



## Sefton

# Local Integrated Risk Management Plan

2010/2011

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**Contact Information**

**Sefton Management Team**

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Station Managers	James Martin Dave Elliott	jimmartin@merseyfire.gov.uk davidelliott@merseyfire.gov.uk	0151 296 6650 0151 296 5665
Locality Managers	Paula O'Callaghan Caroline McGee	PaulaO'Callaghan@merseyfire.gov.uk CarolineMcGee@merseyfire.gov.uk	0151 296 6700 0151 296 5635

**Sefton Fire Stations**

Station	Address	Contact
30 – Bootle & Netherton	Buckley Hill Lane, Netherton, Liverpool, L29 1YB	0151 296 6700
31 – Crosby	Crosby Road North, Waterloo, Liverpool, L22 0LA	0151 296 5665
32 – Formby	Church Road, Formby, L37 3NH	0151 296 5635
33 – Southport	Manchester Road, Southport, PR9 0LM	0151 296 6650

**Stations Overlapping Into Sefton**

Station	Address	Contact
10 – Kirkdale	Studholme Street, Liverpool, L20 8EQ	0151 296 5375
18 – Aintree	Longmoor Lane, Aintree, Liverpool, L9 0EN	0151 296 5695
42 - Kirkby	Webster Drive, Kirkby, L32 8SJ	0151 296 5505

## **1. Foreword**

Some of the main areas of concerns for Sefton have been identified as health inequality and Road Traffic Collisions. With large differences in life expectancy between those living in deprived areas compared to the most affluent ones. This has been accepted by MF&RS and our partners as one of our biggest challenges. We realised that we can have an impact on health inequality and to reflect this we subsequently included health in our mission statement. Road traffic collisions have reduced but the number of injuries and fatalities are still substantial and we will endeavour to reduce these.

### Initiatives

In order to influence this we have a number of initiatives.

- Jamie Oliver, 'Pass it on' which has recently won a national award for innovation. Members of the community are invited into our Fire Stations and a Firefighter will teach healthy and safe cooking methods.
- Fire fit kids in Southport.
- Road Traffic Collision Advocate working in Sefton to engage with schools and colleges.
- Firefighters working in schools in Sefton.
- Duke of Edinburgh scheme.
- Princes Trust

There has been a significant reduction in all National Indicator Targets with the exception of Accidental Fires in the home and the number of injuries in Road Traffic Collisions. We are tackling this issue of the number of dwelling fires by targeted Home Fire Safety Checks and contributing to the reduction of Road Traffic Collisions utilising our Road Traffic Collision Advocate and School Fire Liaison Officer.

## **2. Our Purpose, Aims & Core Values**

### **Our Purpose**

To make Merseyside a safer, stronger, healthier community.

### **Our Aims**

To work in partnership with others to provide an excellent, affordable service to all the diverse communities of Merseyside that will:

- **Reduce** risk throughout the community by protective community safety services.
- **Respond** quickly to emergencies with professional staff who reflect the diverse communities we serve.
- **Restore**, maintain and improve the quality of life in our communities.
- **Resource** the organisation in a manner which will provide an efficient, cost effective and sustainable service to the people of Merseyside.

### **Our Core Values**

#### **Make a positive difference to our community**

We will build upon our position of trust and respect within the community and the professionalism of our staff to tackle the real underlying factors which affect risk. We will achieve this by seeking partnerships in areas where we believe we can contribute to positive outcomes for all concerned. To complement this commitment, we will continue to listen to and engage with the public and our partners through active consultation in order to reflect their needs. We will offer facilities at our community fire stations which reflect the aspirations of local communities to assist in the delivery of our vision for safer, stronger and healthier communities.

We will be more resolute concerning the expected actions of responsible businesses and citizens. We take a great deal of time and effort to manage the risks within Merseyside; we believe that there is a role for all to play in this process. We will encourage and support this responsibility where possible. However, where necessary and appropriate we will enforce compliance with the law to secure the responsible and lawful behaviour of the businesses and citizens of Merseyside.

### **Provide an excellent and affordable service**

We will manage our emergency response flexibly, with an emphasis on those most at risk. We will do this by managing the number and type of appliances which are available to respond to emergencies at different locations throughout the day, night and at different times of the year to more accurately reflect the changing level and location of risk. In conjunction with this we will maximize our capability to respond in a wider rescue role in line with the growing expectations on the Fire & Rescue Service. Our priority is to maintain our current high level of service, we will reduce the impact on our communities of any changes in funding or costs, which are not already recognised in the planning assumptions we have made in our Medium Term Financial Plan.

### **Everyone matters**

We aim to reduce risk in every home on Merseyside to a tolerable level, with no homes being assessed as high risk after we and our partners have offered support to the resident. To achieve this we will be more sophisticated in the way we commit resources to reduce risk; we will continue to offer free Home Fire Safety Checks to residents in Merseyside as we have done for the past ten years, but our key focus will be to work with our partners to identify and provide assistance to those individuals within the community who are most at risk from fire and other emergencies. We will continue to develop a workforce profile which provides diversity and offers equal opportunities for all.

### **Respect our environment**

We will fulfil our responsibilities for protecting the built and natural environment, with support and commitment at the highest level. We will continue to identify and manage our activities, which have an impact on the environment, without compromising our operational response or our service delivery to the communities of Merseyside. We will address our legal requirements, set and achieve challenging environmental objectives and demonstrate continual improvement in the area of environmental management, energy use, water use and waste management. We are taking proactive steps in combating climate change through our carbon management plan, which ensures environmental sustainability in the design, construction and maintenance on our new buildings.

### **Our people are the best they can be**

Our workforce has the necessary knowledge, skills and values to make a difference. They are supported in their roles and encouraged to contribute their ideas to continually improving the organisation and delivering positive outcomes for our communities.

We ensure our staff receive the training they need, in order to deliver all of our services to a high standard and they are protected in their work through a comprehensive and robust approach to health & safety.

### **3. Introduction**

To support our Service Plan and to ensure we communicate with our communities and partners in a meaningful way Merseyside Fire and Rescue Service have produced 5 Local IRMPs. These contain a story of place, an analysis of risk by ward and an action plan detailing how with our partners, we are going to address these risks. These plans focus our frontline resources on tackling the issues which affect risk at a neighbourhood level and become the source for capturing our local plans, to reflect what each station, advocate and manager is planning to do in the community next year.

It is also the document which will summarise what we are trying to achieve with our partners in specific locations through Local Area Agreements.

#### **4. Sefton Fire Story of Place**

The people and communities of Sefton are much safer from the effects of fire and on the roads than they were in 2005/6 as a direct result of the actions of Merseyside Fire and Rescue Service and its partners.

We have 4 Fire Stations located within Sefton, as a base from which we deliver our emergency response and our world leading community engagement programme.

Starting in November 2010, two of these stations will be demolished and construction will begin on two new state of the art Community Fire Stations; one at Formby and the other in Bootle and Netherton. They will use the same sites as they currently occupy and we are confident that the course of construction will not disrupt our service in any way.

