

## PERFORMANCE INDICATOR SUMMARY

This report includes data for the Brigade area to the end of September 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
- False alarm calls due to fire alarms in non-domestic premises
- False alarm calls due to fire alarms in dwellings

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


- Arson rubbish fires
- Malicious calls received
- 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

### PI 1 The number of accidental fires in dwellings

|                                     | 2009/10 | 2010/11 | Target<br>2011/12 | Actual<br>2011/12   |
|-------------------------------------|---------|---------|-------------------|---|
| Yearly                              | 1,877   | 1,889   | 1,832             |  |
| Year to date<br>April-<br>September | 906     | 903     | 876               | 872   |

In the year to date 52% of accidental dwelling fires have been caused by cooking/cooking appliances, however only 14% of cooking fires resulted in more than 1 square metre damage by fire. The next most common causes were smoking materials (11%) and electricity supply (10%). In contrast 57% of fires caused by smoking materials resulted in more than one square metre damaged by fire.

The following are examples of interventions undertaken to address accidental fires in dwellings including measures to improve firefighter safety.


## **Sandwell Command – Data Sharing Protocol with Multi-Agencies**

Following a severe accidental dwelling fire in June 2011 in a Sandwell Homes property an elderly gentleman nearly lost his life; fortunately, following a professional rescue by fire crews he has now made a full recovery. Following the incident it was highlighted that relevant agencies do not share vital information that may have helped an event like this occurring. Management within Sandwell Homes and Sandwell Council accepted that there is a need to share information and clearly see the benefits to all stakeholders. A procedure has been implemented within Sandwell Homes that, when a vulnerable person has been identified, WMFS are notified as soon as possible, highlighting the areas of concern. This collaborative approach taken in Sandwell is making a difference within the Community

## **Solihull Information Sharing and Partnership Working – Solihull Community Housing**

Building on existing partnership arrangements we have had a discussion Solihull Community Housing (SCH) regarding fires in high rise properties where cabling in common areas, from electrical rewiring, has hampered and possibly endangered firefighter safety. As a result of this discussion SCH has started a programme of fixing cabling above doorways using metal ties and future rewires should involve cables being housed in metal conduit where it passes over doors in common areas. This work is a significant move in some 20 plus high rises blocks and should improve the safety of firefighters who are called to deal with incidents in these premises.

### **PI 2 The number of injuries from accidental fires in dwellings**

|  | <b>2009/10</b> | <b>2010/11</b> | <b>Target<br/>2011/12</b> | <b>Actual<br/>2011/12</b>   |
|--|----------------|----------------|---------------------------|---|
| <b>Yearly</b>                                | 99             | 95             | 91                        |  |
| <b>Year to date<br/>April-<br/>September</b> | 51             | 45             | 43                        | 43  |

There have been 43 injuries from 35 accidental dwelling fires, the highest number of injuries in a single incident was 6 in a fire caused by a television, no alarm was fitted.

In addition to these 43 casualties who were sent to hospital for treatment, 65 people went to hospital for a precautionary check, 56 people were given first aid at the scene and 39 people were recommended to have a precautionary check.

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

### **Sheldon Fire Station Referral Partnership**

Sheldon Firefighters have initiated a project aimed at setting up referral partnerships within the Sheldon area. The aim of these partnerships was to identify and liaise with those who are working with our vulnerable and most at risk members of the community and arrange to receive referrals for Home Safety Checks. Firefighters gave a short presentation to Private Care Companies, Charities and Churches within Sheldon with highlighting the benefits of working together to ensure those most at risk in our community were protected. Due to this initiative several partnerships have been established and from 1<sup>st</sup> April 2011, 53 High Risk HSC referrals have been completed.

### **PI 3 The number of deaths from accidental fires in dwellings**

|               | <b>2009/10</b> | <b>2010/11</b> | <b>Actual<br/>2011/12</b> |
|---------------|----------------|----------------|---------------------------|
| <b>Yearly</b> | 16             | 11             | 10*                       |

*\*This includes two with pending Fire Reports.*

The following are a breakdown of lessons learned from the 6 deaths this quarter from accidental fires in dwellings and where the new Serious Incident Review (SIR) process has been implemented.

