



Sefton

**Local Integrated
Risk Management Plan**

2011/2012

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Contact Information

Sefton Management Team

Position	Name	Email	Contact
District Manager	Chris Case		
Station Managers	John McNeill	JohnMcNeill@merseyfire.gov.uk	0151 296 7600
	Jim Martin	JimMartin@merseyfire.gov.uk	0151 296 6652
Locality Managers	Paula O'Callaghan	PaulaO'Callaghan@merseyfire.gov.uk	0151 296 6700
	Caroline McGee	CarolineMcGee@merseyfire.gov.uk	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

Sefton Local Integrated Risk Management Plan

1. Foreword

2010 was another very successful year for the Borough of Sefton in terms of Fire & Rescue. Fire deaths and injuries continue to fall and the fantastic response from the Service and Partners to the Bonfire Period presented the quietest season for many years with an increase in the amount of bonfire materials removed and increases in the amount of illegal fireworks seized.

We face challenging times in terms of finances with budgets squeezed significantly; however this provides us greater opportunities to work with partners further and seek every opportunity to share resources and continue to protect our communities. In particular crews will maintain a high presence to provide reassurance at times of increased community activity.

Sefton is a Borough of contrasts, with the challenge of Health Inequalities affecting all our communities from the North to the South, we realise we have a significant part to play and will continue to put such concerns at the heart of our delivery. Our IRMP will continue to develop our commitments to Diversity, recognising the differing needs of our communities and we will carry on the work to protect our environment.

Road traffic collisions continue to be a challenge to us and our partners, with this new local IRMP we will seek to build on previous work to educate our communities whilst improving the skills and awareness of our teams to ensure that we continue to work with Merseyside Police and other partners to reduce this type of incident.

We will continue to strive to protect our communities and offer assistance and support to our partner agencies. At the centre of our plans continues to be our commitment to visit homes in Sefton and provide a Home Fire Safety Check and our targets for visits continue to be challenging in the coming year.

The following document will provide the reader with some insight into the way we aim to do this in Sefton and contribute to Merseyside as a whole. The contact details for the Sefton Management Team are provided and we look forward to answering your questions.

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 have produced five 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 to meet joint priorities.

4. 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 deprivation there are nine 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

Work commenced on our ambitious PFI project to construct 3 new fire stations in Sefton in early 2011 at Formby and Bootle/Netherton. Formby is due to be completed in January 2012 and at Bootle/Netherton in spring 2012.

Building work will start later in the year on the joint fire & ambulance station at Southport with staff relocating to temporary facilities for the duration of the works. Completion is due in March 2013.

Four 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 2008/09 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 by the Fire and Rescue Service 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 National Indicators selected by the Partnership to reduce those risks and improve outcomes for the local communities.

