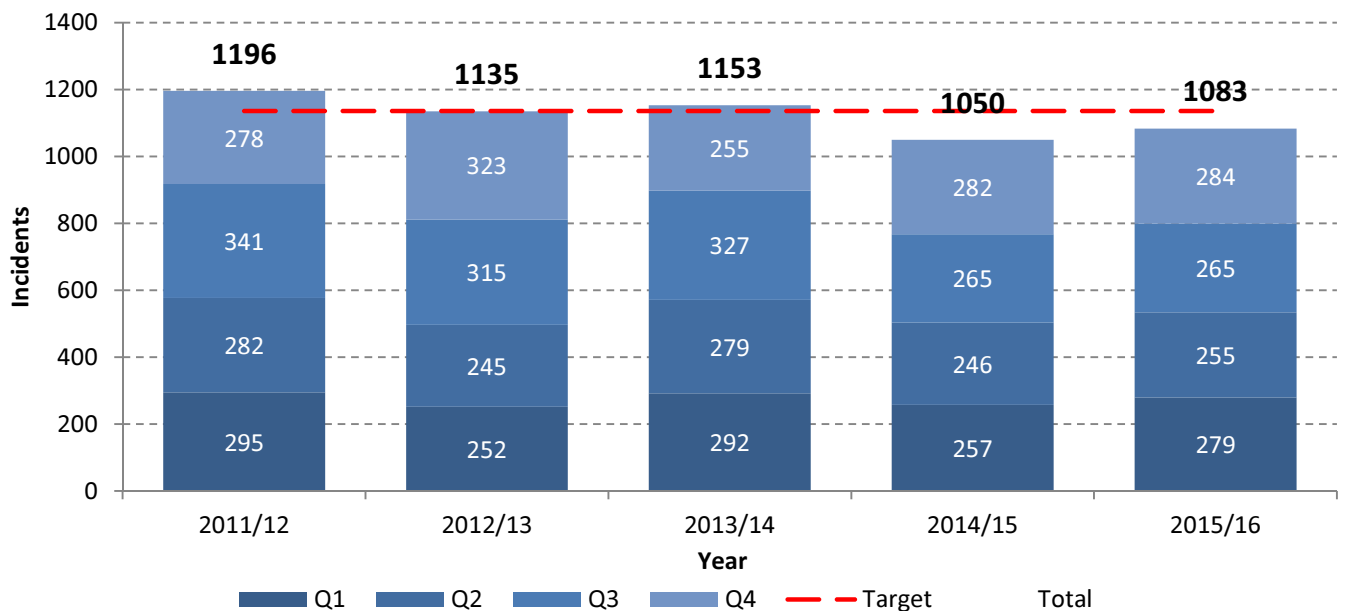


EQUALITY AND DIVERSITY OBJECTIVES – Performance Update - Q4 2015/16

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	2014/15 Performance	2015/16 Service Plan Target	Q4 2015/16
1196	1136	1050	1082	1083

Please note baseline based on 2011/12 data

Accidental Dwelling Fires



Commentary

At the end of 2015/16 there have been a total of 1083 Accidental Dwelling Fires. Whilst this is an increase on 2014/15; when taking the overall E&D target (1196) into account, the target has been achieved. Though against the Service Plan target it has actually been missed by one incident.

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 every contact with Merseyside Fire and Rescue Service counts.

Please note: data is correct as of 7th April 2016, late fire report submissions and Quality Assurance can affect this count

Operational Crews, through the use of NHS Exteter Data have and will continue to target individuals aged 65 and over, particularly those with associated adult social care needs when deliverinh Home Fire safety Checks as part of their prevention activities. Additionally through fire safety awareness training by our prevention staff for domicillary care workers and other frontline staff from partner agencies it is our intention to ensure that vulnerable and high risk individuals are identified and referred to the relevant prevention team at the earliest opportunity allowing MFRS to deliver appropriate and propotionate interventions.