#### **Incident 40727**

**Flat 1, Jacksons Garage, Summer Lane, Birmingham**  
**Casualty died in hospital on 25.7.2011**

This incident occurred within a flat above a disused petrol station. The occupier had been resident there since 1964. He was not known to partner agencies and had not had a HSC. There was no smoke alarm fitted. Most likely cause is electrical overloading in bedroom. A 'Hot Strike' was carried out in the area where smoke alarms and advice were given. It is clear from this incident that the potential for vulnerable people living alone, keeping themselves to themselves, is still high. Our strategy of engaging with partners and the wider public is still relevant and effective.

#### **Incident 41291 (recorded as Arson Other currently)**

**Saturday 23<sup>rd</sup> July 2011, 63 Gristhorpe Road, Selly Oak**

This incident occurred within a garage which was located at the rear of 63 Gristhorpe Road. The garage was being used by homeless people for rough sleeping. One person was injured and one person died in hospital. The incident is currently under investigation by Police as a suspected murder. A SIR will be fully completed once this investigation is completed. However, two areas of work have evolved from this incident. Partnership work has been established with SIFA Fireside, a homeless charity working with homeless people across Birmingham. This is subject to a notable practice report within this document. Secondly, whilst carrying out a 'Hot Strike', it came to our attention that a lady was residing in a garden shed located at 63 Gristhorpe Road. Work has been carried out with Birmingham City Council, Fire Safety and Operation Support to ensure appropriate safety measures are in place.

**Incident 55566**

**10<sup>th</sup> September 2011, 14 Castlecroft Road, Finchfield, Wolverhampton**

The call was received as a 'house fire' persons reported at a detached three-storey private dwelling. The property did not have a smoke alarm. The fire was accidental caused by careless disposal of either smoking materials or ashes from the open fire into the wheelie bin located in the ground floor hallway. The casualty was an elderly man in his eighties who lived alone allegedly suffering from schizophrenia and evidence also indicated severe poverty and profuse hoarding of magazines, papers, etc. The deceased was known to Social Services and was supported by the Older Adult Community Mental Health Team [CMHT]. He would not consent to having a smoke alarm fitted. Following the incident several actions have been created as a result of the SIR, including:

- Developing a protocol for HSC Referral following initial patient assessment.
- Closer working with the housing trust.
- A review of the FRS current mechanism of removing a referral off the system after three attempts to make contact.

**Incident 47208**

**11th August 2011, 9 Rayleigh Road, Wolverhampton**

**The call was received to a 'house fire' persons reported to a two storey mid terrace house that was privately rented. The property had two smoke alarms one in the rear lounge the other in the front downstairs bedroom that was inoperable due to no batteries being fitted. The source of ignition was determined as being due to smoking materials.** Following the Serious Incident Review (SIR) it was identified that the premise was occupied by a 'Gang Master' his wife, child, and 8 workers. Contact has been made with the Gang Masters Licensing Authority (GMLA) who has confirmed that the Gang Master at the premise was not licensed. Following this incident further work has been carried out with the GMLA to identify registered gang masters in similar premises and communicate throughout Service, the outcomes of a pilot project presently running in Wolverhampton with regard to co-ordinated inspections with UK Border Agency and Police

**Incident 55698**

**10<sup>th</sup> September 2011, 46 Old Brookside, Yardley, Birmingham**

This incident involved an elderly woman rescued from a first floor flat by BA teams within a sheltered accommodation complex following an accidental fire involving a television set. The woman found in a living room after attempting to isolate the television before being overcome. The matter has been referred to Trading Standards as the TV was rented. A SIR has been instigated with the full outcomes to be reported during the Q3 reporting period. However, there are early indications that the fire started in a rented TV set and there may have been some delay with the Carline company informing the Fire Service of the incident. A case conference is being arranged to progress these issues further.


## Incident 56022

**12<sup>th</sup> September 2011 at 107 Greenwood Road, Aldridge, Walsall**

The call was received as a 'house fire' persons reported at a two storey end terrace house under the control of Walsall Housing Group (WHG). The property had two working smoke alarms of which the one on the first floor had activated as the incident was in the bedroom on the first floor level; the source of ignition was smoking materials. The casualty was a bed ridden heavy smoker, and had other known ailments. She suffered with emphysema, and had panic attacks. She was on oxygen to assist breathing and lived with family members who cared for her and rarely left her alone. On this occasion the family were doing a school run and she was left alone for a short period. It was during this period that the fire occurred.


