

APPENDIX 1

PERFORMANCE INDICATOR SUMMARY AND OPERATIONS CASE STUDIES

This report includes data for the Brigade area to the end of June 2011.

The following indicators are meeting the target:

- Accidental fires in dwellings
- Injuries at accidental dwelling fires
- Deaths at accidental dwelling fires
- Accidental fires in non-domestic premises
- Arson vehicle fires
- Arson rubbish fires
- Malicious calls received
- False alarm calls due to fire alarms in non-domestic premises

The following indicators are improving but are not meeting the target:


- False alarm calls due to fire alarms in dwellings
- The percentage of dwelling fires where a working smoke alarm was fitted

The following indicators are worsening and are not meeting the target:

- Arson fires in dwellings
- Arson fires in non-domestic premises

INDICATOR DATA AND CASE STUDIES

PI 1 The number of accidental fires in dwellings

	2009/10	2010/11	Target 2011/12	Actual 2011/12
Yearly	1,877	1,889	1,832	
Year to date April-June	445	463	449	435

June 2011 saw the lowest ever recorded number of accidental dwelling fires – 129. Lower numbers of fires caused by electricity supply and wiring and heating equipment were seen in June, this reflects the warmer weather.

The main cause of accidental fires in the home remains cooking – about half of the fires in the last 6 months have been due to cooking.

The following are examples of interventions undertaken to address accidental fires in dwellings.

The Advan Campaign Birmingham

The **Advan** campaign was run for two Fire Stations within the West Midlands Wards of Quinton and Harborne. The sole focus for their campaign was to target domestic fires within their wards and the demographic that this affected the most – females from 20 -45yrs old. The two fire stations booked 6 days between them (three days in each Ward) and through a fully devised route plan were able to target key locations such as outside Schools and supermarkets to ensure that their target audience gained the most exposure to the Advan and its key messages.

Over the six days, over 80% of the population of the Quinton and Harborne Wards were exposed to the Advan and volunteers from the fire service also assisted in enforcing the message of making the key demographic more aware of the dangers within their homes.


Sandwell Safeguarding Adults Board ‘Trigger Tools’

The murder of Steven Hoskin in Cornwall 2007, a young man with learning difficulties prompted a *Serious Case Review*. The review raised the critical issue that information sharing between partner agencies was extremely poor and therefore in order to resolve this, the “Trigger Tools” process was established. Sandwell Safeguarding Adults have adopted this process for a three month trial period which is currently operating in the Tipton area. The scheme involves Multi Agency tasking arrangements across the Borough providing information about high risk and vulnerable adults. It should be noted that an initial Trigger Tool meeting has already highlighted a number of vulnerable people where follow up intervention activities have been undertaken, not only by the Fire Service, but also partner agencies.

An evaluation of the scheme will take place in September to include:

- Numbers of new referrals identified through the scheme
- Number of persons known to new partner agencies
- Number of actions raised for new partner agencies
- Number of positive outcomes
- Concluding report of “Trigger Tools” to establish both positive and negative results

PI 2 The number of injuries from accidental fires in dwellings

	2009/10	2010/11	Target 2011/12	Actual 2011/12
Yearly	99	95	91	
Year to date April-June	36	23	22	18

There have been 18 injuries at 17 accidental dwelling fires in the last three months. The ages of those injured ranged from 1 to 87. Three quarters of those injured were male. In 2010/11 54% of those injured were male.

In addition to these 18 casualties who were sent to hospital for treatment, 37 people went to hospital for a precautionary check, 28 people were given first aid at the scene and 20 people were recommended to have a precautionary check.

The following are examples of interventions undertaken to address injuries from accidental fires in dwellings.

Child Safety Week Coventry

During June 2011 Coventry Command took part in various activities to support child safety week in Coventry, representatives from many partner agencies in the City were present at three events:

21st June Hagard Centre Willenhall
22nd June Riley Square Longford
24th June Bullyard City Centre

Key messages for year were:

- Road Safety
- Kitchen Safety
- Smoking

Operational crews attended City wide events alongside children services to offer safety messages to families with young children and provided competition forms with questions on a range of safety issues for those that were willing to engage. The mosaic profiling of the competition entries indicated that many of those with whom professionals engaged were also considered to be high risk and or vulnerable, so although HSCs were not received from everyone who completed it, many would have taken away information and literature that has the potential to reduce risk.

