

# Making Cheshire Safer

Integrated Risk  
Management Plan  
2012–13

# Integrated Risk Management Plan 2012–13

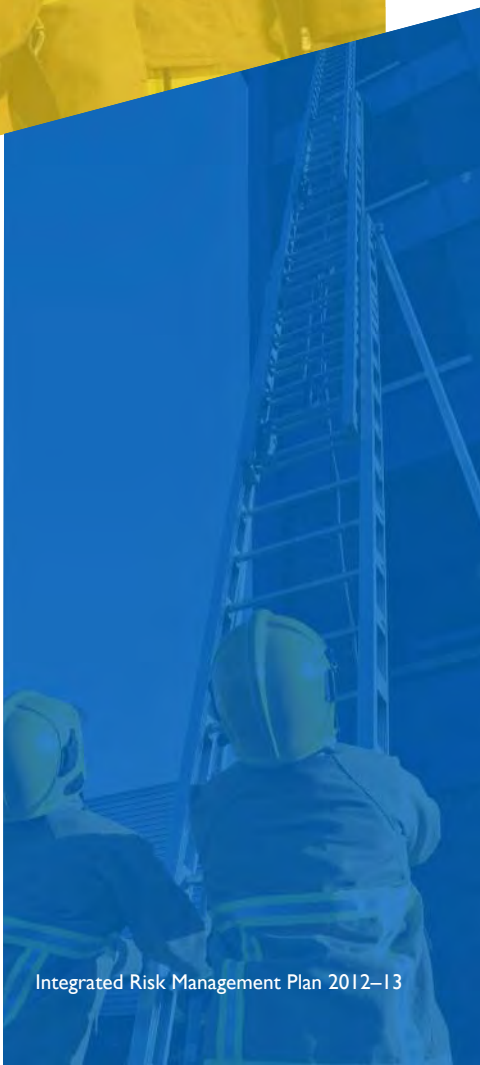
## Contents

1.	Introduction	1
2.	Our approach to risk assessment and analysis	3
3.	Projects and proposals for 2012–13	7
4.	Involving our staff and our communities	13
5.	Finance and performance	15



# 1

# Introduction



Cheshire Fire Authority is the publicly accountable body responsible for ensuring local communities are protected by an effective fire and rescue service.

To help it do so while responding to significant reductions in its budget, the Authority has developed a four year strategy – Planning for a Safer Cheshire – setting out the approach and the direction it intends to take from 2011 to 2015. The strategy makes it clear that the amount of savings needed will require the organisation to make major changes in both how it operates and how it delivers its services. The practical implementation of the strategy is supported by a series of annual action plans which set out in more detail the projects and work scheduled for the following financial year.

These publications also satisfy the Fire Authority's statutory requirement to produce an Integrated Risk Management Plan (IRMP) reflecting up to date risk information and outlining how resources will be used cost effectively to reduce the potential risk to life and impact on local communities. This plan is the second to be produced in support of the four year strategy and outlines the proposals for 2012–13. It also includes updated information on how we assess

and analyse the changing risks facing our communities to ensure we position and use our prevention, protection and response resources as effectively as possible.

A number of significant projects are underway and savings of £1.9 million have already been delivered. The biggest challenges remain ahead, however, with the Authority's Government funding in 2013 and beyond expected to be cut significantly.

For the next financial year, therefore, the key focus will be on ensuring that comprehensive analysis and research is completed so options for the front-line projects needed in the last two years of the strategy can be developed. The organisation will also be implementing the recommendations of its initial service reviews, most of which concentrate on efficiencies in support and back office services.

While a significant amount of work will be needed to plan for the major changes ahead, the Authority remains committed to maintaining the major improvements in fire safety achieved in recent years – culminating in the organisation winning the inaugural "Fire and Rescue Service of the Year" award for 2011–12 and attaining 'Excellence' in the equality framework.



David Topping  
Fire Authority Chair

Paul Hancock  
Chief Fire Officer



# 2

## Our approach to risk assessment and analysis



## Identifying key risks

The Fire Authority has a responsibility to provide an efficient and effective fire and rescue service that protects the communities and infrastructure of Cheshire. Legislation in 2003 removed the old national standards of fire cover laid down by the Government and instead required every fire authority to produce an annual plan setting out how it would assess local risks and use their resources to protect local communities.

To support this, Cheshire maintains a detailed understanding of the international, national, and local factors that impact upon the delivery of its services.

Each year a comprehensive and forward-looking analysis of these external factors is carried out, which highlights the more important political, economic, social, technical, legal and environmental/ethical (PESTLE) issues. A summary of this key document is available on our website - [www.cheshirefire.gov.uk](http://www.cheshirefire.gov.uk).

In addition to the external analysis, the Service uses a range of sophisticated tools and computer programmes to actively monitor and assess the changing risk profile of Cheshire. This includes an analysis of population, mapping of incidents and activity and identifying vulnerable people and groups.

Together with a number of other unique agreements, through which further data is provided by key partners, these tools provide an in-depth picture of the community and enable the Authority to match appropriate resources to risk.

Together these processes deliver a comprehensive approach to assessing risk, which includes:

1. Identifying the principal risks to life, property and the environment which require an emergency response. These include:
  - Fires in homes, businesses, hospitals, schools etc.

- Life threatening incidents in the community, including road traffic collisions and other incidents.
  - Major fires, floods, chemical risks and other incidents where the Service has a statutory responsibility under the Civil Contingencies Act 2004.
2. Assessing these various risks according to their significance so that proportionate response standards and strategies are developed to limit the impact on local communities.
  3. Ensuring an appropriate balance between the cost of the Service's response and the risk to public safety.
  4. Ensuring emergency incidents are responded to safely and effectively by taking into account the risks to firefighters, the environment and wider society.
  5. Projecting future trends as far as is reasonably practicable and apply the impacts upon communities and stakeholders within the risk assessment process.
  6. Monitor and review outcomes and standards to ensure they remain fit for purpose, drive continuous improvement and manage / mitigate risk.

