



SEFTON

Community Safety Plan 2015 -16



Introduction by the Sefton District Manager Rob Pritchard



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

As well as focusing 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, Merseyside Police, health services, and the voluntary and faith sectors to deliver improved outcomes for your communities.

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

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 coming year to make Sefton communities safer and stronger.

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. 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 anti-social 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 and influenced by number of strategic documents and wider consultation, including:

The Fire and Rescue Services Act 2004.

- The Fire and Rescue National Framework.
- Sefton's Health and Wellbeing Strategy.
- Sefton's Joint Needs Assessment Strategies.
- 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 coastline 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.

Merseyside Fire & Rescue Service (MF&RS) 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

Racial Profile				
	District Total	Percent of District	% Merseyside Total	Merseyside Total
White: Total	266,741	97.4	20.4	1,305,303
Mixed/multiple ethnic group: Total	2,820	1.0	13.5	20,954
Asian/Asian British: Total	2,719	1.0	8.9	30,405
Black/African/Caribbean/Black British: Total	796	0.3	5.5	14,552
Other Ethnic Groups: Total	714	0.3	7.2	9,975
Whole Population	273,790			1,381,189

Health Profile				
	District Total	Percent of District	% Merseyside Total	Merseyside Total
People in very good or good health	213,184	77.9	19.9	1,068,667
People in fair health	40,620	14.8	20.4	199,347
People in bad or very bad health	19,986	7.3	17.7	113,175

Sefton Demographics

Age Profile				
	District Total	Percent of District	% Merseyside Total	Merseyside Total
Age 0 to 15	46,775	17.1	19.1	245,247
Age 16 to 25	28,541	10.4	16.1	176,845
Age 25 to 34	29,287	10.7	16.1	181,370
Age 35 to 49	51,625	18.9	19.4	266,650
Age 50 to 64	56,790	20.7	21.4	265,367
Age 65 to 74	30,652	11.2	25.1	121,961
Age 75 to 84	21,476	7.8	24.7	87,001
Age 85 and over	8,061	2.9	25.9	31,148

District Land Use			
	District Total	% Merseyside Total	Merseyside Total
Number of Dwellings	121,072	20.0	604,197
Number of Non Domestic Properties	7,536	18.9	39,789
Land only (KM)	154	23.9	645

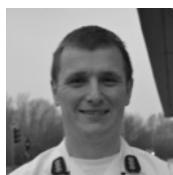
Rate of Unemployment			
	2011	2012	2013
Knowsley Demographics	11.60	12.70	11.00
Liverpool Demographics	11.40	11.80	11.80
Sefton Demographics	9.00	9.30	8.50
St Helens Demographics	8.40	9.40	7.40
Wirral Demographics	8.70	9.00	7.00

The Team

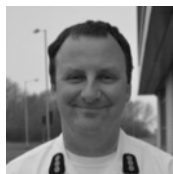
Your local Management Team for Sefton are:



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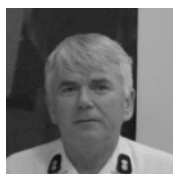
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Please quote SeftonPlan15 in correspondence.

In the Sefton District we have five fire appliances and one 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 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 (six staff), are based in Bootle and Netherton. As are the Community Prevention Department (six staff), who deliver specialist prevention activity to more vulnerable members of our communities.



Community Fire and Rescue Stations



Crosby 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 has one appliance responding to 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 team programme 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. North West Ambulance Service NHS Trust are also located on the site.

Community Fire and Rescue Stations



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-storey tower blocks and a private hospital.

Some of the building stock dates from the 1800s and is 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 Formby bypass 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.

The North West Ambulance Service NHS Trust now shares this building. There are additional facilities that can, by arrangement, be used by our local partners and community groups.

Community Fire and Rescue Stations



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. The North West Ambulance Service NHS Trust now shares this building. There are additional facilities that can, by arrangement, be used by our local partners and community groups.

Our Performance 2014/15

All of Sefton's stations and specialist teams have broadly delivered well across all targets in the 2014/15 Community Safety Plan, supported by external partners.

