Wirral

Local Integrated
Risk Management Plan

2010/2011

Contents

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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

I have pleasure in presenting to you our Integrated Risk Management Plan for Wirral. The social and economic diversities that exist within the borough are reflected in the level of risk within individual wards. Although Wirral is inherently a safe place to live, there are pockets of risk and your Fire Service has worked proactively to reduce these risks.

Accidental dwelling fires and road traffic collisions where people are killed or seriously injured remain challenging. We visit over 22,000 homes each year on Wirral delivering Home Fire Safety Checks as part of a comprehensive Accidental Dwelling Fire Strategy. In the case of road traffic collisions we work in partnership to develop initiatives aimed at raising awareness and reducing the number/severity of these incidents. We constantly review our strategies to ensure they maintain their effectiveness.

We are engaged in partnership working to tackle other issues of concern to our communities. We have tackled health issues through a series of projects including gym facilities for former heart patients and on a variety of youth engagement activities i.e. DIG IT and All Fired Up. We are particularly excited about the development of Wallasey Fire Station to incorporate the "youth hub" for Wallasey. This is an innovative project that demonstrates the true value of partnership working.

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 Local Area Agreements.

4. 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.

2006

2006 Risk Map for Wirral showing ward boundaries
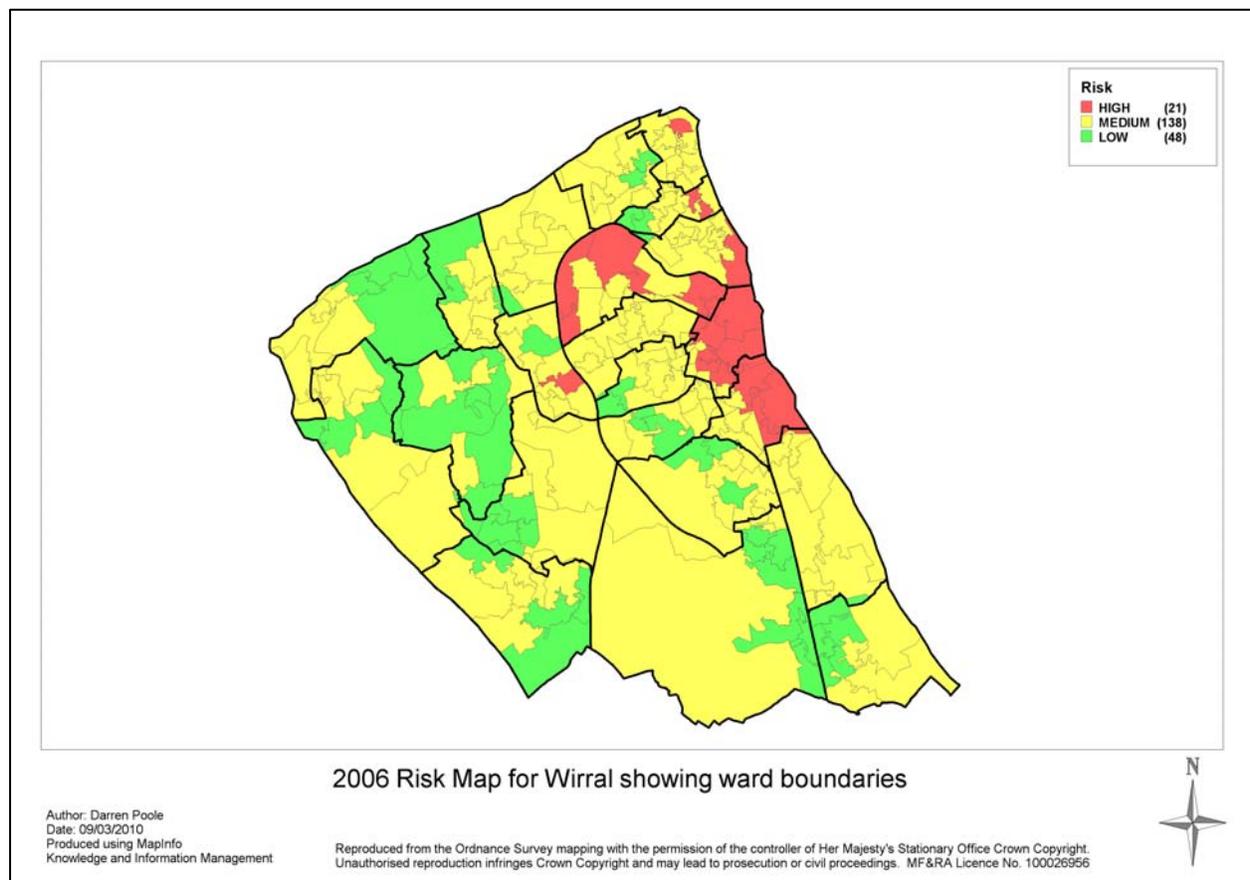
This was our risk map from 2006; the majority of areas were assessed as medium risk with 21 areas being identified as high risk.