## Response standards

Currently the Authority uses a suite of localised 'Cheshire Response Standards', based on a comprehensive assessment of local risk and a number of other data sets, to produce a series of risk weightings and accompanying emergency response times for all communities.

The Service's current response risk levels and times are as follows:

Risk Level	Response time
Very high	0 to 5 minutes
High	6 to 10 minutes
Medium	11 to 15 minutes
Low	16 to 20 minutes
Very low	within 21 minutes

The Service has also adopted a standard of a maximum 11 minute response to Road Traffic Collisions (RTCs), while a further standard sees the Service aiming to ensure 25 appliances are mobilised within an hour of us declaring a major incident.

We will be revising this methodology in 2012–13 so that it can take into account a wider range of risk-related factors and data sets. This can then be used to develop a revised set of response times. We will also be looking to make use of specialist software which allows more detailed analysis to be done into major incident risks.

## Home Safety targeting Methodology

After surpassing its target of completing 60,000 home safety assessments (HSAs) in the years prior to 2010, the Fire Authority's Four Year Strategy set out a refined approach to ensure it targeted those most at risk.

The Service is now committed to targeting a minimum of 20,000 of the most 'vulnerable' households, based upon enhanced risk and data obtained through partner agencies.

The Authority also undertakes 'high risk' HSAs through referrals from partner agencies and also targets 'low risk' households through its online Home Safety Direct system on its website - [www.cheshirefire.gov.uk/5mins](http://www.cheshirefire.gov.uk/5mins).

The Service has devised a new targeting methodology to identify and focus on the 20,000 most high risk households.

The concept centres on enriching the personal over-65s data that the NHS and local authorities share with the Service, by including:

- Personal risk
- Socio-demographic risk, and
- Emergency response times

The Service has access to further intelligence that helps identify groups, other than those over 65, who might also fall into the high risk category. This extra information is then split into different risk groups and matched with household data. The people with the overall highest risk scores can then be prioritised for receiving a HSA visit.

In 2012–13 the Authority will be doing work to make it easier to demonstrate how this improved targeting is resulting in improved safety for these vulnerable residents.



## Responding to national risk issues

While the focus of our IRMP is on addressing local risks to life, there are new and existing requirements to fulfil and to reduce the commercial, economic and social impact of fires and other emergencies on national resilience and security.

This includes responding to major incidents, which cut across local boundaries, such as flooding, civil unrest and terrorist incidents. In doing so the Service supports local resilience forums – bodies set up under the Civil Contingencies Act 2004 – to coordinate the plans and activities of local emergency responders.



A draft Fire and Rescue National Framework is planned from April 2012, putting further legal requirements on the Service. These include ensuring effective cross border arrangements with neighbouring fire and rescue services and local partners, as well as highlighting any gaps in national resilience to the Government.

The new Framework also brings in further requirements on publishing information - including financial, operational and performance data - online in an accessible format so local people can hold organisations to account. This builds on work the Service has already been doing to give communities a greater say in developing its future plans.

Other changes to the local government sector, such as the Localism Act and the Community Budgets programme challenge local authorities to work together better and pool resources. This poses challenges for the Service, however, as its fire engines and crews are deployed according to risk, rather than local authority boundaries. What it can do to support such projects is to see how other resources such as community safety staff can work with partners to reduce the demand on local services and the risk to families and individuals.

In addition to these issues, there are a number of others which will have an impact on the Service over the next year, including:

- A financial framework that ensures a fair and well-managed financial settlement for fire authorities, with appropriate funding to deliver statutory duties
- A fire sector-led performance framework to keep high standards and improve service delivery
- Initiatives to promote and maintain national public fire safety which reduce the societal and economic costs of fire
- The application of the fire safety laws which apply to all business premises
- A work programme to ensure new operational guidance supports firefighter safety and service to the community
- Continued support for the Fire Service College, the national facility for firefighter and fire-related training in England.





# 3

## Projects and proposals



The initial action plan in support of the four year strategy (IRMP 8) set out six key projects:

- Launching a three-year programme of Service reviews taking in all areas of the organisation
- Developing a new duty system known as 'day-crewing plus' at Macclesfield Community Fire Station
- Improving business safety – restructuring the Community Fire Protection Department
- Community Safety Advocates – cutting the number of general posts and developing new joint ones with partners
- Improving road safety – identifying options to take a lead on reducing the number of deaths and injuries on the road
- Combining management arrangements in Halton and Warrington.

Work is either complete or well advanced on all six projects and is helping to ensure all areas of the organisation can deliver a more efficient, effective and flexible service to the communities it serves. Combined with other efficiencies in back office and support services

this work will have helped towards the savings of nearly £1.9 million in 2011–12 and paved the way for a further £350,000 at least in 2012–13. More details of the efficiencies achieved are set out in Section 5 of this plan.

## Future proposals

The most significant challenges facing the Fire Authority are in 2013 and beyond – IRMPs 10 and 11. The precise levels of savings required remain uncertain, but the Medium Term Financial Plan is based on expectations that just over £2 million will need to be cut from the budget over those two years.

While we still need to deliver around £1 million savings in 2012–13 through IRMP9, the main focus will be on doing the extensive preparation for the major changes needed in IRMPs 10 and 11.

Changes in key areas such as station locations, the number of fire engines, response standards, shift systems and the use of specialist appliances are complex and require detailed analysis. The business cases for the



options developed will need to ensure the Service can make the savings required as well as maintaining the major improvements in fire safety in recent years. The issues and actions proposed have been set out under the following three key headings:

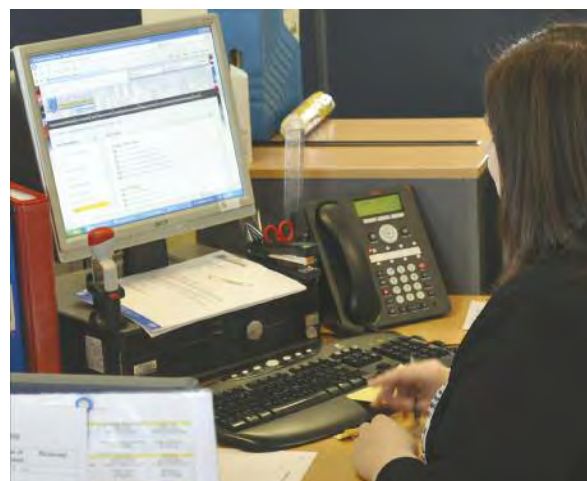
- Developing the organisation
- Protecting our communities and reducing local risks
- Responding promptly and effectively to emergencies.