Despite budget concerns across public sector agencies Sefton teams continue to deliver a high number of Home Fire Safety Checks.



Community engagement hours are also worth mentioning as they encompass activity for Home Fire Safety Checks, seasonal targeted campaigns such as Bonfire (reduction of anti-social behaviour fires), Beach Safe (safety and education of visitors to the Sefton Coastline and pine woods and reduction of anti-social behaviour/fires) and Rimrose Valley Country Park (reduction of anti-social 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.

In relation to anti-social behaviour fires within Sefton, the model developed from the Rimrose and Beach Safe initiatives allowed ourselves and partners to quickly target and impact upon emerging issues and we have seen a significant reduction this year.

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, albeit the base line figures are small. Sefton has had a spike of deliberate vehicle fires early in the year linked to criminality and road traffic collisions are running 20 incidents above where we would expect.

In relation to house fires, we continue to reduce the number of fires. However, we are still seeing a high number of kitchen/cooking fires. Therefore, fire crews will continue to target education through Home Fire Safety Checks to reduce this type of incident.

Incidents in Sefton

Priorities within Sefton 2014-15 were to reduce accidental dwelling fires, reduce secondary fires, improve road safety and reduce anti-social behaviour.

The data in the following charts give a breakdown of the range and number of incidents we attended across Sefton in 2014-15.



Overall, Sefton continues to be a great place to live but we are mindful that accidental dwelling fires continue to occur 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 (HFSCs).

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 continue to see 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 may be assisting to reduce incidents within younger drivers. The gains made with this group need to be replicated with other emerging risk groups.

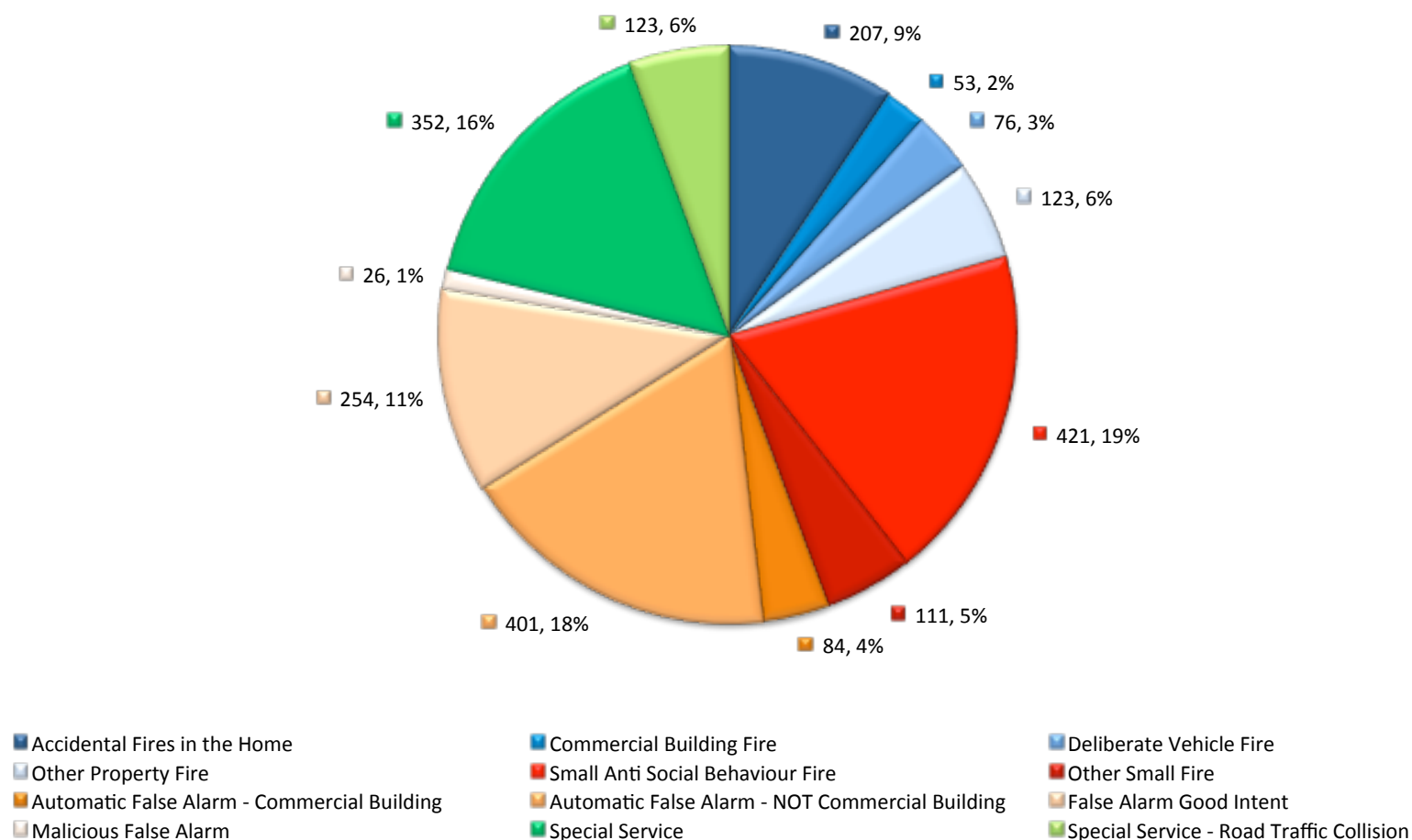
Anti-social behaviour fires in Sefton have seen a marked decrease this year. Multi-agency partnerships have supported us greatly in this area and resulted in excellent continued performance during the bonfire period.