Event	Competitions	Children in Family	% Children in Family	Home Safety Checks	No High Risk HSCs	% High Risk
Willenhall	40	22	55%	21	12	57%
Riley Square	38	20	58%	21	17	81%
Bullyard	81	56	69%	52	29	56%

PI 3 The number of deaths from accidental fires in dwellings

	2009/10	2010/11	Actual 2011/12
Yearly	16	11	4

The following are a breakdown of lessons learned from the 4 deaths from accidental fires in dwellings and where the new Serious Incident Review process has been implemented. A casualty who survived a fire due to fire service intervention(s) is also explained as *notable practice*.

Incident 16121 on the 5th April 2011 in Sycamore Court, Birmingham

The call was received as an Automatic Fire Alarm (AFA) life risk. The type of property was a privately rented purpose built sheltered flat with a working smoke alarm. The fire started in the bedroom and the source of ignition was smoking materials, and the cause of the fire was categorised as 'Accidental - Combustible articles too close to heat source'. 'Other disability' was recorded as a contributory factor. Two people lived in the flat however the casualty was a 75 year old female.

Following the fatal fire in Sycamore Court the new Serious Incident Reporting (SIR) procedure was implemented. The casualty was a bed ridden smoker. The fire was categorised as accidental following a mishap with smoking materials and her severely disabled son. A post fire audit carried out by fire safety was satisfactory. The learning points from the SIR were that the Careline system was not linked to the smoke alarm which required the casualty to actuate the alarm by pressing the button. Ongoing work is underway with various agencies to ensure high risk vulnerable persons are identified to WMFS. WMFS is encouraging care providers to ensure smoke detection is linked to Careline and full Home Safety Check are carried out.

Incident 17268 on the 9th April 2011 in 96 Marsh Lane, Erdington, Birmingham

The call was received as a 'House fire' at a terraced property which started in the kitchen, however there was a working smoke alarm at the property. The source of ignition was the cooker – attached ring/hot plate, and the cause of the fire was categorised as 'Accidental - Cooking - any other cooking left on or unattended'. There were signs that the incident was alcohol/drugs related, and falling asleep was recorded as a contributory factor. Four people resided in the dwelling, the casualty was a 40 year old male. Investigation by FRIS highlighted that the casualty returned from a night out, decided to cook some food, but unfortunately fell asleep and a fire resulted in the kitchen. The casualty was not vulnerable. A SIR was not completed for this incident.

Incident 19106 on the 17th April 2011 in Bridgemoor House, Birmingham.

The call was received as 'Fire high rise persons reported'. The type of property was a purpose built flat – rented from the Council with a working smoke alarm and the fire started in the living room. The source of ignition was smoking materials, and the cause of the fire was categorised as 'Accidental – Careless handling – due to careless disposal'. The casualty was a 56 year old male who lived alone and there were signs that the incident was alcohol/drugs related. Following the fatal fire in

Bridgemeanow House the new SIR procedure was implemented. This person was known to Social Services and the WMFS through a Vulnerable Persons Officer (VPO). Visits had been carried out by the VPO with fire safety advice and equipment given, however the casualty was known to be non-compliant and violent. A private care company had an agreement with Birmingham City Council (BCC) to carry out 'safe and well' visits each day. This was a basic visit which was agreed by BCC as the casualty did not engage with any help given.

Incident 26224 on 13th May at 47 Belgrave Middleway, Birmingham

The call was received as an AFA life risk in a privately rented purpose built sheltered flat with a mains operated smoke alarm system connected to an autodialer which raised the alarm. The fire started in the bedroom and the ignition source was smoking materials. The casualty was a 57 year old male who survived the fire who had a number of previous visits by firefighters and as a result had a portable suppression system (sprinkler) fitted. The main reasons for his survival were the fire alarm system in the property and it being connected to an autodialer, containment of the fire by the suppression system and the speedy response and actions of the Fire Service. Following a SIR the following recommendations were made; communicating notable practice to VPOs, discussion with care package commissioners to highlight fire safety, discussion with care package providers to highlight fire safety and formation of a working group to look at sheltered accommodation/supported living with reference to levels of response.