2010 Risk Map for Wirral showing ward boundaries

Author: Darren Poole
Date: 09/03/2010
Produced using MapInfo
Knowledge and Information Management

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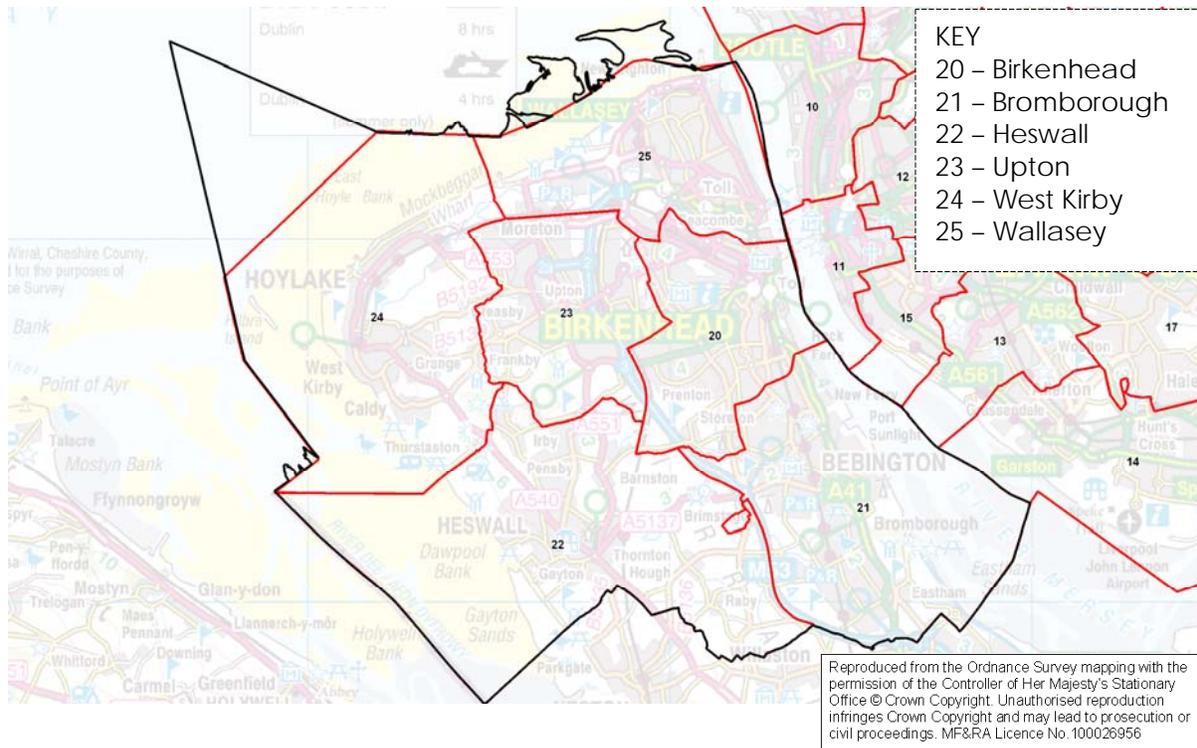
Risk
HIGH (11)
MEDIUM (93)
LOW (103)

The 2010 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. Those areas assessed as high risk have dropped from 21 to 11 and are now concentrated in the Bidston & St James, Birkenhead & Lairdside and Seacombe wards. There are two small pockets of high risk in Upton and Rock Ferry.

