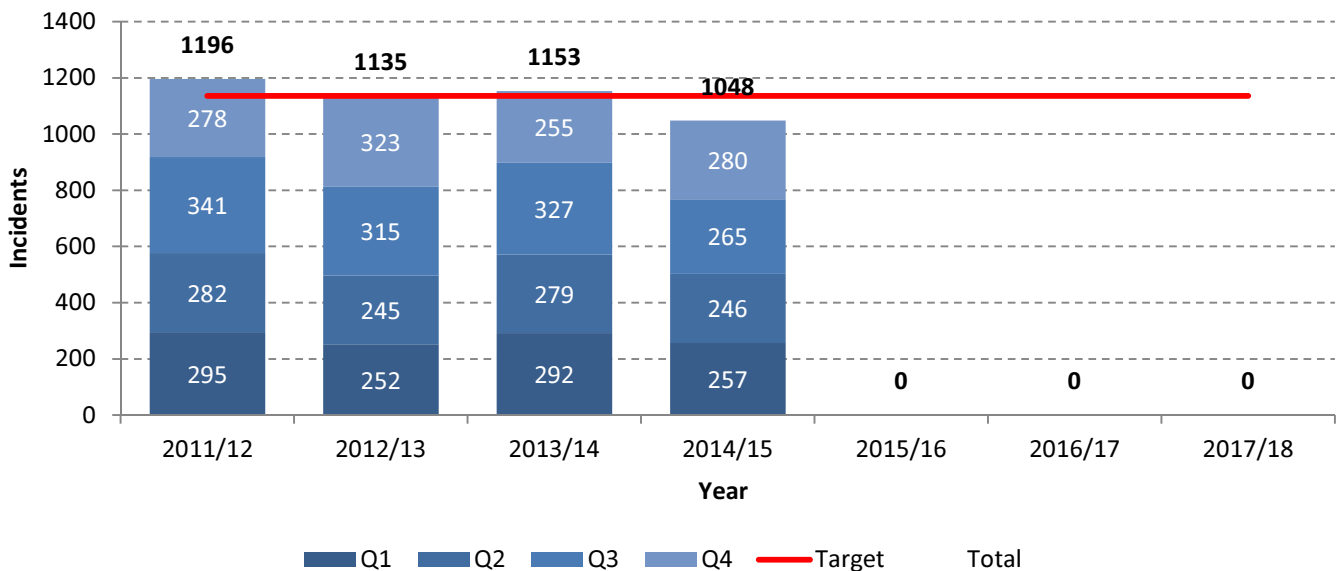


EQUALITY AND DIVERSITY OBJECTIVES – Performance Update - Q4 2014/15

OBJECTIVE				
Equality Objective 1: In the past ten years Merseyside Fire and Rescue Service has reduced accidental fires in the home by 37%		Action: We will continue to build on this work through the use of our customer insight modelling and our station planning process to target individuals at risk		Target: To reduce accidental fires in the home and the deaths and injuries they cause on Merseyside by a further 5% by 2017.
Baseline	Where we want to be	2013/14 Performance	2014/15 Service Plan Target	Q4 2014/15
1196	1136	1153	1170	1048

Please note baseline based on 2011/12 data

Accidental Dwelling Fires



Commentary

At the end of Q4 there has been a total of 1048 Accidental Dwelling Fires attended across Merseyside. Both the E&D target of 1136 and Service Plan target of 1170, have been achieved.

