



WARWICKSHIRE
FIRE & RESCUE SERVICE

NORTH WARWICKSHIRE

LOCAL RISK PROFILE

2020



Report produced by Business Intelligence

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



North Warwickshire Local Risk Profile 2020



WARWICKSHIRE
FIRE & RESCUE SERVICE

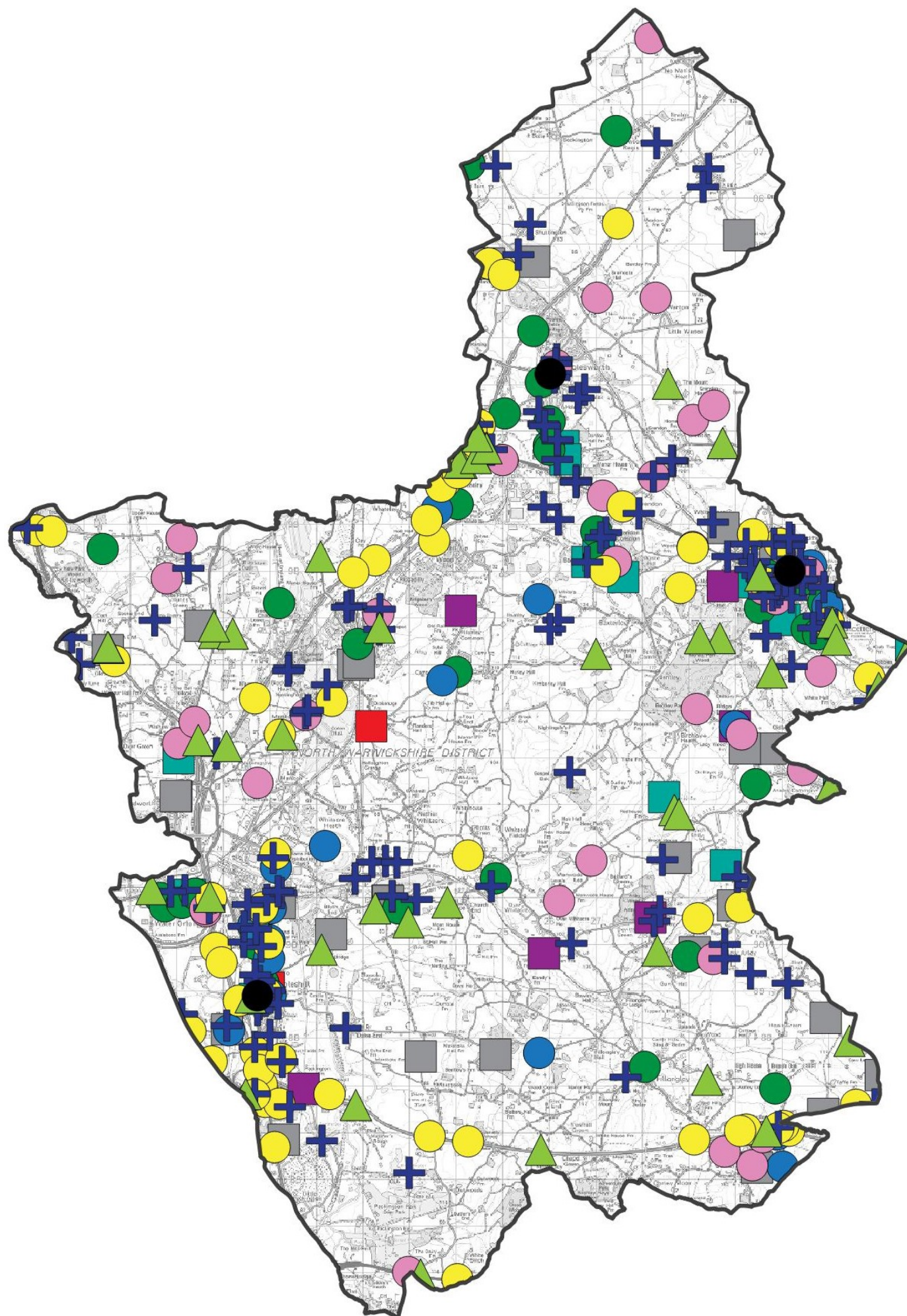


KEY

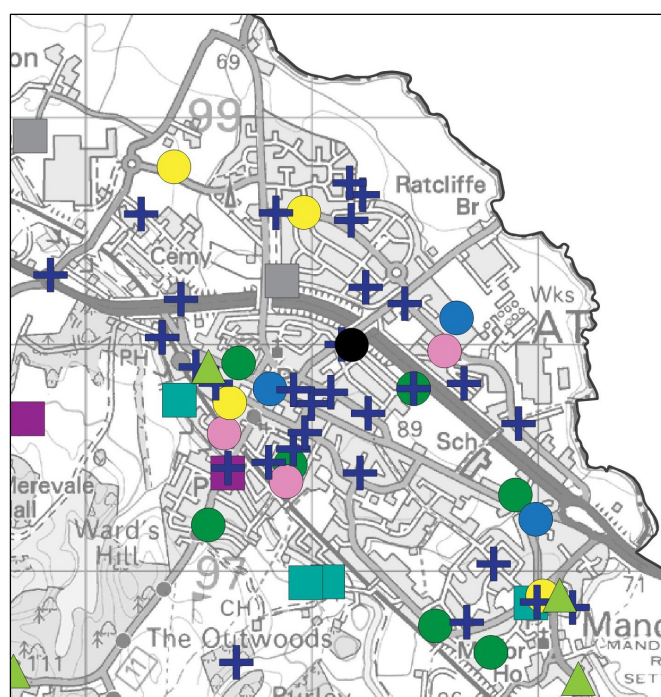
- Fire Station
- ▲ Road Traffic Collision - Extrication
- Deliberate Vehicle Fire
