



WARWICKSHIRE
FIRE & RESCUE SERVICE

ALCESTER

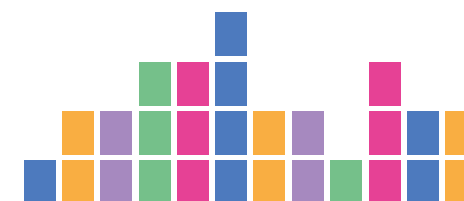
LOCAL RISK PROFILE

2020



Report produced by Business Intelligence

*Data in this profile relates to the two year time period
1st January 2018 to 31st December 2019*



Alcester Cluster Map

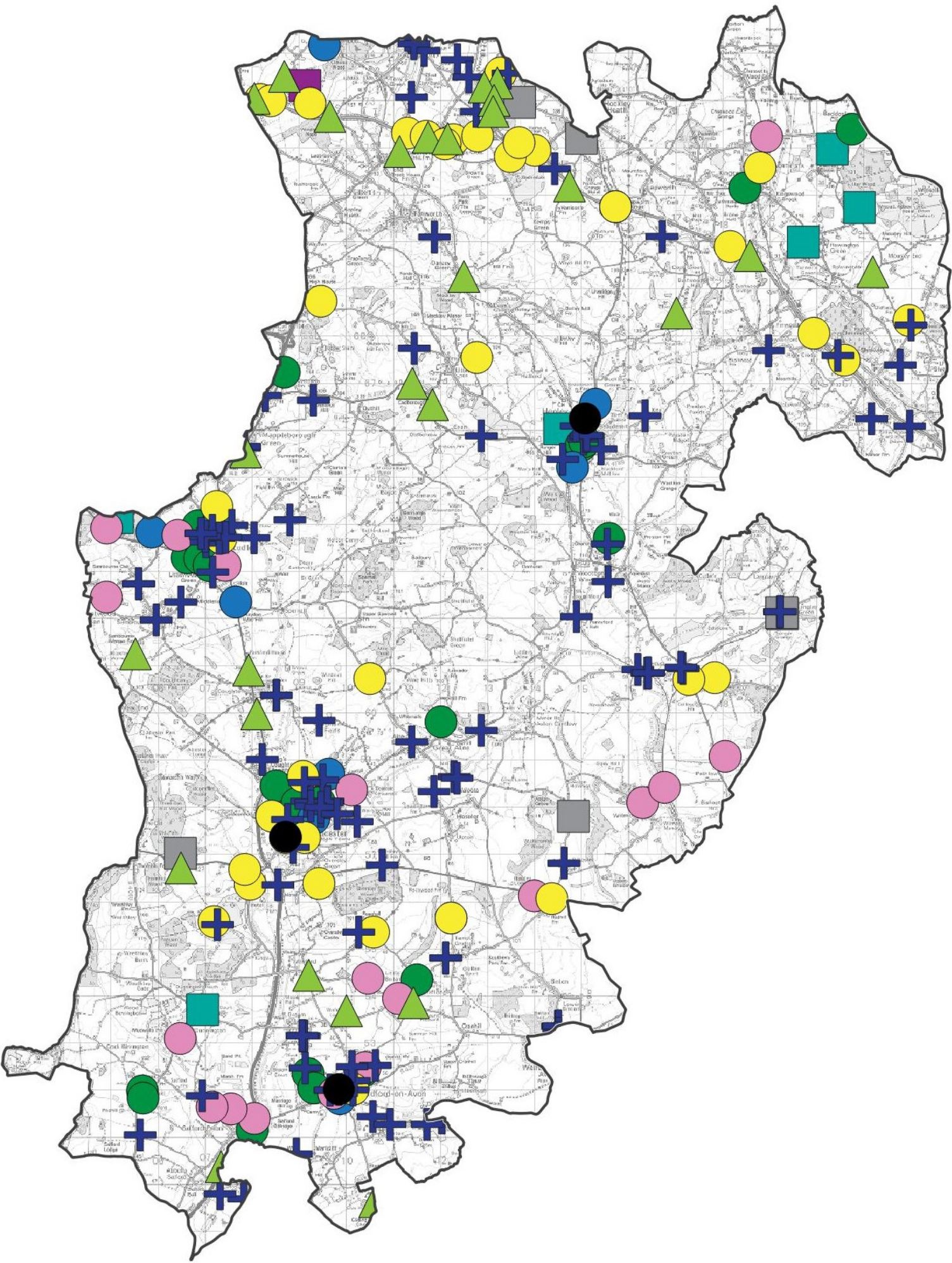


KEY

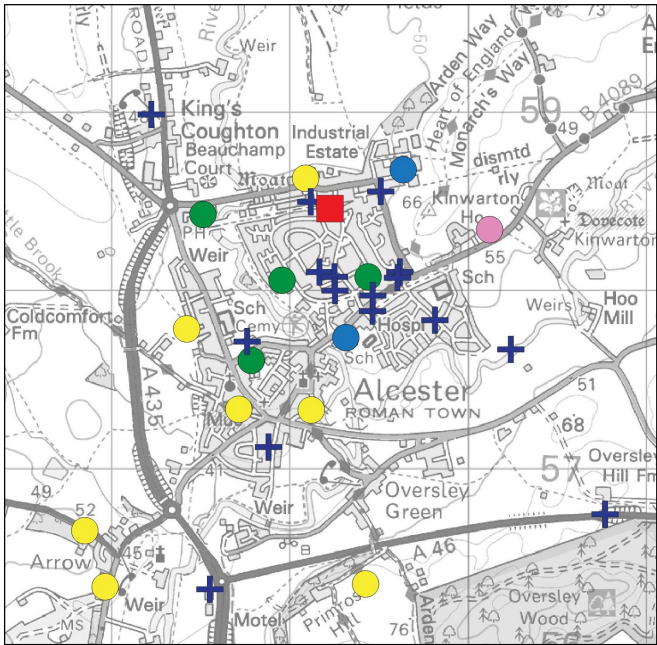
- Fire Station
- ▲ Road Traffic Collision - Extrication