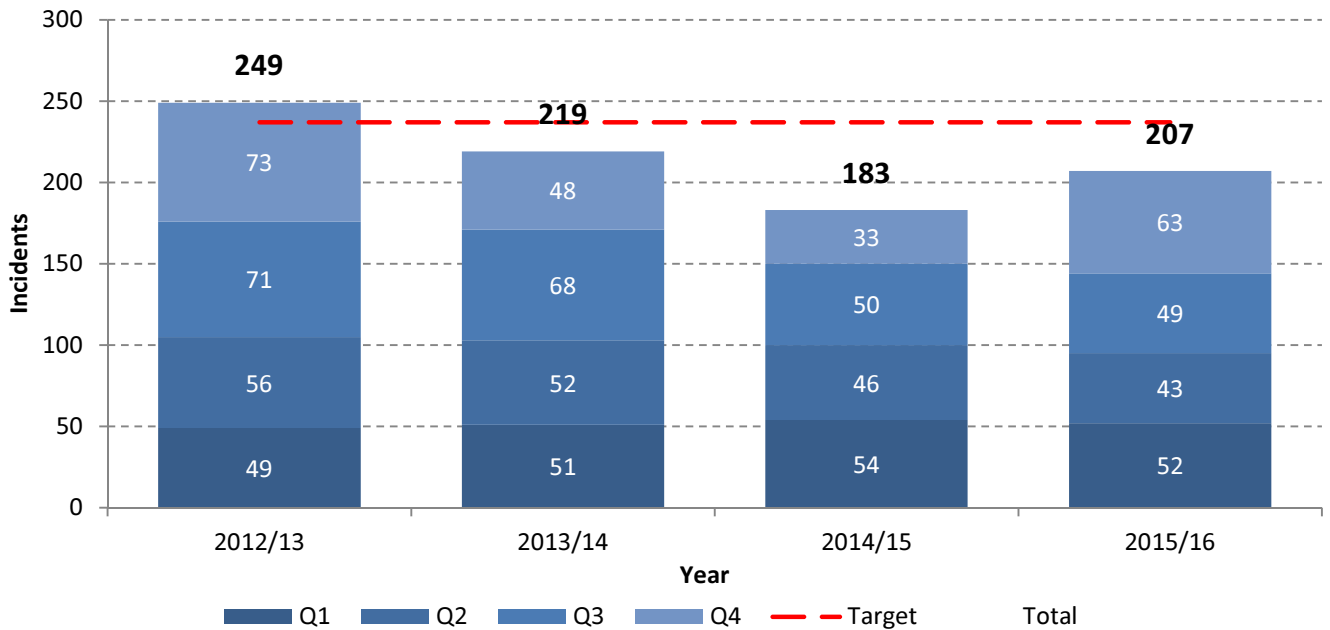
The above will ensure that MFRS are engaging with as many high risk and vulnerable individuals as possible and through intervention and education reduce the amount of unecessary accidental dwelling fires in Merseyside.

From 1st June 2016, MFRS will also be introducing a 'Safe and Well' visit that will in addition to identifying risks from fire will contribute to the health agenda by assessing people in respect of falls in the home, bowel cancer screening, smoking cessation and alcohol reduction.

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	2014/15 Performance	2015/16 Service Plan Target	Q4 2015/16
249	237	219	Monitoring	207

Please note baseline based on 2012/13 data

Accidental Kitchen Fires in RSL Properties



Commentary

At the end of 2015/16 there have been 207 Accidental Kitchen Fires in properties owned by Registered Social Landlords. Though this is an increase on 2014/15, it is still lower than previous years.

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 7th April 2016, late fire report submissions and Quality Assurance can affect this count

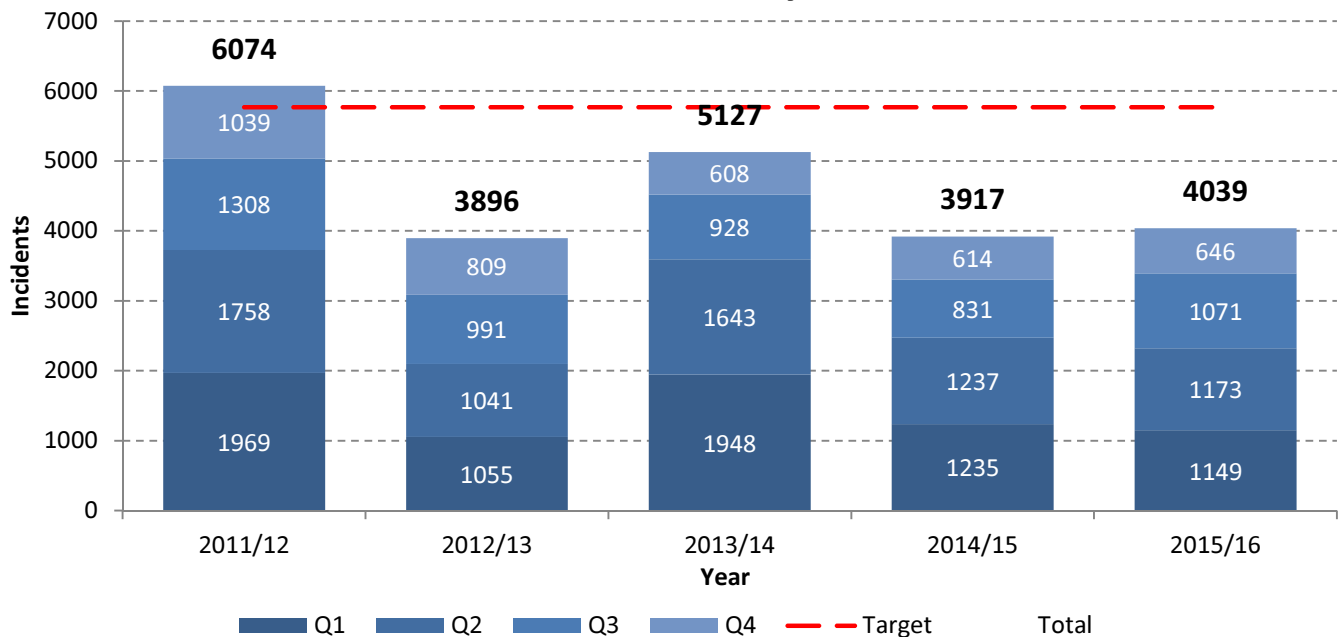
Kitchen fires continue to be the highest occurrence of accidental dwelling fires, particularly in landlord owned properties. Prevention Team at Service Headquarters are continuing to look at assistive technology solutions that will make people safer in their homes. As such we will be procuring heat detectors, wi-fi heat detectors that link to a vibrating pad and strobe for hard of hearing individuals and more importantly working in partnership with Registered Providers in respect of cooker shut off systems that will stop food before ignition.