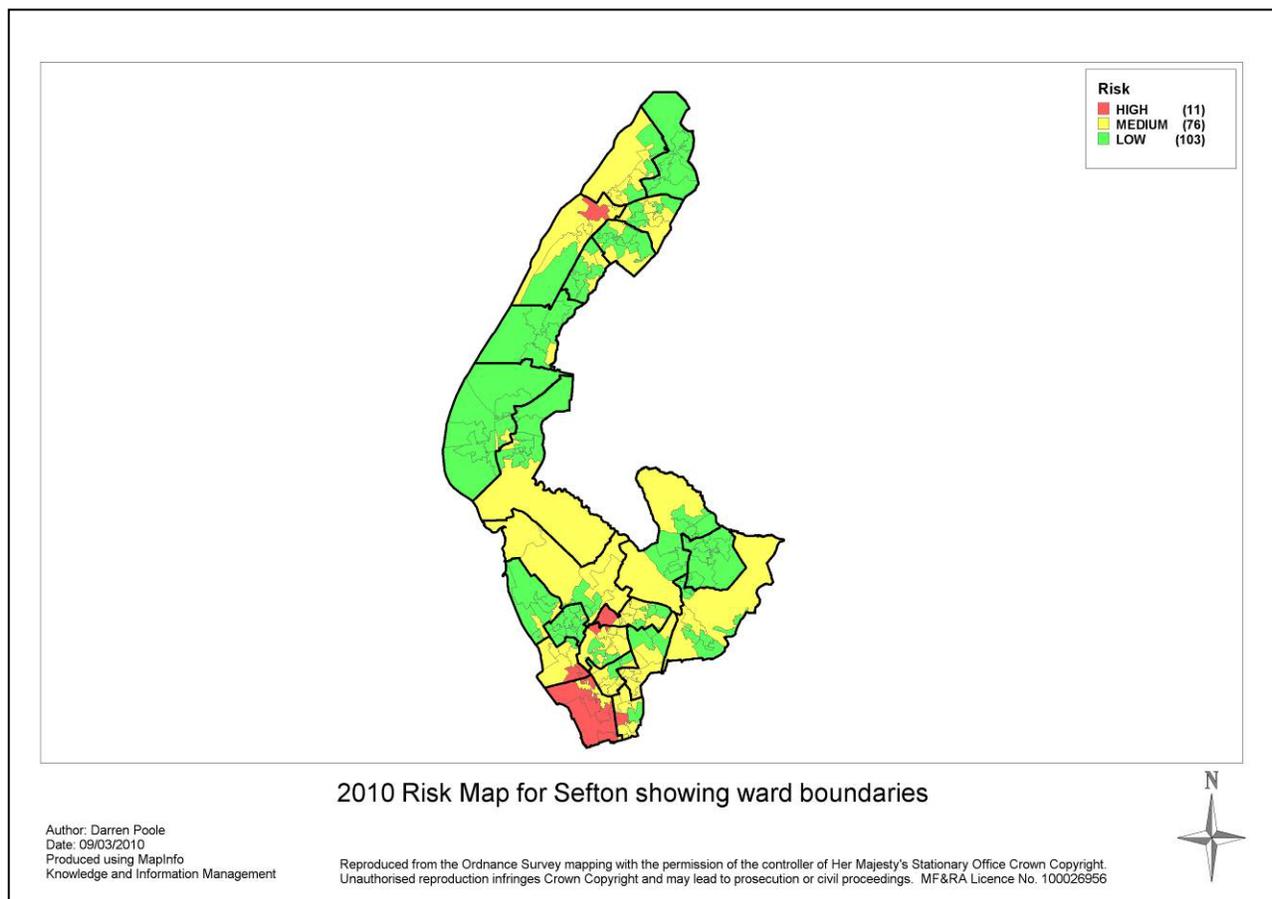
5. Sefton Risk Maps

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.

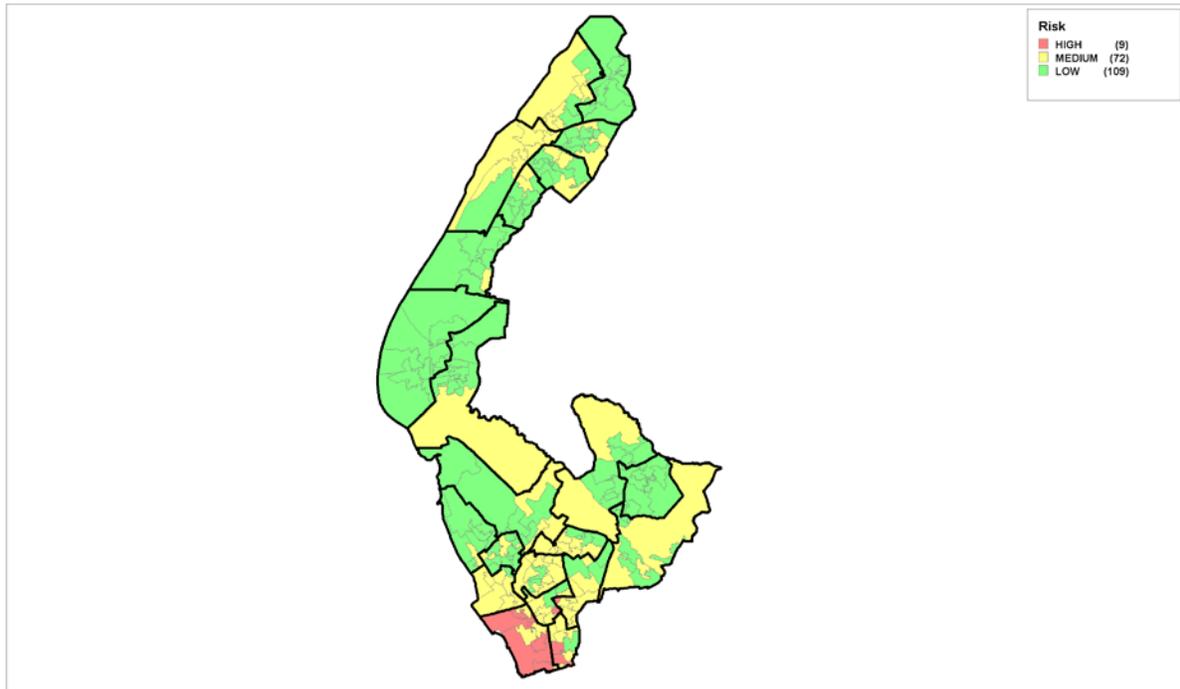
Across Merseyside we have seen the actual level of risk reducing consistently since 2006, demonstrated by the reducing numbers of emergency incidents we are called to respond to.