- Deliberate Vehicle Fire
- Deliberate Other Primary Fire
- Deliberate Non Domestic Fire
- Deliberate Dwelling Fire
- + Special Services
- Accidental Vehicle Fire
- Accidental Other Primary Fire
- Accidental Non Domestic Fire
- Accidental Dwelling Fire

Data in this profile relates to the time period
1st January 2018 to 31st December 2019

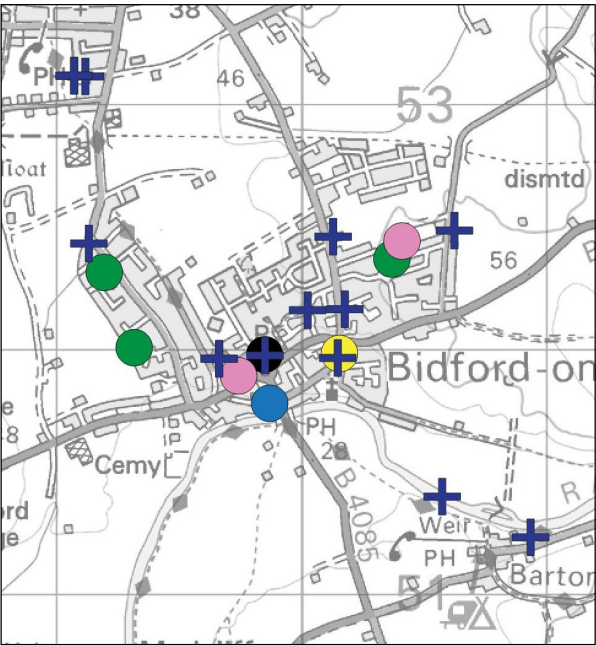
Source: Warwickshire Fire & Rescue Service