Note – This incident has been highlighted as notable practice and therefore is included in the SIR process.

Incident 33028 on the 14th June in Loxley Road, Smethwick, Sandwell

The call was received as a 'House fire' at a privately rented converted flat with no smoke alarms, the fire started in the bedroom. The source of ignition was smoking materials and the cause of the fire was categorised as 'Accidental – Careless handling – due to sleep or unconscious'. There were signs that the incident was alcohol/drugs related and falling asleep was recorded as a contributory factor. The casualty was a 54 year old male who lived alone. Following the fatal fire in Loxley Road the new SIR procedure was implemented. This led Station Commander Steve Husbands to meet with the NHS Alcohol Nurse, Jasbinder Chahal and the Aquarius Alcohol Nurse, Joanne Lovelock who both cover the whole of Sandwell.

The Alcohol Nurses agreed to share their client base of individuals with alcohol problems with WMFS. They will be recommending our HSC and free smoke alarm service to their clients and encourage take up. The nurses have a client base of over 130 clients, all of whom are heavy drinkers, a large number are also heavy smokers and as a result of their life styles all are obviously a high risk. Once a referral is received, due to the nature of the risk, they will be given priority.

The partnership will be mutually beneficial as any people WMFS come across during operational incidents or PBA, who we suspect have alcohol problems can be referred to the Alcohol Nurses for follow up and further support. The victim of the fire in Loxley Rd had previously been rescued from a similar fire which occurred in Edgbaston, in almost the same circumstances, some 2 years previous. The fire was


attributable to his alcohol problem and yet he was not known to either of the Alcohol Nurses organisations. The names, addresses and contact details for 7 individuals from the Alcohol Nurses client list have already been provided to WMFS; these people have agreed to be referred for a HSC. 3 in West Bromwich, 2 in Smethwick, 1 in Tipton, 1 in Cradley.

Community Housing Projects Solihull

Sanctuary Housing Association – The Borough enjoys close links with the various social housing providers. A fire death in January 2011 identified that we had a provider who was not previously known to the teams at Solihull. Sanctuary Housing is the county's largest provider of social housing although they only have a small number of properties in the borough. Following discussion arising from the death of one of their tenants they were keen to enter into a referral project with us. We have now provided training to their housing officers allowing them to make a decision as to the benefits of tenants receiving an HSC. All new tenants are given the opportunity of receiving an HSC via a dedicated Referral In Box. Sanctuary are so happy with the process established that they are keen to role the scheme out across the Brigade where they have a great deal more properties.

Solihull Community Housing (SCH) – The borough has always had a close working relationship with SCH. SCH owns and manages over 10000 properties in Solihull with a turnover of over 1000 new tenants per year in some of the most deprived areas of the West Midlands. All new tenants are given a flyer inviting them to receive an HSC, the take up is high and results in us being able to constantly hit our target of 70% of all HSCs carried out in vulnerable areas. Back in January we improved the process further where SCH have provided us with a database of all properties. Monthly reviews of all FDR's are now able to identify the property as belonging to SCH. SCH are given brief incident details and are now able to attend to property defects either following incidents of HSCs. In a reciprocal arrangement SCH also inform us via the referral system already described of any properties that may be causing them concern.

PI 4 The number of arson fires in dwellings

	2009/10	2010/11	Target 2011/12	Actual 2011/12
Yearly	398	404	404	
Year to date April-June	117	99	99	113

18% of the arson dwelling fires were in unused/unoccupied properties, there has been no change in the proportion of the fires that were in unused properties in the last two years.

19% of the fires started on external structures (walls, window and door frames, fascia etc.), 14% in the bedroom, 14% in the corridor and 13% (15 fires) in bin rooms/chutes.