Working with the business community team, we have worked to ensure 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 continuing to assist us with reductions in automatic fire alarm false alarms.

A five-year trend analysis of incidents continues to show downward trends for incidents.

Incidents attended in Sefton

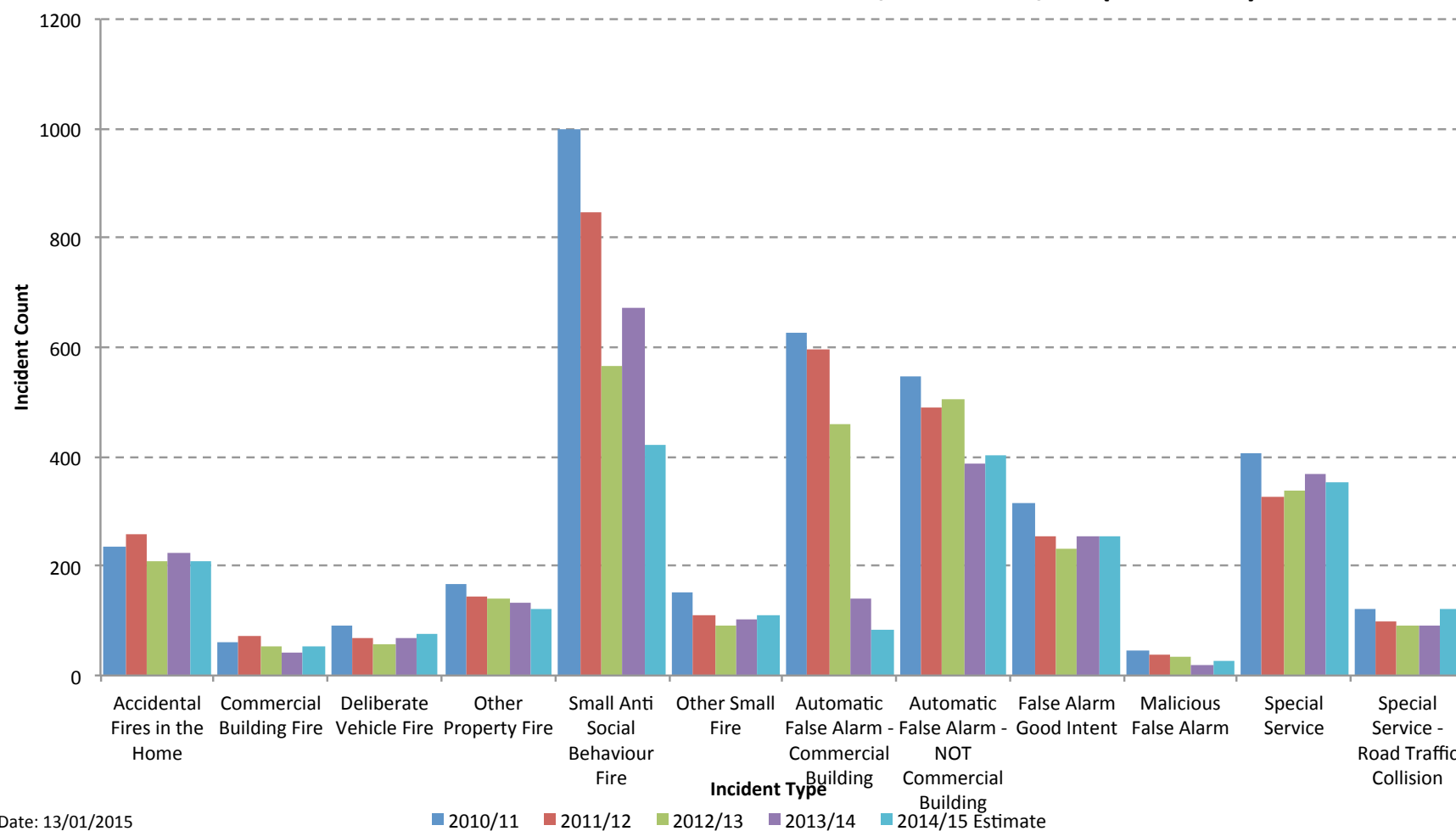
Incidents attended within Sefton during 2014/15 (estimate)