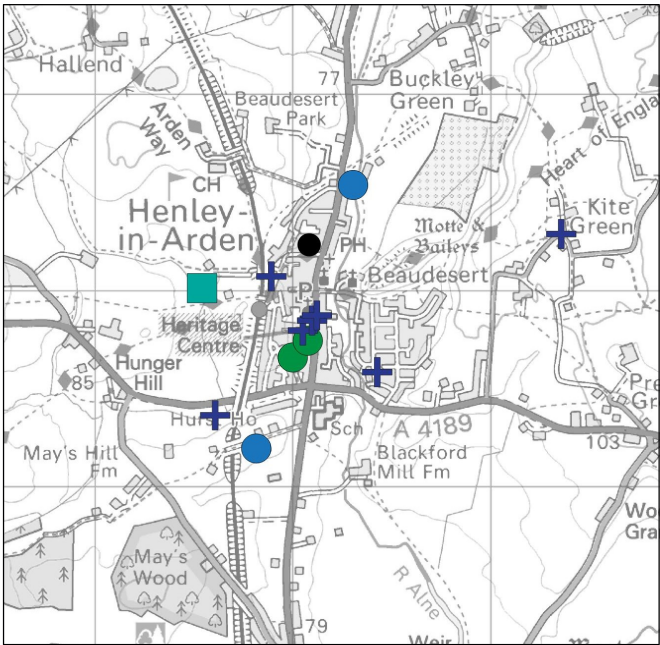
Alcester



Bidford-on-Avon



Henley-in-Arden





Home Fires

23

Total Dwelling Fires

22 Accidental**1** Deliberate

Station Ground	No. of Incidents
Alcester	12
Bidford	6
Henley	5

Key Cause



Faulty electricity fuel supply was the top cause of accidental dwelling fires

Key Times



6 accidental fires (27%) started between 15:00 and 18:00

Casualties



There were 4 casualties recorded as a result of dwelling fires

Alarm Systems



15 dwellings (68%) had an alarm system



Other Primary Fires

25

Total Other Primary Fires

18 Accidental**7** Deliberate

Station Ground	No. of Incidents
Alcester	11
Bidford	8
Henley	5

Key Cause



4 accidental fires were caused by fault in equipment or appliance

Casualties



There was one fire-related casualty recorded

Small Fires



In addition, 49 accidental small fires were attended

Key Times



13 small fires (27%) started between 15:00 and 18:00



Business Fires

10

Total Non Domestic Fires

9 Accidental**1** Deliberate

Station Ground	No. of Incidents
Alcester	5
Bidford	1
Henley	4

Key Cause



Fault in equipment or appliance was the top cause of accidental business fires

Key Times



4 business fires (40%) started between 12:00 and 18:00

Casualties



There was 1 causality recorded as a result of business fires

Alarm Systems



Half (50%) of properties experiencing a business fire had an alarm



Vehicle Fires

46

Total Vehicle Fires

40 Accidental**6** Deliberate

Station Ground	No. of Incidents
Alcester	21
Bidford	1
Henley	24

Key Cause



5 accidental vehicle fires were caused by an electrical fault

Key Times



37% of vehicle fires occurred between 15:00 and 21:00

Casualties



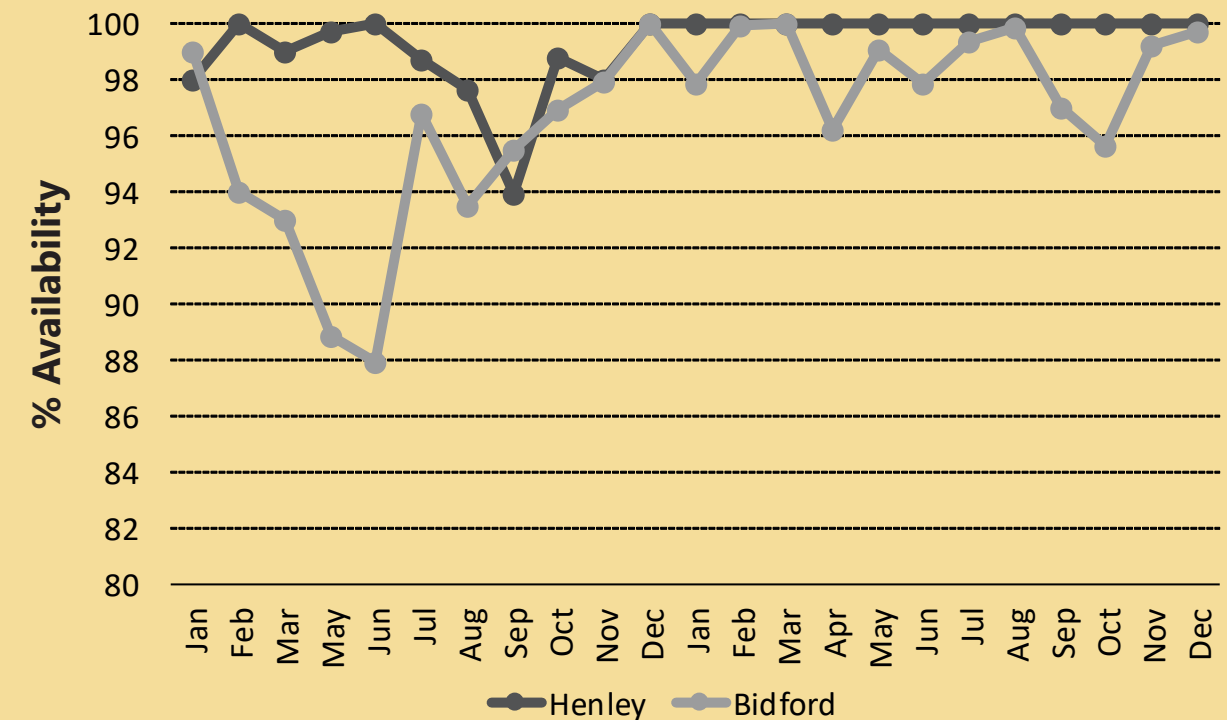
There was 1 casualty recorded as a result of vehicle fires

Status