On completion they will provide an efficient and effective site to base our resources, other agencies resources and a welcoming, functional location for community groups to use.

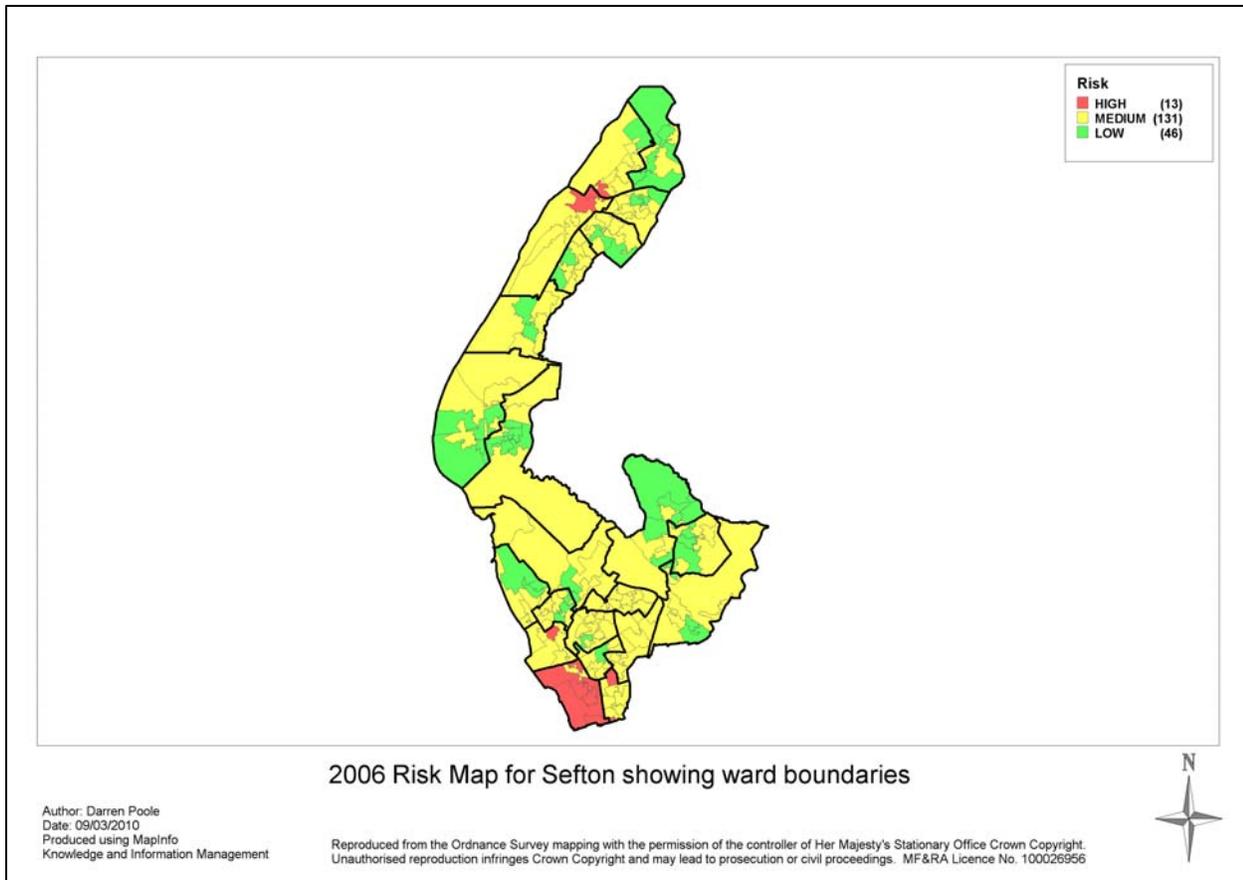
#### **Sefton Risk Maps**

Our assessment of risk is completed using the most current data available. The purpose of the map is to inform our decisions about how best we can use our resources to reduce and target risk.

As the map is a snap shot, the risk category from one map to another will not represent an equal measure of risk, but will represent how each area compares to every other on Merseyside at that moment in time.

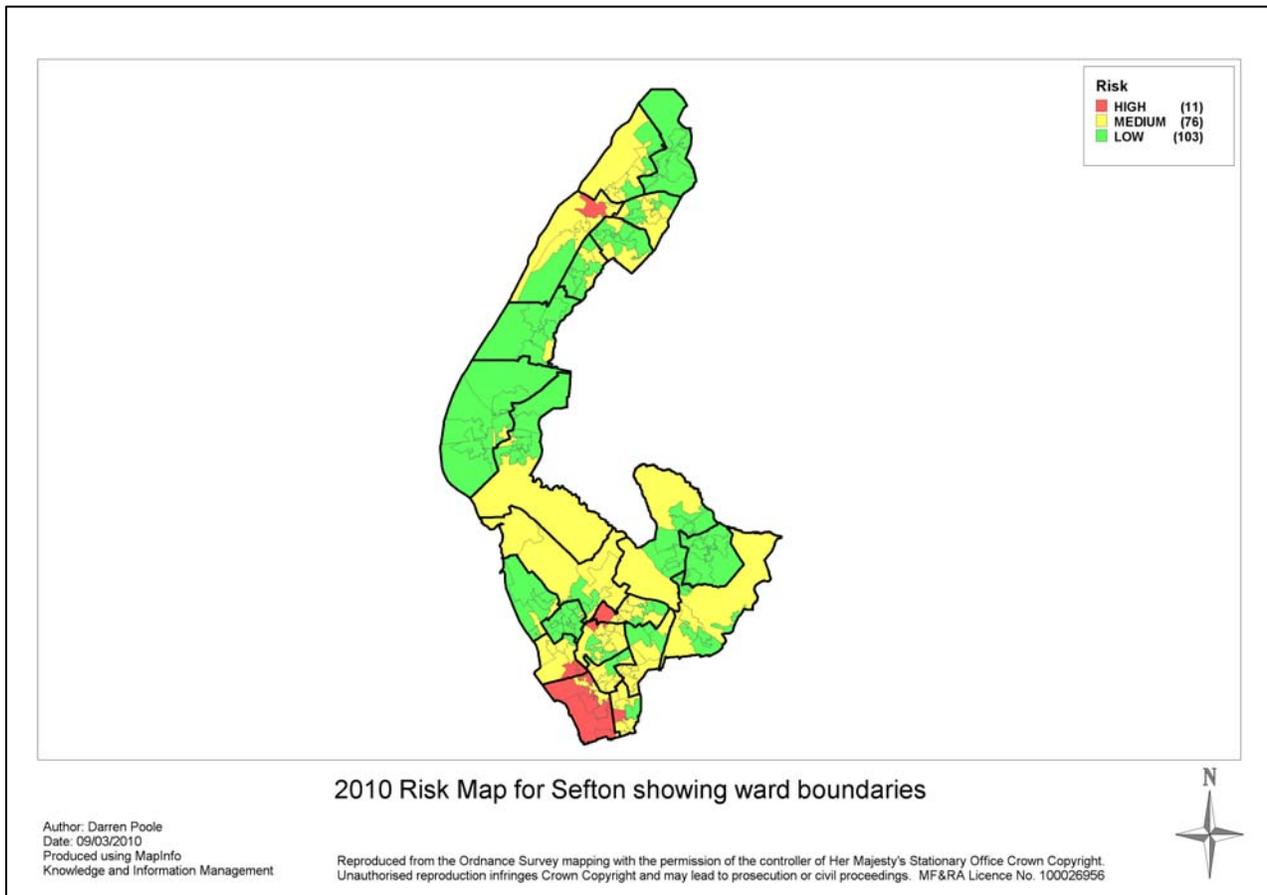
Across Merseyside we have seen the actual level of risk reducing consistently since 2006, demonstrated by the reducing numbers of emergency incidents we are called to respond to.