The Wallasey and Liscard Wards have shown a significant reduction in risk over this period.

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

KEY
20 – Birkenhead
21 – Bromborough
22 – Heswall
23 – Upton
24 – West Kirby
25 – Wallasey

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

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

| Incident Type	2005/06	2006/07	2007/08	2008/09	Difference	% Change
NI33a Deliberate Property & Vehicle Fires	453	409	311	295	-158	-34.9%
NI33b Deliberate Anti-Social Behaviour Fires	1932	2379	1641	1433	-499	-25.8%
NI49a Property & Vehicle Fires	907	805	715	718	-189	-20.8%
NI49b Fatalities in Accidental Fires in the Home	3	2	2	2	-1	-33.3%
NI49c Non-Fatal Casualties in Accidental Fires in the Home	38	40	26	41	3	7.9%
Accidental Fires in the Home	282	254	253	278	-4	-1.4%
Accidental Commercial Property Fires	40	34	42	68	28	70.0%
Deliberate Commercial Property Fires	37	33	17	35	-2	-5.4%
Unwanted Fire Signals	932	963	951	871	-61	-6.5%
Road Traffic Collisions	218	194	182	134	-84	-38.5%
Injuries in Road Traffic Collisions	115	125	114	120	5	4.4%
Fatalities in Road Traffic Collisions	2	2	1	5	3	150.0%

From 2005/06 to 2008/09, Wirral witnessed reductions in most National Indicator (NI) categories, with the exception of NI49c (injuries in accidental fires in the home), which increased by 3 (7.9%). Wirral saw large reductions in deliberate fires in particular, with deliberate property & vehicle fires reducing by 34.9% and deliberate ASB fires reducing by 25.8%.

Analysis of Accidental Fires in the Home

Table 2: Top 6 wards for Accidental Fires in the Home in Wirral during 2008/09

Ward	2008/09	Proportion
Upton	25	9.0%
Rock Ferry	23	8.3%
Seacombe	22	7.9%
Birkenhead and Tranmere	21	7.6%
Leasowe and Moreton East	20	7.2%
Bidston and St James	16	5.8%

Chart 1: Accidental Fires in the Home in Wirral 2005/06 – 2008/09, by Station Ground

Accidental Dwelling Fires in Wirral 2005/06 - 2008/09, by Station Ground
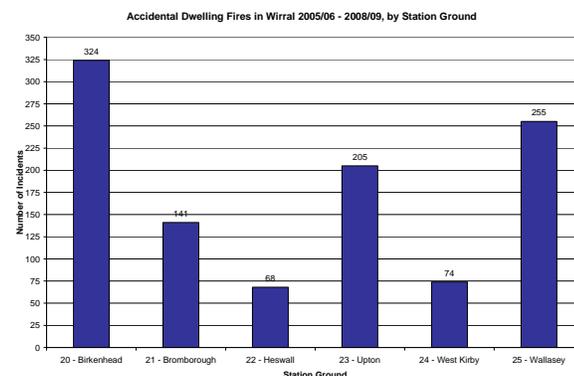
There was a marginal reduction in accidental fires in the home between 2005/06 and 2008/09, of 4 (1.4%). Over the four years each station ground has accounted for the following number of such incidents: Birkenhead with 324, Wallasey with 255, Upton with 205, Bromborough with 141, West Kirby with 74, and Heswall with 68.

The top ward in 2008/09 for accidental fires in the home was Upton, with 25; 8.99% of all such incidents in the district during the year.