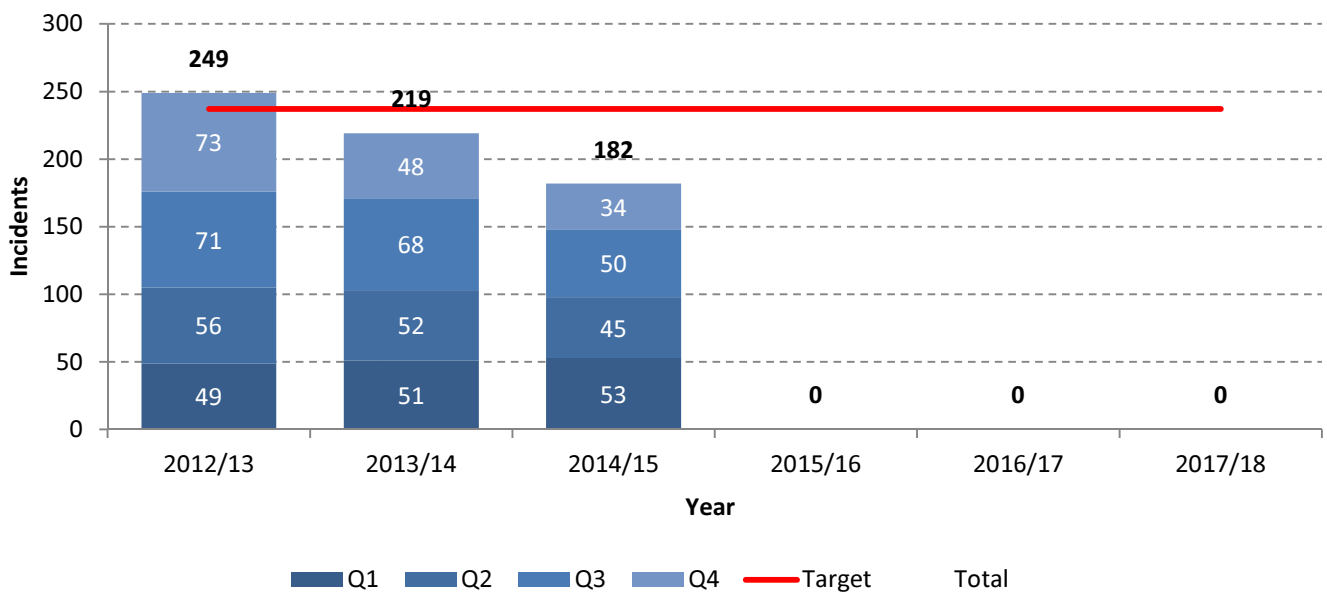
The use of Customer Insight and more specifically the Vulnerable Person's Index, will ensure a more targeted approach to Home Fire Safety Check visits allowing us to identify the most high risk and vulnerable people who have never previously received a visit from Merseyside Fire and Rescue Service and are also known to our partner agencies.

Also, qualitative Home Fire Safety Checks will ensure that people are given the relevant home safety advice and that every contact with Merseyside Fire and Rescue Service counts.

OBJECTIVE				
Equality Objective 2: We will reduce risk for people who live in rented properties across Merseyside		Action: By continuing to build productive relationships with Registered Social Landlords		Target: To cut accidental kitchen fires in social housing by 5% by 2017.
Baseline	Where we want to be	2013/14 Performance	2014/15 Service Plan Target Monitoring Only	Q4 2014/15
249	237	219		182

Please note baseline based on 2012/13 data

Accidental Kitchen Fires in RSL Properties



Commentary

At the end of quarter 4 2014/15 there have been a total of 182 Accidental Dwelling Fires in Registered Social Landlord (RSL) properties. For the second year in succession the target of 237 has been achieved.

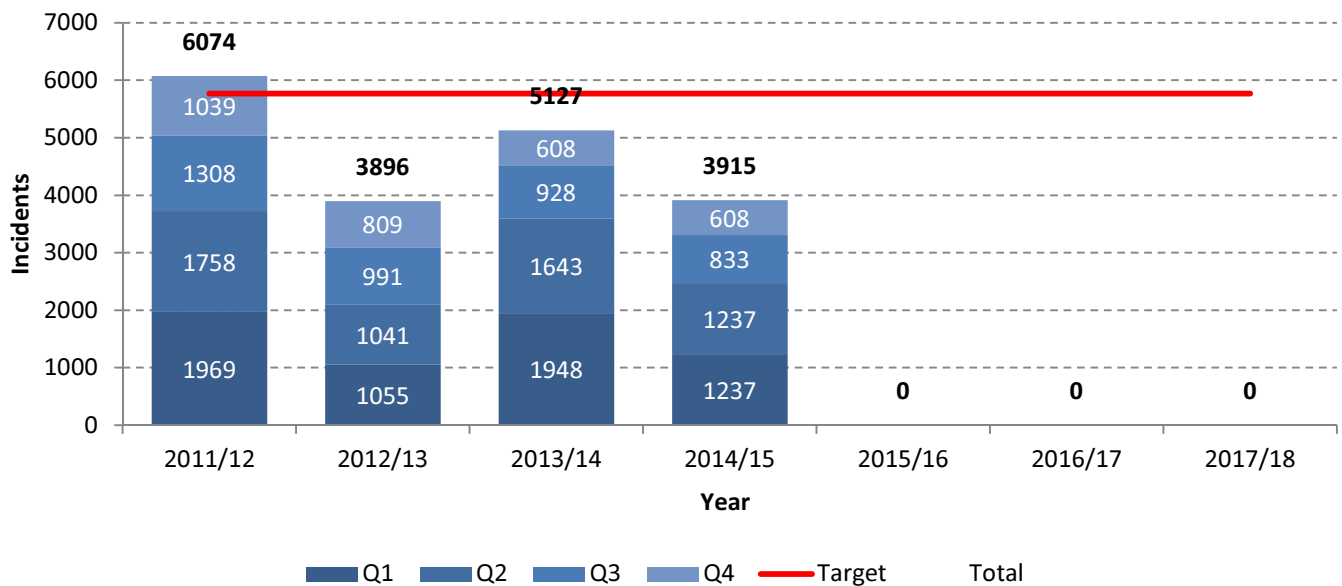
Close working partnerships formed with Registered Providers has allowed us to identify high risk and vulnerable tenants and deliver appropriate interventions to reduce the risk of fire in the kitchen and home. Also the introduction of assistive technology will allow the installation of safety equipment such as Wi-Fi heat alarms and cooker isolation switches to reduce the risk in the kitchen even further.