External factors identified may have a significant detrimental impact on this sector; criminal activity is on the increase as are domestic disputes, both of which are major contributory factors to this indicator. This PI is historically difficult to target due to the very nature of the issue and the numbers involved being relatively small.

The following are examples of interventions undertaken to address arson fires in dwellings.

Fire Safety Initiative in Wolverhampton

This initiative with the Police, UK Border Agency and the Environmental (housing) team has come to fruition due to the work and intelligence the UKBA and Police have gathered. The objectives were to identify and locate where illegal immigrants were living and working. The initiative is primarily carried out in the Blakenhall area of Wolverhampton.

It soon became apparent to the police from some of the visits made to places of work and residential premises that because overcrowding issues and very poor living standards, other agencies due to their expertise needed to be involved.

The Fire Safety department became part of the initiative by seeing how the Fire Safety Order 2005 applied to the place of work and to the shared areas in HIMO's. It was a chance for Fire Safety to ensure the safety of the business and residential community and raise Fire Safety awareness.

It is recognised that this initiative has or will have an impact on a range of PIs such as:


- PI 1 Accidental Dwelling Fires
- PI 2 Injuries at accidental dwelling fires
- PI 5 Accidental Non Domestic
- PI 6 Arson Non Domestic
- Increased numbers of home fire safety checks in hard to reach groups/ vulnerable persons groups

To date Fire Safety have visited between 20 and 30 residential properties and have given fire safety guidance and fitted an average of two smoke detectors per address.

Bedroom Fires accounted for 60% of Arson Dwelling fires for May (3 out of 5) – As a consequence all operational crews are raising awareness to this issue during HSC visits. 5 out of 13 (38%) fires for the quarter relate to chute fires in multi story blocks. As an outcome the Arson Task Force have identified key locations in Coventry, Dudley, and Sandwell which warrant further action. A letter for distribution to key premises highlighting the Crimestoppers telephone number has been developed by the ATF and delivered to Commands for their distribution.

Solihull are actively involved in a Smith's Wood Area Neighbourhood Network (SWANN) project which concentrates on bringing their communities back together and focusing activities and interventions by public sector organisations on the issues determined by the communities themselves. The efforts of Bickenhill Green Watch have been recognised by local partners for their work in supporting this project.

PI 5 The number of accidental fires in non-domestic premises

	2009/10	2010/11	Target 2011/12	Actual 2011/12
Yearly	696	651	638	
Year to date April-June	161	167	164	157

The accidental fires occurred in a wide variety of types of non-domestic premises. Most commonly residential buildings (not dwellings), such as old peoples home and student halls of residence; shops, and pubs, cafes and restaurants.

26% of the accidental fires in non-domestic premises were caused by cooking; 16% by electricity supply and wiring, and 15% by electrical lighting.

The following are examples of interventions undertaken to address accidental fires in non-domestic premises:

Fires involving incoming electrical supplies and consumer units in commercial premises

The 4 Black Country Commands continue to work with Fire Safety where a leaflet has now been developed by the Fire Safety department to highlight fires involving incoming electrical supplies and consumer units and will be distributed during the commercial hot strike process. A pilot will be run to distribute the leaflets and measure its effectiveness. Contact has been made with Chambers of Commerce to ask for their support in contacting local businesses to remind them of the rise in electrical intake fires and their responsibilities under the Electricity at Work Regulations including responsibilities for PAT Testing and under the RRO. As well as Chambers of Commerce information will also be distributed to trade bodies for electrical contractors, commercial energy suppliers and press release(s) through our Press Office.

WMFS are looking to data capture, analysis, trend spotting and the sharing of information, particularly with CFOA and East Sussex FRS. WMFS are also looking to improve the HSC process to remind occupiers about the storing of combustible materials in meter cupboards and the electrical intake area and provide advice to the occupier regarding general housekeeping.

Table 1: Accidental fires involving electrical intake (Apr 09 – Mar 11)

Command	Count - Dwelling	Count - Non Domestic	Total
Birmingham	27	12	39
Coventry	7	0	7
Dudley	4	7	11
Sandwell	11	4	15
Solihull	2	1	3
Walsall	6	2	8
Wolverhampton	5	0	5
Grand Total	62	26	88

Table 2 below shows the area damaged by direct burning in fires involving electrical intake. In 42% of incidents there was no damage by direct burning (only by heat and smoke) and in 48% of incidents there was less than one square metre damaged by burning, leaving 10% where the damaged exceeded one square metre.


