

# Merseyside Fire and Rescue Service

## Equality Impact Assessment Form

<b>Title of policy/report/project:</b>	<b>Wirral Community Safety Plan</b>
<b>Department:</b>	<b>Wirral District</b>
<b>Date:</b>	<b>January 2015</b>
<b>1: What is the aim or purpose of the policy/report/project</b> <i>This should identify "the legitimate aim" of the policy/report/project (there may be more than one)</i>	
<ol style="list-style-type: none"><li>1. MF&amp;RS Wirral will develop and publish a Wirral Community Safety Plan which will be linked to the Merseyside Fire &amp; Rescue Service IRMP (MFRS, 2013).</li><li>2. The MFRS Wirral Fire Stations, Prevention and Protection teams will engage with the community, partners and stakeholders to effectively develop and deliver the Community Safety Plan, ensuring better collaboration, information sharing and more effective targeting of resources to deliver our fire specific priorities and provide value for money.</li><li>3. The Wirral Community Safety Plan incorporates a robust process for measuring and evaluating the effectiveness and improving performance across Wirral District.</li></ol>	
<b>2: Who will be affected by the policy/report/project?</b> <i>This should identify the persons/organisations who may need to be consulted about the policy /report/project and its outcomes (There may be more than one)</i>	
<p>Those affected include the general public living and/or working in Wirral, as well as public, private and voluntary sector organisations. Below is a list of partner agencies and organisations which represent the views of sections of the community who have been consulted about the Wirral Community Safety Plan.</p> <p>The plan has been distributed via a number of networks including:- Wirral Community Safety Partnership Wirral Borough Council Public Service Board Wirral Public Service Board</p>	

Wirral Local Public Service Boards  
 Wirral Older People's Parliament  
 Wirral Health and Wellbeing Board  
 Partner agencies consulted include:-  
 Merseyside Police  
 Magenta Living  
 Police & Crime Commissioner's Office  
 Wirral Community NHS Trust / Livewell Team  
 Wirral University Teaching Hospital NHS Trust  
 Cheshire & Wirral Partnership NHS Trust  
 Wirral Clinical Commissioning Group  
 Wirral Council Public Health  
 Wirral Community Safety Team  
 Early Years Team  
 Wirral Children & Young Peoples Department  
 Wirral Council Neighbourhoods Team  
 Wirral Anti-Social Behaviour Team  
 Wirral Council One Stop Shops  
 Wirral Council Licencing  
 Wirral Libraries  
 Wirral Chamber of Commerce  
 Wirral Youth Voice  
 Wirral Intensive Family Intervention Project  
 Children's Centres  
 Youth Support Service  
 Wirral Council Highways Team  
 Department of Work and Pensions  
 Streetscene  
 Wirral Council Environmental Health Department  
 Targeted Prevention Services  
 Citizen's Advice Bureau  
 Community Action Wirral  
 Wirral Advice Alliance  
 MFRS personnel – operational and non-operational  
 Wirral MFRA Councillors

### 3. Monitoring

*Summarise the findings of any monitoring data you have considered regarding this policy/report/project. This could include data which shows whether it is having the desired outcomes and also its impact on members of different equality groups.*

#### What monitoring data have you considered?

HFSC information provided by FSD

#### What did it show?

Home Fire Safety Checks (HFSC) remain the foundation of MFRS (Wirral) prevention and community engagement strategy. Last year Wirral's Operational Staff visited over 8000 homes to carry out Home Fire Safety Checks.

<p>Status Reports using Vulnerability data from partner agencies</p> <p><i>MFRS (2014) Wirral Incident Statistics</i></p> <p>CSP – Crime &amp; Disorder Reduction Partnership reduction figures for Wirral broken down into station areas.</p> <p>Wirral BC Collision Reduction Partnership statistics</p> <p><i>Merseyside Fire and Rescue Service (2013) Profile of Merseyside; Police ASB and Void Property Addendum</i></p>	<p>These visits have been targeted utilising information from the Goldmine system which produces status reports of addresses. The reports list properties that have never previously received a HFSC, those that were previously identified as high or medium risk, and is informed by our own records but also by data from our partners. Agencies such as Cheshire &amp; Wirral Partnership NHS Trust, WBC's Revenue &amp; Benefits department and Magenta Living share data on their client base which is categorised according to a number of risk factors and identifying those that are potentially at a higher risk of fire. The Prevention team have also utilised data from DASS and WBC's Children and Young People's Department's Intensive Families Intervention Programme to directly target the most vulnerable</p> <p>MFRS Wirral incident statistics show the numbers of incidents attended by Wirral Community Fire Stations, mapped across the district, by type and station area. Since 2010/11 we have seen a gradual reduction in fires in the home, but in 2013/14 these figures started to rise again. This year we are estimated to have a reduction to a five year low of Accidental Dwelling Fires. However the numbers of injuries caused by ADF's and number of fire fatalities remain steady, sadly, Wirral has experienced a total of seven fatalities from fire over the last three years. This shows that although overall, ADF's are decreasing, serious fires still persist despite our comprehensive Community Safety Strategy.</p> <p>The winter month of November saw the greatest number of fire deaths. There is no bias towards gender, but when analysed, the age groups at greater risk are the 40-49, 75-84 groups. An analysis of the lifestyles of victims has been conducted using customer insight community profiling which identified one distinct segmentation of "residents living in privately owned properties" who either live alone or were alone at the time of the fire. The majority of ignition sources in fatal fires were as a result of "smoker's materials" and there is a similar pattern when alcohol consumption is taken into account.</p> <p>Whereas in general accidental fires in the home and Antisocial Behaviour Fires are found mostly in the built up areas of Birkenhead and Wallasey, serious and fatal fires occur throughout the borough, with as many occurring in wealthy as deprived areas. Wirral still experiences a very high proportion of kitchen fires, with 60% of ADFs this year being caused by cooking, however in most cases early warning is provided resulting in less serious fires than, for example, those started by smokers materials.</p> <p>There is an even spread of Road Traffic Collisions across the</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>Borough. This year's figures have shown a slight increase in MFRS attendance at RTC's and a larger increase in corresponding injuries.</p> <p>Overall throughout the year we have seen a decrease in the numbers of anti-social behaviour fires following an increase in 2013/14. Figures over the bonfire period remained low with only a slight increase (16) on 2013's record low figures. 2014 figures are still significantly lower than 2012 and 3 year average figures.</p> <p>Fires in commercial premises are estimated to fall slightly this year, following a general downward trend. However there has been a year on year increase in the number of Deliberate Vehicle Fires across Wirral since 2011/12, due to a number of factors. High numbers of long term void properties persist in more deprived areas such as Birkenhead &amp; Tranmere, Seacombe and Bidston.</p> <p>All Wirral fire stations are now designated 'Safe Havens' so that vulnerable people who require immediate assistance or protection can enter fire stations for safety. The number, and nature, of any activation of the Safe Haven procedure will be monitored.</p>
--	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p><b>4: Research</b></p> <p><i>Summarise the findings of any research you have considered regarding this policy/report/project. This could include quantitative data and qualitative information; anything you have obtained from other sources e.g. CFOA/CLG guidance, other FRSSs, etc</i></p>	
<p><b>What research have you considered?</b></p> <p><i>Merseyside Fire and Rescue Service (2013) Historical Analysis of Fatalities in Accidental Dwelling Fires within Wirral, between 2004/05 and 2013/14 so far</i></p> <p><i>Merseyside Fire and Rescue Service (2013) Profile of Merseyside (Demography, Equality &amp;</i></p>	<p><b>What did it show?</b></p> <p>Wirral district has proportionally witnessed the greatest number of fire fatalities within Merseyside. Going against the wider trend, an even number of fire fatalities in Wirral occurred in deprived and affluent IMD areas, and the majority of fire fatalities occurred within the customer insight classified group as 'Middle income residents living in privately owned properties.' Key age groups affected were 44-49 and 75-84, the majority of whom lived alone and were alone at the time of the incident. There was no gender bias and a key cause was 'smoker's materials,' with alcohol being a significant contributory factor.</p> <p>During the 2011 census, Wirral had a population total of 319,783 (23.2% of the Merseyside total) and a 2.4% increase on the 2001 Census population. This has been estimated to have increased to 320, 200 in 2014. The population is split into 48.1% males and</p>