**2006**



This was our risk map from 2006; the majority of areas were assessed as medium risk with 13 areas being identified as high risk.

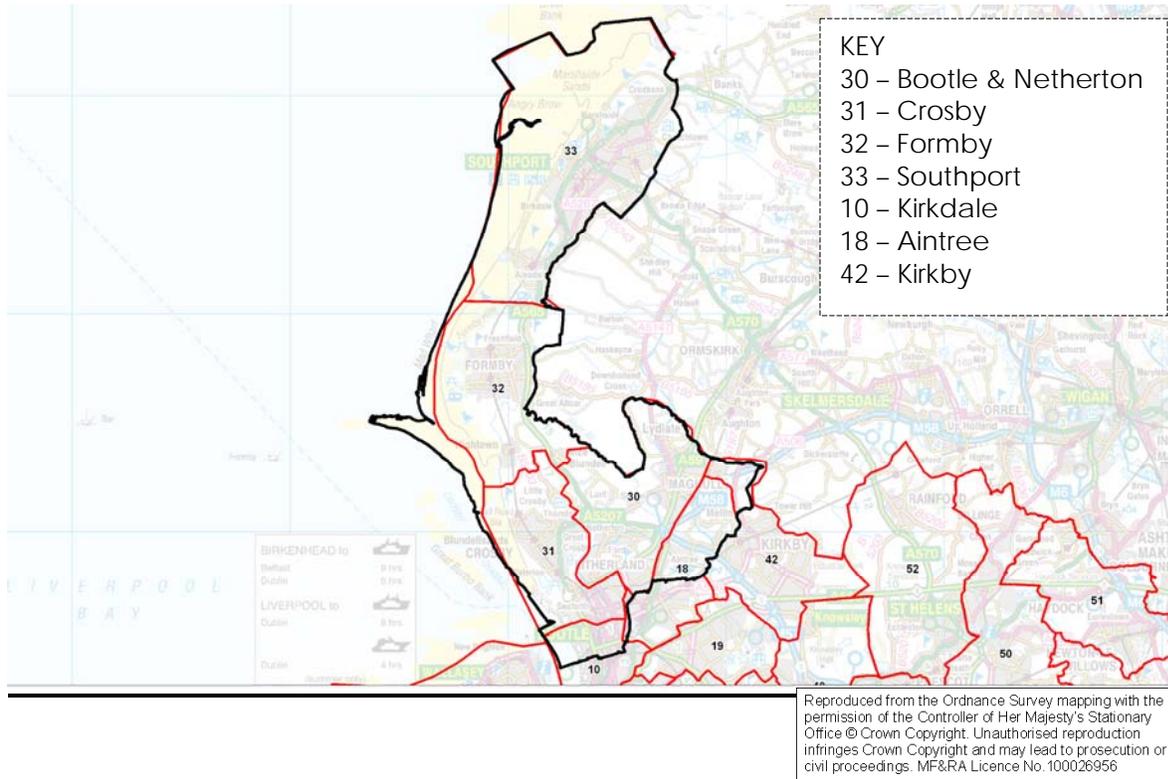
**2010**



The 2010 risk map clearly shows the affect of our world leading community safety initiatives on the people and communities of Sefton. We can now see that the majority of areas are now assessed as low risk. Those areas assessed as high risk have dropped from 13 to 11, with the highest concentration occurring in the Linacre Ward. Two small areas of high risk are located within St Oswald and Duke's Ward.

This map is one of the tools we use to identify where to target our prevention activities and risk reduction strategies.

## Community Fire Station Areas & Emergency Activity in Sefton



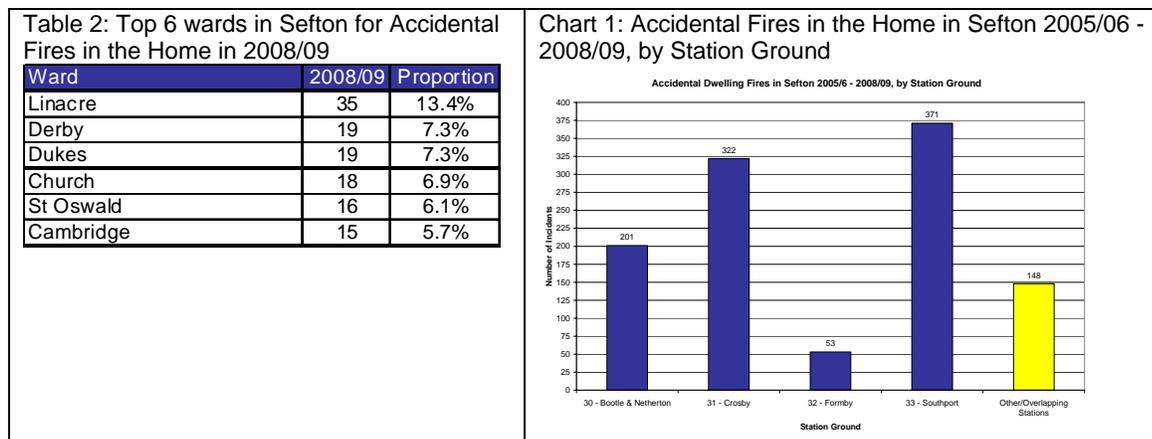
Please note: **Black outline is District boundary, red outline is Station Boundaries**

Table 1: Yearly Change in Incident Types between 2005/06 to 2008/09

Incident Type	2005 /06	2006 /07	2007 /08	2008 /09	Difference	% Change
NI33a Deliberate Property & Vehicle Fires	444	435	325	260	-184	-41.4%
NI33b Deliberate Anti-Social Behaviour Fires	1553	1536	1405	901	-652	-42.0%
NI49a Property & Vehicle Fires	883	867	723	635	-248	-28.1%
NI49b Fatalities in Accidental Fires in the Home	2	1	2	2	0	0.0%
NI49c Casualties in Accidental Fires in the Home	42	43	12	23	-19	-45.2%
Accidental Fires in the Home	121	122	104	137	16	13.2%
Accidental Commercial Property Fires	52	43	50	52	0	0.0%
Deliberate Commercial Property Fires	36	33	38	29	-7	-19.4%
Unwanted Fire Signals	1075	997	1062	805	-270	-25.1%
Road Traffic Collisions	176	177	135	130	-46	-26.1%
Injuries in Road Traffic Collisions	134	151	89	119	15	-11.2%
Fatalities in Road Traffic Collisions	1	0	0	4	3	300.0%

