



Knowsley

**Local Integrated Risk
Management Plan**

2011/2012

Contents

1. Foreword
2. Our Purpose, Aims and Core Values
3. Introduction
4. Knowsley Local Area Story of Place
5. Knowsley Fire Story of Place
6. Our Plans to Reduce Risk and to Address Local Priorities in Knowsley
7. Conclusion
8. Letter to Chief Executive & Chief Fire Officer Tony McGuirk

Contact Information

Knowsley Management Team

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Station Manager	Chris Head	chrishead@merseyfire.gov.uk	
Locality Manager	Kevin Firth	Kevinfirth@merseyfire.gov.uk	

Knowsley Fire Stations

Station	Address	Contact
40 – Huyton	Huyton Lane, Huyton, Liverpool, L36 7XG	0151 296 5445
41 – Whiston	Fire Station Road, Whiston, L35 7JH	0151 296 5535
42 – Kirkby	Webster Drive, Kirkby, L32 8SJ	0151 296 5505

Stations Overlapping Into Knowsley

Station	Address	Contact
16 – Old Swan	628 Queens Drive, Old Swan, Liverpool, L13 5UD	0151 296 5725
19 – Croxteth	Storrington Avenue, Croxteth, Liverpool, L11 9AP	0151 296 5595
17 – Belle Vale	Childwall Valley Road, Belle Vale, Liverpool, L25 2PY	0151 296 6600
52 – Eccleston	Millfields, St Helens, WA10 5NB.	0151 296 5475

1. Foreword

Merseyside Fire & Rescue Service is committed to building safer, stronger and healthier communities in Knowsley. We will work with our partners to improve outcomes for the communities of Knowsley; this will be achieved through an innovative approach to delivering community safety initiatives linked with effective and cost efficient emergency response capability.

There are a number of local priority areas in Knowsley including; health inequality, wellbeing, community resilience, child poverty and crime. All of these priority areas can influence the risk of fire and other emergencies occurring in our communities.

The rising trend of accidental fires in the home in Knowsley has refocused our efforts on reducing accidental property fires through innovative intelligence led solutions targeting the most vulnerable and “at risk” sections of our community with the aim of reducing these incidents and minimising the impact of these potentially devastating events.

We will work with our partners to reduce risk by tackling specific areas using innovative intelligence led solutions. We will continue to deliver our Home Fire Safety Checks Programme focusing, through shared intelligence, on the most vulnerable members of our domestic communities. And our continued youth intervention work will support social regeneration and community cohesion.

Communities in Knowsley are Safer, Stronger and Healthier as a result of various Merseyside Fire and Rescue Service led initiatives including; Bonfire Reduction Strategy, School Fire Liaison Officers, Princes Trust Schemes, Local Authority Arson Reduction Officer, Home Fire Safety Check Strategy, Emergency Planning and widening access and participation initiatives.

James Berry
Knowsley District Manager

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 maximise 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 has 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 intend to work in new ways to address these risks and the local priorities for the district.

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.

4. Knowsley Local Area Story of Place

Geography & Population

Knowsley is one of five metropolitan districts on Merseyside. The borough covers 33 square miles, two thirds of which is green belt and has a population of 150,800 people occupying 66,000 households. Over the last 30 years, the borough has experienced a decline in its population. Almost 30 per cent of homes are social housing. Fewer than 2 per cent of people are from black and minority ethnic groups.

Description

The borough does not have a single urban centre and the population is concentrated in three towns - Huyton, Kirkby, and Halewood. Smaller villages include Prescot, Whiston, Cronton, Stockbridge and Knowsley. The M57 and M62 motorways and the A580 East Lancs Road provide good transport links to Liverpool and Manchester.

The borough's industrial base is concentrated in business parks with retail and commercial activities focused on town centre - Kirkby in the north, Huyton in the west and Prescot in the east. Employment was traditionally based on manufacturing in areas like engineering, the car industry and food processing but over 70 per cent of companies and 60 per cent of jobs are now in the service sector. Three-quarters of all Knowsley businesses are small or medium-size enterprises.

Social Context

The Borough faces significant issues. Knowsley is the fifth most deprived Borough in England and has high levels and concentrations of deprivation, poor health and low attainment. Large numbers of people in the Borough depend on benefits, particularly incapacity benefit.

Knowsley has generally low skill levels. Fewer people than average are qualified to degree level while the number of people qualified to NVQ Levels 1 and 2 also lags behind the national average. More residents in Knowsley have no qualifications compared with the rest of Merseyside and Great Britain.

Overall, people have lower satisfaction rates than other parts of the country. 72.2 per cent of people are satisfied with the area compared with the average of 81.2 per cent.

Local Authority Structure

The Borough is divided into six Area Partnership Boards (APBs) and further subdivided into 21 electoral wards.

The Local Strategic Partnership is made up of the Council, police, fire service, Primary Care Trust and economic and voluntary sector representatives. The Knowsley Partnership is governed by a Partnership Board which provides overall leadership for the partnership and monitors progress made in meeting targets. An Executive Team manages the business of the Partnership through the thematic partnerships and Area Partnership Boards who focus on delivery. The Partnership's aim is to turn Knowsley into 'the Borough of choice' by 2023.

The Safer Knowsley Partnership has closely examined the social demography of the Borough.

Local Priorities

In Knowsley, the Local Strategic Partnership has considered all of the risks affecting the Borough and the local priorities reflect the focus of the Partnership to reduce risks and improve outcomes for the local communities.