Date: 12/01/2015
Strategy & Performance

Incidents attended in Sefton

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



Date: 13/01/2015
Strategy & Performance

Incidents attended in Sefton

Incident Type	2010/11	2011/12	2012/13	2013/14	2014/15 Estimate
Accidental Fires in the Home	234	259	209	223	207
Commercial Building Fire	62	74	53	41	53
Deliberate Vehicle Fire	93	69	57	68	76
Other Property Fire	169	144	140	133	123
Small Anti Social Behaviour Fire	997	845	564	673	421
Other Small Fire	153	112	91	101	111
Automatic False Alarm – Commercial Building	626	597	461	142	84
Automatic False Alarm – NOT Commercial Building	548	491	505	389	401
False Alarm Good Intent	315	255	233	255	254
Malicious False Alarm	46	38	35	18	26
Special Service	407	327	338	368	352
Special Service - Road Traffic Collision	121	97	93	90	123
Sefton	3771	3308	2779	2501	2204

Incidents attended in Sefton

Incident Type	30 - Bootle & Netherton	31 - Crosby	32 - Formby	33 - Southport	Neighbouring Stations
Accidental Fires in the Home	48	70	6	62	22
Commercial Building Fire	8	19	3	14	11
Deliberate Vehicle Fire	24	29	0	12	13
Other Property Fire	36	43	9	28	11
Small Anti Social Behaviour Fire	104	151	28	64	74
Other Small Fire	26	30	12	38	10
Automatic False Alarm – Commercial Building	40	8	3	35	5
Automatic False Alarm - NOT Commercial Building	70	116	24	137	55
False Alarm Good Intent	45	69	12	91	40
Malicious False Alarm	3	9	0	9	3
Special Service	74	107	29	103	41
Special Service - Road Traffic Collision	34	26	16	36	13
Grand Total	511	677	142	628	299

Incidents attended in Sefton

Incident Type	30 - Bootle & Netherton	31 - Crosby	32 - Formby	33 - Southport	Neighbouring Stations
Accidental Fires in the Home	9.3%	10.3%	4.5%	9.8%	7.4%
Commercial Building Fire	1.6%	2.8%	2.1%	2.2%	3.8%
Deliberate Vehicle Fire	4.6%	4.2%	0.0%	1.9%	4.4%
Other Property Fire	7.0%	6.3%	6.3%	4.5%	3.6%
Small Anti Social Behaviour Fire	20.4%	22.3%	19.4%	10.1%	25.0%
Other Small Fire	5.1%	4.4%	8.5%	6.0%	3.3%
Automatic False Alarm – Commercial Building	7.8%	1.3%	2.1%	5.5%	1.8%
Automatic False Alarm – NOT Commercial Building	13.6%	17.1%	17.1%	21.8%	18.6%
False Alarm Good Intent	8.8%	10.2%	8.5%	14.5%	13.3%
Malicious False Alarm	0.6%	1.3%	0.0%	1.4%	1.0%
Special Service	14.6%	15.8%	20.3%	16.3%	13.6%
Special Service - Road Traffic Collision	6.6%	3.9%	11.1%	5.8%	4.4%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%