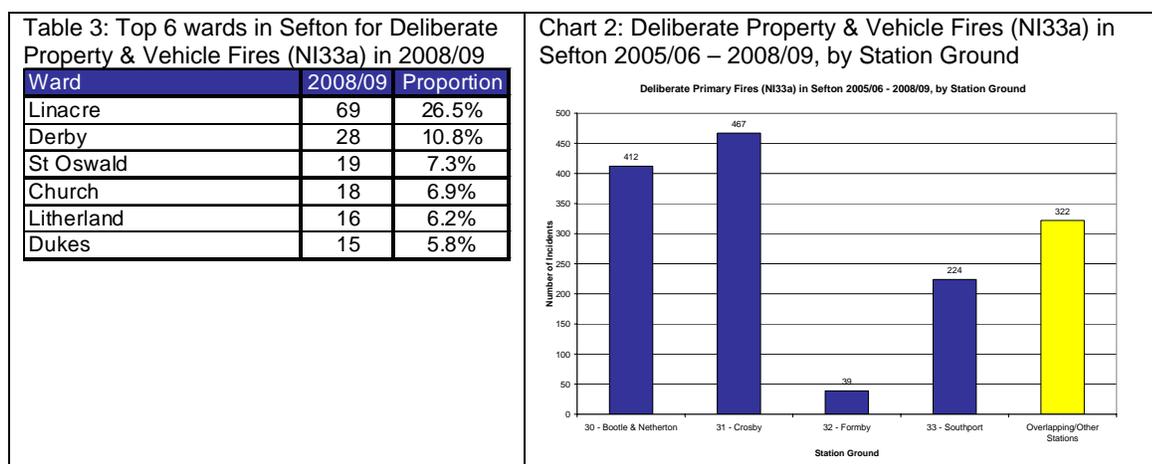
As shown by Table 1, in Sefton, there have been great reductions of most incidents types from 2005/06; those recorded as National Indicators (NI) in particular: Deliberate Property & Vehicle Fires reduced by 41.4%; Deliberate Anti-Social Behaviour Fires reduced by 42.0%; Property & vehicle Fires overall reduced by 28.1%; and Injuries in Accidental Fires in the Home reduced by 45.2%.

### Analysis of Accidental Fires in the Home



Overall in Sefton, Accidental Fires in the Home have increased by 13.2% from 2005/06 (121 incidents) to 2008/09 (137 incidents). Southport accounted for the most Accidental Fires in the Home of any station in Knowsley, with 371, and Formby accounted for the least, with 53. In 2008/09, Linacre accounted for the greatest number of such incidents in Sefton, with 35 (13.4% of all those in the District).

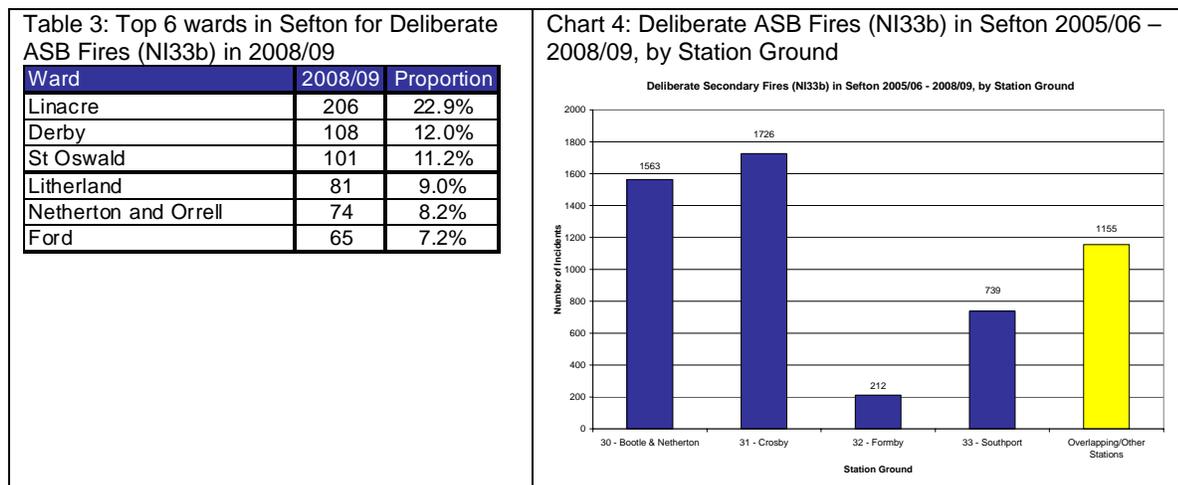
### Analysis of Deliberate Property & Vehicle Fires



In 2008/09, Linacre witnessed over a quarter of all deliberate property & vehicle fires (26.5%), with 69, 41 more than the second ward, Derby. Deliberate property & vehicle fires have reduced by 41.4% between 2005/06 and 2008/09, with Sefton witnessing only 260 such incidents in 2008/09.

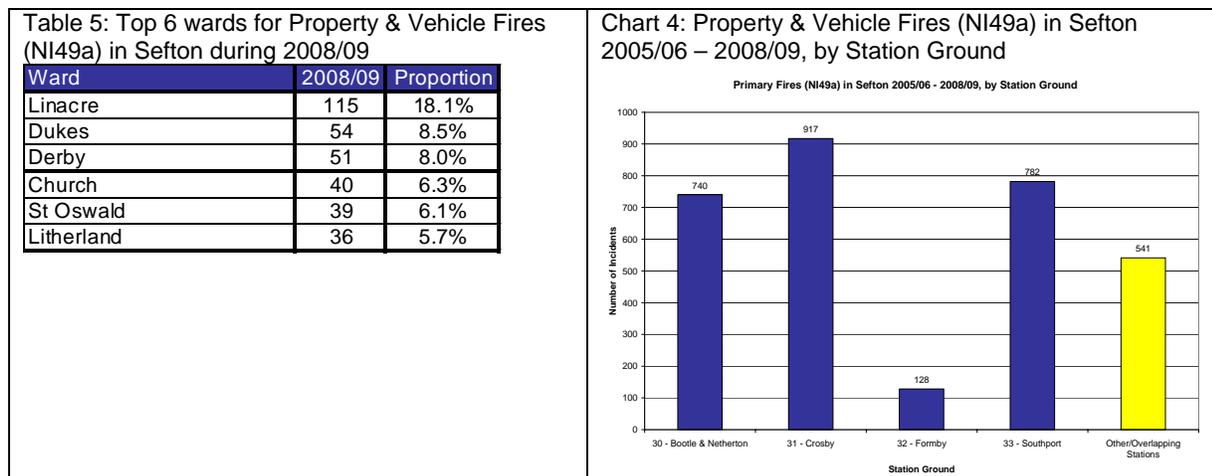
Crosby station ground accounted for the greatest number of such fires over the four years, with 467, 55 more than Bootle & Netherton (412 incidents), 243 more than Southport (224), and 428 more than Formby (39 incidents).