2010



This was our risk map from 2010; the majority of areas were assessed as low risk with 11 areas being identified as high risk.

2011



2011 Risk Map for Sefton showing Wards

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

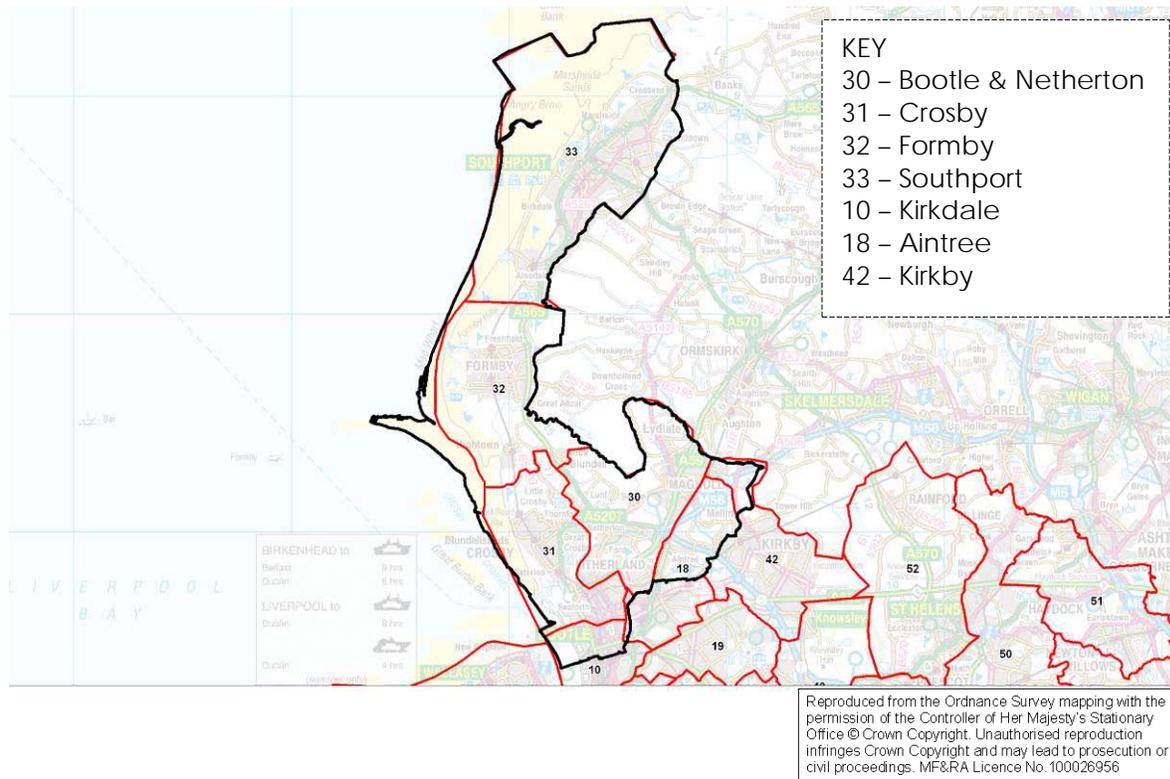
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The 2011 risk map clearly shows the affect of our world leading community safety initiatives on the people and communities of Sefton. We can now see that the majority of areas are now assessed as low and medium risk. Those areas assessed as high risk have dropped from 11 to 9, 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**

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.

