



Wirral

**Local Integrated
Risk Management Plan**

2011/2012

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Wirral Fire Stations

Station	Address	Contact
20 Birkenhead	Exmouth Street, Birkenhead, Wirral, CH41 4AX	0151 296 5325
21 Bromborough	Dock Road South, Bebington, Wirral, CH62 4SQ	0151 296 5925
22 Heswall	Telegraph Road, Heswall, Wirral, CH60 0AF	0151 296 5805
23 Upton	Arrowe Park Road, Upton, Wirral. CH49 0UF	0151 296 5900
24 West Kirby	The Concourse, Grange Road, West Kirby, Wirral. CH48 5EN	0151 296 5960
25 Wallasey	Mill Lane, Wallasey, Wirral. CH44 5UE	0151 296 6180

1. Foreword

Wirral's Local Integrated Risk Management Plan (IRMP) sets out to match the objectives of MFRS to those of the local Authority and its partners. Recent cuts in funding across all organisations places greater onus on each organisation to work together to reduce inequalities and risk to residents and visitors to The Wirral.

MFRS through its 6 fire stations, managers, operational staff and supporting functions aim to work with a range of partners including the local authority, other emergency services, the faith and volunteering sector in an ambitious range of initiatives aimed at improving the health, wellbeing and safety of the community and workforce.

MFRS will build upon previous success and continue to offer the flagship Home Fire Safety Check and the provision of free smoke detectors to all residents of Wirral. We will use knowledge and data to improve our understanding of local communities, sharing that knowledge with partners. We will implement an improved process for identifying, recording and managing risk across the commercial and industrial sector. These initiatives along with a range objectives detailed below aim to contribute to a safer Wirral and safer, stronger and healthier communities.

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 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 local 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 locally agreed objectives and priorities.

4. Wirral Local Area Story of Place

Wirral is a borough of enormous opportunity but is also a place of sharp contrasts, with the overall picture masking stark inequalities for local people. The borough has some of the most affluent wards in the country and some that rate amongst the most deprived. Many of Wirral's citizens enjoy an excellent quality of life, with good quality housing, schools, employment opportunities and living environment. However, in Wirral's more deprived areas, which are mostly located on the east side of the borough, the lives of our citizens can be very different. These areas are characterised by pockets of high unemployment, low skills levels, poorer quality housing, unacceptable levels of anti-social behaviour and high levels of ill health.

The socio-economic inequalities detailed above are reflected in the demand on MFRS resources. Predominately the majority of our calls are to incidents on the east side of Wirral. **We responded to 4406 emergency incidents on the whole of the Wirral between April 2008 & March 2009.** As well as responding to emergencies, we focus our resources to work proactively on measures such as home fire safety checks (HFSC) in addition to wider ranging community initiatives. The actions mentioned herein are the local community safety initiatives currently undertaken in partnership on the Wirral District to tackle issues of concern to members of our community. The communities of Wirral are represented by four elected members who sit on Merseyside Fire & Rescue Authority.

The fire service believes in the value of working in partnership to achieve common goals and jointly agreed priorities and is an active member of Wirral's Local Strategic

Partnership (LSP). We also provide representation on thematic and strategic groups and we fully support the vision of Wirral's LSP:

A more prosperous and equal Wirral, enabling all communities and people to thrive and achieve their full potential

The vision is underpinned by six delivery themes; MFRS is fully committed to delivering these:

- Safer communities
- Health and wellbeing
- Life chances for children and young people
- Strong local economy
- Living and working environment
- Sustainable, appropriate housing

Wirral has 309,488 residents and consists of 144,726 domestic dwellings and 8116 non-domestic premises. As part of our Home Safety Campaign, we have visited **141,058** dwellings over the last ten years. During these visits we offer advice on how to prevent fires, provide free smoke alarms and other fire safety measures as appropriate and detail the action to be taken in case of fire. Our Legislative Fire Safety Department will audit other premises that fall with the scope of the Fire Safety Order working with commercial operators in order to reduce the risk of fire.

MFRS have six community fire stations located within Wirral District, these are;

- Birkenhead
- Bromborough
- Heswall
- Upton
- West Kirby
- Wallasey

Merseyside Fire and Rescue Service have a number of staff based in the Wirral area including the Basic Command Unit, the Joint Community Safety Team and the Solar Campus whose roles and responsibilities are targeted to specific areas of risk within the community. These include:

Older persons advocate
Drug and alcohol advocate
Community safety advocate
Youth Intervention Officer
Advocates tackling arson and anti-social behaviour

Local Priorities

In Wirral, 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. Wirral Fire Story of Place

The people and communities of Wirral 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.