### Analysis of Deliberate Anti-Social Behaviour Fires



In Sefton, Deliberate Anti-Social Behaviour fires have witnessed a reduction of 42.0%, with only 901 such incidents in the whole of 2008/09. In terms of station grounds to account for deliberate ASB fires over the four years, Crosby saw 1726 incidents; Bootle & Netherton - 1563 incidents; Southport – 739 incidents; Formby – 212 incidents. As was the case with accidental fires in the home and deliberate property & vehicle fires, Linacre witnessed the most deliberate ASB fires in 2008/09, with 206, 22.9 % of all such incidents in Sefton during the year.

### Analysis of Property & Vehicle Fires



In Sefton, property & vehicle fires as a whole have reduced by 28.1% from 05/06 to 08/09; with Crosby station ground accounting for 917 such incidents; Southport – 782; Bootle & Netherton – 740; and Formby – 128. In 2008/09, Linacre was the top ward for property & vehicle fires (NI49a) with 115 (18.1% of all in the district) during the year.

### ***Analysis of Injuries Occurring in Accidental Fires in the Home***

Table 5: Distribution of Injuries in Accidental Fires in the Home in Sefton (2008/09) by ward

Ward	2008/09	Proportion
Linacre	8	34.8%
Dukes	3	13.0%
Derby	3	13.0%
Kew	2	8.7%
Church	1	4.4%
St Oswald	1	4.4%
Netherton and Orrell	1	4.4%
Molyneux	1	4.4%
Cambridge	1	4.4%
Norwood	1	4.4%
Harington	1	4.4%
<b>Grand Total</b>	<b>23</b>	

Table 5 emphasises that, as was the case with numerous other fire categories, Linacre witnessed the greatest number of injuries in accidental fires in the home during 2008/09, with 8 (34.8% of all in the District during the year), 5 more than the next wards.

Crosby station ground accounted for the greatest number of such injuries during 2008/09 with 9, and Southport the second most, with 7.

### **Fire & Rescue Service Priorities**

Merseyside Fire & Rescue Service has developed its own suite of local performance indicators which reflect risks that affect the communities of Merseyside and the priorities in each local area to ensure we deliver the best services in those areas to reduce risk and improve outcomes.

The full list of our performance indicators are contained in Appendix A.

## **5. Sefton Local Area Story of Place**

Sefton is a large metropolitan district in the North West of England and an integral part of Merseyside. It has a rich and diverse community in terms of its socio-economic structure, its geography and the age-profile of its population. Our boundaries embrace the Port of Liverpool in the south and the Victorian holiday resort of Southport in the north. From Bootle, which is in the northern sector of the Merseyside urban conurbation and supports a large office quarter, the Irish Sea coastline stretches the length of the borough, with nature reserves at Formby and Southport, dormitory suburbs in Crosby, Formby and Sefton East Parishes.

Merseyside Fire and Rescue Service works closely with a number of partners at strategic and local levels to target Sefton's Priority National Indicators and MFRS own Local Performance Indicators.

In terms of multiple deprivations there are 9 wards which are in the top 10% most deprived in the country. 1% of England's most deprived neighbourhoods are located in Sefton's deprivation hotspots.

In common with all districts in Merseyside Sefton is provided with an emergency response 365 days a year. The service has four community fire stations in Sefton:

- Southport
- Formby
- Bootle/Netherton
- Crosby

4 members of Sefton council sit on the Merseyside Fire and Rescue Authority.

The fire service believes in the value of working in partnership to achieving common goals and is an active member of the Local Strategic Partnership they also provide representation on all thematic and strategic groups.

Over the last 4 years there has been a reduction in the number of incidents Merseyside Fire Service has attended. The total number of property and vehicle fire has dropped from 883 in 2005/06 to 635 in 2008/09 which equates to a reduction of 28.1%. The number of deliberate anti-social behaviour fires dropping from 1553 in 2005/06 to 901 in 2005/06 which equates to a reduction of 42%. This is due to the close working relationship with our partners and the hard work by Merseyside Fire Service staff.

As part of our home safety campaign Merseyside Fire and Rescue Service has visited over 66,000 dwellings in the Sefton area within the last 5 years. We also offer advice on how to prevent fires and the action to be taken in case of fire.

MFRS has established effective partnerships within the commercial sector including links with the Hotel industry within the Southport area and the Port of Liverpool which encompasses the Royal Seaforth Container Base in the south. A number of large scale training exercises have taken place with the help of our commercial partners which has strengthened our operational capabilities and ensures a high standard emergency response if an incident occurs.

There are differences in life expectancy rates between men and women and between those living in the most in deprived areas as compared to more affluent areas of the borough. We are working with our partners in Sefton to help address these figures. A number of educational cooking courses have been delivered and will continue to be delivered across the region these courses educate residents in basic cooking skills, food hygiene, food nutrition and home fire safety information.

We are working with are partners to reduce identified risk factors which contribute to improving life expectancy and wellbeing of the residents. We will be focusing our activities on the most deprived areas, as these present the highest risk.

### **Local Priorities**

In Sefton, the Local Strategic Partnership has considered all of the risks affecting the Borough and the Local Area Agreement reflects the National Indicators selected by the Partnership to reduce those risks and improve outcomes for the local communities.

These are summarised in appendix B

## **6. Our Plans to Reduce Risk and Address Local Priorities in Sefton**

The actions that follow outline Merseyside Fire & Rescue Service's commitment to meet local needs and improve outcomes for the people of Sefton.

The table below sets out the specific activities and projects that Merseyside Fire and Rescue Service will carry out in Sefton, often in partnership, to help achieve the priorities for the area and deliver positive outcomes for the people of Sefton. These action points will be supported by specific District and Station local performance indicator targets.

Activity/Project/Location	Expected Outcomes/Contribution to LAA
<p><b>School Fire Liaison Officer</b></p> <p>Currently 2 Firefighters working in Sefton Secondary Schools, providing positive role models through education and engagement.</p> <p>All Sefton stations to provide support to Sefton SFLOs.</p>	<p>Sefton's communities will become safer from the damage and concern caused by anti-social behaviour. This will help to reduce the number of anti-social behaviour fires and ensure that our Firefighters are safer whilst they carry out their work in the community.</p> <p>Reduction in deliberate &amp; accidental fires, youth disorder, community safety, reducing hoax calls, reducing attacks on Firefighters, tackling youth related anti social behaviour.</p> <p>LAA Themes: Children and young people</p> <p>National Indicators: NI.15, NI.16, NI.17, NI.18, NI.19, NI.21, NI.23, NI. 28 &amp; 29, NI.33, NI.39, NI.47, NI.48, NI.49, NI.50, NI.69, NI.70, NI.78, NI.79.</p> <p>Local Indicators: LPI. 41-42. LPI. 90. LPI.10 LPI. 10a.</p>
<p><b>Beacon Project</b></p> <p>Merseyside Fire &amp; Rescue Service provide an alternative education curriculum support for young people on a 12 week personnel development course</p> <p>Station- To provide resources and additional personnel when required</p>	<p>Sefton's communities will become safer, stronger and healthier. Young people will be given the opportunity to build self esteem and motivation to attain at school. This will help to reduce the number of anti-social behaviour fires and make the communities safer for our citizens and fire and rescue staff.</p> <p>LAA Themes: Children and young people As above</p> <p>National Indicators: 1,2,3,4,5,6,15,16,17,19,21,23,24,25,27,33,47,48,49,50,69,70,78,79,82,87,10,112,113,114,115,117,151.</p> <p>Local Indicators: LPI 4, 36-40, 41-42, 44, 84,90</p>