MFRS are also engaging with the Private Rented Sector through selective licensing and delivering weekend campaigns to provide and install smoke and carbon monoxide detectors free of charge that have been supplied via Central Government.

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	2014/15 Performance	2014/15 Service Plan Target	Q4 2015/16
6070	5767	3917	4481	4039

Please note baseline based on 2011/12 data

Deliberate Secondary Fires



Commentary

At the end of quarter 2015/16 there have been a total of 4039 deliberate secondary fires attended. This level of performance has meant that the E&D target has been achieved.

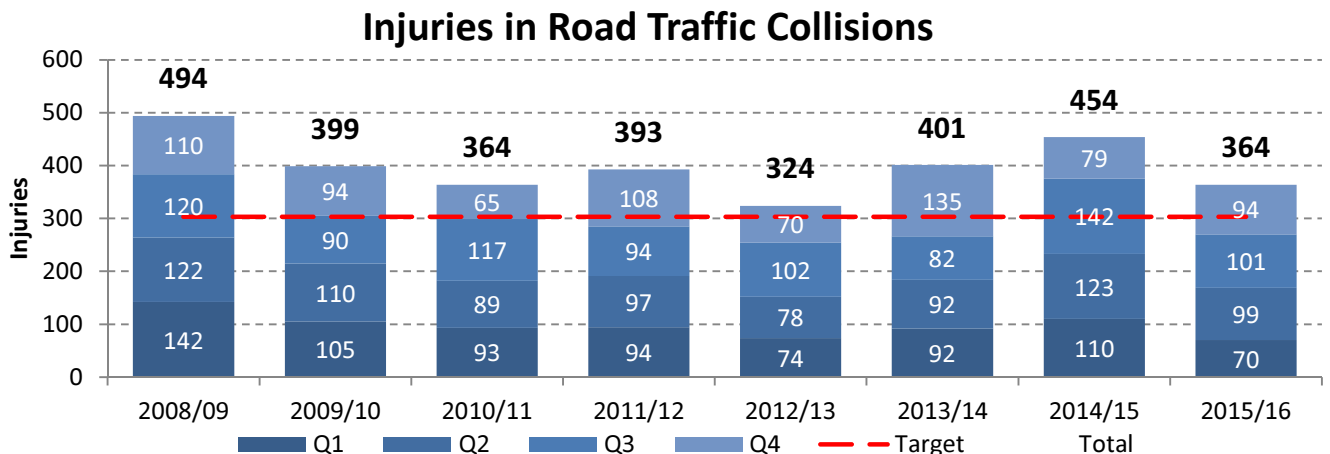
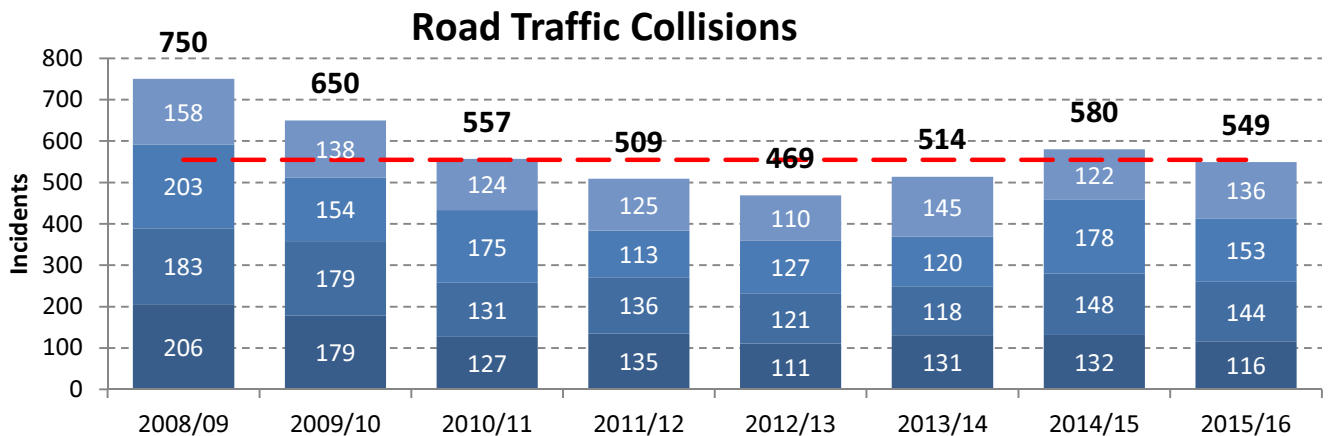
Through an intelligence led risk management approach, we will continue to identify Arson and ASB hotspots to reduce secondary fires through education and engaging with our partner agencies. We will also deploy our resources efficiently during spate conditions to ensure that our communities receive a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