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 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 Sefton

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.



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 2015-16 by focusing on the following areas:

- Reducing Accidental Dwelling Fires - continue to target those most vulnerable.
- Reducing Anti-social 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 & 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 Wellbeing 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 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 & Generic Risk Assessment.	Deliver tactical exercises to meet risks within Sefton.	District
		Complete all Site Specific Risk Information inspections in line with Service Strategy.	Review existing sites and identify emerging risks and sites that require SSRI.	Stations
		Complete all water surveys (hydrant inspections) in line with Service Strategy.	Completion of allocated Hyrant walks during 2015/16.	Stations
		All personnel to attend core risk critical assessments courses during the year.	Maintain risk critical skills to ensure excellent operational response.	Stations
		All personnel to complete allocated Learnpro packages and on line assessments.	Firefighters to maintain underpinning knowledge and understanding by completing allocated modules.	Stations
		Complete all Site Specific Risk Information inspections in line with Service Strategy.	Engage with small business to identify operational risk information to ensure firefighter safety.	Stations

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	Engage with stakeholders to enhance operational response to water-related incidents across Sefton.	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	Ops crew will aspire to achieve an Operational Assurance Team daily audit result of 100%.	Operational staff to maintain optimum readiness for response.	Stations
		All individual Safe Person Assessments (SPAs) to be completed.	All operational members of staff to achieve 100% compliance with assigned SPAs.	Stations
		Achieve Alert to Mobile times within prescribed timescale.	All mobilisations to achieve operational response targets.	Stations
		Manage and reduce accidents and injuries to the lowest achievable level.	Ensure both competence and fitness to respond to all risks quickly and safely.	District

Action Plan 2015/16

Strategic Aim	Organisational 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).	Joint working with partner/internal stakeholders delivering targeted high risk interventions.	District
		Reduction in ADFs through intelligent targeting of high risk or previously unvisited properties for HFSCs.	Improve risk data sharing protocols between MF&RS and all key partner agencies.	District
		Seasonal pre-planning and arson/hate crime risk intelligence led target hardening.	Lead and support multi-agency seasonal initiatives.	District
		Enhance road safety through education and engagement with young drivers most at risk.	Target schools and other risk groups to raise awareness of risks on Sefton's roads.	District

Action Plan 2015/16

Strategic Aim	Organisational District Plan Objective	Organisational Actions	Local Actions	Location
Excellent Prevention and Protection	Reduce fires, deaths and injuries, road traffic collisions and anti-social behaviour	Improve business fire safety to comply with Regulatory Reform Order (Fire Safety) 2005.	Engage with relevant stakeholders who sit on Sefton's operational groups to enhance Fire Protection.	District
		Seasonal pre-planning and arson/hate crime risk intelligence led target hardening.	Use data intelligently to target interventions and identify emerging risks across the district.	District
		Seasonal pre-planning and arson/hate crime risk intelligence led target hardening.	To share data and performance with strategic and operational groups to enhance stakeholder buy-in.	District
		Reduction in ADFs through intelligent targeting of high risk or previously unvisited properties for HFSCs.	Engage with community faith and voluntary sector to identify vulnerable members of the community.	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	Completion of appraisals for all staff in January and February.	Use of appraisals to improve performance and develop individuals to maximise their potential.	District
		Absence to be managed to lowest achievable levels.	Sefton district management team to support all staff to achieve lowest levels of absence.	District
		Development of staff skills and knowledge through training opportunities.	Develop staff through training opportunities from internal provision and external partners.	District