<p>Diversity); Profile of Merseyside Disability Addendum</p> <p><i>Integrated Household Survey January to December 2013</i>  <a href="http://www.ons.gov.uk/ons/rel/integrated-household-survey/integrated-household-survey/january-to-december-2013/index.html">http://www.ons.gov.uk/ons/rel/integrated-household-survey/integrated-household-survey/january-to-december-2013/index.html</a></p> <p><i>Office for National Statistics (2012) 2011 Census Data</i>  <a href="http://www.ons.gov.uk">www.ons.gov.uk</a></p> <p><i>Joint Strategic Needs Assessment (2014)</i>  <a href="http://info.wirral.nhs.uk/default.aspx">http://info.wirral.nhs.uk/default.aspx</a></p> <p>Kinsella, E. (2014) <u>Profile of Wirral: Population profile using Mosaic Public Sector</u>  <a href="http://info.wirral.nhs.uk/document_uploads/Geodem">http://info.wirral.nhs.uk/document_uploads/Geodem</a></p>	<p>51.9% females. Wirral has a higher proportion of children (17.3%) and older people (19.1%) and a lower proportion of working age residents (63.7%) than the Merseyside and England averages.</p> <p>Recent findings from the Integrated Household Survey, (the largest UK survey of the general population which asked about sexual orientation), found 1.6% of respondents reported having a lesbian, gay or bisexual sexual identity. We acknowledge further demographic analysis and partnership working is required with relevant agencies to identify our Wirral LGBT communities.</p> <p>Within Wirral, 97.0% of the population has a white ethnic background, which is a higher proportion compared to the Merseyside average. 3.0% of the Wirral population has a Black, Minority Ethnic background (BME) which is a lower proportion compared to the Merseyside average. The largest ethnic groups other than White British are: Other White (3,730), White Irish (2,667), Chinese/Chinese British (1,653), Indian/Indian British (1,344), Other Asian/Other Asian British (1,044) (See: Appendix G). In 2010 National Insurance Numbers were issued to Wirral-resident non-UK nationals from 27 countries including Poland, Hungary, Lithuania, China and France. More BME residents live in Birkenhead and Tranmere ward than any other part of Wirral followed by Claughton, Rock Ferry and Hoylake &amp; Meols.</p> <p>Within Wirral, a large proportion of the population identify as Christian (70.4%); which is close to the Merseyside average of 74.0%. The next largest religion category is No religion at 21.3% which is noticeably higher than the Merseyside average of 17.2%.</p> <p>According to the Index of Multiple Deprivation (IMD) 2010, Wirral remains the 60th most deprived local authority nationally. There are 23 LSOA's in Wirral which are amongst the top 3% most deprived in the whole of England. This is 11% of the total LSOA's in the borough.</p> <p>Geographically, the majority of Wirral is located in areas of high affluence, with 64.7% falling within 50-100% deprivation deciles. The most deprived areas of Wirral are located to the East of Wirral, particularly within: Bidston, Seacombe, and Birkenhead and Rock Ferry areas. A large (20.3%) proportion of Wirral falls within the least deprived decile (90-100%), particularly within Heswall, West Kirby and Greasby areas.</p> <p>Using the Mosaic profile of demographic groups, Wirral is dominated by groups at the polar extremes of the income spectrum indicating that the differential between people on very low and very high incomes is quite pronounced in Wirral.</p> <p>Wirral continues to have a higher percentage of people claiming</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p>ographics/NewMosaicProfileofWirral2010.pdf</p>	<p>out-of-work benefits than the regional and national averages at 16.0% with high concentrations in deprived areas at 30.1%. The claimant rate for Job Seekers Allowance is reducing, currently at 3.5% (lowest in the Liverpool City Region). However, young people (18-24 year olds) claiming JSA remains higher than regional and national averages at 8.9%. There have been reductions in the number of 16-18 year olds not in Education, Employment or Training (NEET) at 7.15%; however concentrations of NEET in deprived areas can reach up to 17% in some areas.</p>
<p>WBC Public Health Information Team (2014) Mosaic Profile of Wirral: 2010 Update</p>	<p>In terms of Child Poverty, Wirral is the second least deprived authority in the Liverpool City Region, but Wirral is still behind both regional and national averages. There are severe concentrations of child poverty within just 7 wards, with a 45.7% point difference in the range of all children living in poverty (Heswall - 4.3%; Bidston St James - 50.0%).</p>
<p>WBC (2014) Wirral Economic Profile: April 2014</p>	<p>Compared to the England average, Wirral rates poorly for hospital stays for alcohol-related, drug related and self harm. Wirral also rates poorly for breast-feeding rates, teenage pregnancy, diabetes, smoking related deaths, early deaths from cancer and cardiovascular disease.</p>
<p>Public Health England (2014) Health Profiles 2014: Wirral</p>	<p>There are significant health inequalities in Wirral where deprivation is closely linked to ill health and related life expectancy, where Wirral rates poorly. There is a difference in life expectancy rates of 14.6 years for men and 9.7 years for women between the most and least deprived areas in Wirral. Wirral rates favorably to the England average for tuberculosis and acute sexually transmitted diseases. In Wirral there is also a higher prevalence of severe mental illness, and high incidence of fuel poverty and dementia.</p>
<p>WBC Performance and Public Health Intelligence Team (2013) Wirral Compendium of Health Statistics Merseyside Fire and Rescue Service (2013) Profile of Merseyside; Profile of Merseyside Disability Addendum</p>	<p>The Marmot Indicators (2012) showed that Wirral had the largest gap in Disability Free Life Expectancy (DFLE) for males and females of any authority in England (20.0 years for men, 17.1 years for women)</p>
<p>WBC (2012) Social Isolation: Annual Report of the Director of Public Health for Wirral 2012-13</p>	<p>Public Health Wirral have identified that social isolation is a significant problem that leads to a wide variety of health and social care issues. Groups that may be at a higher risk of social isolation include people from BME communities, carers, people with substance misuse or mental health problems, people with physical disability or limiting long-term conditions, carers, the unemployed, homeless people and mothers with postnatal depression. Also young people in care, being bullied, struggling with sexual identity can be more at risk.</p>
<p>WBC Public Health Performance and Business Intelligence Team (2013) Wirral Constituency Profiles: Wallasey, Birkenhead, Wirral South, Wirral West</p>	<p>Overall, there is significant contrasts between the East and West of the Wirral, with the East containing many pockets of highly</p>