Please note data is correct as of 13/04/2015, late fire report submissions and Quality Assurance can affect this count

OBJECTIVE				
Equality Objective 3: We will continue to engage with young people in vulnerable areas		Action: Through our award winning youth engagement programmes		Target: Reducing deliberate antisocial behaviour fire setting by 5% by 2017.
Baseline	Where we want to be	2013/14 Performance	2014/15 Service Plan Target	Q4 2014/15
6070	5767	5127	5062	3915

Please note baseline based on 2011/12 data

Deliberate Secondary Fires



Commentary

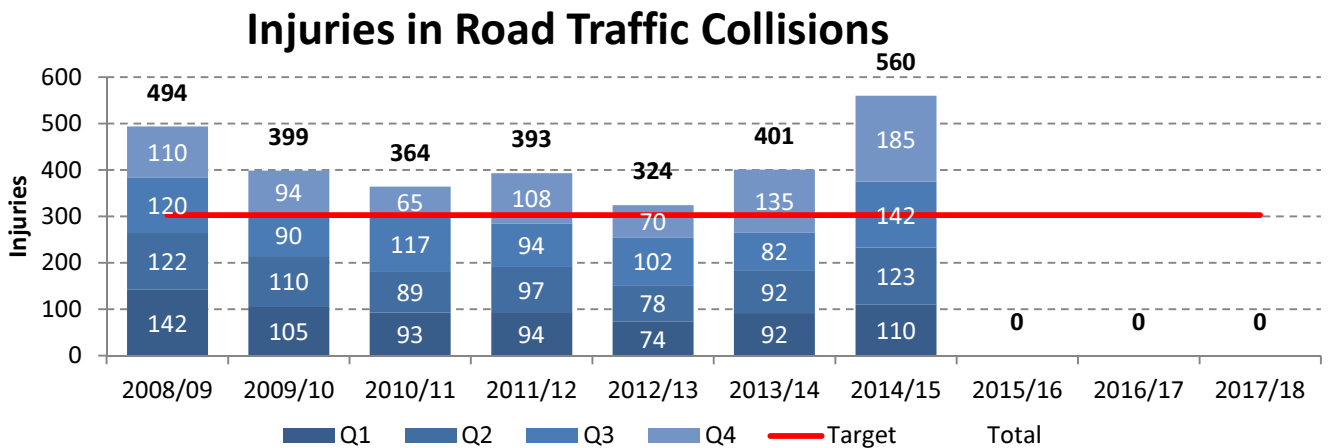
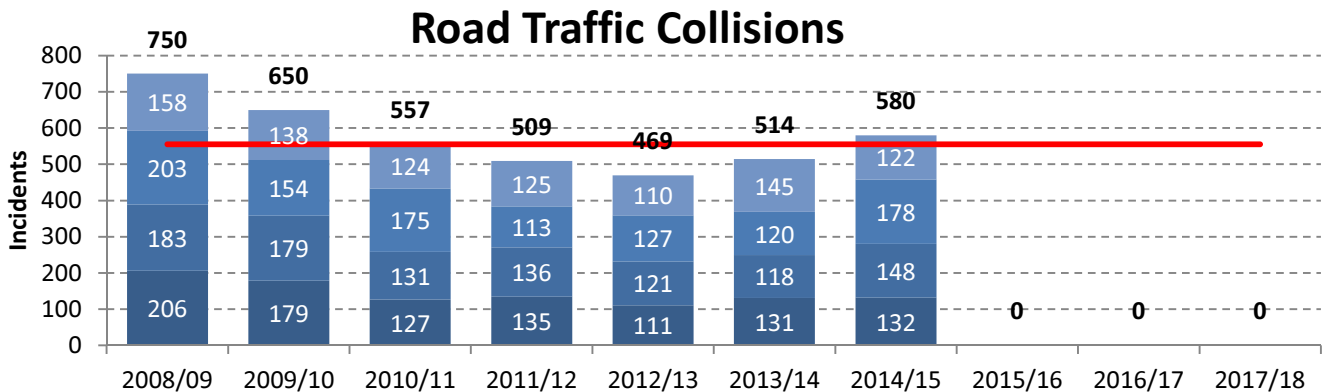
At the end of quarter 4 2014/15 there had been a total of 3915 deliberate secondary fires this equates to 1213 fewer incidents (-23.6%) attended when compared to 2013/14. When compared to the E&D target of 5767 incidents attended by the end of 2017/18 this target has been achieved for the 4th year in succession.