A letter was sent by the leader of the Knowsley Council to Chief Executive and Chief Fire Officer Tony McGuirk which is included in section 8, highlighting the specific local priorities in Knowsley for the coming year.

5. Knowsley Fire Story of Place

The people and communities of Knowsley 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.

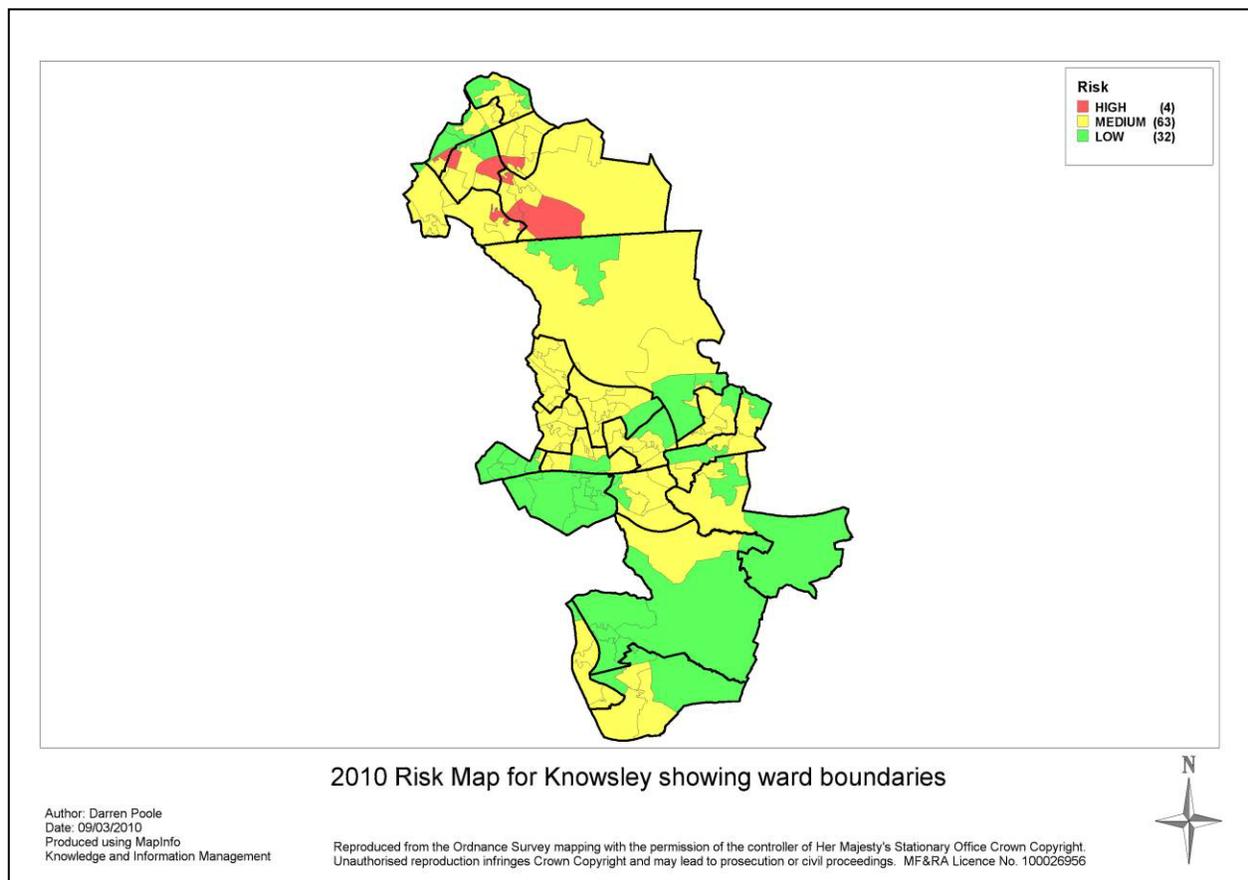
Knowsley Risk Maps

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.

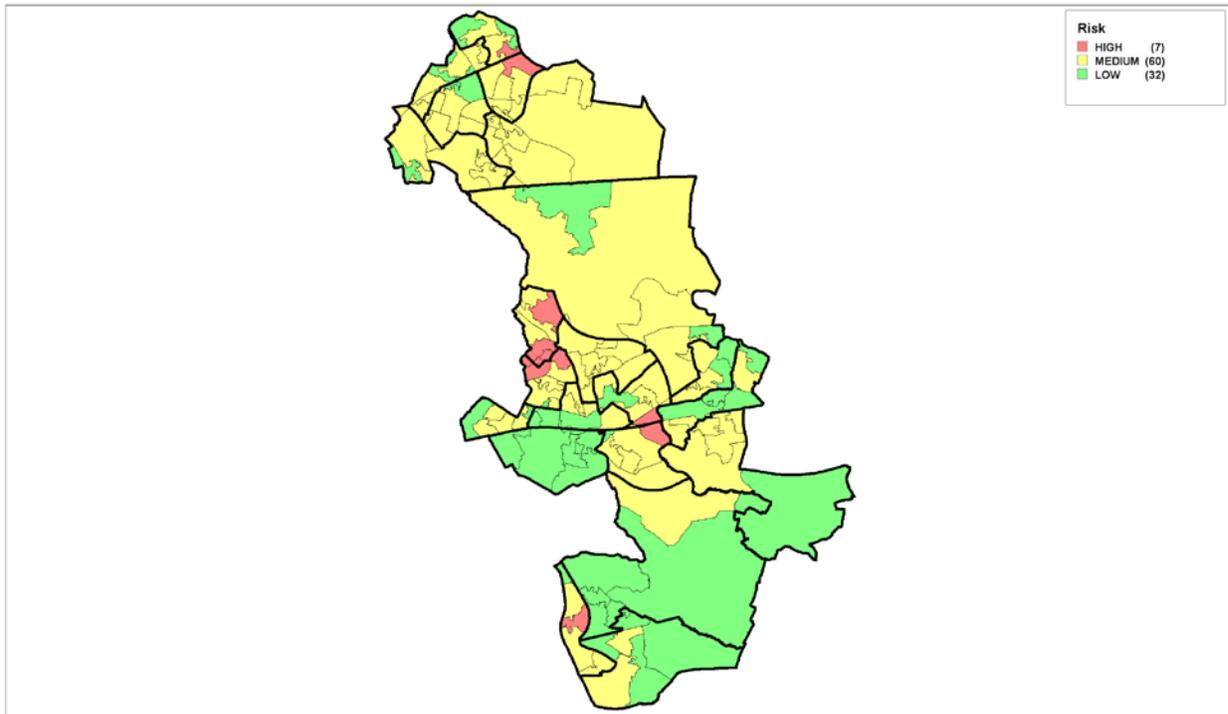
Across Merseyside we have seen the actual level of risk reducing consistently since 2006, demonstrated by the reducing numbers of emergency incidents we are called to respond to.