	concentrated severe deprivation, which are reflected in the figures for unemployment, child poverty, health inequalities, crime & ASB.
--	----------------------------------------------------------------------------------------------------------------------------------------

**5. Consultation**

*Summarise the opinions of any consultation. Who was consulted and how? (This should include reference to people and organisations identified in section 2 above) Outline any plans to inform consultees of the results of the consultation*

<b>What Consultation have you undertaken?</b>	<b>What did it say?</b>
<p>The draft plan was circulated to partner agencies through a wide range of networks and contacts (as per section 2), and all recipients were invited to comment on the proposed plan. Following this, the plan was discussed during the local public service board meetings in the four constituency areas of Wallasey, Birkenhead, Wirral West and Wirral South.</p>	<p>A number of shared priorities have been identified with partners across a number of agencies including WBC, Merseyside Police, NHS, etc.</p> <p>See attached Minutes - Appendices A-D</p>

**6. Conclusions**

*Taking into account the results of the monitoring, research and consultation, set out how the policy/report/project impacts or could impact on people from the following protected groups? (Include positive and/or negative impacts)*

**(a) Age**

As part of the consultation we engaged with Wirral Older People’s Parliament and Youth Voice group, as well as service providers for different age groups including young people and early years/families.

Wirral CS Plan will have a positive effect on young people, middle aged, older people and young vulnerable families. For example our Fire Community Safety Officers and fire crews will expand work educating children and young people in schools, colleges and youth centres around fire safety, hoax calls and ASB-related fires which tend to be carried out by young people. In addition we will continue and expand significantly our road safety interventions with young people, who are more at risk of being involved in RTC’s, by further developing our partnership with Wirral Met college. Also we will continue to work with our partners to provide engagement activities such as streetcage soccer and youth engagement courses such as Beacon and Princes Trust. Young people are more likely to be victims of crime and older people may feel more vulnerable - the Safe Haven initiative is likely to benefit both age groups.

In addition, we will continue to develop our work around data sharing to identify those at

vulnerable people and targeting of HFSC's to those most at risk of dying in fires (44-49 and 75-84), as well as engaging with older people in the community to educate them around fire safety. Also the continuation of our partnership with the IFIP programme will ensure that young, vulnerable families are provided with services to reduce their risk of fire.

Prevention Wirral will also host three young apprentice community safety advisors from Wirral in 2015 which will assist us to understand and provide effective services to young people as well as provide experience and development opportunities for young people.

MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding age.

### **(b) Disability including mental, physical and sensory conditions**

Wirral CS Plan is likely to have a positive impact on those with disabilities and poor health. As these issues are closely linked with fire risk, we will continue to target our resources to provide services with those at higher risk of fire. For example the Prevention Team will continue to develop partnerships with all key health and social care agencies in Wirral including Cheshire & Wirral Partnership NHS Trust, Wirral University Teaching Hospital, Department of Adult Social Services, mental health and drug and alcohol teams, and care agencies to ensure that front line staff are aware of fire risks and how to refer vulnerable people to MFRS.

We will also continue our work around Dementia promoting awareness and ensuring that partner agencies know to refer to MFRS, this year expanding dementia friends awareness sessions to our fire crews. We will also continue to work with reciprocal data sharing to reduce risk with vulnerable individuals. MFRS will work with these groups to improve their safety, as well as promoting overall wellbeing working with partner agencies.

MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding disability.

### **(c) Race (include: nationality, national or ethnic origin and/or colour)**

Wirral CS Plan will have a fairly positive impact on this group. Wirral Prevention and fire crews will continue to work with community organisations such as Wirral Change to support community events, deliver talks and engage with minority communities in Wirral. Although the overall percentage of BME communities is low, there are certain areas where it is higher. Some members of the BME community may be isolated and/or vulnerable and there are barriers in places to them finding out about fire safety messages and accessing local services. MFRS will continue to engage with organisations to promote our services and messages with this group as well as continue to provide arson risk assessments and target hardening where appropriate to those who may be targeted for hate crime as a result of their race.



MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding race.

**(d) Religion or Belief**

Wirral CS Plan will have a somewhat positive impact on this group. We will continue to provide arson risk assessments and target hardening where appropriate to those who may be targeted for hate crime as a result of their religion or belief.

MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding religion and belief.