6. 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. The number of all emergency incidents occurring in Sefton has seen

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

Starting in March 2011 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.

Table 1: Yearly Change in Incident Types between 2005/06 to 2009/10¹

Incident Type	2005 /06	2006 /07	2007 /08	2008 /09	2009 /10	Difference 05/06 - 09/10	% Change
Deliberate Property & Vehicle Fires	444	435	325	260	303	-141	-31.8%
Deliberate Anti-Social Behaviour Fires	1553	1536	1405	901	940	-613	-39.5%
All Property & Vehicle Fires	883	867	723	635	688	-195	-22.1%
Accidental Fires in the Home	284	287	262	262	280	-4	-1.4%
Fatalities in Accidental Fires in the Home	2	1	2	2	1	-1	-50.0%
Injuries in Accidental Fires in the Home	31	26	13	16	26	-5	-16.1%
Accidental Commercial Property Fires	52	43	50	52	47	-5	-9.6%
Deliberate Commercial Property Fires	36	33	38	29	31	-5	-13.9%
Unwanted Fire Signals	1075	997	1062	805	810	-265	-24.7%
False Alarms due to Equipment	992	941	973	640	677	-315	-31.8%
Road Traffic Collisions	176	177	135	130	125	-51	-29.0%
Injuries in Road Traffic Collisions	134	151	89	119	63	-71	-53.0%
Fatalities in Road Traffic Collisions	1	0	0	4	1	0	0.0%

Table 1 indicates that no incident types analysed had an increase in numbers from 2005/06 to 2009/10. The 1 fatality in road collisions in Seton during both 2005/06 and 2009/10 accounted for the only incident type to not witness a reduction.

¹ Please note: figures revised as of 2009/10 on 10/02/2011.

The greatest reductions were in the following incident types: Deliberate Property & Vehicle Fires a reduction of 141 (31.8%), Deliberate Anti-Social Behaviour (ASB) Fires a reduction of 613 (39.5%), All Property & Vehicle Fires a reduction of 195 (22.1%), Unwanted Fire Signals a reduction of 265 (24.7%) and False Alarms due to Equipment a reduction 315 (31.8%).

Analysis of Accidental Fires in the Home

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

Sefton Wards	Incidents
Linacre	38
Cambridge	25
Derby	21
Church	19
Litherland	18
Ford	18

Chart 3: Accidental Fires in the Home in Sefton 2005/06 - 2009/10, by Station Ground

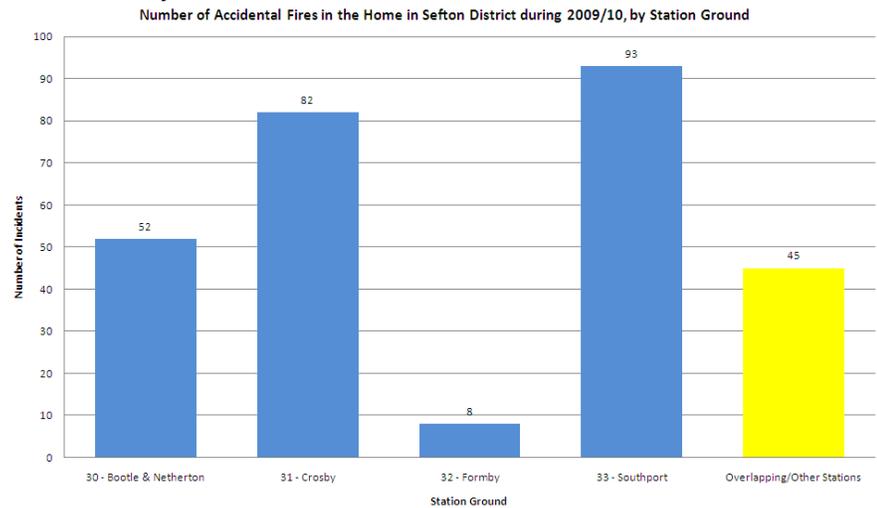


Table 2 demonstrates that Linacre had more Accidental Fires in the Home than any other ward, having accounted for 38 such incidents during 2009/10.