Table 2: Area damaged by direct burning –fires involving electrical intake

Area Damaged by Burning(Sq M)	Dwelling	Non-domestic premise	Grand Total
None (damage by heat and smoke only)	25	12	37
Under 1 m sq.	32	10	42
1 - 2 m sq.	2	2	4
3 - 5 m sq.	1	0	1
6 - 10 m sq.	0	1	1
11 - 20 m sq.	0	0	0
21 - 50 m sq.	2	1	3
Grand Total	62	26	88

Know Your Town event in Walsall

Over the course of a week Fire Safety visited 84 business premises. Of those businesses visited Fire Safety have identified 11 properties that will require follow up inspections. Over 80% of the businesses visited were unaware of the changes to fire safety legislation and the need to carry out risk assessment.

PI 6 The number of arson fires in non-domestic premises


	2009/10	2010/11	Target 2011/12	Actual 2011/12
Yearly	280	223	221	
Year to date April-June	79	78	77	88

In the last three months we attended 88 arson fires in non-domestic premises, in the same period last year we attended 78. So, whilst this is a 13% increase the numbers are small. 25 of the 88 fires (28%) were in retail premises.

Fire Safety follows up and investigates all such fires and makes a report on how it has been followed up with measures taken. This involves all partners, as relevant to the issue, on preventing a similar fire occurring. This clarity of ownership drives improvements and a reduction of reoccurrences.


The external factors identified above will have an impact on this sector; it is considered that a potential double recession will inevitably impact on this issue over the long term. Business Safety Officers offering advice to business in targeted areas and the use of Keep Your Business in Business has also been proactively used as a means of providing fire safety information.

PI 7 The number of arson vehicle fires

	2009/10	2010/11	Target 2011/12	Actual 2011/12
Yearly	1,096	983	963	
Year to date April-June	315	283	277	224

The number of arson vehicle fires continues to decline.

PI 8 The number of arson rubbish fires

	2009/10	2010/11	Target 2011/12	Actual 2011/12
Yearly	4,398	4,098	4,016	
Year to date April-June	1,331	1,444	1,415	1,343

Nearly half of the arson rubbish fires are 'bonfires' and a quarter are 'loose refuse/rubbish', 20% occur in 'rubbish bins/small refuse containers outside', there were only 3 fires in household wheelie bins.

The following are examples of interventions undertaken to address arson rubbish fires.

Blue Watch Brierley Hill, Dudley, working with Gary Conroy Watch Commander (Business Safety)

Following the fire at Oakham Environmental Waste, Oak Lane, Kingswinford, Fire Safety are visiting all the recycling companies within Sandwell & Dudley area to ascertain the level of security measures and what assistance they will offer in light of the restricted assistance afforded by Oakham during the incident, including what firefighting resource they have available for the controlled handover of future

incidents. Contact has been made with the Environment Agency (EA) and meeting(s) scheduled with a variety of stakeholders by the Dudley Operations Commander.

Bilston East Project (Phase one) Wolverhampton

The Bilston East Arson Reduction Initiative was started in February 2011 and was a four month Fire led partnership project focusing on reducing the high number of arson rubbish fires occurring on Bilston Station areas; predominantly within the Bilston East Local Neighbourhood Partnership [LNP] area. Blue Watch Commander Ken Hardiman took the lead and with the support of Station Commander Jon Waterman utilised the Logic Model to produce a strategy to reduce these nuisance fires focusing on performance indicators PI 7 arson vehicle and PI 8 arson rubbish. Statistical analysis identified where and when these fires were taking place.

Operations Commander Birch (Walsall Command) supported this collaborative approach by agreeing to support the project with the use of Walsall's Bike Team who would assist Bilston's crews in delivering arson reduction strategies to hotspots.