**(e) Sex (include gender reassignment, marriage or civil partnership and pregnancy or maternity)**

There will be a somewhat positive impact on this group. There is no gender bias in Wirral's fire fatality figures. Although there are differences in life expectancy between men and women, MFRS teams will promote health and wellbeing initiatives with the public in general. MFRS Wirral play an active role in the Domestic Violence MARAC, and the provision of Safe Havens will have a positive impact on women who may be at risk of violence. MFRS Prevention will continue its partnership working with Tomorrow's Women Wirral, an organisation working with vulnerable women across Wirral to promote our services and key messages, to groups that could potentially be more vulnerable to fire (e.g. due to mental health/disability/drug/alcohol/medication/smoking issues). We will continue to provide arson risk assessments and target hardening where appropriate to those who may be targeted as a result of domestic abuse, or those targeted for hate crime as a result of their gender reassignment.

In addition our work with families such as the IFIP partnership, and provision of the FACE education programme, can have a positive impact on parents, a significant amount of these are female lone parents.

MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding sex.

**(f) Sexual Orientation**

We acknowledge further demographic analysis and partnership working is required with relevant agencies to identify our LGB Communities. However, we will continue to provide arson risk assessments and target hardening where appropriate to those who may be targeted for their sexual orientation.

There will be a somewhat positive impact on this group, however, as MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding sexual orientation.

### **(g) Socio-economic disadvantage**

Wirral CS Plan is likely to have a positive impact on those with socio-economic disadvantage. As we have seen, highly deprived areas, mainly in the East of Wirral, also experience more of the closely linked issues of unemployment, child poverty, health inequalities, crime & ASB. Mapping of incidents also shows an increase in fire-related incidents in areas of high deprivation, this is particularly the case for secondary fires which are related to ASB. However, the analysis of fire fatalities are more difficult to categorise as 50% of these have occurred in more affluent areas, highlighting that social isolation and related issues exist across Wirral.

It is therefore important that we provide a sophisticated approach to community prevention, working closely to develop information sharing protocols with key partners. However much of the work we will be involved in will be aimed at the communities in this group, including delivery of HFSC's, youth engagement programmes, partnership working with the ASB team, Environmental Impact Assessments, health promotion and wellbeing initiatives such as health interventions, FireFit and Ministry of Food Programmes. In addition we will continue to organise and take part in events and fire station open days in deprived areas, to provide activities, fire safety education for the community, as well as the opportunity to find out about services available to them. The work of the Prevention team will also provide referral/signposting to a wide range of agencies that can assist those who are socially/economically disadvantaged.

MFRS Wirral play an integral role in the local public service boards, where we will work with our partner agencies at constituency level to identify and respond to emerging issues in the community regarding socio-economic disadvantage.

## 7. Decisions

*If the policy/report/project will have a negative impact on members of one or more of the protected groups, explain how it will change or why it is to continue in the same way. If no changes are proposed, the policy/report/project needs to be objectively justified as being an appropriate and necessary means of achieving the legitimate aim set out in 1 above.*

It is not necessary to change the Wirral community safety plan as it will have a positive impact on a number of groups, who are identified as being at a higher risk of being involved in incidents. However Wirral stations will have autonomy to respond to the needs of their local communities. The Wirral CS delivery plan has outlined key priorities as follows:

- We will continue to deliver MFRS's Organisational Aims and promote and understand the strategic priorities of key partners through the development of constituency level partnerships and local 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, Hotspot 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.
- 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 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 Impact Assessments 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.

## 8. Equality Improvement Plan

List any changes to our policies or procedures that need to be included in the Equality Action Plan/Service Plan.

## 9. Equality & Diversity Sign Off

*The completed EIA form must be signed off by the Diversity Manager before it is submitted to Strategic Management Group or Authority.*

Signed off by:

Date:

Action Planned	Responsibility of	Completed by

For any advice, support or guidance about completing this form please contact the [DiversityTeam@merseyfire.gov.uk](mailto:DiversityTeam@merseyfire.gov.uk) or on 0151 296 4237

**The completed form along with the related policy/report/project document should be emailed to the Diversity Team at: [DiversityTeam@merseyfire.gov.uk](mailto:DiversityTeam@merseyfire.gov.uk)**

## Appendices

### Appendix A Minutes from Public Service Board Meetings

Appendix B Index of Multiple Deprivation (IMD) 2010 Scores for Wirral by LSOA & Wirral Ward Map

Appendix C Mosaic Profile of Wirral

Appendix D Proportion of People Aged Over 65 Years Living Alone, by Wirral Ward, 2011