2010



This was our risk map from 2010; the majority of areas were assessed as medium risk with only 4 areas being assessed as high risk.

2011



2011 Risk Map for Knowsley showing Wards

Author: Darren Poole
Date: 24/02/2011
Produced using MapInfo
Knowledge and Information Management

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The most important factor to bear in mind when looking at the risk maps is that they depict relative risk, that is the level of risk compared to the rest of Merseyside. Risk is reducing across Merseyside demonstrated by the reductions in fires and other emergencies occurring and the lower levels of fatalities and injuries sustained.

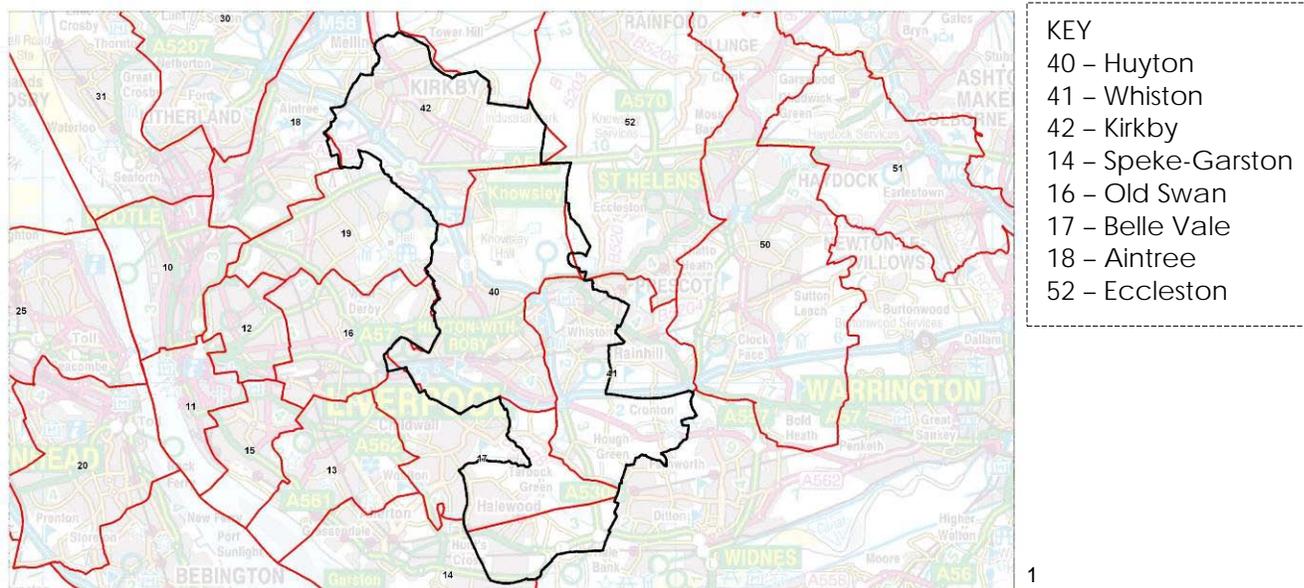
The 2011 risk map shows the impact of our world leading community safety initiatives on the people and communities of Knowsley. The majority of areas within Knowsley have been maintained as medium risk and the low risk areas have remained unchanged. However, we do want to focus on the high risk areas, which, despite the best efforts of MFRS and our partners, have increased from 4 to 7. The Kirkby area has seen a general improvement, while Huyton and Halewood have emerged as areas to be added to our focus for priority action.

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 Knowsley

In common with all areas within Merseyside, the Fire and Rescue Service provide twenty four hour all year round emergency response from its three Community Fire Stations:

- Huyton (40)
- Whiston (41)
- Kirkby (42)



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

Changes to local industry combined with an effective prevention strategy have seen the number of fire incidents reduce from 2,848 in 2005/06 to 1,669 in 2009/10. This is a reduction of 1179 incidents, a drop of over 40%.

The tables below show in detail the types and location of incidents occurring in Knowsley. There is also an analysis of incidents and outcomes by type, looking at ward of origin and location by station area.