A referral was received in February and WMFS sent a letter to the address highlighting the dangers of oxygen when involved in fire and also recommending a HSC. A HSC carried out on 1<sup>st</sup> April by crews from Aldridge Community Fire Station. Information reference the oxygen usage by the occupier was available to crews when they responded.

### PI 4 The number of arson fires in dwellings

|                                     | 2009/10 | 2010/11 | Target 2011/12 | Actual 2011/12  |
|-------------------------------------|---------|---------|----------------|---|
| <b>Yearly</b>                       | 398     | 404     | 404            |  |
| <b>Year to date April-September</b> | 197     | 200     | 200            | 209   |


In the year to date 36% of fires have occurred in purpose built flats/maisonettes and in this type of property almost half of the fires have been in communal areas. 18% of arson dwelling fires occurred in void/vacant premises, this proportion remains unchanged from quarter one. 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.

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

|                                     | 2009/10 | 2010/11 | Target 2011/12 | Actual 2011/12  |
|-------------------------------------|---------|---------|----------------|---|
| <b>Yearly</b>                       | 696     | 651     | 638            |  |
| <b>Year to date April-September</b> | 328     | 328     | 321            | 288   |

In September 2011 there were 30 accidental fires in non domestic premises, this is the lowest number ever recorded in a single month. In the year to date the most common types of properties for these fires to occur in are old people's homes (8.7%) and public houses (5.6%). The most common cause of fire has been cooking/cooking appliance (26%) which is accounted for by the fact that "Other residential buildings (not dwellings)" make up the overall largest property group within this fire type.

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

|                                     | 2009/10 | 2010/11 | Target 2011/12 | Actual 2011/12  |
|-------------------------------------|---------|---------|----------------|---|
| <b>Yearly</b>                       | 280     | 223     | 221            |  |
| <b>Year to date April-September</b> | 152     | 135     | 134            | 172   |


There has been a 27% increase in these type of fires compared to April to September last year. However April – September last year was particularly low, if compared to performance in April to September 2009, this year represents a 13% increase. In 2011/12 June and August have had the highest number of incidents (36 and 33 respectively). Retail, single shops and specialist service premises make up 31% of the total in the year to date, followed by entertainment, dining, recreation and venues (17%). In the year to date 34% of fires have occurred in void/vacant premises, this compares to 27% in April to September 2010.

The following are examples of interventions undertaken to address arson fires in non-domestic premises.

#### Arson Reduction – A1 Trading Estate, Lewisham Road, Smethwick


An increased number of calls were being received to the area in and around a largely disused industrial site off Lewisham Road, Smethwick, known as the A1 Trading Estate. Following a visit by the Arson Reduction Manager for Sandwell to the area. Extensive multi-agency work has started in the area and includes (Smethwick Firefighters, Arson Reduction Manager, Fire Safety Dept, local Police, Local Councillor, Smethwick Town Team, Sandwell MBC and the owners/developers. Joint initiatives have included increased Police patrols, Smethwick Fire Station cycle team have included the area on their routes. Familiarisation visits have been made by all crews at Smethwick Fire Station, a training package is being completed by Smethwick ops crews and the site is being upgraded to a 'Temporary Special Risk'. There have been 12 building referrals and 4 fly tipping referrals made from WMFS to Sandwell Council. There has been a reduction in the number of calls being received to the area. There is now prompt clearance of fly tipping and hazardous materials and the area has improved for the local community.

### PI 7 The number of arson vehicle fires

|                                     | 2009/10 | 2010/11 | Target<br>2011/12 | Actual<br>2011/12   |
|-------------------------------------|---------|---------|-------------------|---|
| Yearly                              | 1,096   | 983     | 963               |  |
| Year to date<br>April-<br>September | 621     | 568     | 557               | 454   |

The number of arson vehicle fires is currently 20% lower than at the same time last year. The average price of steel for 2011 so far is 195 (European Index price), higher than the average for 2010 of 174.