Appendix E Estimated Resident Population by Ethnicity, Wirral Local Authority

Appendix F 2011 Census – religious belief in Wirral

Appendix G Life Expectancy at Birth by Wirral Wards

Appendix H Anti-Social Behaviour by Wirral Ward, January- December 2013

Appendix I Road Collision Casualties, by Wirral Ward, 2011 – 2013

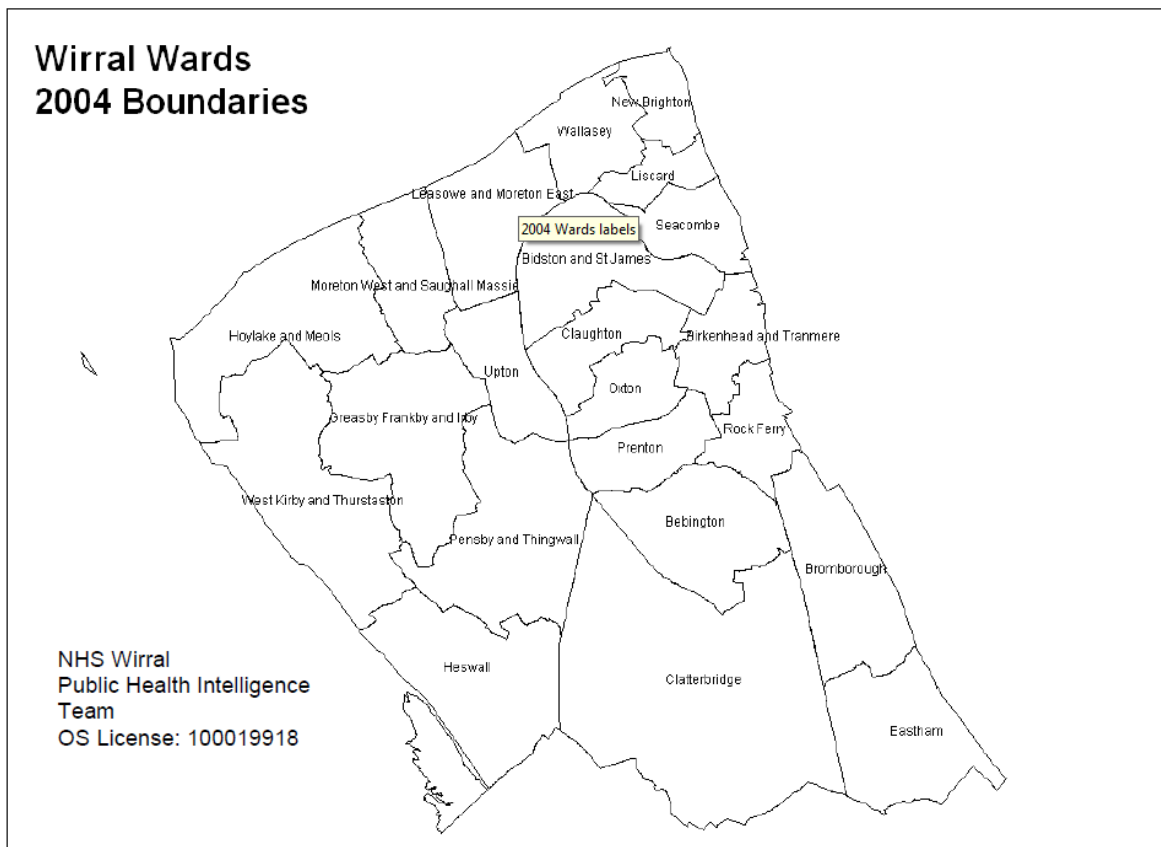
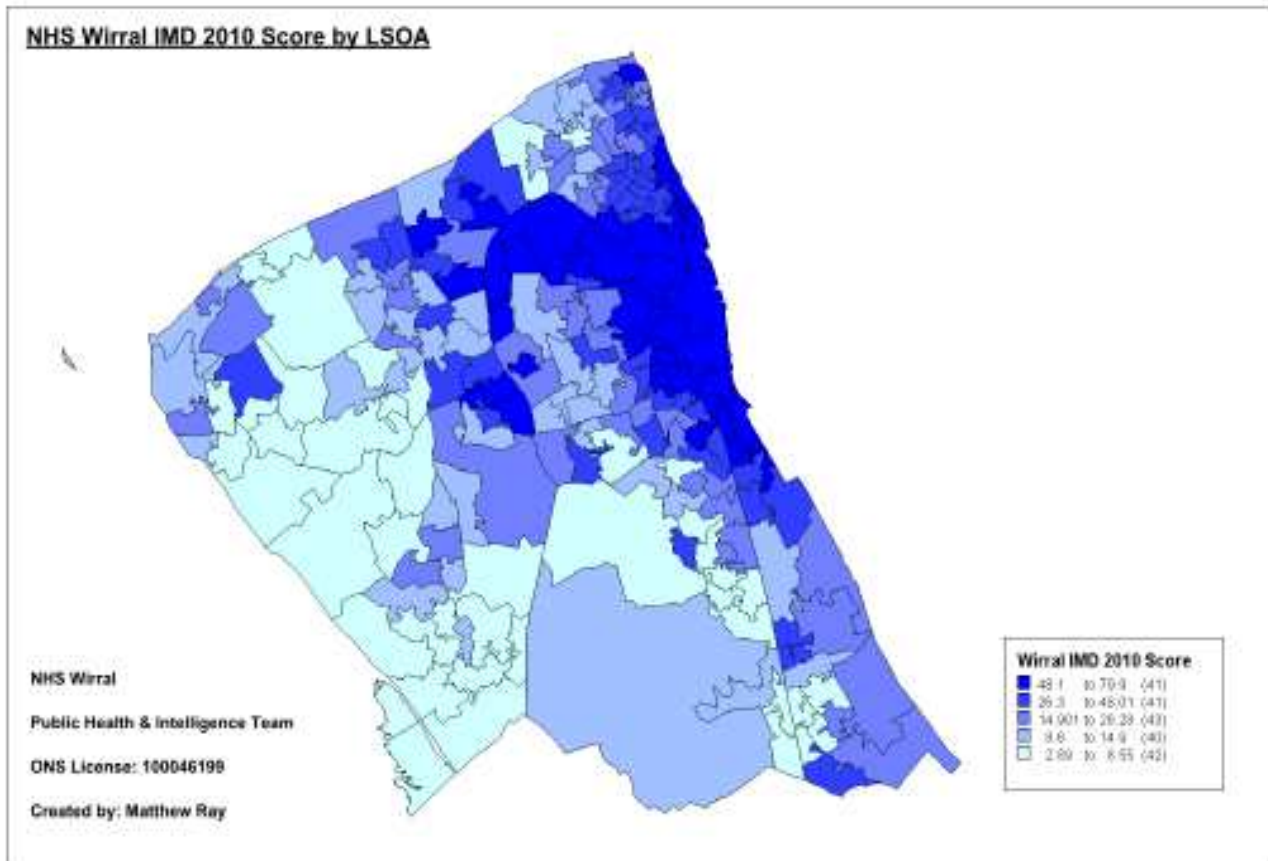
Appendix J Breakdown of Incidents 2013/14

**Appendix A Minutes from Public Service Board Meetings**

**Appendix B**

**Index of Multiple Deprivation (IMD) 2010 Scores for Wirral by LSOA & Wirral Ward Map**

Source: *WBC Performance and Public Health Intelligence Team (2013) Wirral Compendium of Health Statistics*