<p><b>Embedded Fire Fighter within Youth Services</b></p> <p>to act as an authoritative role model within youth services.</p> <p>Provide facilities and additional assistance for station based activity.</p>	<p>Communities in Sefton will be safer because children and young people will be less at risk from fires and of causing fires, will have a better understanding of their role in the community and how they can contribute to improving those communities.</p> <p>Outcomes are reported within the LAA performance management reporting procedure.</p> <p>LAA Themes; Children and young people No 21, No 47</p> <p>National Indicators: 21, 30, 33, 47, 49,110, 111, 112,115, 117, 123.</p> <p>Local Indicators: LPI 1-3, 4-12, 48-50, 51-52.</p>
<p><b>Crosby Adventure Centre</b></p> <p>To carry out a number of training exercises to test the capabilities of operational firefighters when responding to water related incidents. To engage with the community to develop life skills such as first aid and water awareness training.</p> <p>To enhance operational skills. To engage with the local community in assisting in CFS campaigns and local events. To help deliver training to young people to develop their confidence and skills.</p>	<p>Sefton will become safer from the damage and concern caused by anti social behaviour. Young people in Sefton will participate in positive activities becoming fitter and healthier. Our fire fighters will also be safer whilst they carry out their work.</p> <p>We will measure changes in the number of ASB fires occurring within Sefton and the incidents of violence towards fire service staff.</p> <p>LAA Themes: Safer, stronger communities/Healthier communities and older people</p> <p>National Indicators: NI 110, NI 91</p> <p>Local Indicators: LPI 1-3, 4, 44, 48, 49,52, 84-90</p>
<p><b>Engage with Migrant International Workers</b></p> <p>To engage with the Migrant Worker Community in partnership with Merseyside Fire &amp; Rescue Service CFS Dept and Migrant Impact Advocate [MIA]</p> <p>Local stations will assist with community engagement events, HFSC Campaigns</p> <p>Merseyside Fire &amp; Rescue Service is the lead organisation for this initiative through its recently appointed Migrant Impact Advocate [MIA]</p>	<p>Minority residents within Sefton will be safer and healthier. Local risks will be identified, recorded and highlighted.</p> <p>Reduction of accidental dwelling fires; reduction of kitchen fires; promotion of health and wellbeing. We will measure changes in number of accidental dwelling fires occurring within Sefton.</p> <p>LAA Themes: Safer, stronger communities</p> <p>National Indicators: NI 56</p> <p>Local Indicators: LPI 1-3, 4-8, 11, 12, 44, 45</p>

<p><b>Health Improvement collaborative</b></p> <p>Steering group member of health improvement collaborative to tackle obesity. Supporting change 4 life, love food hate waste, targeting particular areas of Sefton with projects tailored to specific community areas.</p>	<p>Sefton will become a healthier place to live by reducing levels of obesity and health related issues and also reducing fires caused by cooking. We will measure improvement against accidental kitchen dwelling fires within Sefton.</p> <p>LAA Themes: Healthier communities and older people</p> <p>National Indicators: NI 56 Local Indicators: LPI 44,45, 61-6, 67-72</p>
<p><b>Southport Hotels Strategy</b></p> <p>To develop a multi agency approach to emergency incidents involving hotels in the Southport area.</p> <p>To gather operational intelligence via 7(2) d visits and to organise and take part in regular operational tactical exercises to test response and procedures.</p>	<p>Visitors and residents in Sefton hotels will be safer as a result of joint agency working.</p> <p>To increase operational preparedness and fire safety awareness in the hotel industry in Southport. To promote a multi agency response to hotel incidents. To ensure a safer commercial sector and the safety of our fire fighters carrying out their duties.</p> <p>We will measure against the change in the number of non domestic fires within Sefton.</p> <p>LAA Themes: Economic development and sustainability</p> <p>National Indicators: NI Local Indicators: LPI 53, 61-66, 67-72, 73-78, 25-27</p>
<p><b>Port of Liverpool Partnership</b></p> <p>To maintain and develop a resilient and robust partnership with Peel ports and other organisations within the dock complex to ensure a high standard emergency response.</p> <p>To develop communications with our partners to ensure effective gathering of local intelligence and trust. To carry out joint training with our partners to test our response and procedures.</p>	<p>Port of Liverpool will be safer from fire and our firefighters better protected through a multi-agency approach to preparing for and dealing with the particular challenges offered by this environment. A number of exercises have already been completed and evaluated leading to changes within operational training. Peel ports are now in discussion with Merseyside Fire &amp; Rescue Service to expand the partnership to the incorporate the Manchester Ship Canal. This will lead to a safer commercial sector within Sefton and create a safer working environment for our fire fighters.</p> <p>We will measure against the change in the number of non domestic fires within Sefton.</p> <p>LAA Themes: Economic development and sustainability</p> <p>National Indicators:</p> <p>Local Indicators: LPI 53, 61-66, 67-72, 73-78, 33-35</p>

<p><b>Jamie Oliver's Ministry of Food</b></p> <p>Provide Pass it on courses that involve education and participation in basic cooking skills, safer cooking methods, food hygiene, food nutrition and Home fire safety</p> <p>provide support in delivery, particularly Home fore safety advice and to participate and engage with the group dependant on other workloads.</p>	<p>Vulnerable people in Sefton will be safer from fire and healthier as a result of this award winning initiative. Kitchen fires will reduce and this will have a positive impact on obesity and associated illness, reduce health inequalities and improve wellbeing. We will measure against the change in number of accidental fires within Sefton.</p> <p>LAA Themes: Healthier communities and older people</p> <p>National Indicators: NI 56, 136</p> <p>Local Indicators: LPI 44,45, 61-6, 67-72, 73-78</p>
<p><b>Neighbourhood Fire Fighter</b></p> <p>To act as an all encompassing scheme to allow firefighters to take ownership and responsibility of areas within their station area</p>	<p>Sefton will be safer and stronger from the risk of fire and antisocial behaviour. A database has been set up which is being populated by fire fighters to measure their outputs and to ensure local intelligence is captured.</p> <p>LAA Themes: Safer, stronger communities</p> <p>National Indicators: NI 47, 91, 110.</p> <p>Local Indicators: LPI 1-3, 4-9, 11, 12, 41, 42 44-47, 48, 49, 52, 61-90.</p>
<p><b>Crosby Plaza Community Engagement Cinema</b></p> <p>We will develop a partnership with this local charitable organisation which will be led by the neighbourhood fire fighter and include:</p> <p>Carrying out a number of Training exercises to test the capabilities of operational firefighters responding to BA related incidents.</p> <p>Engaging with local children and young people</p> <p>Enhancing operational skills and engaging with the local community in assisting in Community Safety campaigns and local events. Fund raising for cinema charity.</p>	<p>Communities in Sefton will be safer as a result of the neighbourhood fire fighter's links with the third sector to make.</p> <p>This will enhance the capabilities and skills of personnel within Merseyside Fire &amp; Rescue Service. To assist in lowering the number of Primary fires, secondary fires and anti social behaviour incidents within the South Sefton area and to respond effectively when an incident does occur.</p> <p>We will measure against the number of ASB fires and accidental dwelling fires.</p> <p>LAA Themes: Safer, stronger communities</p> <p>National Indicators: NI 007</p> <p>Local Indicators: LPI 1-3, 4, 44, 48, 49,52, 84-90</p>