Analysis of Deliberate Property & Vehicle Fires

Table 3: Top 6 wards for Deliberate Property & Vehicle Fires (NI33a) in Wirral during 2008/09		
Ward	**2008/09**	**Proportion**
Bidston and St James	64	21.7%
Birkenhead and Tranmere	35	11.9%
Rock Ferry	33	11.2%
Seacombe	29	9.8%
Bromborough	18	6.1%
Upton	17	5.8%

Chart 2: Deliberate Property & Vehicle Fires (NI33a) in Wirral 2005/06 – 2008/09, by Station Ground

Deliberate Primary Fires (NI33a) in Wirral 2005/06 - 2008/09, by Station Ground
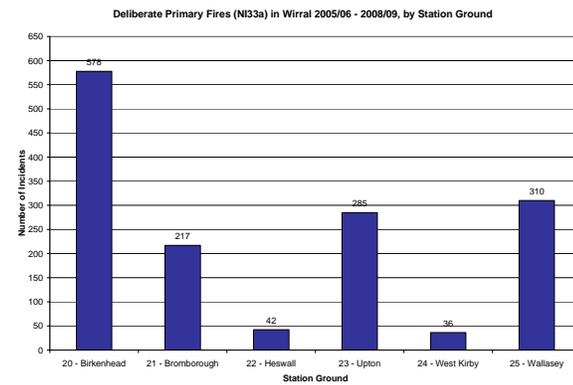
Deliberate property & vehicle fires have reduced by 34.9% from 2005/06, with only 295 incidents in Wirral during 2008/09. Bidston and St James accounted for 21.7% of all deliberate property & vehicle fires (NI33a) during 2008/09, with 64, 29 more than the second ward, Birkenhead & Tranmere.
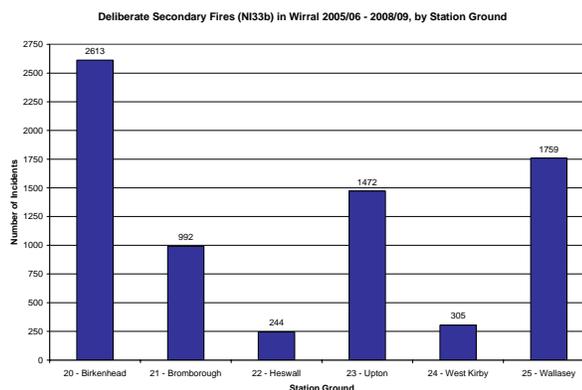
Birkenhead station ground has accounted for more deliberate property & vehicle fires than any other over the four year period, with 578.

Analysis of Deliberate Anti-Social Behaviour Fires

| Table 4: Top 6 wards for Deliberate ASB Fires (NI33b) in Wirral during 2008/09 | | | Chart 3: Deliberate ASB Fires (NI33b) in Wirral 2005/06 – 2008/09, by Station Ground |

Ward	2008/09	Proportion
Bidston and St James	313	21.8%
Birkenhead and Tranmere	181	12.6%
Seacombe	143	10.0%
Rock Ferry	132	9.2%
Bromborough	98	6.8%
Claughton	83	5.8%

Chart 3: Deliberate ASB Fires (NI33b) in Wirral 2005/06 – 2008/09, by Station Ground

There has been a reduction of 499 (25.8%) deliberate ASB fires from 2005/06 to 2008/09. The station ground to account for more deliberate ASB fires than any other during the four years is Birkenhead, with 2,613.
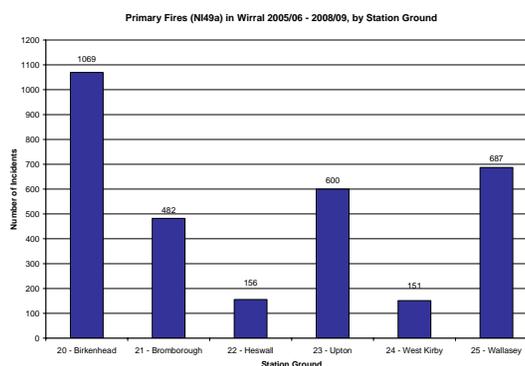
In 2008/09, Bidston and St James witnessed 21.8% of all such incidents in Wirral District, with 313 such incidents.