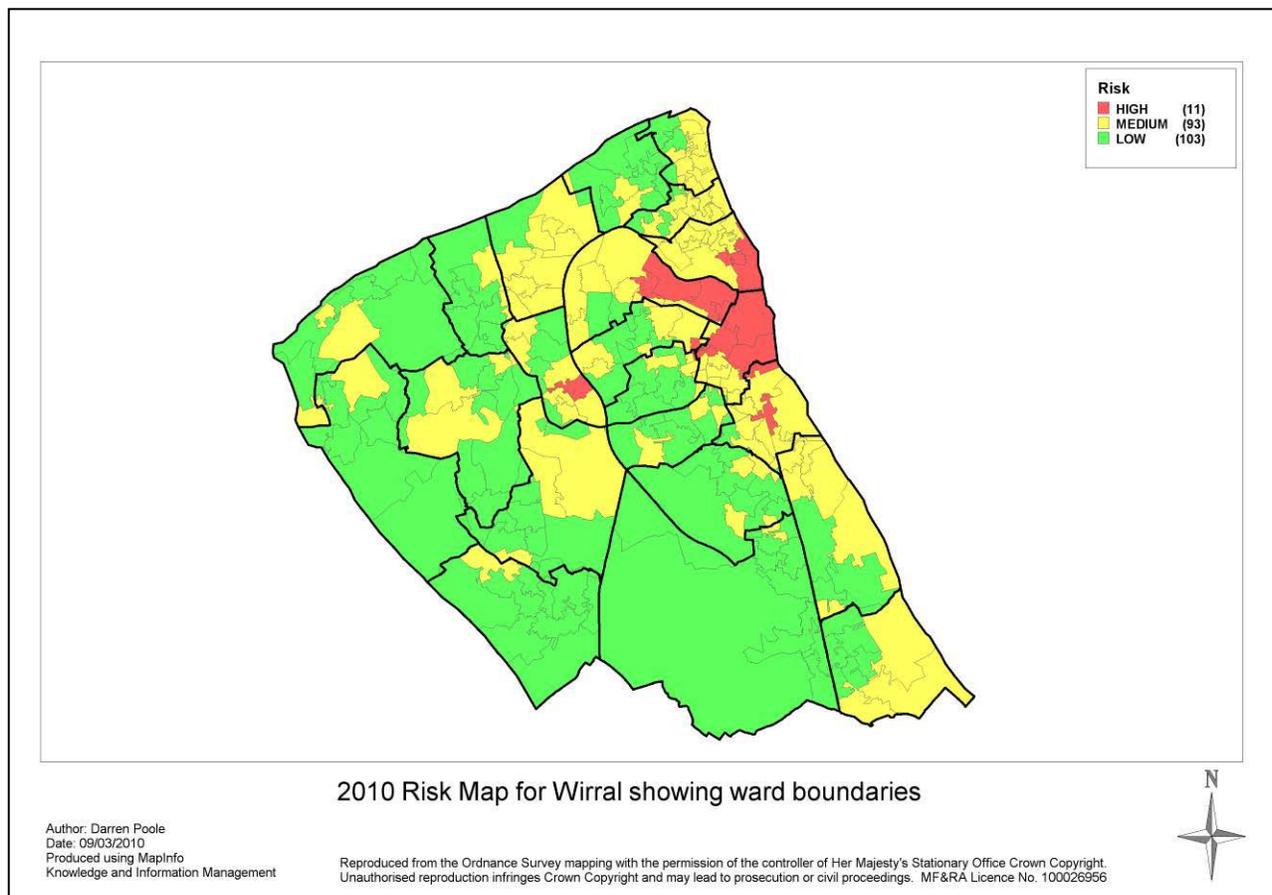
Wirral Risk Maps

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.

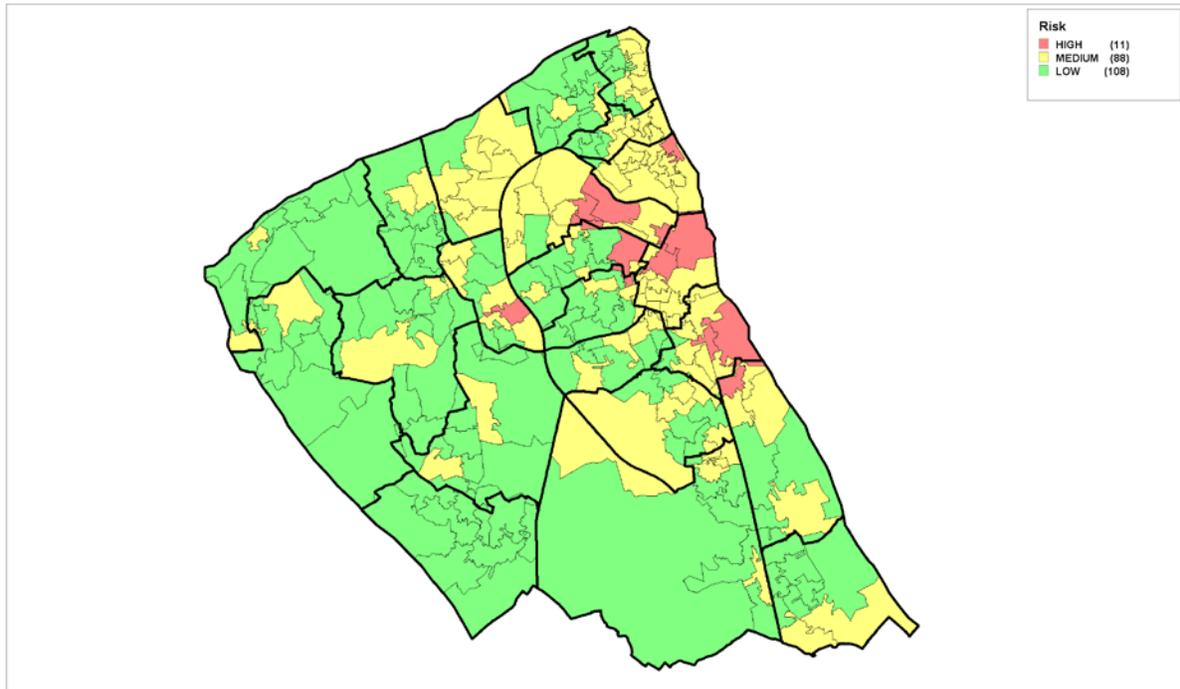
Across Merseyside we have seen the actual level of risk reducing consistently since 2006, demonstrated by the reducing numbers of emergency incidents we are called to respond to.

