



# Home Fire Safety

*'Prevention First'*



**Mike Hagen**  
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**Merseyside Fire & Rescue Service**

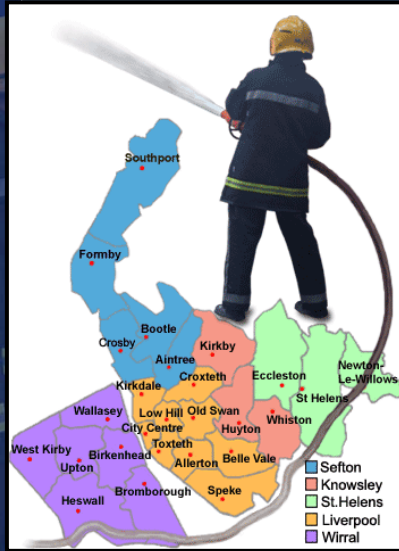


## Liverpool "The world in one city"





## Culture and background



1.5 Million Population.

68000 Fires Per Year

High incidence of socio-economic deprivation.

Increasing elderly population.

High levels of social exclusion and crime.

1000 Uniformed Staff

Budget:- £75m/€100m



## CAN WE AGREE THE VICTIM OF FIRE?





## A QUICKER EMERGENCY RESPONSE?

In Merseyside  
88% of  
fatalities  
had a fire  
crew within 5  
minutes!



## Home Fire Risk Assessments

- A simple points based system to grade fire risk
- Often by operational crews
- Basic fire safety advice
- Includes free smoke alarms

**400,000 Visits**  
**500,000 Smoke alarms**





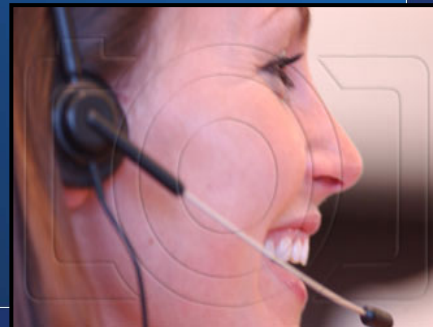
## Domestic Fire Safety Menu'

Risk	Intervention	Cost
Typical Domestic	HFRA	€21
Chip Pan	Deep Fat Fryer	€28
Deaf	Special Alarm	€140
Bedridden Smoker	Smokers Bedpack	€140
Mobility/Sensory	Create Refuge	€280
Requires Care	First Attack System	€560
High Risk/History of Fire	Residential Suppression System	€1000



## Fire and Rescue Services Fire Service Direct

HFRA Database





## Knowledge Management

### ➤ **HFRA Data**

- **Unique picture of domestic dwellings.**
- **Captures property and occupants characteristics.**
- **Uses a points matrix to rate HFRA risk.**

Mrs S Murphy  
19 Kenneth Close  
1 occupant over 60  
1 Smoker  
Uses a chip pan = Safety Fryer supplied  
2 Units supplied  
Risk Rating = Medium  
Revisit = 2 years



## THE SOCIO-DEMOGRAPHIC HFSC INTERGRATION

- **Application of CENSUS and MOSAIC Data to HFRA information.**
- **Ability to extract underlying Lifestyle characteristics from HFRAs.**
- **Projection of Lifestyles considered to be a risk across the region.**



# Lowhill Station Profile



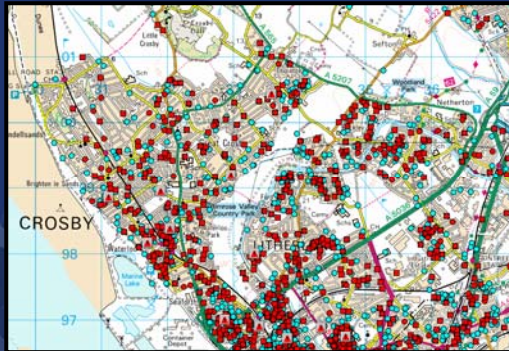
Wards	IMD	Access	Employment	Education	Health	Housing	Income	Child Pov
ABERCROMBY WARD	149	7669	86	423	187	575	339	47
ANFIELD WARD	268	7488	129	1328	133	2285	262	449
BRECKFIELD WARD	12	7876	8	308	14	659	14	35
EVERTON WARD	4	7132	1	155	1	975	1	24
KENSINGTON WARD	48	7901	48	196	79	1060	122	31
SMITHDOWN WARD	28	8261	60	87	59	750	97	3
TUEBROOK WARD	235	7788	124	899	141	1324	309	477
VAUXHALL WARD	6	6562	3	221	3	856	4	8

Lifestyles	Fires	%	Cum %
L4 - Low Rise Council M16 - Low Rise Subsistence	286	25%	
L6 - Victorian Low Status M29 - Rejuvenated Terraces	165	14%	39%
L6 - Victorian Low Status M24 - Bohemian Melting Pot	128	11%	50%
L6 - Victorian Low Status M26 - Rootless Renters	105	9%	59%