The target was to reduce arson rubbish fires in Bilston East by 10% over the four months of the first phase of the project. The strategy was to provide a targeted presence on the streets and through liaison with partners, areas of concern were highlighted which were suffering fly tipping and abandoned vehicles. This information was reported to the local council for action and removal.

In the 4 months since the project started there has been a 38 % decrease on 2010 figures with May showing the biggest decrease of 70 %. The project is now entering phase 2 which is to build upon the successful partnerships made and deliver arson reduction across the whole of the Wolverhampton area. By reviewing the logic model approach and the techniques employed over the four month project, Wolverhampton Command Team have developed a partnership with West Midlands Police who are going to provide the bikes, PPE and training for the 1st of Wolverhampton's Fire Bike Teams. It is hoped that this will assist in making Wolverhampton a safer place to live.

Tile Hill – Coventry

Following the Command Team's work with the Safer Neighbourhood Group some problem flats (wheelie bin fires) have had funding designated to resolve the issue. Whitefriars have built a locked compound and will be fitting improved lighting and a *domehawk* camera. One alleged local offender for rubbish arson has been identified and action is underway. Henley ward has raised press interest in how arson rubbish is being dealt with, including work with Police to raise the profile of arson. Work to provide a local Police tasking group is underway, including increased visible Fire Service presence at peak times. Coventry Command has surplus funds provided by the Coventry Partnership which will be used to boost the number of community cycle teams. This will hopefully include two additional bicycles at Foleshill as well as the existing four at Canley and Coventry.

PI 9 The number of malicious false alarm calls received

	2009/10	2010/11	Target 2011/12	Actual 2011/12
Yearly	3,908	3,554	3,376	
Year to date April-June	1,127	1,099	1,044	904

Low numbers of malicious false alarm calls have been received since July 2010.

PI 11 The number of false alarm calls due to automatic fire alarms in non-domestic premises

	2009/10	2010/11	Target 2011/12	Actual 2011/12
Yearly	6,809	6,545	TBA	
Year to date April-June	1,605	1,567		870

PI 12 The number of false alarm calls due to automatic fire alarms in dwellings

	2009/10	2010/11	Target 2011/12	Actual 2011/12
Yearly	3,217	3,363	3,262	
Year to date April-June	768	812	788	790

87% of the false alarm calls due to fire alarms in dwellings were in sheltered accommodation and 3% were in HMOs.

The following are examples of interventions undertaken to address false alarms due to Automatic Fire Alarms in dwellings.

Automated Flagging System

All station based Station Commanders will soon be receiving automated emails highlighting any repeat incidents that occur on their stations administrative areas. This e-mail will contain the calls history for properties domestic and commercial where WMFS have attended **any** type of incident more than once in a rolling three year period. E-mails will contain instant links to incident work books, and in the near future HSC history for properties flagged up will be included. This type of information will also be of benefit to Vulnerable Persons Officers (VPOs) and VPO Command leads who can use it to target vulnerable people.

PI 13 The percentage of dwelling fires where a working smoke alarm was fitted

	2009/10	2010/11	Target 2011/12	Actual 2011/12
Yearly	64.7%	65.6%	69%	67.2%

Road Safety

The following are examples of interventions undertaken to address road casualty reductions.

Road Casualty Reduction Project

Bickenhill & Solihull Red watch have created a visual display vehicle to be used at various locations, schools, shopping centres and outside or nearby target groups/ areas. The vehicle is a Ford Fiesta sign written with various road safety messages.

The vehicle has been adapted so that 50% of the vehicle is undamaged the other 50% is severely damaged. The display has a display board running through the middle of the car; various props can be added inside and around the vehicle to reflect the target audience. All watch's can use the vehicle to promote road safety. Various venues have already been booked including ASDA, Sainsbury's and Schools, etc.

Who wants to be a millionaire? The vehicle, when it is able to be transported, is used as a visual aid and compliments the learning experience outlined below. Millionaire is a separate project that identifies that most pedestrian injuries and deaths occur within the age group covered by Year 6 to Transition. This is an innovative schools quiz utilising the 'Who Wants to be a Millionaire' format. It's designed to test children's knowledge as well as educating and developing life skills with a play ground visual awareness activity.