2010



This was our risk map from 2006; the majority of areas were assessed as medium risk with 21 areas being identified as high risk.

2011



2011 Risk Map for Wirral showing Wards

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

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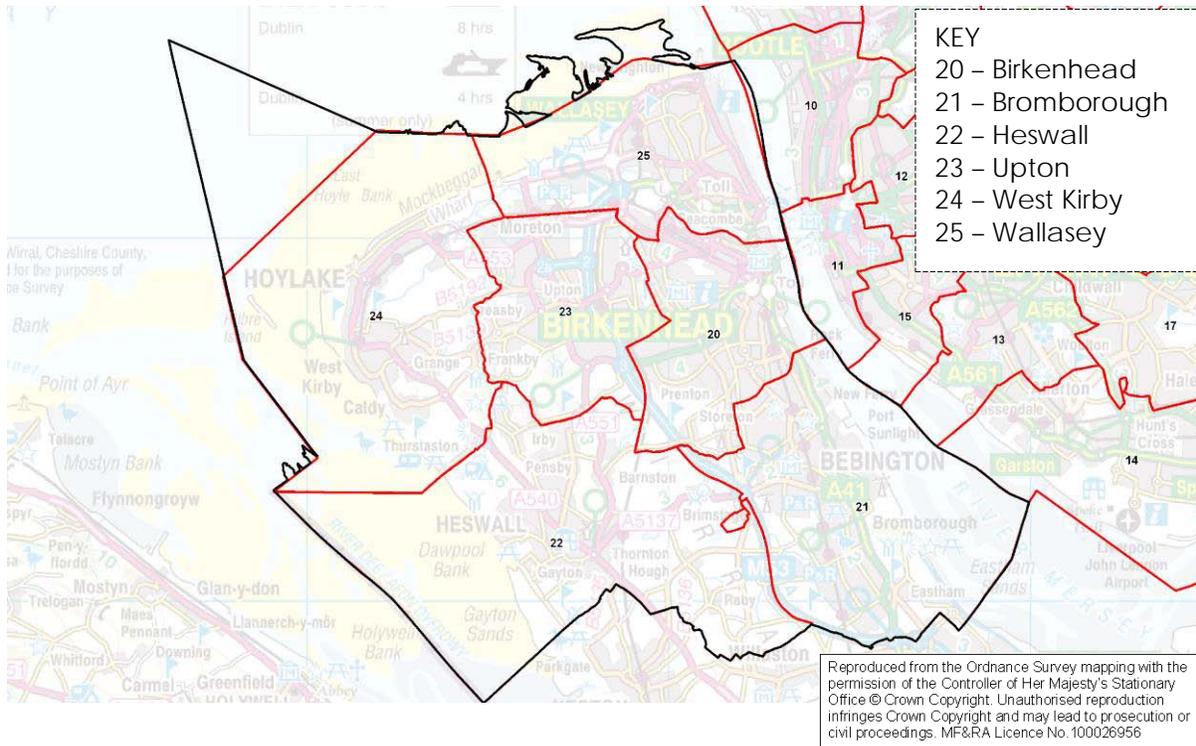


The 2011 risk map clearly shows the affect of our world leading community safety initiatives on the people and communities of Wirral. We can now see that the majority of areas are now assessed as low risk.

11 areas have remained assessed as high risk and are now concentrated in the Bidston & St James, Birkenhead & Tranmere and Rock Ferry wards. There are three small pockets of high risk in Upton, Seacombe and Claughton. These areas remain as our focus to reduce risk further.

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

Wirral Community Fire Station Areas & Emergency Activity



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.