Two Station Grounds in Sefton had the majority of the Accidental Fires in the Home in Sefton during 2009/10, with Southport (“33”) and Crosby (“31”) accounting for 83 and 82 such incidents respectively.

Analysis of Deliberate Property & Vehicle Fires

Table 4: Top 6 wards in Sefton for Deliberate Property & Vehicle Fires in 2009/10

Sefton Wards	Incidents
Linacre	58
St Oswald	37
Derby	31
Ford	27
Litherland	26
Netherton and Orrell	14

Chart 5: Deliberate Property & Vehicle Fires in Sefton 2005/06 – 2009/10, by Station Ground

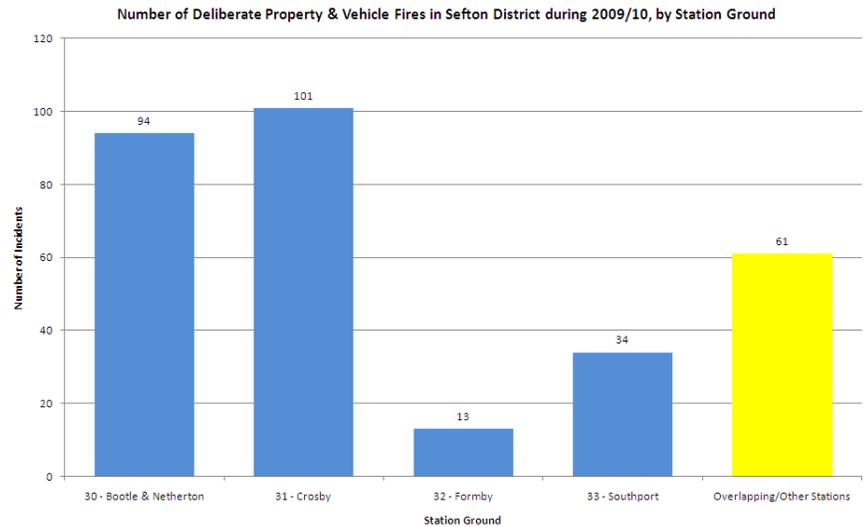


Table 4 illustrates that Linacre was the top ward for Deliberate Property & Vehicle Fires in Sefton, during 2009/10, with 58 such incidents, 21 more incidents than the next ward, St Oswald.

Chart 5 indicates that two station grounds had more Deliberate Property & Vehicle Fires than any other in Sefton during 2009/10. Crosby (“31”) with 101 incidents and Bootle & Netherton (“30”) with 94 incidents accounted for a combined 64.4% of the Deliberate Property & Vehicle Fires.

Analysis of Deliberate Anti-Social Behaviour Fires

Table 6: Top 6 wards in Sefton for Deliberate ASB Fires in 2009/10

Sefton Wards	Incidents
Linacre	186
St Oswald	117
Derby	91
Litherland	85
Ford	77
Netherton and Orrell	49