Table 1: Yearly Change in Incident Types between 2005/06 to 2009/10

Incident Type	2005/ 06	2006/ 07	2007/ 08	2008/ 09	2009/ 10	Difference 05/06 - 09/10	% Change
Deliberate Property & Vehicle Fires	566	420	393	329	284	-282	-49.8%
Deliberate Anti-Social Behaviour Fires	2056	1828	1536	1286	1141	-915	-44.5%
All Property & Vehicle Fires	792	674	582	570	528	-264	-33.3%
Accidental Fires in the Home	121	122	104	137	144	23	19.0%
Fatalities in Accidental Fires in the Home	2	0	0	0	2	0	0.0%
Injuries in Accidental Fires in the Home	15	15	2	14	14	-1	-6.7%
Accidental Commercial Property Fires	38	39	34	45	43	5	13.2%
Deliberate Commercial Property Fires	30	23	31	13	20	-10	-33.3%
Unwanted Fire Signals	387	364	396	359	407	20	5.2%
False Alarms due to Equipment	375	341	375	298	340	-35	-9.3%
Road Traffic Collisions	114	96	81	67	77	-37	-32.5%
Injuries in Road Traffic Collisions	70	64	56	67	55	-15	-21.4%
Fatalities in Road Traffic Collisions	1	0	0	3	5	4	400.0%

Table 1 indicates that between 2005/06 and 2009/10, incidents across Knowsley, have, in general seen reductions in numbers, with much fewer numbers in the following incidents types: Deliberate Property & Vehicle Fires a reduction of 282 (49.8%), Deliberate Anti-Social Behaviour Fires a reduction of 915 (44.5%), All Property & Vehicle Fires a reduction of 264 (33.3%), Deliberate Commercial Property Fires 10 (33.3%), False Alarms due to Equipment a reduction of 35 (9.3%), Road Traffic Collisions a reduction of 37 (32.5%) and Injuries in Road Traffic Collisions a reduction of 15 (21.4%). Fatalities in Accidental Fires in the Home have remained constant at 2, with Injuries in Accidental Fires in the Home reducing by 1.

The following incident types have had increases in numbers from 2005/06 to 2009/10: Accidental Fires in the Home an increase of 23, Accidental Commercial Fires an increase of 5, Unwanted Fire Signals an increase of 20 and Fatalities in Road Traffic Collisions an increase of 4.

Analysis of Accidental Fires in the Home

Table 2: Top 6 wards in Knowsley for Accidental Fires in the Home during 2009/10

Knowsley Wards	Incidents
St Michaels	13
Kirkby Central	12
Northwood	11
St Bartholomews	10
Prescot East	10
St Gabriels	10

Chart 3: Accidental Fires in the Home in Knowsley during 2009/10, by Station Ground

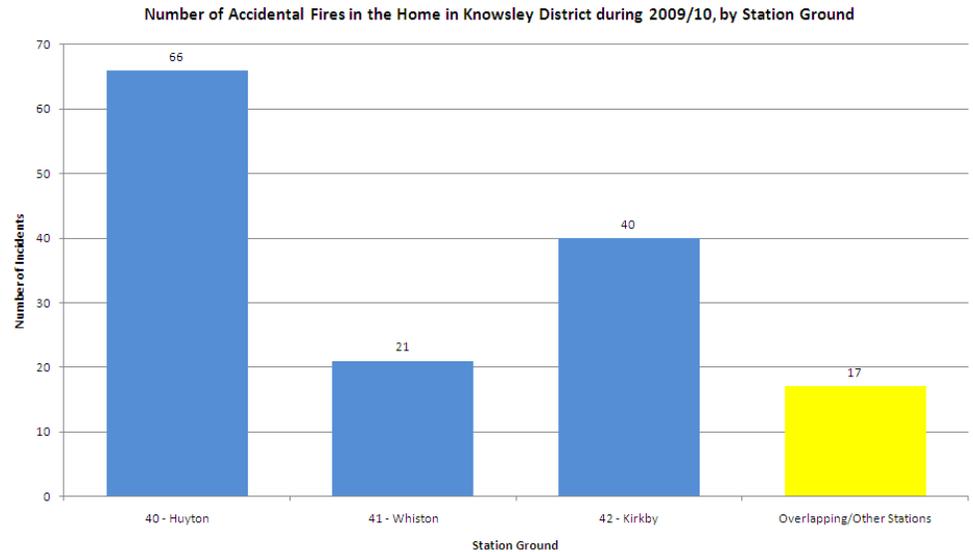


Table 2 illustrates that the top ward for Accidental Fires in the Home in Knowsley during 2009/10 was St Michaels, with 13 such incidents, though there were many wards to have had double-figures in this particular incident type during the year, including: Kirkby Central 12 incidents, Northwood 11 incidents, St Bartholomews, Prescot East and St Gabriels all with 10 incidents.

Chart 3 indicates that Huyton (“40”) Station Ground had the greatest proportion of the Accidental Fires in the Home in Knowsley during 2009/10, with 66 such incidents. Kirkby (“42”) Station Ground had the second greatest number of Accidental Fires in the Home, with 40 incidents and Whiston (“41”) Station Ground the third greatest with 21 incidents.