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	453	409	311	295	277	-176	-38.9%
Deliberate Anti-Social Behaviour Fires	1932	2379	1641	1433	1302	-630	-32.6%
All Property & Vehicle Fires	907	805	715	718	680	-227	-25.0%
Accidental Fires in the Home	282	254	253	278	275	-7	-2.5%
Fatalities in Accidental Fires in the Home	3	2	2	2	3	0	0.0%
Injuries in Accidental Fires in the Home	29	26	20	33	29	0	0.0%
Accidental Commercial Property Fires	40	34	42	68	50	10	25.0%
Deliberate Commercial Property Fires	37	33	17	35	26	-11	-29.7%
Unwanted Fire Signals	932	963	951	871	779	-153	-16.4%
Road Traffic Collisions	218	194	182	134	134	-84	-38.5%
Injuries in Road Traffic Collisions	115	125	114	120	70	-45	-39.1%
Fatalities in Road Traffic Collisions	2	2	1	5	3	1	50.0%

Table 1 indicates that only two incident types in Wirral increased in numbers from 2005/06 to 2009/10, they were: Accidental Commercial Property Fires with an increase of 10 and Fatalities in Road Traffic Collisions an increase of 1.

The greatest reductions were in the following incident types: Deliberate Anti-Social behaviour Fires a reduction of 630, All Property & Vehicle Fires a reduction of 227, Deliberate Property & Vehicle Fire a reduction of 176, Unwanted Fire Signals a reduction of 153 and Road Traffic Collisions a reduction of 84.

Analysis of Accidental Fires in the Home

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

Wirral Wards	Incidents
Birkenhead and Tranmere	27
Seacombe	24
Bidston and St James	19
Liscard	19
Oxton	18
Rock Ferry	16

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

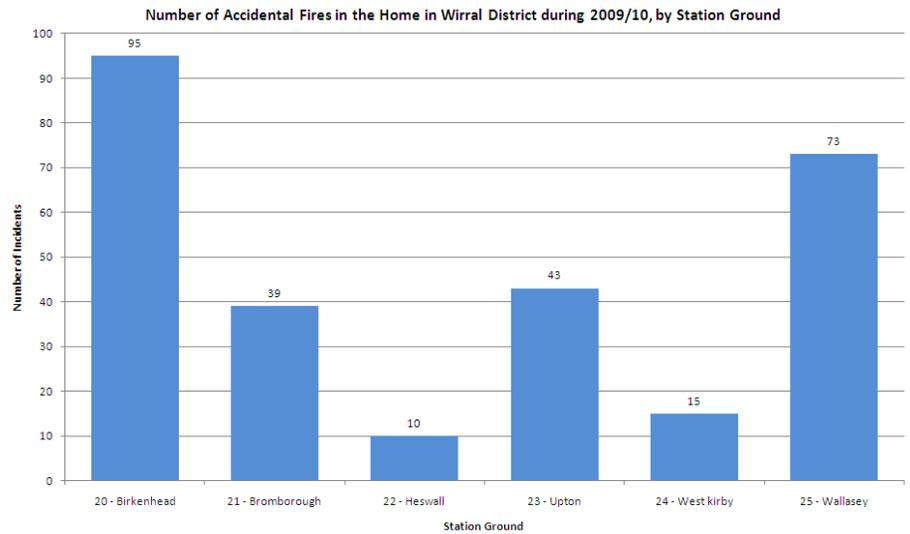


Table 2 indicates that in Wirral, Birkenhead and Tranmere was the ward to have the greatest number of Accidental Fires in the Home during 2009/10, with 27 such incidents.

Chart 3 indicates that the Birkenhead (“20”) and Wallasey (“25”) station grounds accounted for more Accidental Fires in the Home than any other station ground, with 95 and 73 incidents respectively.

Analysis of Deliberate Property & Vehicle Fires

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

Wirral Wards	Incidents
Bidston and St James	51
Birkenhead and Tranmere	32
Rock Ferry	25
Seacombe	21
Bromborough	19
Cloughton	18

Chart 5: Deliberate Property & Vehicle Fires in Wirral 2009/10, by Station Ground

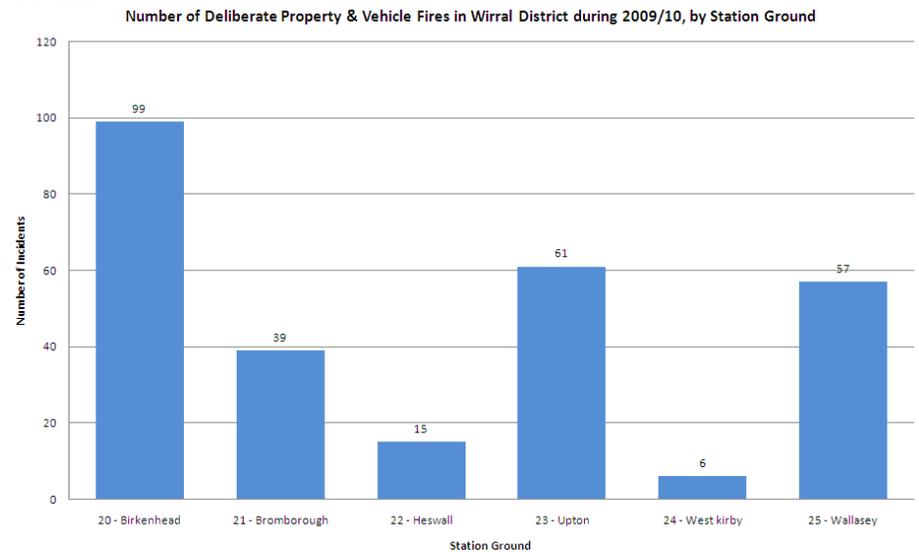


Table 4 indicates that Bidston & St James had the greatest number of Deliberate Property & Vehicle Fires of any ward in Wirral during 2009/10, having accounted for 51 incidents.

