impact of fires on commercial premises.	District

Action Plan 2015/16

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local actions	Location
Excellent People	Maintain and improve, staff health, fitness and welfare	Absence to be managed to lowest achievable levels.	To deliver a reduction in sickness figures by 1.5% from 2013/14.	Wirral Managers
		Completion of appraisals for all staff in January and February.	Ensure 100% completion of quality Values Based Appraisals at all levels within Wirral.	Wirral Managers
		Development of staff skills and knowledge through training opportunities.	Training and support will be provided to meet development needs through Line Managers.	Wirral Managers