- Deliberate Other Primary Fire
- Deliberate Non Domestic Fire
- Deliberate Dwelling Fire
- + Special Services
- Accidental Vehicle Fire
- Accidental Other Primary Fire
- Accidental Non Domestic Fire
- Accidental Dwelling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

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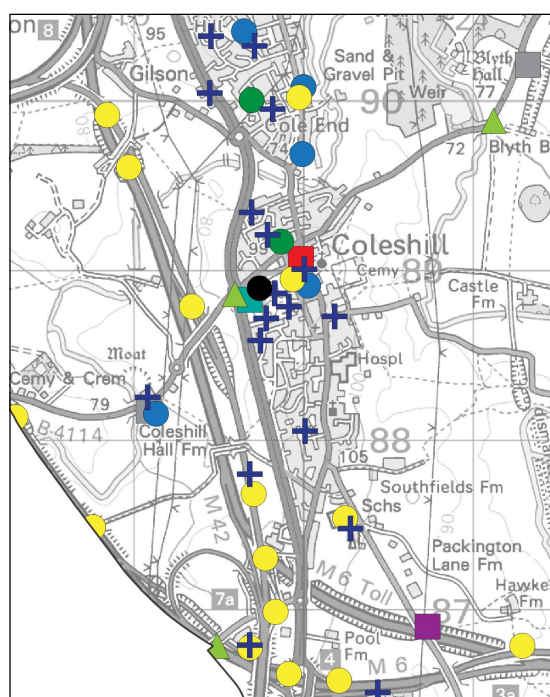
Source: Warwickshire Fire & Rescue Service