3 vehicle fires involved stolen vehicles

Post-Detachment Availability 2018-2019



*There is no data for April 2018 due to a system change

Seasonality Chart 2018-2019

	January	February	March	April	May	June	July	August	September	October	November	December
Accidental Dwelling Fires	2	1	2	3	1	2	2	0	0	4	4	1
Deliberate Dwelling Fires	0	0	0	0	1	0	0	0	0	0	0	0
Business Fires	0	0	1	0	1	2	1	2	1	2	0	0
Vehicle Fires	5	0	1	4	5	2	7	3	4	6	6	3
Other Primary Fires	0	1	2	2	1	3	8	1	3	1	1	1
Chimney Fires	3	3	0	3	0	1	0	0	1	1	2	2
Accidental Small Fires	1	1	1	5	2	11	15	3	3	2	3	2
Deliberate Small Fires	0	1	0	2	1	0	3	0	0	0	3	0
False Alarms	20	12	21	16	20	29	37	22	24	17	22	23
Road Traffic Collisions	2	3	10	10	8	5	3	4	10	11	5	11
Special Services	3	4	11	6	8	15	10	6	7	17	19	3

Source: Warwickshire Fire and Rescue Service



Report produced by Business Intelligence

Data in this profile relates to the time period
1st January 2018 to 31st December 2019

Images sourced from Flat Icon

**Arson****25**

Total Arson Incidents

6Deliberate
Other Fires

Station Ground	No. of Incidents
Alcester	14
Bidford	2
Henley	9

11Deliberate
Small Fires**1**Deliberate
Business Fires**1**Deliberate
Dwelling Fires**6**Deliberate
Vehicle Fires

Key Fire Type

Key Fire Type



Grassland, woodland and crops accounted for 36% (9) of all deliberate fires



24% of deliberate fires involved vehicles

**Road Traffic Collisions****82**

Total RTCs

27

Extrications

Station Ground	No. of Incidents
Alcester	30
Bidford	8
Henley	44

40

Other Services

15

No Services

Key Season

Key Times



Spring accounted for 34% of all RTCs



Peak RTC activity was between 15:00 and 19:00

Casualties

Extrications

39 Total rescues
10 Rescues without injury
29 Rescues with injury
3 Fatalities21 Extrication of person/s
6 Release of persons**Special Services****109**