## Developing the organisation

Cheshire is the current Fire and Rescue Service of the Year and also became the first combined Fire Authority in the country to achieve Excellence in the national Equality and Diversity Framework. To maintain that high performance during the challenging years of IRMPs 9 and 10, it is essential that the organisation's management and structure is clear, efficient and effective from top to bottom. Work will also need to continue on embedding the Service's own set of Core Values which were rolled out last year.

### Key issues

- **Senior management** - while reductions in posts and changes to the structure of the Service Management Team have saved nearly £250,000 in the last two years, a review will make further savings in 2012–13
- **Middle management** – we will review the number of managers employed on operational terms and conditions to ensure the appropriate balance between capacity and value for money. In addition, with continuing reductions in the number of incidents, we believe there are opportunities to review the number of operational managers needed to respond out of hours to take charge of incidents
- **Value for money reviews** – a key task for 2012–13 will be implementing the outcomes from reviews already undertaken in Corporate Administration, Community Safety, Health and Safety, the Corporate



Intelligence Unit and Learning and Development. This will include reducing and / or redesigning jobs and processes in some areas. New reviews planned for 2012–13 include: Facilities, Workshops and Transport and Policy Planning and Resilience

- **ICT** – a major updating of the Service's network will be carried out during the year to improve resilience and pave the way for new software systems
- **Streamlining our systems** – the Service will use an in-house team to streamline and improve the effectiveness of many existing systems and processes
- **Public feedback** – to help inform the major changes in IRMPs 10 and 11, the Service is planning a major survey to get public views on how community safety and emergency response services could be provided in the future, as well as ensuring more young people have their say
- **Income generation** – we will agree options to actively market some of the organisation's skills and services and to charge in areas such as shared accommodation and some special services. We will also examine sponsorship opportunities which will help the Service deliver value for money without compromising its reputation or brand
- **Working with others** – we are already working with partners in areas such as ICT to share costs but over the next 12 months we hope to implement projects for joint accommodation with the police and ambulance services.



## Protecting local communities

The Service employs dedicated staff to work with both businesses and local communities and to develop a detailed understanding of the different risks they face. The Community Fire Protection department ensures businesses are aware of their responsibilities following major changes to fire safety legislation in 2006 and also prosecutes in cases where the laws have not been followed and lives put at risk. The department carries out targeted safety campaigns and will be actively promoting the benefits of installing sprinkler systems in both homes and commercial premises.

Staff in Community Safety work directly with local communities, delivering HSAs to premises across Cheshire, engaging with partners to protect those at greater risk of fire and running a range of programmes for young people. Both departments have been subject to recent reviews to ensure they continue to have the right mix of roles and skills to help the Authority meet its responsibilities and deliver efficient, effective and value for money services.

Key issues:

- **Safety outcomes** - we have already become more accurate in identifying those who are most at risk of fire so we can carry out Homes Safety Assessments in their homes. In 2012–13 we intend to carry out work so that we can demonstrate more accurately the impact our safety work is having on those at risk groups
- **Campaigns** - in addition to our own HSA programme, we want to start a campaign to bring in a legal requirement for private landlords to fit long life, linked smoke alarms in all their properties. This will include lobbying key people and groups to gain their support. We also intend to develop a wider campaign to make it compulsory for all householders to have smoke alarms
- **Road safety** - we are developing a model which will allow us to expand our existing fire safety education programme to include road safety and do work on behalf of key partners in exchange for appropriate funding. We will also be supporting national campaigns for the fire and rescue service to be given statutory powers over road safety



- **False alarms** - while we have continued to drive down the number of false calls caused by problems with automatic alarm systems, they still take up a lot of our time and resources and mean crews aren't available to attend real emergencies. The Fire Authority will consider feedback from partners and businesses in changing its policies and approach so that we reduce the number of false calls we attend
- **Young people** - our youth engagement programmes continue to deliver major improvements in the lives of the young people themselves and in the communities where they live. We will be focussing on ensuring more of these programmes are self sufficient by being commissioned through local partners.

## Responding to emergencies

The Service has continued to develop a comprehensive suite of computer modelling programmes and techniques so that it can better analyse the impact of its work on improving the safety of local communities.

These will allow more rigorous testing of proposals aimed at improving the effectiveness of how staff and appliances respond to fires, road traffic collisions and other emergencies.

### Key issues

- **Station locations** – we will be conducting detailed analysis into our emergency response across the Fire Authority area to consider future options for station locations and to evaluate the impact of potential changes on response times to fires, road traffic collisions and other emergencies
- **Fire engines** – we will be reviewing how effectively we make use of our fleet of appliances, including when and where they attend incidents, particularly at stations with two appliances
- **Special appliances** – the Service has a number of specialist vehicles to help in tackling specific emergencies, including hydraulic platforms. In 2012–13 we are looking to commission a new fire engine which can also operate as a hydraulic platform. We also believe we can deliver the services currently provided by our Hazardous Materials Unit and our foam tanker in different ways which will be more

efficient and effective in protecting local communities and businesses

- **Shift systems** – we will be commissioning work on comparing our current shift systems with those of other fire and rescue services and other public and private organisations. We will ensure future options are compatible with the use of resources which the Authority determines is necessary to implement its IRMP. This will include looking at the business cases for different shift times and patterns and keeping under review the staffing resources needed to ensure an effective and proportional response in managing operational incidents. We will also be exploring options for expanding the predominantly rural on-call shift system into more urban areas
- **Response standards** – in line with our use of extra risk data to inform our community safety work, we also intend to use wider risk factors in refining our local suite of emergency response standards
- **Improving our resilience** – recent severe weather has tested our communities' ability

to cope during periods of flooding and extreme cold. To improve our emergency response in the winter, we are developing a fleet of 4 X 4 vehicles including a midi fire engine