Analysis of Property & Vehicle Fires

| Table 5: Top 6 wards for Property & Vehicle Fires (NI49a) in Wirral during 2008/09 | | | Chart 4: Property & Vehicle Fires (NI49a) in Wirral 2005/06 – 2008/09, by Station Ground |

Ward	2008/09	Proportion
Bidston and St James	98	13.6%
Birkenhead and Tranmere	70	9.7%
Rock Ferry	66	9.2%
Seacombe	60	8.4%
Upton	45	6.3%
Bromborough	44	6.1%

Chart 4: Property & Vehicle Fires (NI49a) in Wirral 2005/06 – 2008/09, by Station Ground

Property & Vehicle fires (NI49a) reduced by 189 (20.8%) from 05/06 to 08/09, with Birkenhead station ground accounting for more incidents in that time than any other, with 1,069. In 2008/09, Bidston and St James witnessed the greatest number such incidents of any ward, with 98, 13.7% of all those in the District during the year.

Analysis of Injuries in Accidental Fires in the Home

Table 6: Distribution of Injuries in Accidental Fires in the Home in Wirral (2008/09) by ward

Ward	2008/09	Proportion
Clatterbridge	6	14.6%
Bromborough	5	12.2%
Leasowe and Moreton East	4	9.8%
Bebington	4	9.8%
Birkenhead and Tranmere	3	7.3%
Rock Ferry	3	7.3%
Claughton	3	7.3%
Upton	2	4.9%
Oxton	2	4.9%
Pensby and Thingwall	2	4.9%

Clatterbridge was the ward to see the greatest number of injuries in accidental fires in the home during 2008/09, with 6, 14.6% of all in the district during the year.

Bromborough station ground saw 17 injuries in accidental fires in the home, 5 more than the next station ground, Birkenhead, with 12.

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Fire & Rescue Service Priorities

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

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

5. 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 309,500 residents and consists of 140,865 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 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
Road Safety Advocate
School Fire Liaison Officers

Local Priorities

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

These are summarised in appendix B

6. Our Plans to Reduce Risk and Address Local Priorities in 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 LAA
All Fired Up This is a 12 week lifestyle programme aimed at 11-16-year-olds with weight management issues. Individuals are provided with a personal training programme, developed and supervised by a personal trainer using gym facilities on station. This is supported by a nutritionist who shows the participants how they can cook a healthy meal as quickly as going to the local takeaway. After completion of the course individuals are provided with ongoing support and can access the gym facilities under supervision. Provision of facilities at Wallasey Community Fire Station.	Young people on the Wirral will be; safer from fire in their homes, fitter and healthier. Reduction of accidental kitchen fires, reduction in teenage obesity and associated illness, reduction in health inequalities and improved wellbeing. Community engagement with Young people - No's of personnel attending will be monitored. LAA Themes: • Safer communities • Health and wellbeing • Life Chances for young people. National Indicators: NI 120 Local Indicators: LPI 10a
Dig It To engage young people within the street environment around South Wirral, more specifically around Bromborough Fire Station. To provide alternative and positive activity to engage in and reduce annoyance for Police and local residents. Wasteland and under utilised building at rear of station given over to the project for the development of a market gardening initiative. Supporting South Wirral Youth Service activities	Residents will benefit from a reduction in antisocial behaviour through community engagement with young people and those young people will become healthier and safer through understanding the benefits of healthy eating, sustainable food production and safer cooking leading to reduction in kitchen fires. Reduced levels of teenage obesity. LAA Themes: • Safer communities • Health and wellbeing • Life Chances for young people. • Living and working environment National Indicators: NI 111, NI 120 Local Indicators: LPI 10a