### PI 8 The number of arson rubbish fires

|                                     | 2009/10 | 2010/11 | Target<br>2011/12 | Actual<br>2011/12   |
|-------------------------------------|---------|---------|-------------------|---|
| Yearly                              | 4,398   | 4,098   | 4,016             |  |
| Year to date<br>April-<br>September | 2,568   | 2,547   | 2,496             | 2,536   |

There was a 15% increase in activity in July and August 2011 compared to July and August 2010. 38% of arson rubbish fires involved loose refuse/rubbish, 22% involve a rubbish bin/small refuse container outside and 17% involves bonfires.

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

#### Foleshill Community Fire Station – Cycle Team

Cycle teams have been active in various 'hot spot areas', and a new cycle team is currently being established at Foleshill Fire Station to tackle Henley ward area. White Watch Foleshill has established a local Arson Task force including the Police, Whitefriars Housing and local residents. Task force meetings have taken place and group walkabouts to identify rubbish removal and vulnerable areas.


#### Safer Six Campaign (Sandwell)

As of 26<sup>th</sup> September 2011, Sandwell Partnership entered into a proactive campaign (mainly enforcement) for the next six weeks aimed at all six towns across the Borough. Within the partnership are many organisations including: Police, Wardens, Trading Standards, Probation, Sandwell Homes, Drug/Alcohol team, HM Revenue and Customs, Centro, Youth Services and of course the West Midlands Fire Service. The main objective is to reduce ASB and crime across the Borough including targeting low level crime and nuisance fires.

## Solihull Command – Kelly Paddock – Prince's Trust

Following Kelly's ill health in 2010, she was given the opportunity to recover and regain her fitness supported by Solihull Command as a team leader in the Prince's Trust. This provided the opportunity to work with young people in the community, especially in the North Solihull area where it is common for anti social behaviour and arson attacks. The Borough had identified that ASB was of concern in the North of Solihull and there was a need for engagement with young people through education and training. The Prince's Trust programme offers a 12 week personal development course, with work experience, qualifications, practical skills, community projects and a residential week. Solihull and Bickenhill crews are actively encouraged to engage with the youth of the Borough particularly the North. By targeting these often disaffected members of the community we believe that despite being one of the most socially deprived areas of the West Midlands, an element that was attributed to the recent riots, crews are rarely if ever subjected to verbal or physical violence. The strong link between the Prince's Trust Project and operational crews in Solihull ensures that the benefits to the community continue.

### PI 9 The number of malicious false alarm calls received

|                                     | 2009/10 | 2010/11 | Target 2011/12 | Actual 2011/12  |
|-------------------------------------|---------|---------|----------------|---|
| <b>Yearly</b>                       | 3,908   | 3,554   | 3,376          |  |
| <b>Year to date April-September</b> | 2,295   | 2,008   | 1,907          | 1,918   |

The number of calls received in July and August 2011 was 14.5% higher than in July and August 2010 this contributes to the PI being off target at this point. Although overall from April to September performance has improved compared to last year.


### 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 |
|-------------------------------------|---------|---------|----------------|----------------|
| <b>Yearly</b>                       | 6,809   | 6,545   | TBA            |                |
| <b>Year to date April-September</b> | 3,417   | 3,258   |                | 1,725          |

The AFA pilot continues to have an impact on the number of incidents. Of those attended, 27% are due to faulty alarm equipment and 16% due to cooking/burnt toast.



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

|  | 2009/10 | 2010/11 | Target<br>2011/12 | Actual<br>2011/12   |
|--|---------|---------|-------------------|---|
| <b>Yearly</b>                                | 3,217   | 3,363   | 3,262             |  |
| <b>Year to date<br/>April-<br/>September</b> | 1,658   | 1,775   | 1,722             | 1,638   |

43% of activations were due to cooking / burnt toast and 25% were due to a faulty alarm.

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

### Coventry and Warwick Universities

With the introduction of a new academic year we have concentrated on new students coming into halls of residence in Coventry and Warwick Universities. New leaflets have been issued and placed in all accommodation areas and each student is now issued with a key ring to their accommodation with fire safety messages on. All students have been given a fire safety presentation and test evacuations have been undertaken where on evacuating the premises the students will be given a chip pan demonstration to high light cooking safety.