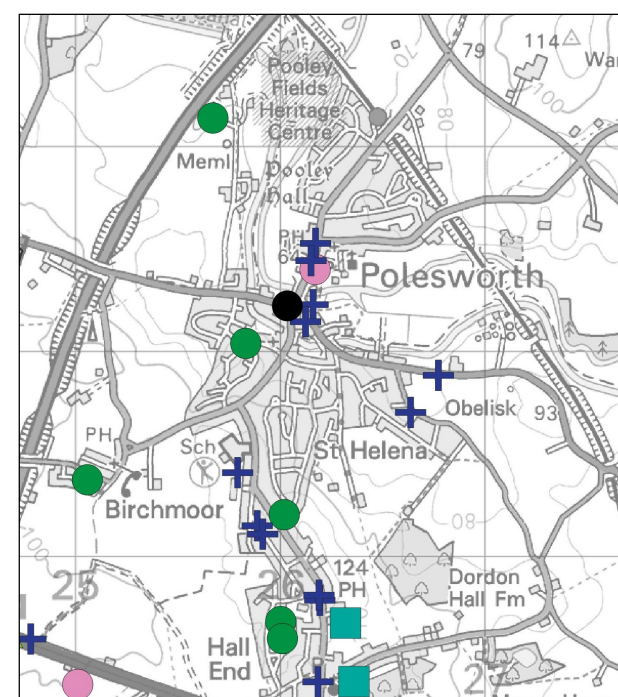
Atherstone



Coleshill



Polesworth





Home Fires

37

Total Dwelling Fires

35 Accidental

2 Deliberate

Station Ground	No. of Incidents
Atherstone	14
Coleshill	13
Polesworth	10

Key Cause



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

Key Times



9 accidental fires (26%) started between 18:00 and 21:00

Casualties



There were 6 casualties recorded as a result of dwelling fires

Alarm Systems



25 dwellings (68%) had an alarm system



Other Primary Fires

49

Total Other Primary Fires

35 Accidental

15 Deliberate

Station Ground	No. of Incidents
Atherstone	26
Coleshill	15
Polesworth	8

Key Cause



7 accidental fires were caused by overheating

Casualties



There were no fire-related casualties recorded

Small Fires



In addition, 84 accidental small fires were attended

Key Times



14 small fires (29%) started between 15:00 and 18:00



Business Fires

28

Total Non Domestic Fires

19 Accidental

9 Deliberate

Station Ground	No. of Incidents
Atherstone	13
Coleshill	13
Polesworth	2

Key Cause



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

Key Times



10 business fires (36%) started between 18:00 and 21:00

Casualties



There were no casualties recorded as a result of business fires

Alarm Systems



29% of properties experiencing a business fire had an alarm



Vehicle Fires

90

Total Vehicle Fires

65 Accidental

25 Deliberate

Station Ground	No. of Incidents
Atherstone	23
Coleshill	51
Polesworth	16

Key Cause



28 accidental vehicle fires were caused by overheating

Key Times



21% of vehicle fires occurred between 15:00 and 18:00

Casualties



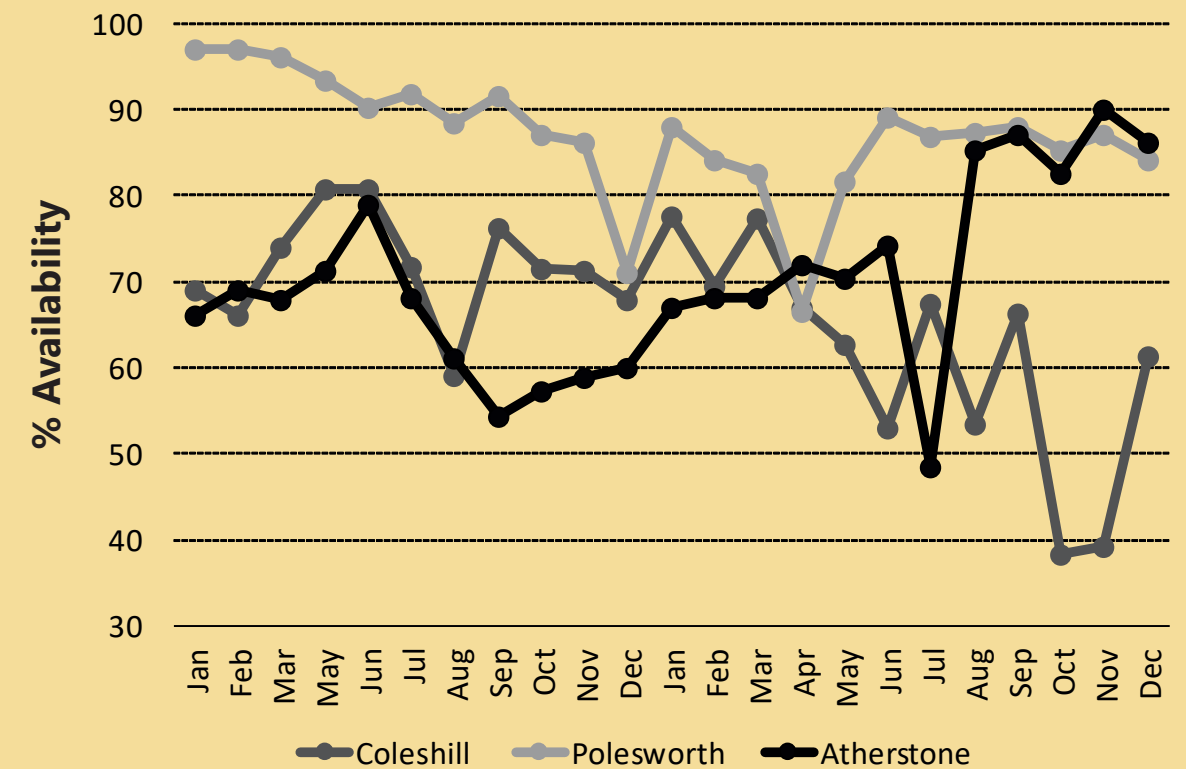
There was 1 casualty recorded as a result of vehicle fires