- **North West Fire Control** – after ending the national project to create nine regional centres for handling fire and rescue 999 calls, the Government asked for Services to develop local alternatives. Four of the Services in the North West - Cheshire, Cumbria, Lancashire and Greater Manchester - plan to develop their own joint centre using the original planned site in Warrington. The Fire Authority supports the proposals in principle, provided they deliver a more effective, efficient and resilient system than current arrangements. Staff consultation is underway but approval is subject to acceptance of a final business case later in 2012–13. In the meantime, we aim to provide 999 call handling and mobilising for Cumbria Fire and Rescue Service from June, 2012 by making best use of our recent investment in technology.





# 4 Involving our staff and our communities



The Authority recognises that the future changes it needs to make so it can continue to protect local communities during a time of major funding cuts are significant and will raise a number of issues for both its staff and the people they serve. As a result the Authority is committed to involving people in the development of its proposals at the earliest opportunity.

Within the organisation all managers were involved in discussing future options at their annual conferences and trade unions will continue to be engaged throughout the process. Details of the specific proposals were put on the Service's Intranet for staff, while there were face to face briefings, including a programme of senior management roadshows for employees in each unitary council area.

Externally the Service contacted its key partners and invited their comments on future proposals, while full details and an online survey were also made available on its website – [www.cheshirefire.gov.uk](http://www.cheshirefire.gov.uk). In addition, there were face to face briefings for key people and

organisations and a series of community roadshows where people could discuss the proposals and complete an IRMP survey.

The consultation programme ran for 14 weeks and finished on December 19, 2011. All comments received were reported to the Fire Authority at its meeting on February 8, 2012 when Members also approved the organisation's budget for 2012–13.

The full consultation report is on the Service's website and includes a section highlighting potential improvement for the future. For further information about this and other consultation programmes, the contact details are as follows:


e-mail: [consultation@cheshirefire.gov.uk](mailto:consultation@cheshirefire.gov.uk)

tel. 01606 868408

post: Communication and  
Engagement Officer,  
Cheshire Fire and Rescue Service,  
Sadler Road, Winsford,  
Cheshire. CW7 2FQ







# Finance and performance

## Financial Plan 2011–12 to 2015–16

	2011/12 £000	2012/13 £000	2013/14 £000	2014/15 £000	2015/16 £000
<b>Base Budget pre additions and savings</b>	<b>43,415</b>	<b>43,702</b>	<b>44,103</b>	<b>42,914</b>	<b>42,695</b>
<b>Additions:</b>					
Revenue Growth	485	524	500	500	500
Capital Financing Charges	0	0	0	0	0
Inflation	386	242	496	495	495
Council Tax Freeze grant from CLG					
2.5% 2011–12 to 2014–15 (4 years of the spending review)	-626	0	0	0	626
3% 2012–13 (one off)	0	-751	751	0	0
Allocation of additional Council Tax (second homes)	39	39	39	39	39
Efficiencies and savings	-1,904	-1,013	-1,030	-1,123	-868
Transfer to IRMP pump priming reserve	907	760	-345	-130	-952
Repayment of loans	1,000	600	-1,600	0	0
<b>Revised Total Budget Requirement</b>	<b>43,702</b>	<b>44,103</b>	<b>42,914</b>	<b>42,695</b>	<b>42,535</b>
<b>Base Funding b\ fwd</b>					
Council Tax	24,852	25,029	25,058	25,684	26,326
NNDR/RSG	18,621	18,669	19,039	17,230	16,369
<b>Total Base Funding</b>	<b>43,473</b>	<b>43,698</b>	<b>44,097</b>	<b>42,914</b>	<b>42,695</b>
<b>Add Increases\ (Decreases) in Funding:</b>					
Council Tax (no increase in 2011–12, then 2.5% thereafter).					
Increase in council tax	0	0	626	642	658
Increase in taxbase	177	29			
surplus / deficit on collection fund	4	6			
NNDR/RSG	48	370	-1,809	-861	-818
<b>Total movement in funding</b>	<b>229</b>	<b>405</b>	<b>-1,183</b>	<b>-219</b>	<b>-160</b>
<b>Total Available Funding</b>	<b>43,702</b>	<b>44,103</b>	<b>42,914</b>	<b>42,695</b>	<b>42,535</b>
<b>ANNUAL REQ'D (SAVINGS) / GROWTH</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

To help it plan for the future, the Fire Authority produces a Medium Term Financial Plan (MTFP) which looks up to four years ahead. This strategic financial overview makes a number of informed assumptions about pay, inflation and other expected costs as well as anticipating likely future income from both Government grants and the Council Tax precept set by the Authority.

The latest MTFP (above) has been based on a number of assumptions, including:

- no increase in the Authority's Council Tax precept until a 2.5% rise in 2013–14
- a continuing pay freeze for staff in 2012–13 and 1% afterwards
- 3% inflation in 2012–13 and 2% thereafter
- further savings of £1 million in 2012–13.

The £1 million savings in the next financial year include:

- £368,000 from restructures and in the Community Safety and Community Fire Protection departments
- £103,000 by cutting posts and restructuring the Service Management Team
- £300,000 through a recruitment freeze and keeping some non-operational posts vacant
- £242,000 from freezing non-critical departmental budgets.

The exact cuts to the amount of Government funding the Authority will receive for 2013–14 and 2014–15 are yet to be confirmed but a reduction of 9.5% in 2013–14 and further cuts of 5% in the following two years have been assumed. The Authority believes that the expectations in the MTFP together with the approach set out in its four year strategy will enable it to deliver its objectives of continuing to protect the public while aiming to avoid compulsory redundancies.