Through an intelligence led risk management approach, we will continue to identify arson and ASB hotspots to reduce secondary fires through education and engaging with our partner agencies. We will also deploy our resources efficiently during spate conditions to ensure that our communities receive a quality service delivery around the reduction of risk in our communities.

Please note data is correct as of 13/04/2015, late fire report submissions and Quality Assurance can affect this count

OBJECTIVE				
Equality Objective 4: We will work with at risk groups and local partners to contribute to the reduction in the number and severity of road traffic collisions across Merseyside		Action: To work towards achieving the local target of reducing the number of people killed or seriously injured in road traffic collisions		Target: Reducing the number of people killed or seriously injured in road traffic collisions by 37.5% by 2020.
Baseline	Where we want to be	2013/14 Performance	2014/15 Service Plan Target	Q4 2014/15
Road Traffic Collisions				
888	555	514	468	580
Injuries in Road Traffic Collisions				
485	303	401	355	560

Please note baselines based on average of 2004/05 - 2007/08 data



Commentary

Concerning both RTC injuries and fatalities the E&D targets for both indicators has been missed. Work is ongoing to understand why attendances and injuries in Road Traffic Collisions has risen so abruptly, this includes devising Data Sharing Protocols with Merseyside Police to obtain additional data to allow further insight into who exactly is involved in these incidents.

Please note data is correct as of 13/04/2015, late fire report submissions and Quality Assurance can affect this count

OBJECTIVE				
Equality Objective 5: Our aim is to create a strong cohesive organisation which is positive about rising to the future challenges we face.		Action: Our aim is to increase the representation of all minority groups within the communities of Merseyside in the Fire and Rescue Service		Target: To increase the diversity of our workforce and volunteers in order to reflect the local community we serve and increase applications for roles within the organisation (including volunteering) for those protected groups under-represented currently within our workforce.
Baseline	Where we want to be	2013/14 Performance	2014/15 Service Plan Target	Q4 2014/15

Commentary
<p>Data has been collated to look at two main characteristics, Gender and Ethnicity, for two recruitment exercises : Apprenticeships and FF recruitment. The data below can be considered as the Benchmark to measure against going forward. . Apprenticeships : 12 recruited - Gender: 7 male (58%) and 5 Female (42%) Ethnicity : 11 White British (92%) and 1 BME (8%) Fire Fighter Recruitment : 16 Recruited - Gender: 13 Male (81%) and 3 Female (19%) , Ethnicity: 14 White British (87.5%) and 1 BME (6.25%) and 1 prefer not to say (6.25%) . Further detailed report is currently being completed by the positive action team with support from the Diversity and Consultation Manager to provide a fuller Equality Impact Assessment for all stages of recruitment.</p>

Quarter under Review Q4

Year Under Review 2014/15

Year	Quarter	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Accidental Dwelling Fires	Q1	295	252	292	257			
	Q2	282	245	279	246			
	Q3	341	315	327	265			
	Q4	278	323	255	280			
	Target	1136	1136	1136	1136	1136	1136	1136
	Total	1196	1135	1153	1048	0	0	0

Year	Quarter	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Kitchen Fires in RSL	Q1	49	51	53			
	Q2	56	52	45			
	Q3	71	68	50			
	Q4	73	48	34			
	Target	237	237	237	237	237	237
	Total	249	219	182	0	0	0

Year	Quarter	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Deliberate Secondary Fires	Q1	1969	1055	1948	1237			
	Q2	1758	1041	1643	1237			
	Q3	1308	991	928	833			
	Q4	1039	809	608	608			
	Target	5767	5767	5767	5767	5767	5767	5767
	Total	6074	3896	5127	3915	0	0	0

Year	Quarter	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Road Traffic Collision	Q1	206	179	127	135	111	131	132			
	Q2	183	179	131	136	121	118	148			
	Q3	203	154	175	113	127	120	178			
	Q4	158	138	124	125	110	145	122			
	Target	555	555	555	555	555	555	555	555	555	555
	Total	750	650	557	509	469	514	580	0	0	0

Year	Quarter	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
RTC Injuries	Q1	142	105	93	94	74	92	110			
	Q2	122	110	89	97	78	92	123			
	Q3	120	90	117	94	102	82	142			
	Q4	110	94	65	108	70	135	185			
	Target	303	303	303	303	303	303	303	303	303	303
	Total	494	399	364	393	324	401	560	0	0	0