Analysis of Deliberate Property & Vehicle Fires

Table 5: Top 6 wards in Knowsley for Deliberate Property & Vehicle Fires during 2009/10

Knowsley Wards	Incidents
Longview	25
Stockbridge	23
Kirkby Central	19
St Gabriels	18
Shevington	18
Page Moss	18

Chart 6: Deliberate Property & Vehicle Fires during 2009/10, by Station Ground

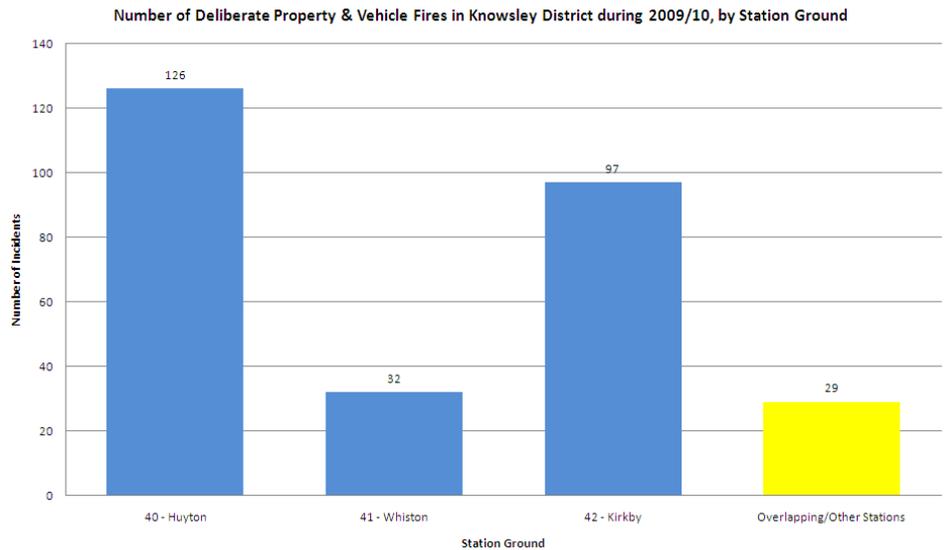


Table 5 illustrates that Longview was the ward that had the greatest number of Deliberate Property & Vehicle fires in Knowsley during 2009/10, with 25 incidents.

Chart 6 demonstrates that Huyton (“40”) station ground had the greatest number of Deliberate Property & Vehicle Fires in Knowsley during 2009/10, with 126 incidents. Kirkby (“42”) and Whiston (“41”) station grounds had 97 and 32 incidents respectively.

Analysis of Deliberate Anti-Social Behaviour Fires

Table 7: Top 6 wards in Knowsley for Deliberate Anti-Social Behaviour Fires during 2009/10

Knowsley Wards	Incidents
Stockbridge	117
Kirkby Central	100
Whitefield	76
Longview	75
Page Moss	72
Halewood West	68

Chart 8: Deliberate Anti-Social Behaviour Fires during 2009/10, by Station Ground

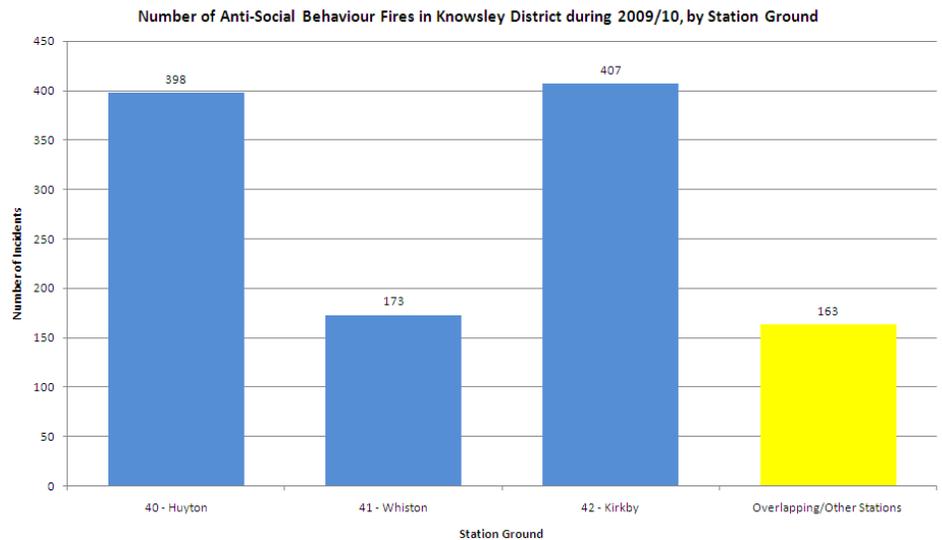


Table 7 indicates that Stockbridge was the ward to have the greatest number of Deliberate Anti-Social Behaviour (ASB) Fires during 2009/10, with 117 such incidents. Kirkby Central had the second greatest number of deliberate ASB fires with 100 during the year.

Chart 8 demonstrates that Kirkby (“42”) was the station ground to have the greatest number of deliberate ASB fires during 2009/10, with 407 such incidents. Huyton (“40”) and Whiston (“41”) station grounds had 398 and 173 incidents respectively.