## Performance management

Strategic monitoring of the organisation’s performance is carried out by the Fire Authority, including quarterly reports to the Performance and Overview Committee.

More detailed scrutiny is carried out by an internal performance management group and through the Service’s unitary council performance groups which involve both local councillors and staff.

A range of national and local targets are used to track progress and monitor trends, with a dedicated team ensuring risk, planning and performance data is collated, checked, interpreted and reported effectively.

Set out below are the Service’s headline targets together with projected performance for 2011–12. More detailed performance information is set out on the following pages, including unitary council area profiles, with all data based on projections as at February 29th 2012.

Headline indicator	Target	Projected performance for 2011–12
<ul style="list-style-type: none"> <li>• Achieve the Cheshire standards of emergency response overall on 92% of occasions</li> </ul>	92%	Overall including RTCs 86.1%, residential only 98.7%
<ul style="list-style-type: none"> <li>• Reduce the number of accidental house fires by 5% compared to the previous 12 months</li> </ul>	443	427
<ul style="list-style-type: none"> <li>• Reduce the number of injuries in accidental house fires by 10% over the next 4 years compared to 2009–10</li> </ul>	20	32
<ul style="list-style-type: none"> <li>• Deliver 20,000 Home Safety Assessments to high risk households</li> </ul>	20,000	24,661
<ul style="list-style-type: none"> <li>• Reduce the numbers of false alarms from automatic systems by 5% compared to the previous three year average</li> </ul>	2,282	1,841
<ul style="list-style-type: none"> <li>• Reduce the numbers of deliberate small fires by 10% compared to the previous three year average</li> </ul>	1,857	1,700
<ul style="list-style-type: none"> <li>• Reduce the numbers of fires within business premises by 10% over the next three years</li> </ul>	204	248
<ul style="list-style-type: none"> <li>• Reduce the incidence of staff sickness to 5.5 days lost per person per year</li> </ul>	5.5	6.1

## Summary Performance 2011–12

This section provides information on the Fire Authority's performance against a range of indicators used to monitor progress in achieving its Vision. Although the Government no longer requires us to submit data against National Performance Indicators, we use those criteria to reflect the Service's performance and direction of travel over the last five years. The data for 2011–12 is shown as at 29th February 2012 alongside the target for the end of this financial year.

A full Annual Report with final performance figures will be produced in October 2012. The trend analysis referred to in this section is based on full year data from 2007–08 to 2010–11 and projected year end figures for 2011–12.

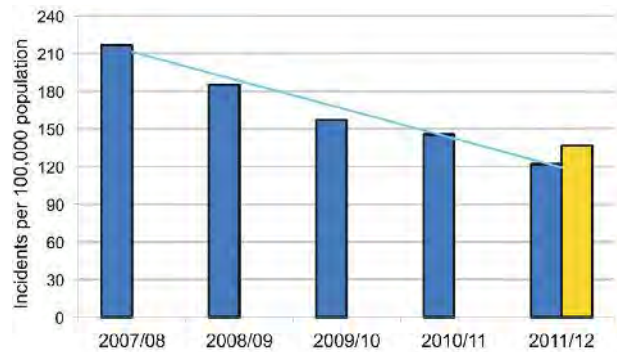
As a Service, our Vision of 'no deaths, injuries or damage from fires or other emergencies' is measured using key performance indicators. Death and injury numbers have decreased over the five year period, with indications in Cheshire and nationwide that these may plateau over the coming years.

Targeted community safety work, successful partnerships and campaigns led by the Service, not least our delivery of over 340,000 Home Safety Assessments since 2000, continue to reduce the incidence of fires in the home. The information we have gathered and analysed indicates that cooking still remains the biggest cause of these incidents and the Service has launched specific campaigns relating to this.

Focused deliberate fire initiatives such as 'On the Streets' teams, local partnership working and effective evidence gathering for the use of prosecution continue to drive down deliberate fire activity.

Through close working with local businesses, the Community Fire Protection department has ensured continued awareness of fire safety responsibilities across Cheshire.

**Primary Fires per 100,000 population**

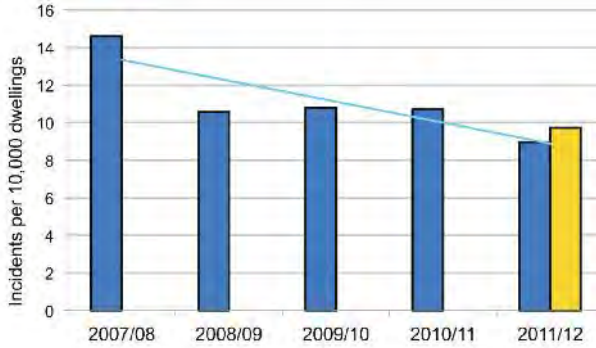


**Headline Performance:** Primary fires (fires involving property, non-derelict vehicles, casualties and incidents attended by five or more appliances) have decreased by 39% over the past 5 years.

Key: ■ Actual ■ Target — Trend

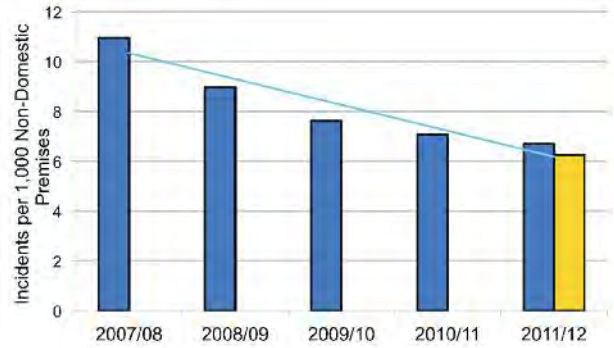


**Accidental dwelling fires per 10,000 dwellings**



**Headline Performance:** Accidental fires in the home have decreased by 33% over the last 5 years.

**Fires in Non-Domestic premises per 1,000 Non-Domestic premises**

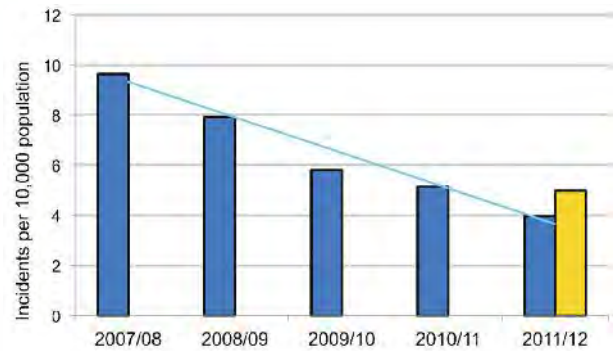


**Headline Performance:** Fires in non-domestic properties continue to fall and in the past 5 years, there has been a reduction of 33%.