Diversity We will ensure appropriate representation is maintained on Wirral Equalities Forum, Wirral Ethnic Health Action Group and Wirral Race Hate Task Group. Our attendance will ensure that the services of MFRS are fully integrated and available to all diverse communities on Wirral. Wirral Wide	Diverse communities will have good access to MFRS services leading to Improved community cohesion and reduction in risk for some of our most vulnerable communities. LAA Themes: • Safer communities • Health and wellbeing • Life Chances for young people National Indicators: NI 120, NI 123 Local Indicators: LPI 116, LPI 117, LPI 118
Green Space Strategy To develop a Green Space Strategy which builds upon current initiatives to provide a comprehensive response to identified risks in open areas throughout Wirral. Watch Managers will be tasked with identifying specific risks within their station areas and developing local solutions for inclusion within the borough wide strategy. Borough wide	Wirral's green spaces and the communities that use them will be better protected from accidental and deliberate fires. Open grasslands and park areas have specific risks at different times of the year. MFRS will work with partners to protect Wirral's green spaces from fire, thus ensuring that they remain available for the communities of Wirral to enjoy. This will be measured through a reduction in Antisocial behaviour and secondary fires. A reduction in carbon emissions. LAA Themes: • Safer communities • Health and wellbeing • Living and working environment. • Strong local economy National Indicators: NI186 Local Indicators: LPI 89 LPI 92
Wirral Heartbeat Gym Fire Stations being used to provide Community Gyms for cardio rehabilitation in partnership with the charity "Wirral Heartbeat". Provision of shared gym facilities on all stations across the Wirral increases accessibility for all sectors of the community and FRS staff. Birkenhead, Bromborough, Heswall, Upton. West Kirby, Wallasey.	Vulnerable members of the community will be safer from fire and healthier as a result of this community engagement designed to improve adult health and well being. LAA Themes: • Safer communities • Health and wellbeing National Indicators: NI 120 Local Indicators: LPI 4, LPI 44

Healthy Homes Initiative The development of a pilot initiative to assess a group of 1,000 homes in the New Brighton area to identify any risks that would have an adverse impact on health & wellbeing. We will work with Local Authority and other partners to develop a single point risk assessment for the home together with wide ranging appropriate interventions. A number of personnel will be trained in the risk assessment & referral processes MFRS will work within the New Brighton area conducting single point risk assessments and referrals.	Vulnerable people will be safer in their own homes as a result of effective multi-agency working. Community Engagement will improve community safety and health & wellbeing in 1000 homes. LAA Themes: • Safer communities • Health and wellbeing • Living and working environment. • Sustainable, appropriate housing National Indicators: NI 120, NI 123, NI 186, Local Indicators: LPI 26, LPI 44, LPI 45, LPI 46, LPI 47, LPI 65, LPI 71 LPI 77.
Child Car Seat Campaign To help in the reduction in Children killed and seriously injured in Wirral through education of drivers when buying or fitting of Childs Car Seats. To be trained to a recognised level and pro-actively interact with drivers and pass on the safety messages. MFRS and Wirral Road Safety Team shall conduct events at locations to be agreed between the parties to this Agreement to give information to car drivers on the following:- the correct type and size of Child Car Seat for their vehicle; the legal requirements for the provision of car seats; and the fitting of Child Car Seats and accredited suppliers.	Children in Wirral will be safer when travelling by car as a result of this initiative that will reduce the numbers of children killed or seriously injured in a road traffic collision. An education of drivers when transporting children that may affect the overall driver standards at all times. LAA Themes: • Safer communities • Health and wellbeing • Life chances for children and young people. National Indicators: NI 47 NI 48 Local Indicators: LPI 37, LPI 41, LPI 42

Pac Liders for Community Patrol and Rangers

To facilitate part of IRMP action point. To give Wardens and Rangers great first aid attack capabilities for small open space fires. To train and issue Pac-liders. To draw up a partnership agreement with both partners

Wirral Community Patrol Officers and Wirral Park Ranger Service will receive training from MFRS and be issued Pac-Lider portable extinguishers to use when discovering small fires in open spaces. This reduces turnouts to small fires and reduces Carbon emissions.