Analysis of Property & Vehicle Fires

Table 9: Top 6 wards in Knowsley for All Property & Vehicle Fires during 2009/10

Knowsley Wards	Incidents
Kirkby Central	54
Longview	40
Northwood	32
Stockbridge	32
St Gabriels	30
Page Moss	29

Chart 10: All Property & Vehicle Fires during 2009/10, by Station Ground

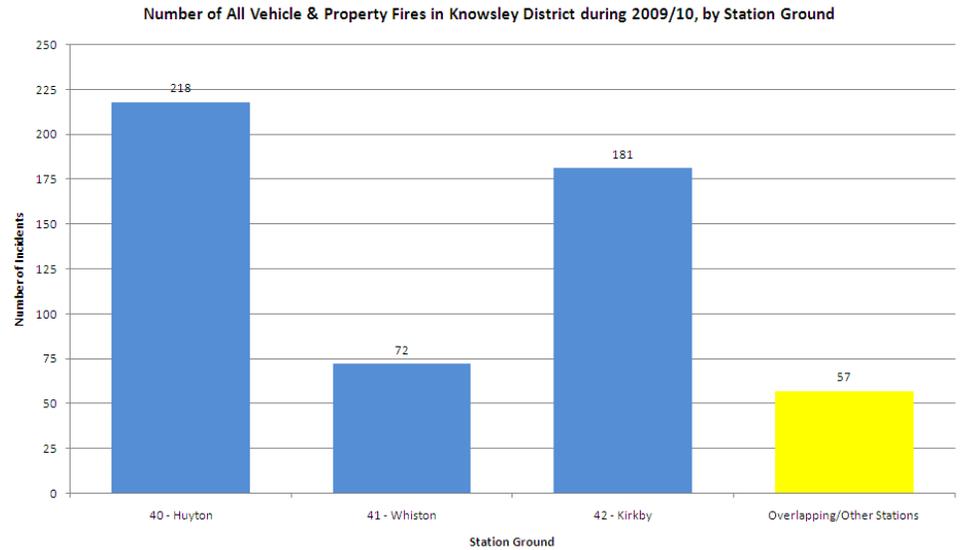


Table 9 indicates that Kirkby Central was the ward in Knowsley to have the greatest number of All Property and Vehicle Fires during 2009/10, with 54 such incidents.

Huyton (“40”) Station Ground had 218 Property and Vehicle Fires during 2009/10, the most of any station ground in Knowsley. Kirkby (“42”) and Whiston (“41”) station grounds had 181 and 72 Property and Vehicle Fires respectively.

Analysis of False Alarms due to Equipment

Table 11: Top 6 wards in Knowsley for False Alarms due to Equipment during 2009/10

Wards	Incidents
Whiston North	118
Prescot West	33
Kirkby Central	30
Whitefield	15
St Gabriels	15
Prescot East	15

Chart 12: False Alarms due to Equipment during 2009/10, by Station Ground

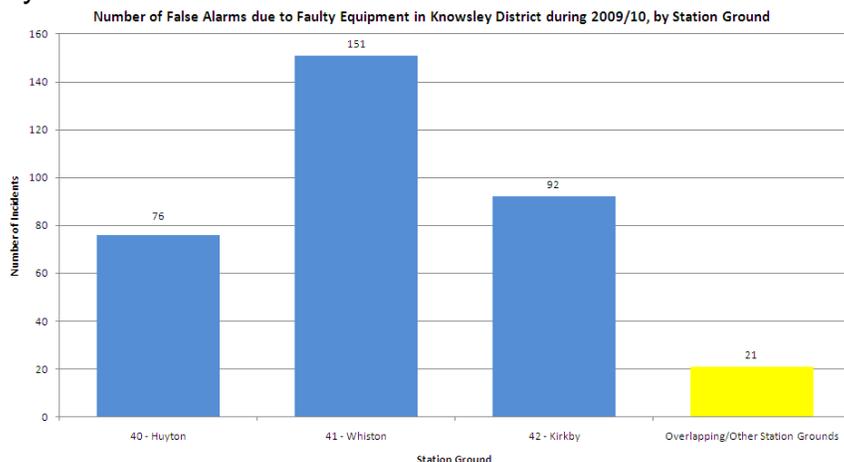


Table 11 indicates that Whiston North had more False Alarms due to Equipment than any other during 2009/10, having had 118; this is 85 more than the next ward (Prescot West), which had 33 during 2009/10.

Chart 12 illustrates that Whiston (41”) station ground had 151 False Alarms due to Equipment, the most of any station ground in Knowsley during 2009/10.

Analysis of Injuries in Fires in the Home

Table 13: Distribution of Injuries in Fires in the Home in Knowsley (2009/10) by ward

Wards	Injuries in Accidental Fires in the Home
Northwood	5
Swanside	2
Halewood West	2
Longview	2
Kirkby Central	1
St Gabriels	1
Whiston South	1
Grand Total	14

Table 14 indicates that there were a total of 14 injuries in Accidental Fires in the Home in Knowsley during 2009/10, of which 5 occurred in the Northwood ward, with the remaining 9 injuries spread across six different wards of the district.

Summary of Emergency Activity in Knowsley

The Risk Map has shown that three areas have moved from being medium risk last year to high risk this year, as a direct result of the level of incidents we have seen in these locations. Fires in the home will again receive our unwavering attention, to make people safer and reduce the increase we have seen in these incident numbers. Hopefully this will have a positive impact on the injury and fatality figures.

Fires in commercial properties, both deliberate and accidental will also remain a key element of our strategy, through the interventions conducted by our centralised Fire Safety Department, who will educate occupiers and enforce legislative requirements when necessary.

Road traffic collisions showed an increase from last year, but incidents are down by over one third since 2005/6, we intend to reinforce the road safety message in Knowsley and return to the downward trend of incidents, injuries and fatalities seen over the last 5 years.