Total Special Services Incidents

Station Ground	No. of Incidents
Alcester	57
Bidford	24
Henley	28

Incident Types

Incident Types



30 incidents were related to flooding



17 incidents involved rescue or evacuation from water

Incidents

Casualties



27% of incidents involved a 'victim'

4 Rescued with injury
23 Rescued without injury
1 Fatality**False Alarms****263**

Total False Alarms

135False Alarm
Good Intent

Station Ground	No. of Incidents
Alcester	138
Bidford	34
Henley	86
Studley	5

123Automatic
False Alarm**5**False Alarm
Malicious

Location

Location



97% of Automatic False Alarms were in residential properties/homes



36% of False Alarms with Good Intent were at outdoor locations

Location

Location



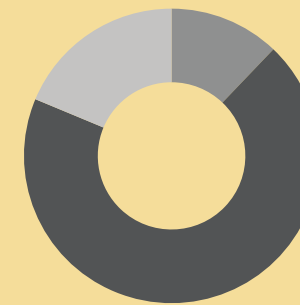
30% of False Alarms with Good Intent were vehicles



3 Malicious False Alarms were at boarding schools

Cluster Area Anti-Social Behaviour (ASB) Incidents 2018 and 2019

Total ASB	2018	2019	% Change	Direction
6963	3812	3151	-17.3%	↓

Distribution by type of incident 2018 and 2019

	ASB Nuisance	ASB Environmental	ASB Personal
Total Incidents	5390	548	1025
Proportion	77.4%	7.9%	14.7%

Total Road Traffic Collisions 2018 and 2019

	Total	2018	2019	Change (2018-2019)	Direction
	204	109	95	-12.8%	↓
Fatal	6	2	4	+2	↑
Serious Injury	66	31	35	+4	↑
Slight Injury	132	76	56	-20	↓