Please note: data is correct as of 7th April 2016, late fire report submissions and Quality Assurance can affect this count

MFRS continues to be an active and engaged partner and support the 5 LA CSP's and PCC's office to reduce ASB activity in particular fires and hate crime related incidents. We continue to plan, develop, monitor and review a wide range of prevention and protection strategies to reduce these risks that pertain to seasonal activity (warm weather and bonfire period), DV threat or arson due to OCG related activity.

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	2014/15 Performance	2015/16 Service Plan Target	Q4 2015/16
Road Traffic Collisions				
888	555	580	541	549
Injuries in Road Traffic Collisions				
485	303	454	454	364

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



Commentary

Concerning both RTCs and resulting injuries, cumulatively there have been reductions in both areas when compared to 2014/15. RTC's has just achieved the E&D target of 555 incidents, with 549. Injuries resulting from RTC's has been missed again.

Please note: data is correct as of 7th April 2016, late fire report submissions and Quality Assurance can affect this count

MFRS attended 549 RTC's in 2015/16. This is a 5% reduction from the 2014/15 figure. There were 2561 collisions reported to the police in 2015 on Merseyside, MFRS are therefore attending approximately 20% of all RTC's.

There were 364 injuries in 2015/16. This is a 20% reduction on the 2014/15 figure of 454. It should be noted that this figure is for all injuries including slight injuries, whereas the LPI is based on the number Killed or Seriously injured (KSI). The KSI figure reduced from 90 to 78, a reduction of 13%. This compares to Merseyside total for 2015 of 588 reported to the police.

The largest single demographic group involved in RTC's that are attended by MFRS continues to be 16 to 25 year olds. An increasing demographic amongst RTC's MFRS attends is the over 65's. This correlates with Merseyside police data which shows a 53% increase in KSI's amongst this group since 2005.

In 2015/16 MFRS has delivered the following interventions

4865 road safety presentations have been delivered to the 15 -19 year old age group directly. This was mostly through schools and colleges but also involved delivery to Youth offender groups and National Citizenship programs.

1910 people of a mixed audience were engaged with during CFOA and Brake road safety weeks.

405 people were engaged with at IAM motorcyclist sessions at Southport fire station.

There were also a further 1925 people engaged with at various ad hoc events including senior road user events that have been run collaboratively with partners.

OBJECTIVE		
<p>Equality Objective 5: Our aim is to create a strong cohesive organisation which is positive about rising to the future challenges we face.</p>	<p>Action: Our aim is to increase the representation of all minority groups within the communities of Merseyside in the Fire and Rescue Service</p>	<p>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.</p>

<i>Firefighter Recruitment</i>			
Topic	Baseline	Where we want to be	Q4 2015/16
Female Firefighter Recruitment	3/16 (19%)	Increase in female recruitment	No further recruitment during quarter
BME Firefighter Recruitment	1/16 (6.25%)	Increase in BME recruitment	No further recruitment during quarter
<i>Apprenticeship Recruitment</i>			
Topic	Baseline	Where we want to be	Q4 2015/16
Female Apprenticeship Recruitment	5/12 (42%)	Increase in female recruitment	No further recruitment during quarter
BME Apprenticeship Recruitment	1/12 (8%)	Increase in BME recruitment	No further recruitment during quarter

Please note baseline based on 2014/15 data

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 : 1 (8%) Fire Fighter Recruitment : 16 Recruited - Gender: 13 Male (81%) and Female : 3 (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>