<p><b>Road Traffic Collision Reduction</b></p> <p>To roll out Merseyside Fire &amp; Rescue Service 'Drive to Arrive' Programme to schools in the Sefton District.</p> <p>To assist the RTC Reduction Team and the RTC Reduction Advocate in the delivery of the 'Drive to Arrive' Programme.</p> <p>To engage with schools, teachers and pupils to deliver the 'Drive to Arrive' Programme.</p>	<p>Sefton will see a reduction in Road Traffic Collisions (RTC) , fatalities and serious injuries caused by RTC Communities will also benefit from reduced car related crime and anti social behaviour We will measure outcomes against the number of RTC within the Sefton area.</p> <p>LAA Themes: Safer stronger communities</p> <p>National Indicators: NI 47</p> <p>Local Indicators: LPI 41-42</p>
<p><b>Sefton Multi Agency</b></p> <p>The pine woods, natural grasslands and wild land constitutes a significant local risk in the Sefton District. This Multi Agency Plan will replace the existing unitary Merseyside Fire &amp; Rescue Service Plan.</p> <p>Local stations 32 &amp; 33 will maintain working relationships with partner organisations at tactical level and will ensure the currency of the topographical operational intelligence which informs the plan.</p> <p>Merseyside Fire &amp; Rescue Service is the lead organisation for this initiative</p>	<p>Sefton's unique natural environment and ecology will be protected through partners working together. There will be a reduction in accidental and deliberate fires in areas of wild land and woodland and a reduction in carbon emissions caused by such fires. We will measure against the number of secondary and primary arson fires.</p> <p>LAA Themes: Safer, stronger communities</p> <p>National Indicators: NI 195</p> <p>Local Indicators: LPI 85-90</p>

**Generic Merseyside Fire & Rescue District Action Plan 2010/11**

Whilst the action plan above has been developed to specifically address the needs and priorities in Sefton, the table below outlines four generic action points that will be applied to all of the five districts of Merseyside. As such they address issues of importance to the whole of Merseyside Fire and Rescue Service.

Activity	Expected Outcomes
<p><b>FITNESS AND HEALTH:</b></p> <p><b>District and station staff to develop local approaches to improving health and fitness in the workplace.</b></p>	<p>Our staff will have healthier lifestyles;</p> <ul style="list-style-type: none"> <li>• Through improved fitness,</li> <li>• Earlier identification of medical conditions.</li> <li>• Early intervention and remedial action to assist in timely recovery.</li> </ul> <p>This will be achieved through routine health screening.</p>
<p><b>CARBON FOOTPRINT:</b></p> <p><b>District and station staff to help reduce the overall carbon emissions of Merseyside Fire &amp; Rescue Service through reduction in the impact of fire fighting activity.</b></p>	<p>CO2 emissions on Merseyside will reduce.</p> <ul style="list-style-type: none"> <li>• The reduction in dwelling fires will directly contribute towards the reduction in CO2 release from fire.</li> <li>• The reduction in the number of operational incidents will contribute towards a reduction in fuel use and carbon emissions by fire appliances.</li> </ul> <p>Before and after measurement of emissions resulting from fire fighting are to be developed by the Energy and Environmental Manager.</p>
<p><b>CORPORATE SOCIAL RESPONSIBILITY:</b></p> <p><b>District and station staff to take an innovative approach to engaging with charitable organisations to deliver benefits to our communities whilst contributing to the overall aims of Merseyside Fire &amp; Rescue Service.</b></p>	<p>The local community will benefit from the outcomes of our joint working with voluntary and charitable organisations.</p> <p>Qualitative evidence of engagement with charities that benefits both Merseyside Fire &amp; Rescue Service and the community will be gathered via case studies.</p>

<p><b>EQUALITY AND DIVERSITY:</b></p> <p><b>District and Station staff to contribute delivering our service equitably to all communities and individuals by considering the needs and risks associated with their communities and to develop innovative ways of addressing those needs and risks.</b></p>	<p>The hardest to reach in our community will benefit from risk reduction initiatives, regardless of the cultural, religious or language barriers which make them harder to reach.</p> <p>Demonstrable examples of where the actions of districts and stations have had a positive impact on “at risk” and/or underrepresented communities and individuals will be reported.</p>
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## **7. Conclusion**

The firefighters in Sefton operate as true community firefighters. Each Firefighter has their own dedicated area or neighbourhood they are involved in, and over the year will become increasingly involved with the public and our partners.

In addition to providing a response to calls to fires and a plethora of special service calls to assist the public, we are actively involved at all levels of partnership working to ensure the fire service contributes to making Sefton a Safer, Stronger and Healthier place to live, work and enjoy.

**8. Appendix A – Merseyside Fire & Rescue Service’s Local Performance Indicators**

Category	LPI No	Narrative
Smoke Alarms	1	% of fires in Accidental Dwelling Fires where smoke alarm has actuated
	2	% of fires attended where a smoke alarm was fitted but did not activate.
	3	No smoke alarm was fitted
Community Safety	4	Home Fire Safety Checks carried out in domestic dwellings that have not previously been visited.
	5	Home Fire Safety Checks carried out in domestic dwellings as a revisit.
	6	Vulnerable Property Risk Assessments Carried Out
	7	Total Number of risk Assessments Completed (including mail shots)
	8	Percentage who said 'That they Felt Safer' as a result of HFSC Intervention
	9	Percentage of properties where risk reduced from high to acceptable within 7 days
	10	Percentage of young people who move from the NEET cohort (not in education, employment or training) into EET (employment, education or training) by completing the Prince's Trust or EARLY programme within 3 months of finishing the programme.
	11	The number of HFSC's carried out in dwellings previously identified as High risk
NI 14 Avoidable contact: The average number, of customer contacts per received customer request	12	Percentage high risk referrals from HFSC's.
	13	Percentage of HFSC Requests Received Via the Internet
	18	Percentage of customer contacts via the internet