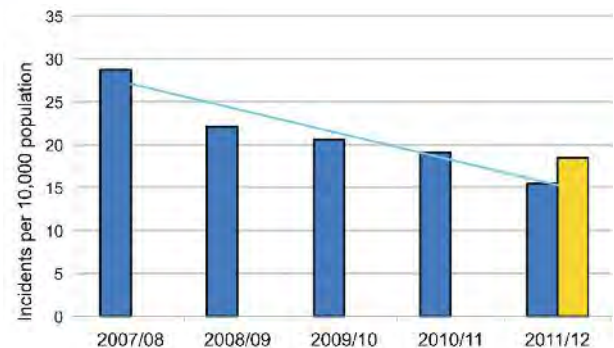


### Tackling arson

**Deliberate Primary Fires per 10,000 population**



**Deliberate Secondary Fires per 10,000 population**



**Headline Performance:** Over the past five years, deliberate primary fires have fallen by 56% and deliberate secondary involving smaller items such as rubbish and grass fires by 41%.

Key: ■ Actual ■ Target — Trend



# Unitary Performance Area Profiles

## Cheshire East

Cheshire East has a population of 363,800 and an area of 116,638 hectares, making it the third largest unitary council in the North West. Approximately 40% of the population live in rural areas and the remainder in the two major towns of Crewe and Macclesfield and smaller towns of Wilmslow, Congleton, Sandbach, Poynton, Nantwich, Middlewich, Knutsford and Alsager.

The area has excellent national and international communications by rail from Crewe Junction on the renewed West Coast line, by road on the M6 and M56 and by air from Manchester Airport on its northern edge. There are 15,475 VAT registered businesses in Cheshire East, 47 grade I listed and 179 grade II\* listed buildings, giving it a rich and valuable historic heritage.

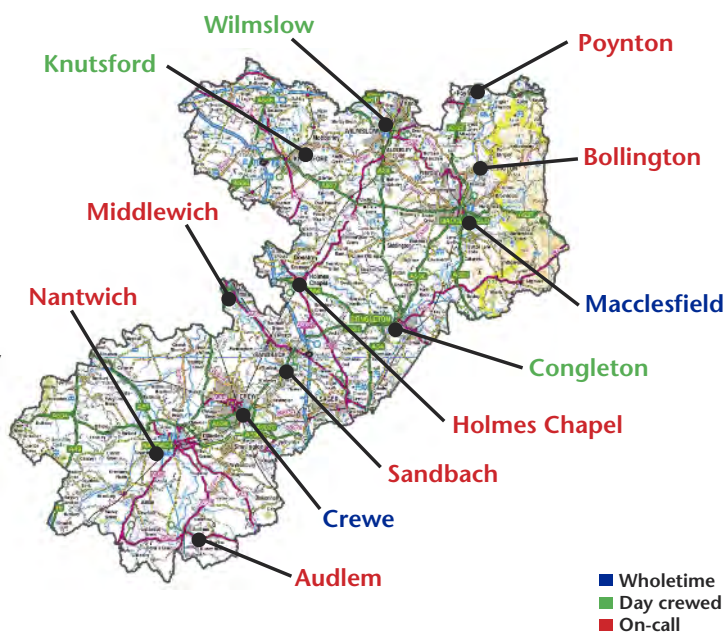
While the north area of Cheshire East is one of the most prosperous parts of the country with low unemployment, a thriving economy and well-educated workforce, it does have small pockets of deprivation. In the south of the unitary area, 10 of the most deprived areas are within Crewe.

Cheshire East has a higher than average older population, with 17.5% of residents aged over 65 compared to 15.9% nationally. The issue is most significant in Nantwich and Knutsford, while Crewe and Middlewich have a higher than average proportion of children and young people.

The number of accidental fires in the home has remained unchanged since last year with a projected year end total for 2011–12 of 164 - equivalent to 10.0 incidents per 10,000 dwellings. By targeting Home Safety Assessments at high risk households and through other initiatives we aim to keep reducing these incident numbers further.

There is projected to be a total of 459 arson incidents by the end of 2011–12 - a 15% reduction compared to 2009–10. Projects to tackle arson include working in partnership with Cheshire East Council and the Police to target anti-social behaviour.

In 2010, over 240 people were killed or seriously injured on the roads in Cheshire East. A series of Driver and Motorway Engagement Days will be held throughout the coming year as part of the Service's ongoing commitment to work with partners in reducing these numbers.



Crown Copyright. All rights reserved CFRS LA100024064 2012

National Indicator	09/10	10/11	11/12*
Primary Fires per 100,000 pop	147.2	125.3	120.4
Deliberate Primary Fires per 10,000 pop	4.7	3.7	3.3
Deliberate Secondary Fires per 10,000 pop	10.2	9.1	8.2
Accidental Dwelling fires per 10,000 dwellings	9.9	10.3	9.2
Fires in Non Domestic Properties per 1,000 non domestic properties	7.7	6.7	6.5
Home Safety Assessments Completed	16,545	17,035	7,878

\*Year to date as at 29/02/2012

## Cheshire West & Chester



Cheshire West and Chester (CW&C) covers an area of 350 square miles and has a population of 327,300 of which 57,500 are over 65 years of age. This older population is set to grow by 9% over the next 10 years.