Status



1 vehicle fire involved stolen vehicle

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	8	3	1	1	2	4	5	2	1	1	5	2
Deliberate Dwelling Fires	0	0	1	0	0	0	1	0	0	0	0	0
Business Fires	2	1	2	2	6	4	2	2	2	2	3	0
Vehicle Fires	7	7	8	12	5	11	9	8	6	8	6	3
Other Primary Fires	0	2	6	3	6	4	11	7	3	3	3	1
Chimney Fires	2	2	3	1	0	0	0	0	0	2	1	0
Accidental Small Fires	4	7	6	6	6	9	27	7	7	4	4	0
Deliberate Small Fires	11	7	6	21	11	10	13	19	18	10	0	3
False Alarms	20	14	25	20	28	30	28	29	24	25	30	21
Road Traffic Collisions	15	11	18	12	11	11	20	12	20	13	15	5
Special Services	10	9	10	4	16	13	9	15	14	15	17	3

Source: Warwickshire Fire and Rescue Service



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Images sourced from Flat Icon



Arson

180

Total Arson Incidents

		Station Ground	No. of Incidents
15	Deliberate Other Fires	Atherstone	92
129	Deliberate Small Fires	Coleshill	70
9	Deliberate Business Fires	Polesworth	18
2	Deliberate Dwelling Fires		
25	Deliberate Vehicle Fires		

Key Fire Type



Loose refuse (including in garden) accounted for 31% (56) of all deliberate fires

Key Fire Type



14% of deliberate fires involved vehicles



Road Traffic Collisions

163

Total RTCs

		Station Ground	No. of Incidents
43	Extrications	Atherstone	36
104	Other Services	Coleshill	99
16	No Services	Polesworth	28

Key Season



Autumn accounted for 29% of all RTCs

Key Times



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

Casualties



90 Total rescues
8 Rescue without injury
82 Rescues with injury
3 Fatalities

Extrications



22 Extrication of person/s
10 Release of persons



Special Services

135

Total Special Services Incidents

Station Ground	No. of Incidents
Atherstone	55
Coleshill	56
Polesworth	24

Incident Types



16 incidents were to assist other agencies

Incident Types



15 incidents involved release of person(s)

Key Season



Autumn accounted for 34% of all Special Service incidents

Casualties



22 Rescued with injury
21 Rescued without injury
3 Fatalities



False Alarms

294

Total False Alarms

		Station Ground	No. of Incidents
227	False Alarm Good Intent	Atherstone	117
61	Automatic False Alarm	Coleshill	123
6	False Alarm Malicious	Polesworth	54

Location



77% of Automatic False Alarms were in residential properties/homes

Location



44% of False Alarms with Good Intent were at outdoor locations

Location



24% of False Alarms with Good Intent were vehicles

Location

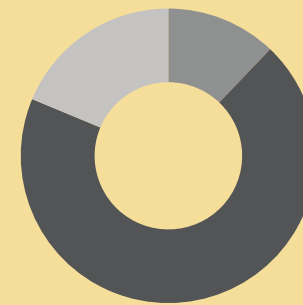


2 Malicious False Alarms were at flats/ maisonettes

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

Total ASB	2018	2019	% Change	Direction
2730	1454	1276	-12.2%	↓

Distribution by type of incident 2018 and 2019



	ASB Nuisance	ASB Environmental	ASB Personal
Total Incidents	1999	298	433
Proportion	73.2%	10.9%	15.9%