### Automated Flagging System

All station based Station Commanders are now receiving automated emails highlighting any repeat incidents that occur on their stations administrative areas. This e-mail contains 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 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<br>2011/12 | Actual<br>2011/12 |
|---------------|---------|---------|-------------------|-------------------|
| <b>Yearly</b> | 64.7%   | 65.6%   | 69%               | 66%               |

The percentage of dwelling fire where a smoke alarm was fitted is just below target. However this information shows that through our HSC programme two thirds of the fires in homes we attend have a working smoke alarm.

## Road Safety National Indicators (NI)

### NI 47 – people killed or seriously injured. Reduction of 10.2%

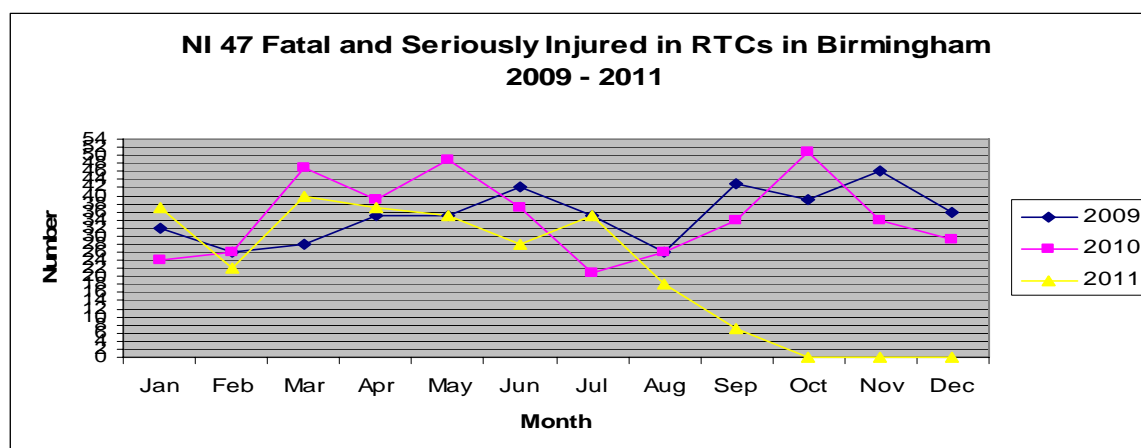
Jan – Sep 2010 669

Jan – Sep 2011 601

### NI 48 –Children killed or seriously injured Reduction of 12.4%

Jan – Sep 2010 121

Jan – Sep 2011 106



Through our partnership working we have seen a continued decline in the numbers of people who are killed or seriously injured in road traffic collisions.

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

### Road Safety Education event St George's Community Hub Newtown. Handsworth Community Fire Station.

By adopting a multi-agency style approach and involving some of the lesser known and often quite small training centres which specialise in educating those who have left the main traditional learning establishments targeted youngsters who needed road safety awareness training. The event was run by the Fire Service, City College and the Police and a great deal of input from various other agencies especially the Perry Barr Community Team. A successful funding bid to the Perry Barr Community Chest enabled the event to be almost cost neutral to the Fire Service. Nearly 250 young adults attended the event from 10 different educational establishments, they completed a pre-event questionnaire and will also be completing a post-event questionnaire, and this will enable us to evaluate the event and to see if we have changed the attitudes of this target group.

### Hay Mills Purple Watch – Seatbelt Campaign

Hay Mills Purple Watch decided to get involved in a "Wear Your Seatbelt" campaign; this was done in a then novel way in the form of a large graffiti display which was created by one of their team who is a self taught graffiti artist. The idea was to involve the whole of year 8 of Yardley's School in a competition to design a road safety message and the winner would have their design sprayed graffiti style and put on a display board in a prominent position by ASDA at Small Heath.

There were 158 entries of high quality. The designs were that good that a single winner could not be decided so the graffiti artist adopted the best bits from the 3 winners and these were used for the display.

### **Road Casualty Reduction Team – Occupational Road Risk Awareness presentation**

The Road Casualty Reduction Team has delivered 27 Occupational Road Risk Awareness presentations to a number of commercial companies during the last 6 months. The presentations are chargeable and generate a 30% surplus to costs incurred by the WMFS. The surplus revenue is being used to increase the team's capacity to work with vulnerable road users and support future road safety activities.