Key Season

Key Date

Key Times



Peak RTC activity was in the Summer



19.6% of all RTCs occurred on a Wednesday



Peak RTC activity was between 15:00 and 19:00



Report produced by Business Intelligence

Sources: Warwickshire Police,
Warwickshire Road Safety Team WCC

Images sourced from Flat Icon

Deprivation

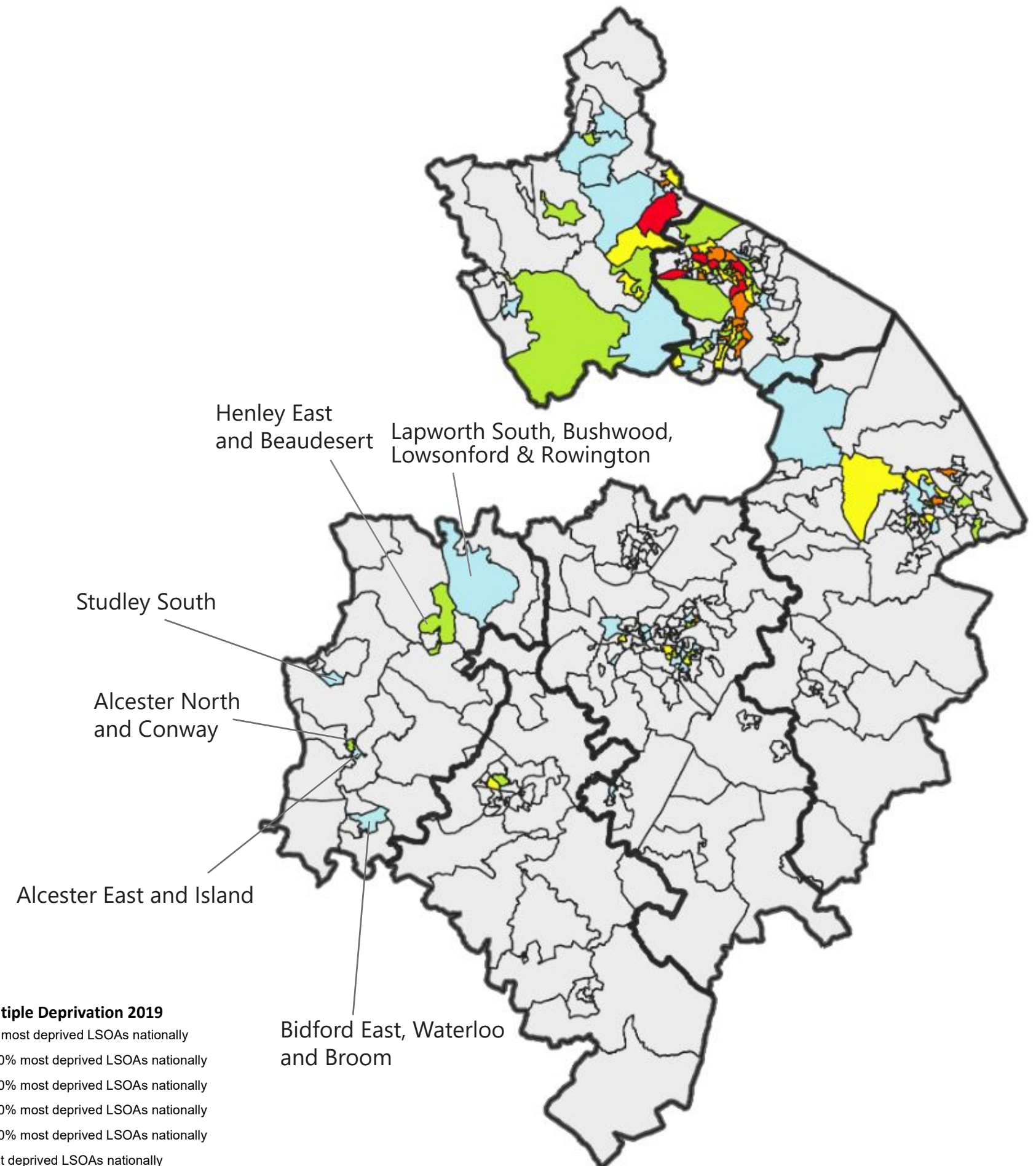
The Index of Multiple Deprivation (IMD) provides a way of measuring relative deprivation for small areas known as Lower Super Output Areas (LSOAs). LSOAs have an approximate population of 1,500 people and allow the identification of small pockets of deprivation that might otherwise be missed. There are 339 LSOAs in Warwickshire.

The IMD takes into account a range of measures including income, employment, education and health which are weighted and combined to produce an overall index score. The score is then used to rank each LSOA in England. A low rank denotes greater deprivation. A ranking of 1 represents the most deprived areas and a ranking of 32,844 represents the least deprived area nationally.

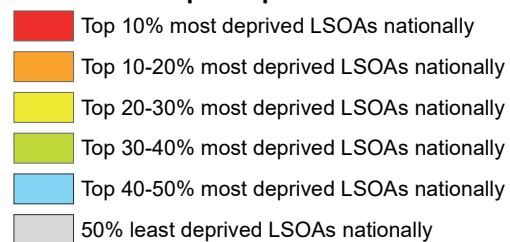
The map highlights LSOAs in the county according to their 2019 IMD decile. Decile one, in red, includes all those LSOAs in the county which are in the 10% most deprived nationally, orange coloured LSOAs refer to those in the 10-20% most deprived nationally and so on as per the legend below.

In the Alcester cluster, two LSOAs (Alcester North and Conway and Henley East and Beaudesert) are in the top 30-40% most deprived nationally. A further four LSOAs are in the top 40-50% nationally. Lapworth South, Bushwood, Lowsonford & Rowington LSOA is now in the top 40-50% most deprived nationally, but it was not in the 2015 IMD.

The Alcester cluster experiences lower levels of deprivation when compared to other parts of the county, especially the north of the county.