Chart 7: Deliberate ASB Fires in Sefton 2009/10– 2008/09, by Station Ground

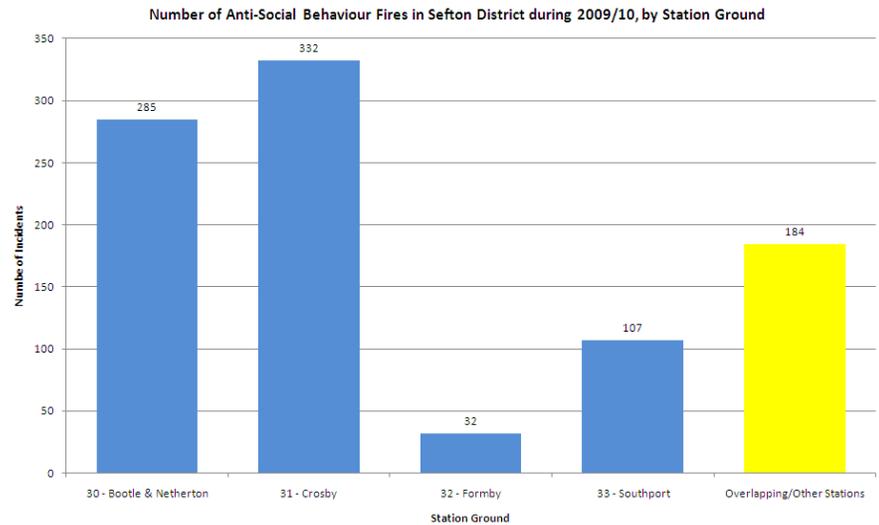


Table 6 illustrates that Linacre accounted for the greatest proportion of the Deliberate Anti-Social Behaviour (ASB) Fires in Sefton during 2009/10, with 186 such incidents.

As demonstrated in Chart 7, there were two station grounds to witness more ASB fires in Sefton than any others, with: Bootle & Netherton (“30”) with 285 incidents and Crosby (“31”) with 332 incidents.

Analysis of Property & Vehicle Fires

Table 8: Top 6 wards for Property & Vehicle Fires in Sefton during 2009/10

Sefton Wards	Incidents
Linacre	106
Derby	59
St Oswald	56
Litherland	49
Ford	48
Dukes	42

Chart 9: Property & Vehicle Fires in Sefton 2005/06 – 2009/10, by Station Ground

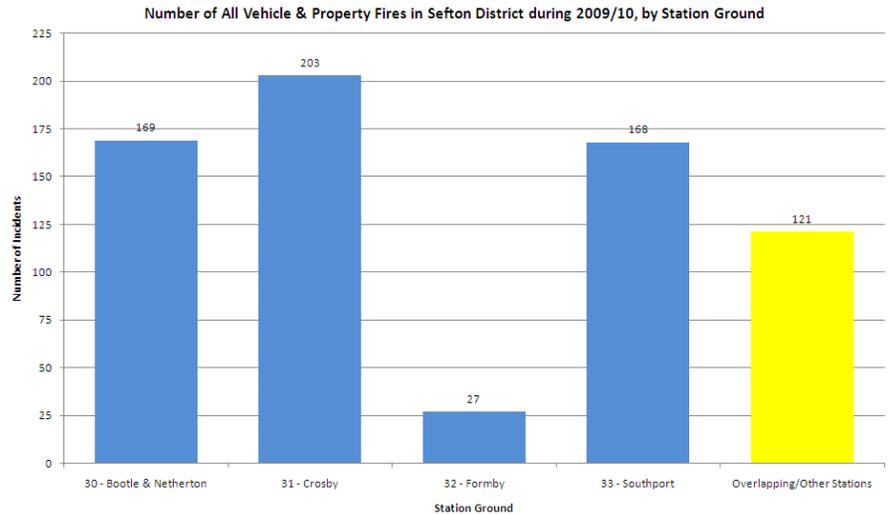


Table 8 demonstrates that Linacre had the greatest number of Property & Vehicle Fires of any ward in Sefton during 2009/10, having had 106 during the 12 months; this is 57 more than the next ward.

Three of the four station grounds in Sefton had the vast majority of all Property & vehicle Fires during 2009/10, with: Bootle & Netherton (“30”) accounting for 169 incidents, Crosby (“31”) accounting for 203 incidents and Southport (“33”) accounting for 168 incidents.

Analysis of False Alarms due to Equipment

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

Wards	Incidents
Linacre	120
Dukes	113
Kew	43
Park Sefton	40
Netherton and Orrell	38
Cambridge	36

Chart 11: False Alarms due to Equipment in Sefton 2005/06 – 2009/10, by Station Ground