As part of our home safety campaign, we have carried out 11,153 home fire safety visits in 2009/10 to private dwellings fitting free smoke alarms and offering practical advice on how to prevent fires, be safer in your own home and the action to be taken in case of fire.

Partnership arrangements

Merseyside Fire and Rescue are fully committed to partnership working and achieving jointly agreed priorities. We are an active member of the Local Strategic Partnership and Fire and Rescue Service managers provide representation on all six Area Partnership Boards across the Knowsley area. In addition, the Fire and Rescue Service attend thematic groups for Children and Younger People, Health and Wellbeing, Safer Knowsley and Strategic Housing and the Environment.

6. Our Plans to Reduce Risk and Address Local Priorities in Knowsley

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

The list below sets out the specific activities and projects that Merseyside Fire and Rescue Service will carry out in Knowsley, often in partnership, to help achieve the priorities for the area and deliver positive outcomes for the people of Knowsley.

Activity/ Project/ Location	Expected Outcomes/Contribution to Local Priorities
<p>Reducing Health Inequalities</p> <p>Quit Smoking Champions</p> <p>Non Smoking Champions will look to reinforce the key smoking advice during HFSC activity, promote discussion and feedback from operational personnel and develop the delivery of smoking cessation through HFSCs. We will identify highly motivated Watch based personnel within Knowsley to Act as Quit Smoking Champions.</p> <p>Second Hand Smoking</p> <p>We will help spread the message about the dangers of breathing other people’s smoke by providing Second Hand Smoking (SHS) Training, and incorporating SHS advice in to other key areas of service delivery</p>	<p>To help improve health and reduce fires we will assist our partners in reducing smoking in Knowsley. Specific. Effective smoking advice will be embedded in Knowsley Community Fire Safety and HFSC Activity.</p> <p>We aim to deliver this advice clearly and informatively to targeted residents.</p> <p>To evaluate and develop smoking advice as part of a wider health base strategy.</p> <p>Links to MFRS IRMP</p> <p>Diversity, Equity, Responsible Businesses and Citizens Objectives 1, 3, 6, 8, 9</p> <p>Links to local priorities</p> <p>Personal Debt</p>

<p>Working with Young People</p> <p>To reduce the occurrence of antisocial behaviour fire fighters will make contact schools and build relationships to provide an entry point of contact into schools in Knowsley.</p> <p>Then firefighters will assist delivery of the primary level maths packages and engage with pupils at secondary schools</p> <p>Work with internal departments to develop an appropriate learning package to assist fire fighters.</p>	<p>The people of Knowsley will be safer in their communities due to the reduction in antisocial behaviour and the fires and other incidents associated with this behaviour.</p> <p>Increased enthusiasm for maths amongst primary age school children</p> <p>Young people’s engagement delivered consistently across Knowsley</p> <p>Links to IRMP</p> <p>Affordability, Diversity, Equity, Responsible Businesses and Citizens Objectives 1, 3, 6</p> <p>Links to local priorities</p> <p>Employment,</p>
<p>Protecting Vulnerable Communities</p> <p>We will work with care providers and our Community Safety Department for the delivery of training to carers in identifying risks in the homes of vulnerable people.</p> <p>Design training materials and sessions to enable community based groups or organisations to identify risks in the home.</p> <p>We will ensure that any identified risks can be communicated to the relevant people so action can be taken to manage these risks.</p>	<p>Vulnerable people subject to a care plans will be safer in their own homes because risks will be identified earlier and actions to minimise or remove these risks will be taken sooner.</p> <p>Regular monitoring arrangements through carers to flag up high risk individuals for early intervention</p> <p>Links to IRMP</p> <p>Diversity, Equity, Responsible Businesses and Citizens Objectives 1, 3</p> <p>Links to local priorities</p> <p>First Order Needs</p>

<p>Supporting Economic Activity and Employment</p> <p>We will help people in Knowsley into work through the following activities carried out with our partners:</p> <p>We will work with KMBC, KHT, Job Centre Plus, Princes Trust to develop ‘work club’ at Kirkby fire station.</p> <p>We will offer targeted support and assistance directly through MFRS via centrally based HQ staff through a range of topics eg: CV writing, online application forms, Interview skills, leadership presentations</p> <p>We will work with The Shaw Trust to deliver Event Management NVQ Modules and associated work.</p>	<p>People in Knowsley will have better access to assistance to enter employment, training or volunteering, when they are out of work.</p> <p>To assist people back into employment, training and volunteering.</p> <p>Links to IRMP</p> <p>Diversity, Equity, Responsible Businesses and Citizens Objectives 3, 6, 8</p> <p>Links to local priorities</p> <p>Employment, First Order Needs, Personal Debt</p>
<p>Promoting Community Cohesion</p> <p>We will help provide facilities for our communities. We will assess existing station usage against the local IRMP to determine whether new partnerships will help us achieve our aims for Knowsley. This will include making sure that all partners have the correct legal use, have had a health and safety induction and have appropriate insurance in place.</p> <p>We will actively seek additional partners to contribute to gaps in local IRMP support and market the available space to them.</p> <p>We will develop the facilities at Kirkby fire station so community use of space does not negatively impact on MFRS activities.</p>	<p>The people of Knowsley will benefit from the synergy we create by using our premises and facilities to help us meet our own and our partners’ objectives for Knowsley.</p> <p>Links to IRMP</p> <p>Affordability, Diversity, Equity, Responsible Businesses and Citizens Objectives 1, 3, 6, 8</p> <p>Links to local priorities</p> <p>Employment, First Order Needs, Personal Debt</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 Knowsley, 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>RISK REDUCTION IN THE HOME:</p> <p>District and station staff will identify areas of high risk within Merseyside with the assistance of Headquarters staff. The station staff will then focus efforts to complete Home Fire Safety Checks in these areas. Additional effort will be made to identify vulnerable individuals living in all risk areas and complete HFSCs with these individuals to further reduce risk for those most at risk in the community.</p>	<p>Our staff will;</p> <ul style="list-style-type: none">• Reduce the risk of fire in homes across Merseyside; we expect to see reductions in total numbers of accidental dwelling fires, injuries and fatalities occurring at these incidents.• Each Watch will be responsible for the completion of a proportion of the target of 100,000 HFSCs for 2011/12. Concentrated in high risk areas and on higher risk individuals.