Open spaces and the people who use them will be better protected as a result of this initiative. There will be a reduction in call outs to small fires in open spaces and a reduction in small fires escalating to large open space fires resulting in more effective use of FRS resources and lower carbon emissions.

LAA Themes
- Safer communities
- Health and wellbeing
- Living and working environment.
- Strong local economy

National Indicators:
NI 186

Local Indicators:
LPI 89, LPI 92

Wallasey Youth Centre

Working in partnership with Wirral Youth Services to convert spare capacity within Wallasey community fire station and create a youth hub for the community of Wallasey. This will place Wallasey Fire Station at the centre of youth activity for Wallasey and provide the opportunity for the FRS to become fully engaged with young people.

Use of under utilised resources to provide positive improvement in youth facilities within local neighbourhood.

MFRS Integration and engagement with local community.

Young people in Wallasey will feel more engaged with their local community and more aware of their role within it resulting in improved relationships between younger and older members of the community and reduced antisocial behaviour

LAA Themes:
- Safer communities
- Health and wellbeing
- Life chances for children and young people.

National Indicators:
NI 111

Local Indicators:
LPI 10a, LPI 48 LPI 89

Tag Rugby and Youth Rugby To help reduce ASB Fires and False Alarms by engaging with Young persons through Tag Rugby and Rugby Union. Proactively interact with young people both inside schools and out of school (Prenton Rugby Club) and pass on lifestyle message and choice. Visit High Schools and clusters of Primary schools in areas identified by Statistical Analysis.	Young people will be fitter and healthier and their communities will see the benefits through a reduction in ASB fires and False Alarms as a result of this engagement. LAA Themes: • Safer communities • Health and wellbeing • Life chances for children and young people. National Indicators: NI 111 Local Indicators: LPI 10a, LPI 52 LPI 89

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
FITNESS AND HEALTH: **District and station staff to develop local approaches to improving health and fitness in the workplace.**	Our staff will have healthier lifestyles; • Through improved fitness, • Earlier identification of medical conditions. • Early intervention and remedial action to assist in timely recovery. This will be achieved through routine health screening.
CARBON FOOTPRINT: **District and station staff to help reduce the overall carbon emissions of MFRS through reduction in the impact of fire fighting activity.**	CO_2 emissions on Merseyside will reduce. • The reduction in dwelling fires will directly contribute towards the reduction in CO_2 release from fire. • The reduction in the number of operational incidents will contribute towards a reduction in fuel use and carbon emissions by fire appliances.

	Before and after measurements of emissions resulting from fire fighting are to be developed by the Energy and Environmental Manager.
CORPORATE SOCIAL RESPONSIBILITY: **District and station staff to take an innovative approach to engaging with charitable organisations to deliver benefits to our communities whilst contributing to the overall aims of MFRS.**	The local community will benefit from the outcomes of our joint working with voluntary and charitable organisations. Qualitative evidence of engagement with charities that benefits both Merseyside Fire & Rescue Service and the community will be gathered via case studies.
EQUALITY AND DIVERSITY: **District and Station staff to contribute delivering our service equitably to all communities and individuals by considering the needs and risks associated with their communities and to develop innovative ways of addressing those needs and risks.**	The hardest to reach in our community will benefit from risk reduction initiatives, regardless of the cultural, religious or language barriers which make them harder to reach. Demonstrable examples of where the actions of districts and stations have had a positive impact on "at risk" and/or underrepresented communities and individuals will be reported.

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 Local Area Agreement. 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

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

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

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

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

9. Appendix B – 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 rate3 **(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 CO_2 emissions in the Local Authority area
Environmental sustainability	192	Household waste recycled and composted
Environmental sustainability	195	Improved street and environmental cleanliness – Litter **(Primary)**