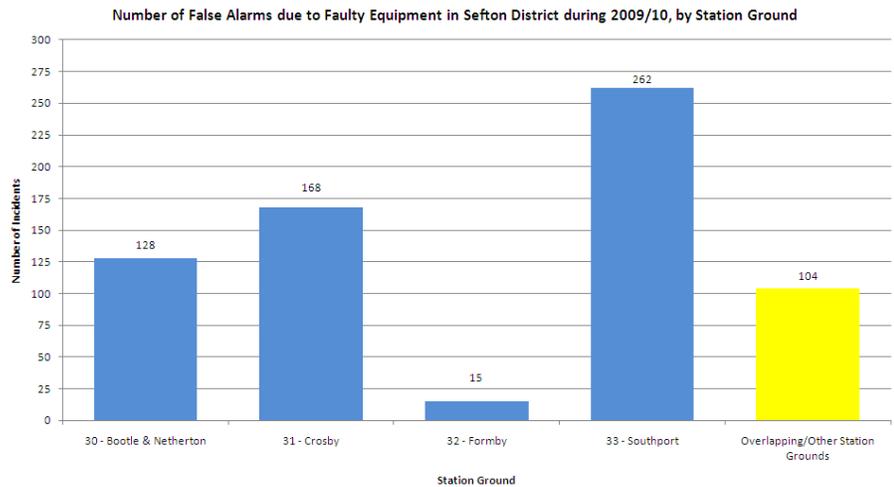


Table 10 demonstrates that Linacre had more False Alarms due to Equipment than any other in Sefton during 2009/10, having had 120 incidents.

Chart 11 illustrates that Southport (“33”) station ground had more False Alarms due to Equipment than any other in Sefton during 2009/10, having had 262 during the year; this is 94 next than the next station ground, Crosby (“31”), with 168 incidents.

Analysis of Injuries in Accidental Fires in the Home

Table 12: Distribution of Injuries in Accidental Dwelling Fires in the Home in Sefton (2009/10) by ward

Wards	Injuries in Accidental Fires in the Home
Birkdale	4
Church	4
Cambridge	4
St Oswald	3
Victoria	2
Linacre	2
Litherland	1
Norwood	1
Molyneux	1
Dukes	1
Sudell	1
Ford	1
Manor	1
Grand Total	26

Table 12 illustrates that there was total of 26 injuries in Accidental Fires in the Home in Sefton during 2009/10, with: Birkdale, Church and Cambridge all accounting for 4 injuries a piece.

7. 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
<p>Community Reassurance Presence</p> <p>Responding to risk and intelligence crews will provide presence and reassurance at key times and in key areas maintaining a high profile.</p> <p>Community Safety staff will support identified key areas and individuals at specific prearranged times and in particular will provide additional staff resources for example bonfire period/ summer beach safe. We will provide information packs to ensure a consistent and corporate message. Youth engagement will provide familiarisation to crews who will deliver such packs</p> <p>All Sefton stations will assist in identifying areas of risk. Plan activity, review activity share information and report outcomes.</p> <p>Sefton District Management Team will liaise with internal and external partners including Police, Neighbourhood teams and local community groups to gather information that will inform areas and times of concern</p> <p>Crews will take every opportunity to engage with community members and impart information appropriate to the engagement</p>	<p>Reduce public perception of the risk to the community from anti social behaviour. Local authority data indicates that the perception of risk is greater than the actual risk.</p> <p>A joined up approach with all internal partners will ensure maximum value is achieved during major initiatives and avoid duplication of effort.</p> <p>More effective and meaningful engagement with young people.</p> <p>The sharing of data and intelligence will result in a timely and appropriate response.</p> <p>Achieving value by the targeting of available resources across partner agencies.</p> <p>Ensure consistent message is delivered</p>

<p>Multi Agency Coastal Plan</p> <p>We will enhance protection of community, environment and FF safety, from all known and anticipated risks through further development of the coastal plan.</p> <p>Community Safety will provide seasonal support and joint patrols at times of youth fire setting</p> <p>Sefton District Management team will maintain effective links with partners. Provide training and exercises. Maintain plans and familiarisation</p>	<p>Reduction in fires. Prevention of destruction to habitat</p> <p>To provide an appropriate response to the challenges created by ongoing climate change.</p> <p>Ensure appropriate resources are available at times of greatest risk</p> <p>To achieve and maintain operational preparedness across crews and partner responders.</p>
<p>Critical Incident Analysis</p> <p>Following all primary fires and road traffic collisions Sefton Stations will carry out an analysis of cause, underlying factors and trends; which will then result in action plans to prevent reoccurrence.</p> <p>Stations will maintain ownership of action plans and utilise local knowledge, a range of data tools and available resources provided by internal and external partners.</p> <p>Community Safety Advocates, Legislative Fire Safety and Fire Support Network will support identified issues/ key high risk groups</p>	<p>Reduction in Primary Fires and RTC's and a reduction in fire deaths and injuries , reduction in injury,</p> <p>Increase in targeted HFSC activity.</p> <p>Links into new neighbourhood area partnership structure</p>