Category	LPI No	Narrative
Non Domestic Fires	19-24	Sleeping - Unfamiliar
	25-27	Sleeping – Familiar & Licensed
	28-32	Public Buildings
	33-35	Workplace
Road Traffic Collisions		Number of RTC's Identified as 'Persons Trapped Requiring Release' attended in Merseyside
	41-42	Number of injuries at RTC's
	43	The percentage of RTC's classified as 'Persons Trapped' attended within 8 minutes of the notification.
Accidental Fires	44	Accidental Fires in dwellings per 10,000 dwellings.
	45	Fatalities from accidental dwelling fires per 100,000 population.
	46	The number of injuries from accidental dwelling fires per 100,000 population.
	47	The percentage of accidental dwelling fires confined to room of origin.
Deliberate Fires	48	Number of deliberate dwelling fires per 10,000 population in Occupied Properties
	49	Number of deliberate dwelling fires per 10,000 population in Unoccupied Properties.
False Alarms	51	Call Challenging
	52	The number of malicious false alarms attended.
Unwanted Fire Signals	53	The number of false alarm calls due to automatic fire alarm equipment.
MACC	55	Percentage of 999 calls answered within 10 seconds
	56	Percentage of Calls Handled within 45 seconds - Call Accepted to Alert 45 seconds

Category	LPI No	Narrative
Standards of Fire Cover	60	Standards of fire cover: High risk 1st appliance within 5 mins and 2nd within 8 mins. Medium risk 1st appliance within 6 mins and 2nd within 9 mins. Low risk 1st appliance within 6 mins and 2nd within 10 mins
NI 49 Number of primary fires and related fatalities and non-fatal casualties, excluding precautionary	61-66	Primary Fires - Merseyside
	67-72	Fatalities from primary fires- Merseyside
	73-78	Injuries from primary fires
	79-84	Primary arson Fires – Merseyside
	85-90	Secondary arson Fires – Merseyside
Energy & Environment	93	Electricity used by all Merseyside Fire & Rescue Service buildings - divided by floor space
	94	Gas used by all Merseyside Fire & Rescue Service buildings - divided by floor space
	95	Water used by all Merseyside Fire & Rescue Service buildings - divided by floor space
	96 <b>New!</b>	Waste generated per person per annum
	97 <b>New!</b>	Carbon Output of all buildings
H & S	98-102	Operational Staff Injuries – On Duty
Finance	108	Net expenditure on the fire and rescue service per head of the population
	109	Cashable Efficiency Savings
	128	The % of invoices which were paid by the Authority within 30 days of such invoices being received by the Authority
Time & Resource Management	110	Percentage of time 42 appliances are available
	111	The number of working days/shifts lost to sickness per head whole-time uniformed personnel.
	112	The number of working days/shifts lost to sickness absence per head, all personnel.
	113	The percentage of personnel eligible for the fire-fighters pension scheme taking ill health retirement
	114	The percentage of those personnel eligible for the Local Government Pension Scheme taking ill health retirement

Category	LPI No	Narrative
Equality & Diversity	116	18% of all new recruits appointed until 2013 to be women
	117	13.6% of all new recruits appointed until 2013 to be from minority ethnic groups
	118	By 2013 the % of staff with a disability to be 19% in line with the economic population of Merseyside who have a disability
	119	To achieve Excellence in the Local Government Equality Framework
Training	124	Percentage of Personnel who have completed BA/ Hot Fire Refreshers per year
	125	Percentage of grey book Personnel who have completed First Aid / FPOS
	126	Percentage of Personnel who have completed Water Awareness Level 2 at the designated Locations per year
	127	Percentage of Station/ Group Managers to complete ICS assessments yearly

## **9. Appendix B - Sefton Local Area Priorities**

The table below shows the Selected National Indicators chosen as priorities for the Local Strategic Partnership in Sefton.

<b>Indicators</b>	<b>Priority</b>
	<b><u>Improved Health and Reduced Inequalities</u></b>

<b>NI 39</b>	Alcohol harm related hospital admission rates.
<b>NI 120</b>	All age all cause mortality rate.
<b>NI 123</b>	16+ current smoking rate prevalence (quitters).
<b>NI 134</b>	The number of emergency bed days per head of weighted population.

**Improving the quality of life of older people and vulnerable groups**

<b>NI 124</b>	People with long term conditions supported to be independent and in control of their condition.
<b>NI 136</b>	People supported to live independently through Social Services (all ages).
<b>NI 141</b>	Number of vulnerable people achieving independent living.

**Significantly improve employment and reduce worklessness, especially in priority neighbourhoods**

<b>NI 116</b>	Proportion of children in poverty.
<b>NI 153</b>	Working age people claiming out of work benefits in the worst performing neighbourhoods.
<b>NI 163</b>	Working age population qualified to at least level 2 or higher.
<b>NI 164</b>	Working age population qualified to at least Level 3 or higher.

**Increase business start-ups and promote sustained business growth**

<b>NI 171</b>	New Business Registration rate.
<b>LOCAL</b>	Increase business survival rates at 1 and 3 years in LEGI area Local.

**Contribute to the sustainability of the environment by reducing waste to landfill and increasing recycling**

<b>NI 193</b>	Municipal waste land filled.
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**Responding to the national and international agenda on climate change**

<b>NI 188</b>	Adapting to climate change.
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**Increase the availability of decent housing**

<b>NI 154</b>	Net additional homes provided.
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**Improve and increase educational achievement and training opportunities**

<b>NI 80</b>	Achievement of a level 3 qualification by age 19.
<b>NI 91</b>	Participation of 17 year olds in education or training.
<b>NI 102</b>	Achievement gap between pupils eligible for free school meals and their peers achieving the expected level at Key stages 2 & 4.

**Improve the stability of Looked after Children placements**

<b>NI 62</b>	Stability of placements of LAC: number of moves.
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**Improve the Health of Children and Young people**

<b>NI 51</b>	Effectiveness of child & adolescent Mental Health.
<b>NI 53</b>	Prevalence of breastfeeding at 6-8 weeks from birth.
<b>NI 56</b>	Obesity among primary school age children in yr 6.
<b>NI 112</b>	Under 18 conception rate.

**Enable young people to make a positive contribution**

<b>NI 110</b>	Young People's participation in positive activities.
<b>NI 111</b>	First time entrants to the Youth Justice System.
<b>NI 115</b>	Substance misuse by young people.

**Change and improve perceptions of the Local Environment**

<b>NI 195</b>	Improved street and environmental cleanliness.
<b>NI 17</b>	Perceptions of Anti Social Behaviour.
<b>NI 20</b>	Assault with injury crime rate.
<b>NI 32</b>	Repeat incidents of domestic violence.
<b>NI 21</b>	Dealing with local concerns about antisocial behaviour and crime by the local authority and police.
<b>NI 30</b>	Re-offending rate of prolific and priority offenders.

**Involve Local Communities in decision-making**

<b>NI 7</b>	Environment for a thriving third sector
<b>NI 4</b>	Percentage of people who think they can influence decisions in their locality.

**Reduce Accidents and Congestion**

<b>NI 47</b>	People killed or seriously injured in road traffic accidents.
<b>NI 167</b>	Congestion - average journey time per mile during the morning peak.