Chart 5 identifies that Birkenhead (“20”) station ground accounted for more Deliberate Property & Vehicle Fires than any other station ground in Wirral during 2009/10, having accounted for 99 such incidents during the year.

Analysis of Deliberate Anti-Social Behaviour Fires

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

Wirral Wards	Incidents
Bidston and St James	228
Birkenhead and Tranmere	172
Rock Ferry	105
Seacombe	87
Leasowe and Moreton East	81
Claughton	79

Chart 7: Deliberate ASB Fires in Wirral 2009/10, by Station Ground

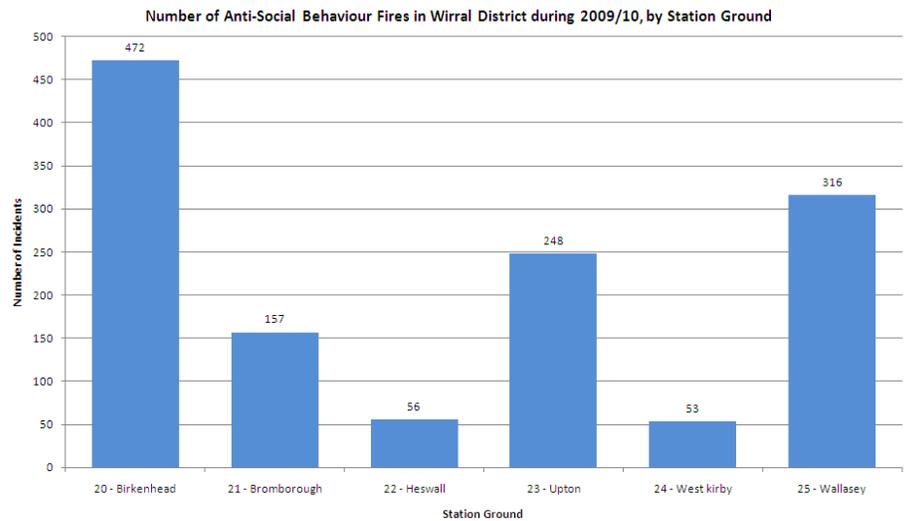


Table 6 emphasises that Bidston & St James accounted for the greatest number of Deliberate Anti-Social Behaviour (ASB) Fires of any ward in Wirral during 2009/10, having seen 228 such incidents; Birkenhead & Tranmere with 172 incidents, had the second most during 2009/10.

Chart 7 illustrates that the Birkenhead (“20”) station ground, had 472 Deliberate ASB Fires during 2009/10, the most of any station ground in Wirral during this time; Wallasey (“25”) had the second most incidents in the district during 2009/10, with 316 incidents

Analysis of Property & Vehicle Fires

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

Wirral Wards	Incidents
Bidston and St James	77
Birkenhead and Tranmere	71
Rock Ferry	52
Seacombe	49
Bromborough	42
Leasowe and Moreton East	36

Chart 9: Property & Vehicle Fires in Wirral 2009/10, by Station Ground

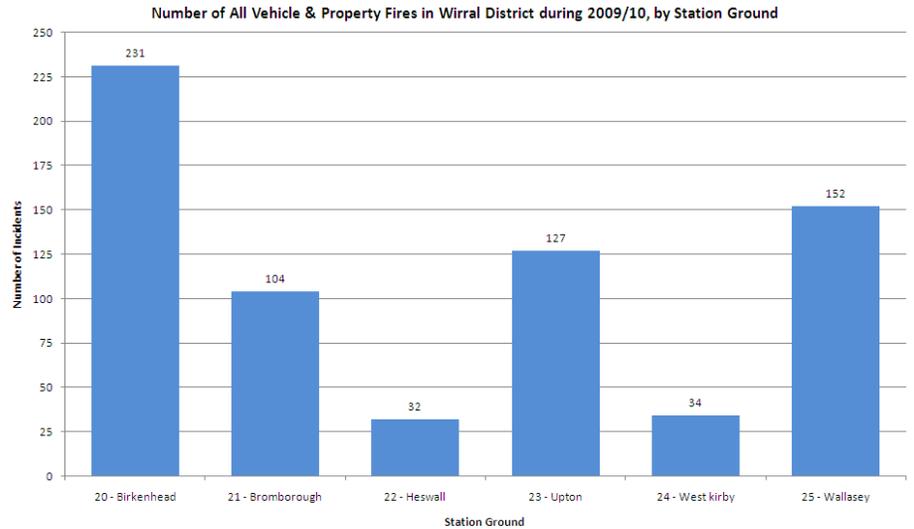


Table 8 indicates that Bidston & St James and Birkenhead & Tranmere were the top two wards for Property & Vehicle Fires in Wirral during 2009/10, having had 77 and 71 incidents respectively.