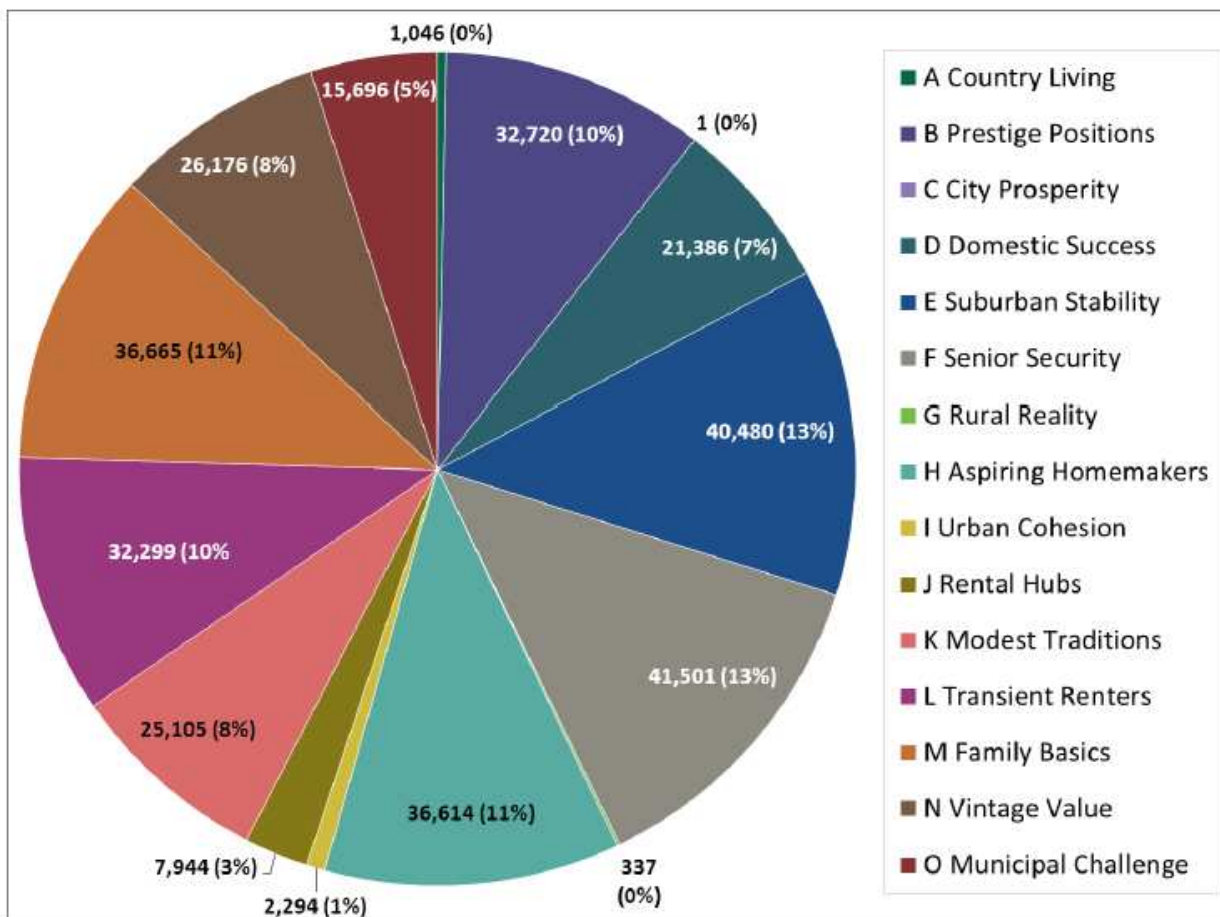


**Appendix C      Mosaic Profile of Wirral**

Source: Kinsella, E. & Wirral Council Performance & Public Health Intelligence Team (September 2014) Profile of Wirral: Population profile using Mosaic Public Sector Accessed Online 5.1.14: [http://info.wirral.nhs.uk/document\\_uploads/Geodemographics/NewMosaicProfileofWirral2010.pdf](http://info.wirral.nhs.uk/document_uploads/Geodemographics/NewMosaicProfileofWirral2010.pdf)



**Figure 1:** Breakdown of the Wirral population by Mosaic (2014)



**Figure 1** shows that almost half the population of Wirral are classified as belonging to just 4 Mosaic groups - Group F (Senior Security), Group E (Suburban Stability), Group M (Family Basics) and Group H (Aspiring Homemakers).

As **Figure 1** (and **Table 2** below) also show, there are some Mosaic groups who are almost non-existent in Wirral. Namely Group C – City Prosperity, Group G – Rural Reality, Group I – Urban Cohesion and Group A – Country Living.

Altogether, less than 4,000 people in Wirral are classed as belonging to any of these four groups, so they can generally be disregarded in most pieces of analysis produced for a Wirral only context.

**Appendix D Proportion of People Aged Over 65 Years Living Alone, by Wirral Ward, 2011**

Source: *Wirral Borough Council Performance and Public Health Intelligence Team (2014)*  
Wirral Compendium of Health Statistics Accessed Online 5.1.15

[http://info.wirral.nhs.uk/document\\_uploads/Stats%20Compendiums/Wirral%20StatsCompendium%20Sept%202014.pdf](http://info.wirral.nhs.uk/document_uploads/Stats%20Compendiums/Wirral%20StatsCompendium%20Sept%202014.pdf)

Ward	All Persons Aged 65+		
	Population Aged 65+	Number Living Alone	Percentage Living Alone (%)
Bebington	3,171	1,085	34.2
Bidston & St James	2,048	834	40.7
Birkenhead & Tranmere	1,702	851	50.0
Bromborough	2,555	881	34.5
Clatterbridge	3,566	815	22.9
Claughton	2,826	813	28.8
Eastham	3,022	950	31.4
Greasby, Frankby & Irby	3,307	962	29.1
Heswall	3,848	1,049	27.3
Hoylake & Meols	2,991	985	32.9
Leasowe & Moreton East	2,418	910	37.6
Liscard	2,621	934	35.6
Moreton West & Saughall Massie	2,641	912	34.5
New Brighton	2,603	1,032	39.6
Oxton	2,742	932	34.0
Pensby & Thingwall	3,374	1,107	32.8
Prenton	2,691	830	30.8
Rock Ferry	2,019	795	39.4
Seacombe	1,935	783	40.5
Upton	3,174	1,160	36.5
Wallasey	3,042	1,001	32.9
West Kirby & Thurstaston	3,131	1,000	31.9
<b>Total</b>	<b>61,427</b>	<b>20,621</b>	<b>33.6</b>



## Appendix E - Estimated Resident Population by Ethnicity, Wirral, Mid-2011

Source: *Wirral Borough Council Performance and Public Health Intelligence Team (2014)*  
 Wirral Compendium of Health Statistics