Total Road Traffic Collisions 2018 and 2019

	Total	2018	2019	Change (2018-2019)	Direction
	415	239	176	-26.4%	↓
Fatal	13	7	6	-1	↑
Serious Injury	81	46	35	-11	↓
Slight Injury	321	186	135	-51	↓

Key Season



Peak RTC activity was in the Spring

Key Date



19.3% of all RTCs occurred on a Friday

Key Times



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

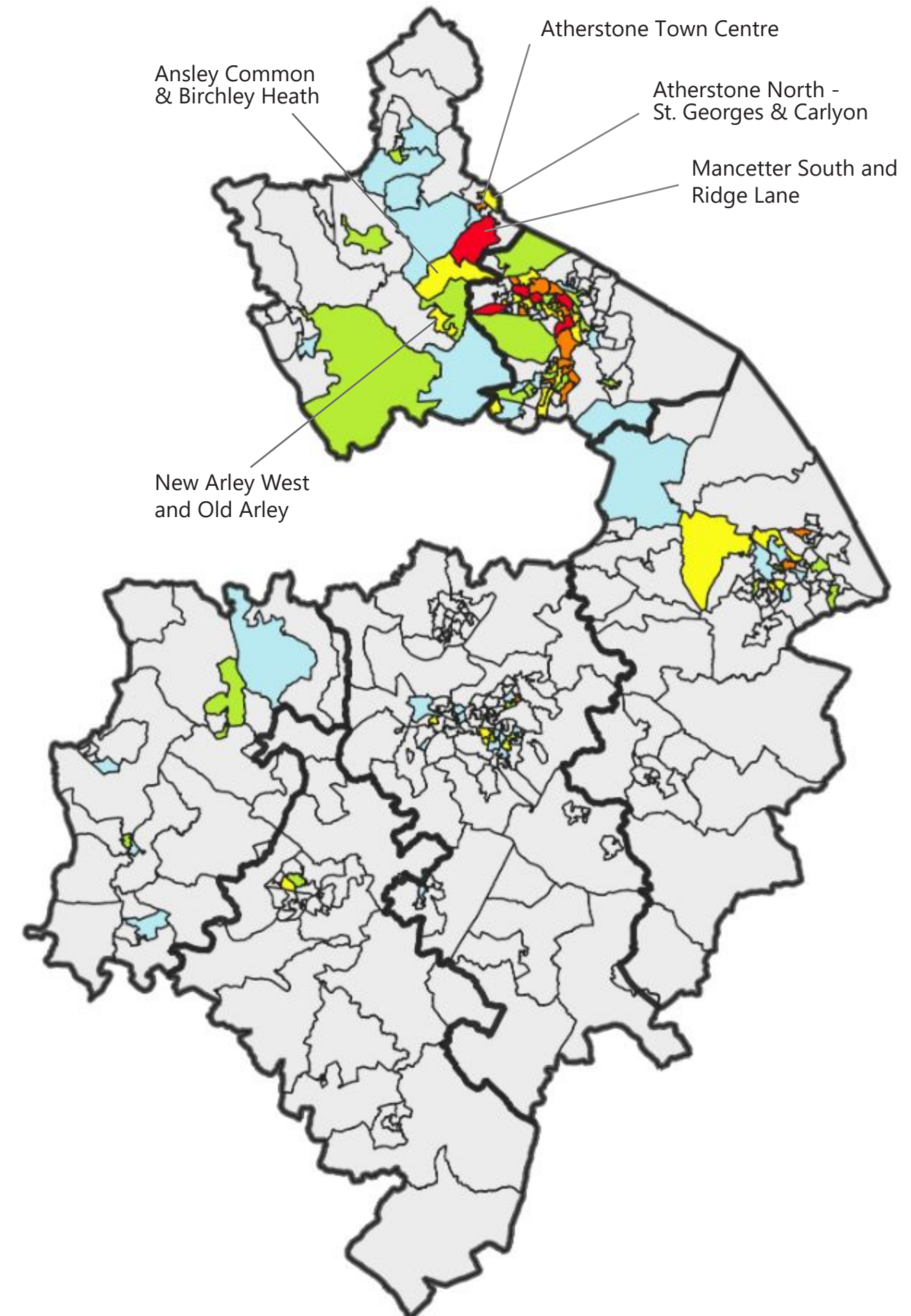
The Index of Multiple Deprivation (IMD) provides a way of measuring relative deprivation for small areas known as Lower Super Output Areas (LSOAs). LSOAs have an approximate population of 1,500 people and allow the identification of small pockets of deprivation that might otherwise be missed. There are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

North Warwickshire has one LSOA, Mancetter South and Ridge Lane, which falls in the 10% most deprived nationally. Atherstone North - St. Georges & Carlyon LSOA is in the 10-20% most deprived nationally, while a further three LSOAs are in the 20-30% most deprived nationally - Atherstone Town Centre, Ansley Common & Birchley Heath, and New Arley West and Old Arley LSOAs.