Chart 9 emphasises that Birkenhead (“20”) station ground accounted for 231 Property & Vehicle Fires during 2009/10, 79 more incidents than the next station ground for such incidents, Wallasey (“25”) station ground.

Analysis of False Alarms due to Equipment

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

Wards	Incidents
Pensby and Thingwall	99
Birkenhead and Tranmere	79
Bromborough	71
Clatterbridge	63
Bidston and St James	40
Seacombe	33

Chart 11: False Alarms due to Equipment in Wirral 2009/10, by Station Ground

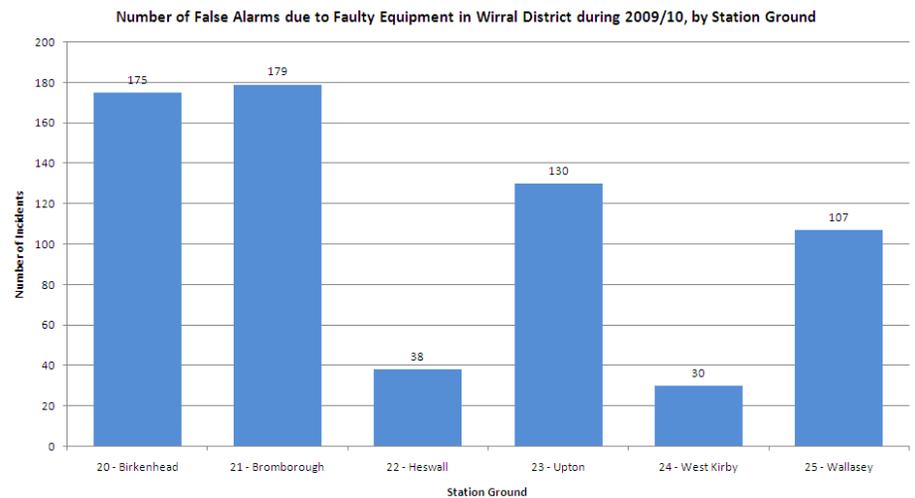


Table 10 indicates that Pensby and Thingwall was the ward, in Wirral, to account for the greatest number of False Alarms due to Equipment during 2009/10, having had 99 during the year.

Chart 11 illustrates that there are two station grounds that had higher numbers of False Alarms due to Equipment than any others in Wirral during 2009/10, these were: Birkenhead (20) and Bromborough (21) with 175 and 179 incidents respectively.

Analysis of Injuries in Accidental Fires in the Home

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

Wards	Injuries in Accidental Fires in the Home
Seacombe	5
Prenton	4
Birkenhead and Tranmere	4
Hoyle and Meols	3
Eastham	3
Cloughton	2
Rock Ferry	2
Bebington	1
Moreton West and Saughall Massie	1
Bidston and St James	1
Bromborough	1
Liscard	1
Greasby Frankby and Irby	1
Grand Total	29

Table 12 illustrates that there was 29 Injuries in Accidental Fires in the Home during 2009/10, of which Seacombe accounted for 5. Prenton and Birkenhead & Tranmere accounted for 4 of these injuries each, with the remaining 16 injuries spread across 10 different wards.

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

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

Activity/ Project/ Location	Expected Outcomes/Contribution to Local Priorities
<p>Healthy Homes</p> <p>Enhance and expand the Wirral healthy homes initiative aimed at reducing risk in homes from the private rented sector</p> <p>Enhance data sharing opportunities with Wirral housing and regeneration. Support targeted campaigns. Refine the single assessment process. Carry out impact assessment.</p> <p>Support targeted campaigns. Carry out HFSC's in high risk and vulnerable properties.</p> <p>Liaise and consult the partners to develop governance and resource.</p>	<p>Reduction of Accidental Dwelling Fires (ADF,s) deaths and associated injuries.</p> <p>Service plan objective. Reduce risk. Home Fire safety Check Evolution. Advocate development.</p> <p>Carbon reduction, fuel poverty and safer homes.</p> <p>LPI 4,7 (se appendix 1)</p> <p>Through the P and V and CS Directorate.</p>