Index of Multiple Deprivation 2019



Source: Indices of Multiple Deprivation 2019

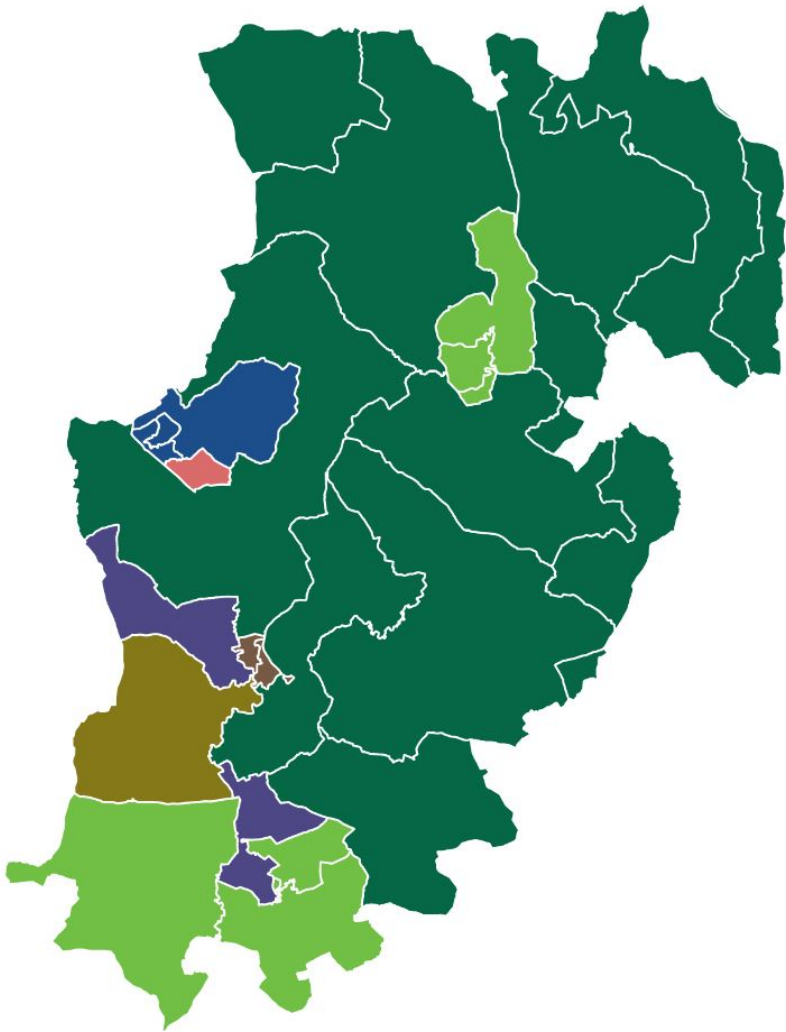
Mosaic is a tool for understanding household and customer types and is built from Experian’s UK Consumer Dynamics Database. Mosaic uses a wide range of data to allocate households into one of 15 Groups and 66 Types, based on likely common characteristics. Using Mosaic it is possible to help establish the different service needs that Warwickshire residents may have, help identify where specific service needs are located and understand each group’s preferred channels of communication.

Mosaic Group		Alcester	Warwickshire
Total all Groups		19,232	256,188
A	Country Living	30.3%	10.6%
B	Prestige Positions	11.5%	9.7%
C	City Prosperity	0.0%	0.8%
D	Domestic Success	5.4%	8.6%
E	Suburban Stability	6.5%	8.8%
F	Senior Security	9.1%	8.9%
G	Rural Reality	16.3%	7.6%
H	Aspiring Homemakers	7.3%	11.6%
I	Urban Cohesion	0.2%	1.5%
J	Rental Hubs	1.2%	6.1%
K	Modest Traditions	2.5%	5.8%
L	Transient Renters	1.8%	5.3%
M	Family Basics	2.6%	6.8%
N	Vintage Value	4.4%	5.5%
O	Municipal Tenants	0.8%	2.3%