The North Warwickshire cluster experiences higher levels of deprivation when compared to other parts of the county, especially the south.



Index of Multiple Deprivation 2019

- Top 10% most deprived LSOAs nationally
- Top 10-20% most deprived LSOAs nationally
- Top 20-30% most deprived LSOAs nationally
- Top 30-40% most deprived LSOAs nationally
- Top 40-50% most deprived LSOAs nationally
- 50% least deprived LSOAs nationally

Source: Indices of Multiple Deprivation 2019

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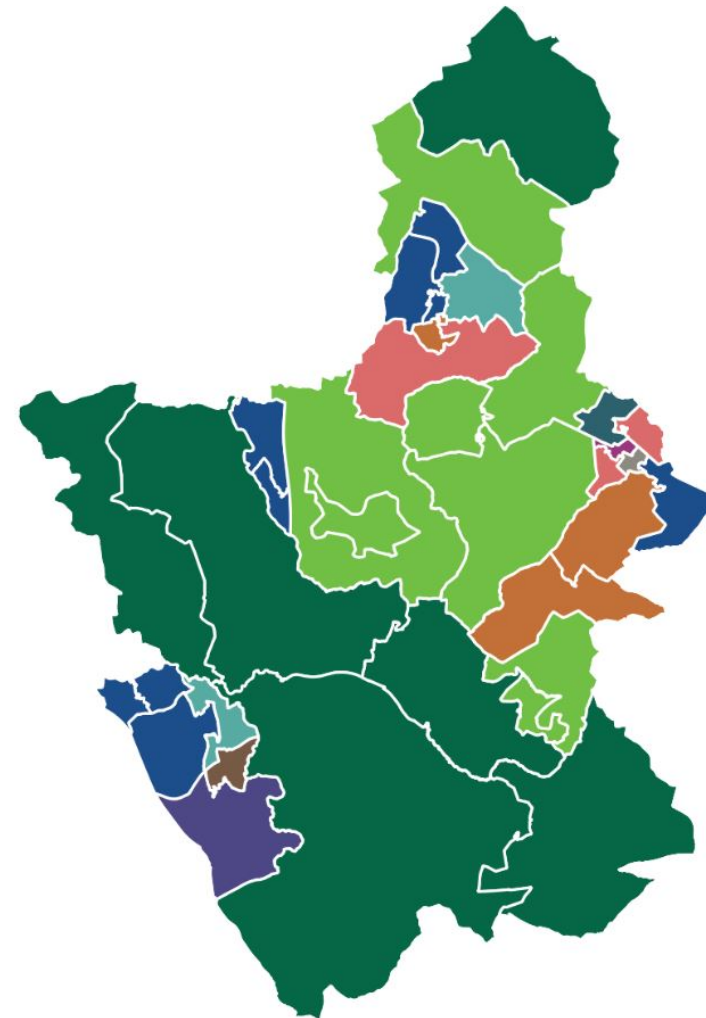
Mosaic is a tool for understanding household and customer types and is built from Experian's UK Consumer Dynamics Database. Mosaic uses a wide range of data to allocate households into one of 15 Groups and 66 Types, based on likely common characteristics. Using Mosaic it is possible to help establish 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		North Warwickshire	Warwickshire
Total all Groups		26,580	256,188
A	Country Living	12.7%	10.6%
B	Prestige Positions	5.1%	9.7%
C	City Prosperity	0.0%	0.8%
D	Domestic Success	5.6%	8.6%
E	Suburban Stability	12.9%	8.8%
F	Senior Security	8.0%	8.9%
G	Rural Reality	16.4%	7.6%
H	Aspiring Homemakers	10.8%	11.6%
I	Urban Cohesion	0.1%	1.5%
J	Rental Hubs	1.1%	6.1%
K	Modest Traditions	8.7%	5.8%
L	Transient Renters	5.3%	5.3%
M	Family Basics	6.5%	6.8%
N	Vintage Value	4.8%	5.5%
O	Municipal Tenants	1.9%	2.3%