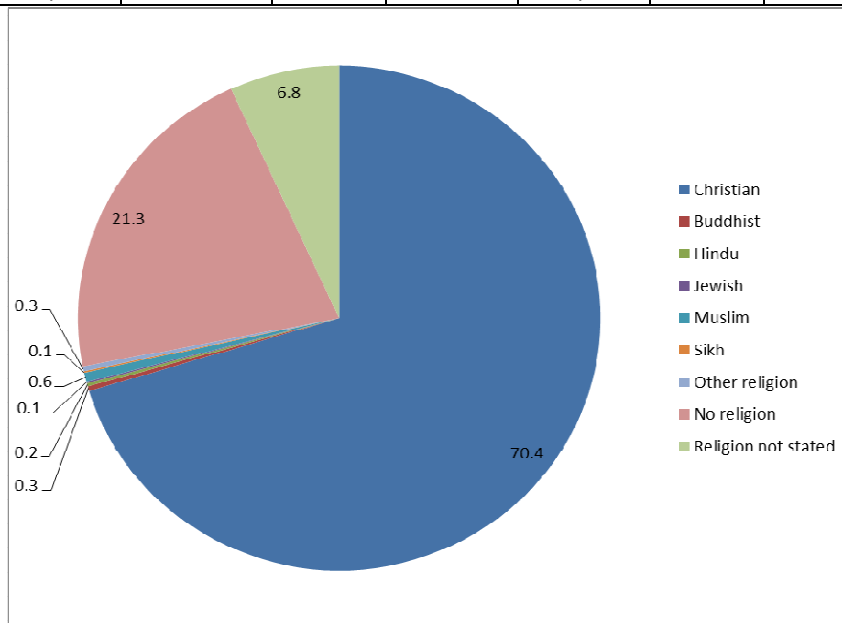
[http://info.wirral.nhs.uk/document\\_uploads/Stats%20Compendiums/Wirral%20StatsComp%20sept%202014.pdf](http://info.wirral.nhs.uk/document_uploads/Stats%20Compendiums/Wirral%20StatsComp%20sept%202014.pdf)

Ethnicity	Mid-2011
White: British	303,682
White: Irish	2,667
White: Gypsy or Irish Traveller	77
White: Other White	3,730
Mixed: White and Black Caribbean	964
Mixed: White and Black African	558
Mixed: White and Asian	949
Mixed: Other Mixed	815
Asian or Asian British: Indian	1,344
Asian or Asian British: Pakistani	226
Asian or Asian British: Bangladeshi	851
Asian or Asian British: Chinese	1,653
Asian or Asian British: Other Asian	1,042
Black or Black British: African	389
Black or Black British: Black Caribbean	189
Black or Black British: Other Black	117
Other Ethnic Group	530
<b>All persons</b>	<b>319,783</b>

### Appendix F - 2011 Census: Religion figures for Wirral

Source: ONS, 2012

All categories: Religion	Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other religion	No religion	Religion not stated
319,783	225,147	905	742	265	1,809	236	830	68,209	21,640



## Appendix G Life Expectancy at Birth by Wirral Wards

Source: *WBC Performance and Public Health Intelligence Team (2014) Wirral Compendium of Health Statistics*

**Table 1: Life expectancy by Wirral ward, 2007-11 (95% Confidence Limits, 5 years pooled)**

Ward	Constituency	Life Expectancy at birth (Years)	LCL	UCL
Rock Ferry	Birkenhead	74.1	73.2	75.1
Bidston & St James	Birkenhead	74.7	73.7	75.7
Birkenhead & Tranmere	Birkenhead	74.8	73.7	75.9
Seacombe	Wallasey	76.4	75.3	77.5
Moreton West & Saughall Massie	Wallasey	76.8	75.9	77.6
Bromborough	Wirral South	76.9	75.8	77.9
Eastham	Wirral South	77.4	76.5	78.3
Upton	West Wirral	77.7	76.7	78.7
New Brighton	Wallasey	77.7	76.8	78.7
Leasowe & Moreton East	Wallasey	78.6	77.6	79.6
Liscard	Wallasey	78.6	77.6	79.6
Claughton	Birkenhead	79.1	78.3	79.9
Bebington	Wirral South	80.1	79.2	81.0
Clatterbridge	Wirral South	80.1	79.2	81.0
Hoyle & Meols	West Wirral	80.3	79.4	81.3
Prenton	Birkenhead	80.8	79.8	81.7
Wallasey	Wallasey	81.7	80.7	82.8
Oxton	Birkenhead	82.6	81.7	83.5
West Kirby & Thurstaston	West Wirral	82.7	81.8	83.7
Pensby & Thingwall	West Wirral	82.9	81.9	83.9
Greasby, Frankby & Irby	West Wirral	84.0	82.9	85.0
Heswall	Wirral South	84.4	83.6	85.2

\*Confidence Intervals or limits indicate how accurate a value really is. Wide confidence intervals indicate a lack of certainty, whereas narrow confidence intervals indicate more precise estimates. It is most commonly expressed as '95%CI', which means we are 95% confident that the true figure lies within the two values.

## Appendix H Anti-Social Behaviour by Wirral Ward, January- December 2013

Ward	Number	Rate per 1,000
Bebington	390	20.8
Bidston and St James	829	70.8
Birkenhead and Tranmere	2,474	131.4
Bromborough	728	49.0
Clatterbridge	85	7.2
Claughton	521	33.9
Eastham	350	25.2
Greasby, Frankby and Irby	227	14.1
Heswall	220	14.8
Hoylake and Meols	393	27.6
Leasowe and Moreton East	628	46.8
Liscard	784	48.2
Moreton West and Saughall Massie	328	21.6
New Brighton	637	45.8
Oxton	346	26.1
Pensby and Thingwall	209	19.2
Prenton	482	32.2
Rock Ferry	853	59.7
Seacombe	1,025	66.6
Upton	1,021	69.1
Wallasey	273	17.9
West Kirby and Thurstaston	156	13.4
<b>Wirral</b>	<b>12,959</b>	<b>40.5</b>