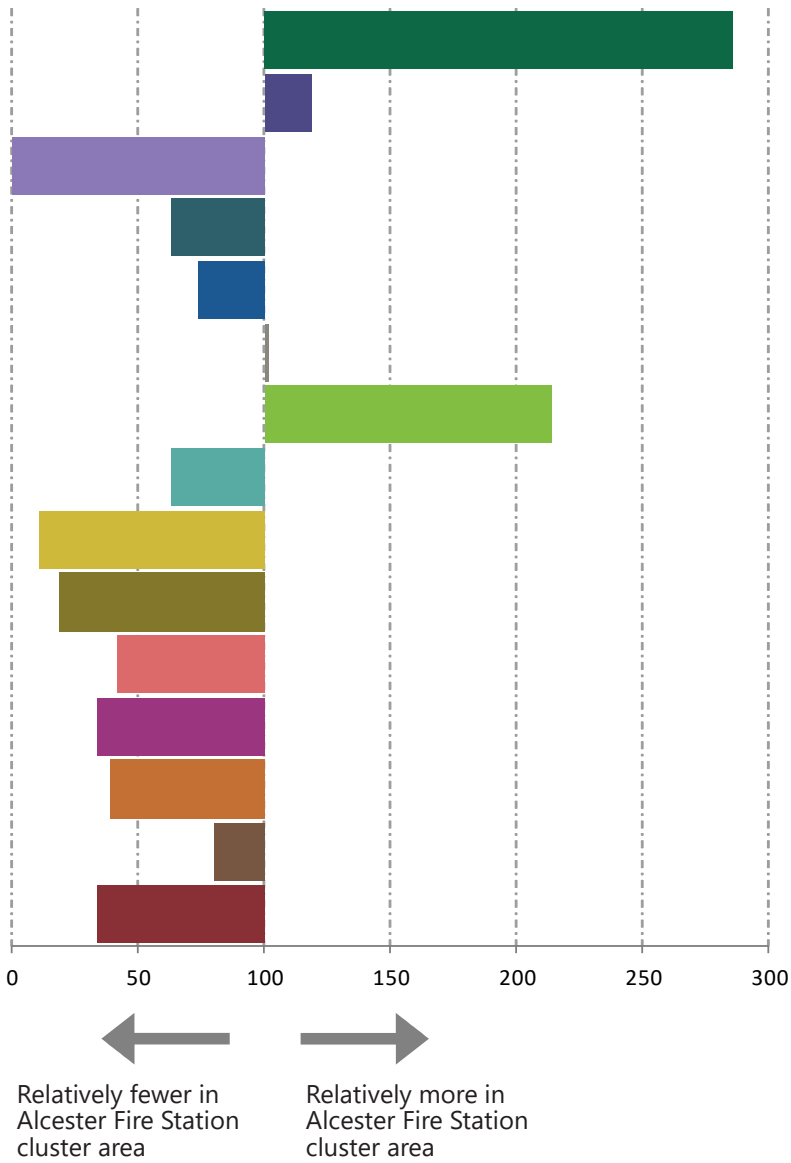
Index of 100 = same as Warwickshire percentage.
Above 100 reveals that higher levels of these groups are residing in the Alcester Fire Station cluster area, below 100 reveals that there are lower levels of these groups residing in this cluster area.

© Crown Copyright and database right 2020. Ordnance Survey 100019520.
Source: Mosaic Experian 2018, Business Intelligence

Of the 15 Mosaic groups, there are four groups where, compared to the Warwickshire average, there are relatively higher levels living in the Alcester Fire Station cluster area (where the Index is more than 100).



The map shows the most prominent Mosaic group in each LSOA in the Alcester Fire Station cluster area. Overall, the Mosaic group A 'Country Living' accounts for the largest proportion of households in this area (30.3%), and group C 'City Prosperity' accounts for the least (0.0%).



Analysis of 2018 and 2019 data has highlighted the Mosaic groups more at risk of Accidental Dwelling Fires.

The Mosaic groups more at risk of ADFs in the Alcester Fire Station cluster area are presented here. For Warwickshire as a whole, the Mosaic groups more at risk of ADFs were:



Key Features of Group G

- Rural Locations
- Village & outlying homes
- Agricultural employment
- Most are homeowners
- Affordable value homes
- Slow internet speeds

Channel Preferences

@Email

✉Post

Key Features of Group M

- Families with children
- Low cost homes
- Rent from social landlords
- Squeezed budgets
- Higher rates of unemployment

Channel Preferences

✉Text

📱Mobile call

Key Features of Group N

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology usage

Channel Preferences

📞Landline

✉Post