<p>HEALTH, SAFETY AND WELFARE:</p> <p>District and station staff will identify issues which affect the health, safety and welfare of all district staff. They will address emerging issues by developing solutions at local level to improving health, safety and welfare in the workplace.</p>	<p>Our staff will;</p> <ul style="list-style-type: none"> • Prevent accidents occurring in the workplace. • Ensure training is put into practice. • Ensure available training is attended by those most in need. • Ensure fire fighter safety through the accurate completion of site specific risk information. • Demonstrate and promote the benefits of a healthy lifestyle within the community. • Promote facilities provided by the Service to enhance public health and wellbeing.
<p>ENVIRONMENTAL IMPACT:</p> <p>District and station staff will help minimise the Service’s impact on the environment by reducing overall carbon emissions, conserving energy and minimising other pollution.</p>	<p>Our staff will;</p> <ul style="list-style-type: none"> • Implement the Carbon Management Plan. • Take action to conserve all forms of energy. • Manage waste in an efficient manner. • Minimise the impact of fire fighting on the environment. • Demonstrate and promote care for the environment in all of our communities.
<p>FIRE PREVENTION:</p> <p>Operational staff are to take an active role in the safeguarding of members of the public in licensed premises on Merseyside.</p>	<p>Operational Staff will;</p> <ul style="list-style-type: none"> • Conduct Fire Safety Audits of licensed premises based upon the risk profile within the Districts and any intelligence received. • Ensure the safety of Patrons of these premises is not compromised by the failure of the Licensee to provide and maintain adequate fire safety measures.

<p>EQUALITY AND DIVERSITY:</p> <p>District and Station staff will contribute to 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.</p>	<p>Our staff will;</p> <ul style="list-style-type: none"> • Target prevention activity at those most at risk within the community. • Use all available information and intelligence to assist with this targeting. • Overcome the barriers of language, religion or race, which make people harder to reach.
<p>CORPORATE SOCIAL RESPONSIBILITY:</p> <p>District and station staff will take an innovative approach to engaging with voluntary and charitable organisations to deliver benefits to our communities whilst contributing to the overall aims of MFRS.</p>	<p>Our staff will;</p> <ul style="list-style-type: none"> • Deliver benefits to the local community through the outcomes of our joint working with voluntary and charitable organisations. • Apply the Core Values of the Service to all interactions with voluntary and charitable organisations.

7. Conclusion

In addition to providing emergency response to both fire and non-fire incidents, Merseyside Fire and Rescue Service are actively engaged in helping our communities and partners to make Knowsley a safer, stronger and healthier place to live.

We are focussing our efforts on reducing accidental property fires through innovative intelligence led solutions targeting the most vulnerable and “at risk” sections of our communities.

The continued reduction of deliberate fires through working in partnership remains as a joint area of priority for action in Knowsley.

We will work with our partners to make Knowsley a healthier community by promoting independence, health and wellbeing. This will be achieved through tackling a range of health inequalities with all relevant partners and stakeholders.

Knowsley’s Local IRMP is designed to work in conjunction with the Sustainable Communities Strategy and local priorities. This will support Knowsley’s vision of becoming the Borough of Choice.

8. Letter to Chief Executive and Chief Fire Officer Tony McGuirk

Dear Tony McGuirk,

Knowsley Partnership Board Meeting Update

I am writing to all the senior officers of key agencies in Knowsley to provide an update on the outcome of our recent Knowsley Partnership Board meeting which was held on the 3rd February 2011.

At the Board meeting we reviewed the current policy context we are operating in and looked at the impact of some of the recent Government policy changes will have on the residents of Knowsley. The Board considered the information presented in detail and at the meeting agreed the following three short to medium term priorities for the Knowsley Partnership.

The priorities agreed are:

- Employment

- First order needs – specifically housing

- Personal debt

In order for your partnership to understand why these were chosen as our priorities I have included the case studies we considered at the session. Consideration was also given to the impact the announcement to remove the Education Maintenance Allowance may have on the young people of Knowsley.

The Board believes responding to these priorities will be important in stabilising our borough during this difficult time of change and reducing resources.

The Board is requesting a formal response to these priorities from the Executive Team, Area Partnership Boards, Thematic Partnerships, and key agencies within the borough. I would ask therefore that these priorities are considered in your planning for the coming year to ensure that residents are supported in the best way possible. It is likely we will have to consider innovative ways of operating if we are to be successful and I would urge you to consider all options when forming your response.

I look forward to hearing the initial feedback about how your organisation is beginning to respond to these priorities at our AGM in June. Thank you for your endeavours in this regard.

Yours faithfully

Leader of the Council