<p>ASB Reduction</p> <p>Support and enhance the partnership responsible for the reduction of anti-social behaviour.</p> <p>Embed ASB advocate in the Wirral BCU</p> <p>Liaise with and compliment activity associated with location, victim and offender and the reduction of ASB in station areas.</p> <p>District manager to steer and merge the resources from the BCU, the Wirral ASB team and the Community safety team. Ensure the team is governed through the ASB governance group.</p> <p>Provide support to target harden from other districts as and when required.</p> <p>Contribute to community engagement and education aimed at reducing ASB, hate crime and arson. Share local intelligence with the ASB team.</p>	<p>Reduction in ASB, Arson and hate crime.</p> <p>IRMP objective 17. Enhance our relationship with the Police.</p> <p>IRMP objective 6. Provide support and assistance to our 5 Local District councils and Local Strategic Partnerships with their strategic priorities.</p> <p>Contribute to Community Safety Partnerships objectives</p> <p>LPI 19-35, 48,49, 85,90, 79 and 84 (see appendix 1)</p>
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<p>Stronger Communities Initiative (SCI)</p> <p>Engage with partners to deliver the Stronger Communities Initiative in the Morpeth Dock area of the Wirral. The area is identified as "at risk" and will be subject to multi agency risk reduction measures for the next 12 months.</p> <p>Support district activity through each function.</p> <p>Carry out a range risk reduction measures including HFSC, ASB reduction and Road safety education.</p> <p>Sit on and contribute to the SCI steering group</p>	<p>Reduction of risk to include ASB Accidental Dwelling Fire's (ADF's), hate crime and arson.</p> <p>Reduction of ADF's</p> <p>All of the CSP objectives.</p> <p>Potential contribution to all Community safety Local Performance Indicators by engaging each function of Community Safety.</p> <p>LPI 19-35, 48-49, 44-47, 85-90, 79-84 (See Appendix 1)</p>
<p>Site Specific Risk Information (SSRI)</p> <p>Enhance risk management through the collection of SSRI. Enhance Community safety and the safety of operational crews.</p> <p>Information from the legislative fire safety team will compliment and inform that which is gathered from operational crews.</p> <p>Carry out risk visits and upload the information into the MFRS database.</p> <p>Use the fire safety audit to compliment the collection of SSRI</p> <p>Functional support for the district and operational crews</p> <p>Guide and performance manage operational crews through the Performance Management Framework.</p>	<p>Measure number of visits. QA through Ops. Planning. Monitor the operational performance and FF injuries at incidents.</p> <p>Share operational intelligence with partners to manage risk and develop the collective responsibility for safety in the workplace.</p> <p>Objective 7 IRMP.</p> <p>LPI9-35</p>

<p>Fire Cadets</p> <p>Commence Wirral Fire Cadets scheme at Wallasey fire station and lifestyle centre in partnership with Wirral Children and young peoples department.</p> <p>Provide financial governance and advice.</p> <p>District based staff and volunteers will run, manage and deliver the scheme in partnership with Wirral CYPD.</p> <p>Engage young people to develop their values and contribution to their local area through the reduction of risk to them and their environment.</p> <p>Functional support for the district and staff.</p> <p>Guide and performance manage operational crews through community engagement hours. Provide ideas and contribute to training and sessions to be held on station. Contribute to planning and delivery.</p>	<p>reduction of ASB, arson and ADF's</p> <p>Advocate development.</p> <p>Numbers of young people who are NEET</p> <p>Revenue for management provided by the Youth Engagement team MFRS. Capital support provided by Wirral CYPD.</p> <p>Contribute to completing community engagement hours output for operational crews.</p> <p>IRMP objectives:</p> <ul style="list-style-type: none"> • 5 reduce impact of fire on wider community. • 6. Support local councils. • 8 Improve community safety and quality of life • 20. reduce ASB on Merseyside.
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<p>Road Traffic Collision (RTC) Reduction</p> <p>Deliver road safety education and advice to people at risk. Contribute to the outcomes of the Road Safety Partnership on the Wirral..</p> <p>Provide generic packages for operational crews to deliver. Quality assures service delivery. Enhance capacity to deliver education through the advocate resource.</p> <p>The operational crews will work with the community safety function to target groups at risk with education and advice.</p> <p>Access the Road safety partnership for a co-ordinated approach.</p> <p>Functional support for the district and operational crews</p> <p>Guide and performance manage operational crews through community engagement hours.</p>	<p>Number of RTC's MFRS responds to. LPI 41-43 (See appendix 1)</p> <p>Number of KSI' on the Wirral. Local Performance Indicator 36-43. Reported to the Road Safety Partnership.</p> <p>Reduce Risk. Speed awareness courses</p> <p>Contribute to completing community engagement hours output for operational crews.</p>
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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 Wirral, 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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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 Wirral a safer, stronger and healthier place to live.

We are committed to achieving a reduction in accidental property fires through innovative intelligence led solutions focusing on the most vulnerable and at risk sections of our communities.

We will continue to play an active role in strategies aimed at reducing the number and severity of road traffic collisions.

We will work with our partners to make Wirral a healthier community by promoting independence, health and wellbeing. This will be achieved through tackling a range of health inequalities with relevant partners and stakeholders. We will strive to maximise the potential for current initiatives to integrate for the benefit of all sectors of the community.

Wirral's Local IRMP is designed to work with the 6 key drivers contained within the Wirral's emerging and developing local objectives. This will support Wirral's vision as outlined in the Sustainable Communities Strategy of engaging statutory agencies, the private, community and voluntary sectors in meeting the borough's challenges and collectively working to improve the quality of life within Wirral.