### Notes and Definitions

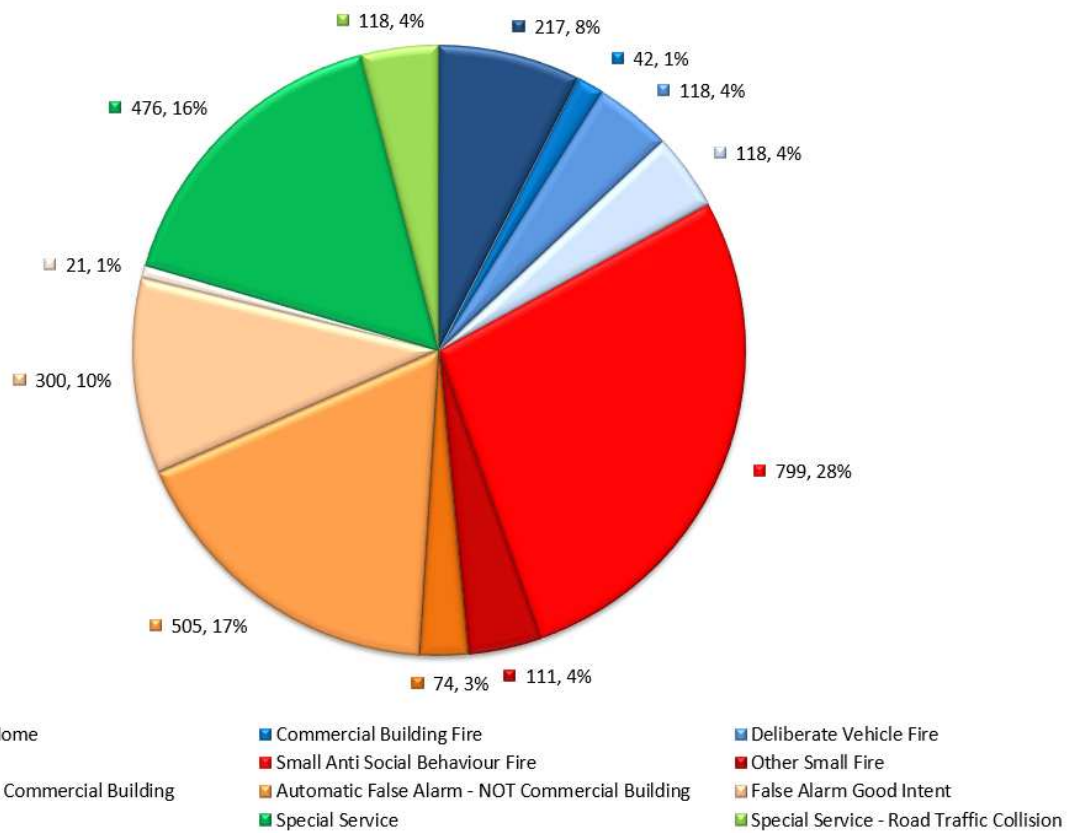
1. Table shows anti-social behaviour (ASB) occurring in Wirral and reported to Merseyside Police during 2013 (number of incidents and rate per 1,000 of ward population)
2. Anti-social behaviour as defined in the Crime and Disorder Act (1998): Acting in a manner that caused or was likely to cause harassment, alarm or distress to one or more persons not of the same household (as the defendant)
3. Rates calculated using ONS 2012 Mid-year population estimates as denominator (2013 Mid-Year estimates not yet available by ward)

**Appendix I Road Collision Casualties, by Wirral Ward, 2011 – 2013 (3 years pooled)**

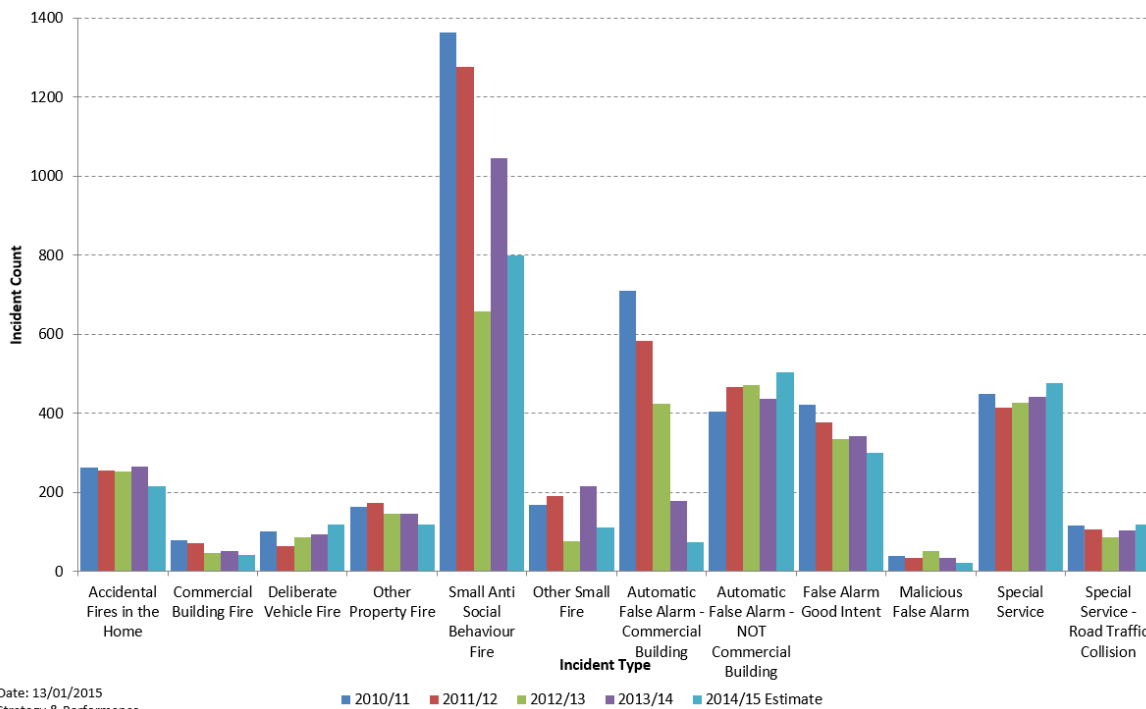
Ward of Collision	All Casualties Occurring in Ward		
	Total Number of Casualties	% Killed or Seriously Injured (Adult)	% Killed or Seriously Injured (Child)
Bebington	75	14.7	0.0
Bidston and St James	190	12.1	1.6
Birkenhead and Tranmere	246	15.5	4.1
Bromborough	161	14.3	0.0
Clatterbridge	129	14.7	0.8
Cloughton	101	17.8	4.0
Eastham	98	14.3	1.0
Greasby Frankby and Irby	59	13.6	1.7
Heswall	60	28.3	1.7
Hoylake and Meols	77	15.6	1.3
Leasowe and Moreton East	105	11.4	1.9
Liscard	102	14.7	2.0
Moreton West and Saughall Massie	86	8.1	0.0
New Brighton	64	17.2	3.1
Oxton	88	13.6	3.4
Pensby and Thingwall	92	19.6	2.2
Prenton	114	6.1	1.8
Rock Ferry	162	15.4	2.5
Seacombe	103	17.5	3.9
Upton	129	7.8	1.6
Wallasey	89	18.0	3.4
West Kirby and Thurstaston	60	28.3	0.0
<b>Wirral</b>	<b>2,390</b>	<b>14.7</b>	<b>2.0</b>

**Appendix J Breakdown of Incidents in Wirral 2014/15**

**Incidents attended within Wirral during 2014/15 (estimate)**



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



Date: 13/01/2015  
Strategy & Performance