It holds a complex mixture of risks, with a significant transport network comprising motorway, mainline railway and the shipping canal all over flown by the approach to three airports. There are major chemical, oil and nuclear risks as well as international manufacturing companies servicing the car industry. Chester has become a banking capital for the north of England and the city is a significant national heritage site. The retail centre at Ellesmere Port (Cheshire Oaks) and Chester Zoo are both national attractions, with thousands of visitors each year.

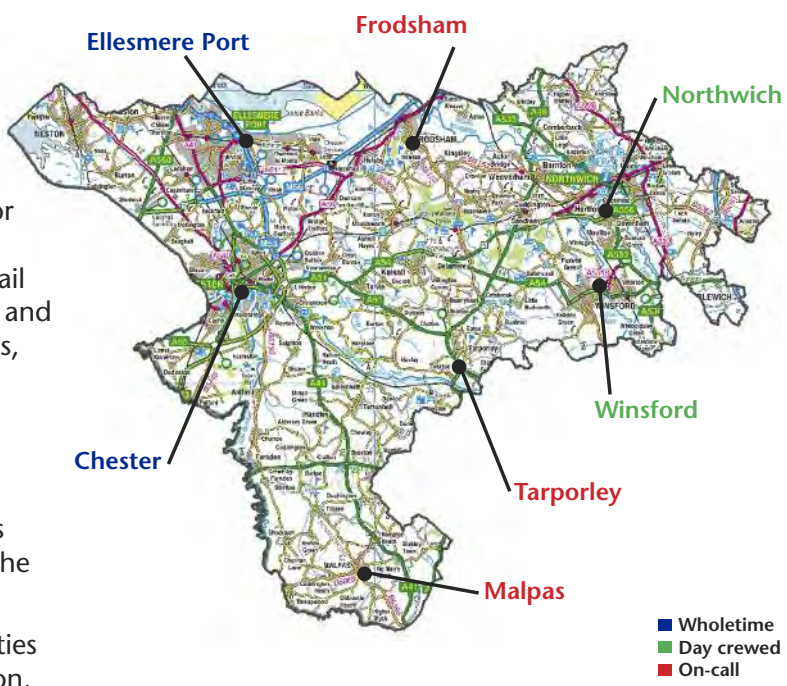
CW&C also has several Sites of Special Scientific Interest (SSSI) and this conflict between industry and nature means our pre-planning for responding to incidents has to take into account the impact on the environment.

Flooding is a major risk to our communities with the Sealand Estuary, Dee Valley, Elton, Ince marshes, Weaver Valley and areas around Northwich all built on flood plains. The Service has developed plans and resources to ensure it can meet its responsibilities and work effectively with key partners.

CW&C has the lowest rate of accidental dwelling fires in the Cheshire Fire Authority area, projected to be 8.6 per 10,000 dwellings at the end of 2011–12 - equating to 128 incidents. Targeted Home Safety Assessments and other prevention work will assist in reducing these numbers.

By the end of 2011–12, there is projected to be a total of 683 arson incidents - a 23% reduction compared to 2009–10. There has been a specific focus on tackling deliberate vehicle fires as these accounted for 57% of the arson incidents involving property last year. The projected year end total for these vehicle fires is 56 incidents compared with last year's total of 91.

In 2010, over 180 people were killed or seriously injured on the roads in CW&C. As well as Think Drive Survive and Road Safety Road Shows for young people, road safety themed leaflets are also given to key groups.



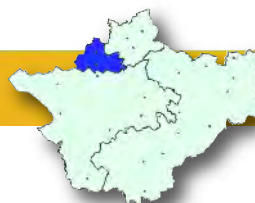
Crown Copyright. All rights reserved CFRS LA100024064 2012

National Indicator	09/10	10/11	11/12*
Primary Fires per 100,000 pop	167.9	144.8	105.4
Deliberate Primary Fires per 10,000 pop	6.4	4.9	3.0
Deliberate Secondary Fires per 10,000	20.7	19.1	16.2
Accidental Dwelling fires per 10,000 dwellings	11.8	10.3	7.9
Fires in Non Domestic Properties per 1,000 non domestic properties	7.6	6.9	5.3
Home Safety Assessments Completed	19,374	19,929	8,273

\*Year to date as at 29/02/2012



# Halton

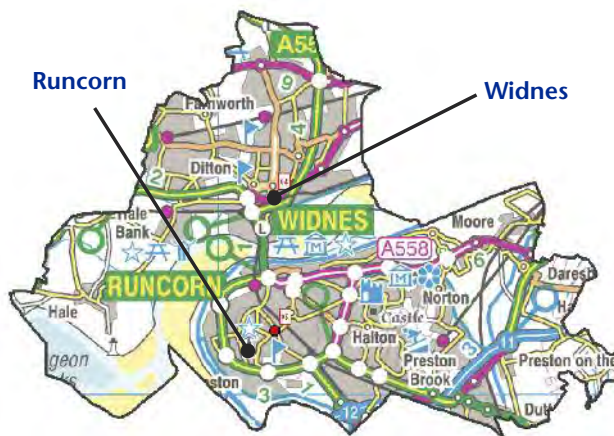


Halton is a largely urban area of 119,300 people with two large towns, Runcorn and Widnes on either side of the River Mersey, 10 miles upstream from Liverpool. The Runcorn Widnes Bridge links the two towns which share a common heritage. Widnes is regarded as the birthplace of the chemical industry and its development spread to Runcorn in the 19th century.

At the end of the 1960s Runcorn was designated as a new town with new road networks and shopping centres built to serve the influx of residents from the centre of Liverpool, many of whom were housed in new social housing. Fewer jobs were available than expected and globalisation saw a rapid contraction of the chemical industry resulting in a massive rise in unemployment. The recent economic crisis has further added to the borough's pressures as unemployment grows.