Lifestyles	HFRAs	%	Cum %
L4 - Low Rise Council M16 - Low Rise Subsistence	788	26%	
L6 - Victorian Low Status M29 - Rejuvenated Terraces	373	12%	38%
L7 - Town Houses & Flats M30 - Bijou Homemakers	284	9%	48%
L6 - Victorian Low Status M24 - Bohemian Melting Pot	137	5%	52%



# Home Fire Safety Check Database



Mr	Ms	Ms	Mr	Mrs	Mr	Mr	Mrs	Ms	Mrs	Mr	Mrs	Ms	Mrs	Mr	Mr	Ms	Mrs	Ms	Mr	Mr																
Mosley	Seddon	Murney	Robinson	Pither	Brown	Bridge	Connelly	Duffy	Williams	Mcculloch	Rathbone	Moore	Best	Burslem	Botanic Road	Rudgate, Whiston	Connaught Road	Lansbury Road	Kelso Road	Hawkins Street	Rufford Road	Clock Face Road, Clock Face	Weyman Avenue, Whiston	Molyneux Road	Hughes Avenue	Warburton Hey, Rainhill	Warburton Hey, Rainhill	Essex Road	Grovehurst Avenue							
85	3	11	15	19	44	Flat	525	22	25	62	27B	37A	3	30	L7 5PY	L35 3JE	L7 8RW	L36 6BY	L6 3AG	L6 6BZ	L6 3BE	WA9 4TZ	L35 2YW	L6 9AG	L35 5EP	L35 4LE	L35 4LE	L36 1XN	L14 0PB							
															L6 - Victorian Low Status	L4 - Low Rise Council	L6 - Victorian Low Status	L4 - Low Rise Council	L6 - Victorian Low Status	L6 - Victorian Low Status	L6 - Victorian Low Status	L8 - Stylish Singles	L3 - Blue Collar Owners	L4 - Low Rise Council	L4 - Low Rise Council	L5 - Council Flats	L5 - Council Flats	L5 - Council Flats	L4 - Low Rise Council	L4 - Low Rise Council						
															M8 - Pebble Dash Subtopia	M8 - Pebble Dash Subtopia	M8 - Pebble Dash Subtopia	M8 - Pebble Dash Subtopia	M8 - Pebble Dash Subtopia	M36 - Chattering Classes	M30 - Bijou Homemakers	M15 - Low Rise Pensioners	M19 - Victims of Clearance	M16 - Low Rise Subsistence	M26 - Rootless Renters	M14 - Better Off Council	M29 - Rejuvenated Terraces	M15 - Low Rise Pensioners	M19 - Victims of Clearance	M13 - Coalfield Legacy	M16 - Low Rise Subsistence	M19 - Victims of Clearance	M22 - Flats for the Aged	M14 - Better Off Council	M16 - Low Rise Subsistence	
															L2 - Suburban Semis	L2 - Suburban Semis	L2 - Suburban Semis	L2 - Suburban Semis	L2 - Suburban Semis	L8 - Stylish Singles	L7 - Town Houses & Flats	L4 - Low Rise Council	L5 - Council Flats	L4 - Low Rise Council	L6 - Victorian Low Status	L4 - Low Rise Council	L6 - Victorian Low Status	L6 - Victorian Low Status	L8 - Stylish Singles	L3 - Blue Collar Owners	L4 - Low Rise Council	L4 - Low Rise Council	L5 - Council Flats	L5 - Council Flats	L4 - Low Rise Council	L4 - Low Rise Council



## Delivery of Community Fire Safety

**FIREFIGHTERS!!**



## Delivery of Community Fire Safety

### Specialist Safety Advocates:

- Bi-lingual
- Deaf
- Drug and Alcohol
- Older Persons
- Asylum/Immigration
- Anti-Social Behaviour
- Disability
- Arson
- Youth





## Volunteers

# 'FIRE SUPPORT NETWORK'



## OUTCOME

- 500,000+ Smoke Alarms fitted free of charge since 1999
- 400,000+ homes checked
- Aim to Risk Assess Every Home by 2009!





## DOES IT WORK?

### Accidental Dwelling Fires

Year	Fires	% Reduction	Injuries	% Reduction	Fatalities	% Reduction
1999	2140	<i>From 1999</i>	366	<i>From 1999</i>	21	<i>From 1999</i>
2000	1932	- 9.72	330	- 9.84	17	- 19.1
2001	1749	- 18.27	281	- 23.22	16	- 23.81
2002	1557	- 27.24	156	- 57.38	12	- 42.86
2003	1612	- 24.67	171	- 53.28	9	- 57.14
2004	1470	- 31.31	173	- 52.73	11	- 47.62
2005	1456	- 31.96	155	- 57.65	11	- 47.62
2006	1336	- 37.57	126	- 65.57	9	- 57.14
2007	1244	- 41.87	68	- 81.42	8	- 61.91



## The Barriers

*We have not got the time!*  
*What if something goes wrong?*  
*Have we done an Evaluation?*  
*We do not have the money!*  
*It will cost jobs!*  
*We are not a Social Service!*  
*Prove to me it will work!*  
.....!



***FIRE HAS ONLY  
ONE LANGUAGE***



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