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

Design-action	LPI Ref	Narrative
Community Safety	4	Total number of HFSC's completed
	5	Home Fire Safety Checks carried out in domestic dwellings as a revisit.
	5a <i>New</i>	Number of HFSC's carried out in high, medium, low risk areas
	6 <i>New</i>	Telephone Home Fire Safety Assessments
	7	Total Number of Risk Assessments Completed
	8	Percentage who said 'That they Felt Safer' as a result of HFSC Intervention
	9 <i>Amended</i>	Percentage of High Risk properties where risk reduced within 5 days of initial contact
	10 <i>Amended</i>	Percentage of young people who move from the NEET cohort (not in education, employment or training) into EET (employment, education or training) by completing Youth Engagement Programmes within 3 months of finishing the programme
	10b	Community Safety Engagements (by hours completed)
Non Domestic Fires	19 <i>New</i>	Deliberate - Fires in Non Domestic Premises
	19a <i>New</i>	Accidental – Fires in Non Domestic Premises
Road Traffic Collisions	36 <i>Amended</i>	Number of Road Traffic Collisions (RTC) attended in Merseyside
	41	Number of injuries at RTC's (minor)
	42	Number of injuries at RTC's (serious)
	42a	Number of fatalities at RTC's
	43	The percentage of RTC's classified as 'Persons Trapped' attended within 8 minutes of the notification.
Accidental House 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 House 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
	49a <i>Amended</i>	Number of deaths occurring in deliberate dwelling fires
	50 <i>Amended</i>	Number of Injuries occurring in deliberate dwelling fires

Design-action	LPI Ref	Narrative
Unwanted Fire Signals	53	The number of false alarm calls due to automatic fire alarm equipment.
	54	The number of properties with more than one attendance due to false alarms caused by 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
Standards of Fire Cover	60	Standards of fire cover: High risk 1st appliance within 5 min and 2nd within 10 mins. Medium risk 1st appliance within 6 mins and 2nd within 11 mins. Low risk 1st appliance within 7 mins and 2nd within 12 mins
Total Fires	61 <i>New</i>	The total number of Fires in Merseyside
Deliberate Fires	61a <i>New</i>	Number of deliberate vehicle fires
	61b <i>New</i>	Number of deliberate ASB fires (small)
Energy & Environment	93	Electricity used by all MFRS buildings - divided by floor space
	94	Gas used by all MFRS buildings - divided by floor space
	95	Water used by all MFRS buildings - divided by floor space
	96	Waste generated per person per annum
	97	Carbon Output of all buildings
H&S	98	Operational Staff Injuries – On Duty
	120 <i>New</i>	RTC's involving fire service vehicles – <ul style="list-style-type: none"> • Hit by other vehicle – (monitoring only) • Hit by other vehicle (not parked) • Hit Parked vehicle
	121 <i>New</i>	Site Specific Risk Information (SSRI) - Firefighter Safety - eg number of sites visited resulting in a site specific plan
Finance	108	Net Expenditure on the Fire & Rescue Service per head of population
	128	The % of invoices which were paid by the Authority within 30 days of such invoices being received by the Authority
Time and Resource Management	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
Equality & Diversity	116	At least 18% of all new recruits appointed by 2013 to be women
	117	At least 13.6% of all new recruits appointed by 2013 to be from minority ethnic communities in order to match the current minority ethnic population of Merseyside plus 5%
	118	By 2013, to improve recording of staff with a disability to match the level as that recorded in the economic population of Merseyside - currently 19%

9. Appendix B – Wirral Local Area Priorities

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

WIRRAL LAA 2008 – 2011: Improvement Targets

GONW Priority	NI	National Indicators (Designated targets)
Safer Communities	15	Serious violent crime rate
Safer Communities	20	Assault with injury crime rate
Safer Communities	38	Drug-related (Class A) offending rate
Safer Communities	39	Alcohol-harm related hospital admission rates
Safer Communities	47	People killed or seriously injured in road traffic accidents
Children and Young People	48	Children killed or seriously injured in road traffic accident
Children and Young People	55	Obesity among primary school age children in Reception Year
Children and Young People	68	Referrals to children's social care going on to initial assessment
Children and Young People	111	First time entrants to the Youth Justice System aged 10-17
Children and Young People	112	Under 18 conception rate
Children and Young People	117	16 to 18 olds who are not in education, employment and training (NEET)
Adult Health and Wellbeing	120	All-age all cause mortality rate

Adult Health and Wellbeing	123	Stopping smoking
Adult Health and Wellbeing	130	Social Care clients receiving Self Directed Support (Direct Payments and Individual Budgets)
Adult Health and Wellbeing	135	Carers receiving needs assessment or review and a specific carer's service, or advice and information
Local economy	151	Overall employment rate ³ (WNF Reward indicator)
Local economy	153	Working age people claiming out of work benefits in the worst performing neighbourhoods (WNF Reward indicator)
Local economy	154	Net additional homes provided
Local economy	155	Number of affordable homes delivered (gross)
Local economy	156	Number of households living in temporary accommodation
Local Economy	167	Congestion - average journey time per mile during the morning peak
Local Economy	171	New business registration rate
Environmental sustainability	186	Per capita reduction in CO2 emissions in the Local Authority area
Environmental sustainability	192	Household waste recycled and composted
Environmental sustainability	195	Improved street and environmental cleanliness – Litter (Primary)