Halton has inherited a number of physical, environmental and social problems as a result of its past. The Index of Multiple Deprivation for 2010 ranked the area as the 27th most deprived nationally. Evidence shows the gap in prosperity between the richest and poorest neighbourhoods is widening and local partners are attempting to 'close the gap' through locality working in the most deprived areas.

The population of Halton was in decline for over a decade, but has recently started to increase, with more young people than the national and regional averages. 16.7% of Halton's residents consider themselves to be disabled, while just under half of Halton's 65 plus population live with limiting long term illness.



- Wholetime
- Day crewed
- On-call

Crown Copyright. All rights reserved CFRS LA100024064 2012

National Indicator	09/10	10/11	11/12*
Primary Fires per 100,000 pop	185.3	167.8	154.2
Deliberate Primary Fires per 10,000 pop	9.4	8.1	6.7
Deliberate Secondary Fires per 10,000 pop	48.4	44.7	35.0
Accidental Dwelling fires per 10,000 dwellings	11.3	9.9	9.6
Fires in Non Domestic Properties per 1,000 non domestic properties	7.6	8.2	9.3
Home Safety Assessments Completed	13,753	12,753	3,918

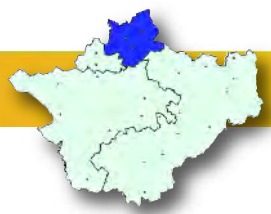
\*Year to date as at 29/02/2012

Based on the projected year end total of 57 incidents, Halton has seen a very similar number of accidental dwelling fires to 2010–11 figures. A plateau in the numbers follows a strong downward trend over a number of years and we aim to reduce annual numbers of fires further through targeting Home Safety Assessments to high risk households.

There is projected to be a total of 541 deliberate fires this year. These cause significant damage and cost to the local economy and affect public satisfaction with the local area. Again our partnership work and campaigns have been hugely successful with a projected achievement of 151 fewer incidents than in 2009–10.

Over 40 people were killed or seriously injured on the roads in 2010. We continue to work with partners to reduce this, focusing on education, enforcement and safety improvements to roads.

# Warrington



The borough of Warrington covers 176 square kilometres and has a population of 198,900. It lies at the centre of the North West of England’s communications network, with the M6, M56 and M62 motorways all intersecting within the borough.

Two significant waterways serve the main urban area, the River Mersey and the Manchester Ship Canal. The role as a crossing point of both river and canal is an essential part of the town’s character.

The presence of these motorways, rail routes and waterways means that the Service has to ensure local firefighters have the specialist skills and equipment to respond when there are incidents involving these risks.

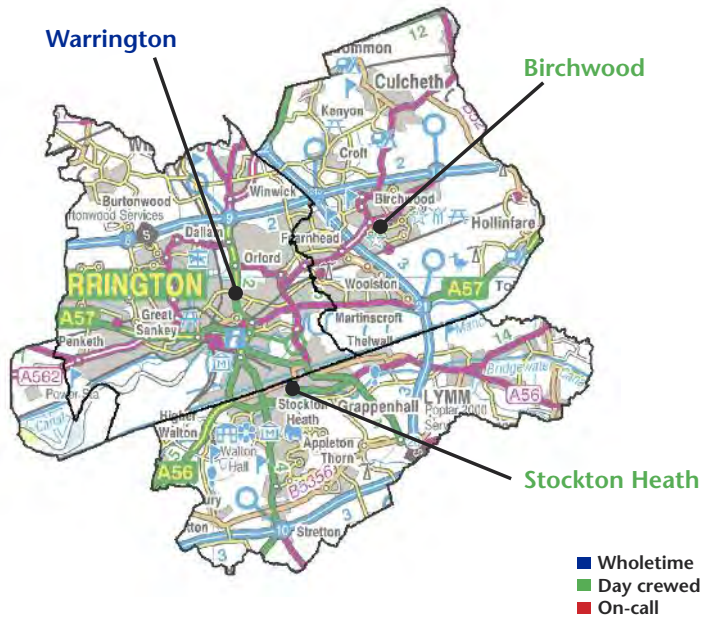
Warrington has historically enjoyed high levels of employment, growth and prosperity driven principally by a strong manufacturing base and its key strategic location in the region. Recently a shift from manufacturing to a service-based economy has resulted in financial services being the largest sector providing employment in Warrington (27%) followed by distribution (23%).

Residents are less likely to be unemployed than the national average and if they are out of work they are more likely to find a job within 6 months. Current estimates highlight that Warrington has a slightly younger population than national and regional averages and a smaller proportion of over 65s.

The number of accidental fires in the home has fallen in Warrington since last year with a projected year end total for 2011–12 of 95 incidents. This is a small reduction of 7 incidents compared with last year and by continuing to target Home Safety Assessments to high risk households we aim to push these numbers down further in the coming years.

In 2011–12, there is projected to be a total of 464 arson incidents - a 12% reduction compared to 2009–10. Moves to tackle arson include working with partners to deal with derelict and unoccupied properties and waste management.

In 2010, over 100 people were killed or seriously injured on the roads in Warrington, with key campaigns to tackle the issue including Winter Driving safety advice, In Car Safety and young driver projects like Think Drive Survive.



Crown Copyright. All rights reserved CFRS LA100024064 2012

National Indicator	09/10	10/11	11/12*
Primary Fires per 100,000 pop	140.5	164.6	132.2
Deliberate Primary Fires per 10,000 pop	4.5	6.2	4.7
Deliberate Secondary Fires per 10,000 pop	22.5	21.2	15.8
Accidental Dwelling fires per 10,000 dwellings	10.5	11.9	9.9
Fires in Non Domestic Properties per 1,000 non domestic properties	7.5	7.5	8.3
Home Safety Assessments Completed	13,971	13,425	5,132

\*Year to date as at 29/02/2012



# Home Safety

“

*The smoke alarm woke us, and I ran downstairs to find smoke in the dining room so I shut the door as the firefighters had told us during the home safety assessment. I got the children out and went to our neighbours to dial 999 when I heard a loud bang and the whole bay window at the front of our house was blown out*

”



# Life Saving