<p>Home Fire Safety Check</p> <p>Station staff will use local knowledge and input from Knowledge and Information Management and Community Safety Departments to deliver 17500 Home Fire Safety Checks in high and medium risk areas</p> <p>Provide risk information, intelligence reports and support for high risk individuals</p> <p>Identify properties for immediate attention within high risk areas. Using all information streams identify individual high risk properties located within a low risk area and as a result require visit. Produce evidence based reports supporting the visit strategy</p> <p>Sefton District Management Team will direct resources to areas of greatest risk, maximising opportunities presented by the diverse range of staffing models utilised within the district.</p>	<p>Reduction in fires resulting from increased delivery of Home Fire Safety Checks to targeted areas to achieve stretch targets.</p> <p>Ensure limited resources for high risk intervention are targeted at the most appropriate cases.</p> <p>Ensure that local knowledge informs activity.</p> <p>Available Station resources will be used to greatest capacity.</p>
<p>Engage with Migrant International Workers and the Gypsy & traveller community</p> <p>We will promote community cohesion and provide fire safety advice to the migrant worker community</p> <p>The Community Safety migrant impact advocates will assist when required with delivering fire safety advice and Home Fire Safety Checks</p> <p>All stations to liaise with migrant advocate and provide information regarding homes of migrant workers. Staff to participate in training to be provided by a Firefighter from Crosby who has completed training and further research. Training funded by Migrant Impact fund</p>	<p>Provide reassurance and encouragement to minority communities, which will enable them to access fire safety advice' having regard to the types of property often habited by such groups.</p> <p>Reduction of accidental dwelling fires; reduction of kitchen fires; promotion of health and wellbeing.</p> <p>Increased awareness within Sefton district workforce of migrant worker issues leading to increased ability to deliver an appropriate service.</p>

<p>Void Property Strategy</p> <p>To prevent fires in empty (void) properties we will work with partners to predict large properties that will become void. We will gather intelligence and prepare a Site Specific Risk Information plan</p> <p>Anti Social Behaviour Arson Advocates will engage partners</p> <p>We will identify premises, prepare plans and test those plans.. Patrolling and monitoring of security and condition of buildings</p>	<p>Reduction of fires and anti social behaviour in void properties</p> <p>Reduce the risk of accident and injury to Station personnel when responding to incidents in void properties.</p>
<p>Road Traffic Collision (RTC) Reduction</p> <p>In partnership with road policing crews we will support activities that improve driver awareness and detect criminality Officers in Charge will use CCTV at RTCs and improve information gathering</p> <p>Youth engagement team will provide training for the Drive to Arrive package delivery. Crews will deliver Drive to Arrive sessions to appropriate groups</p>	<p>Help reduce RTCs by assisting a partner agency in providing more robust evidence gathering protocols, which in turn will influence future reduction strategies.</p> <p>We will identify key areas for youth engagement and station crews will visit schools/ colleges to provide Drive to Arrive.</p>
<p>Risk Specific Information</p> <p>Sefton Stations will be involved in a project to gather comprehensive site specific risk information (SSRI) and develop specific operational response plans with regard to two major risks within the borough:</p> <ol style="list-style-type: none"> 1 The Dock Estate 2 The Sefton Coastal Park 	<p>Ensure that all responders including fire crews and partner Blue Light agencies have access to comprehensive risk information including information on all inherent and associated risks, detailed plans and operational considerations.</p>

Generic Merseyside Fire & Rescue District Action Plan 2011/12

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>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>ENVIROMENTAL 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.
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8. 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 to reduce risks and help strengthen our communities..

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.