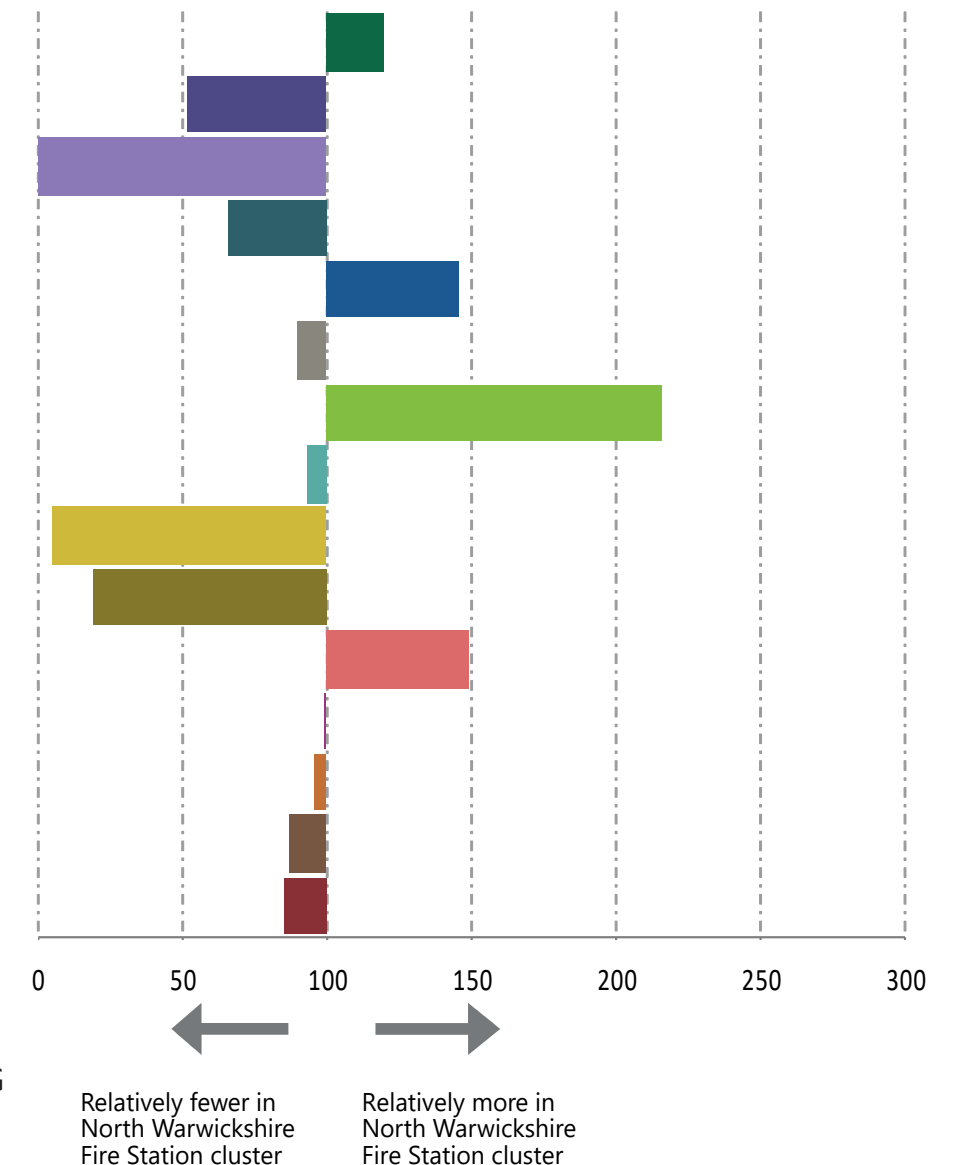
Index of 100 = same as Warwickshire percentage.
Above 100 reveals that higher levels of these groups are residing in the North Warwickshire Fire Station cluster area, below 100 reveals that there are lower levels of these groups residing in this cluster area.

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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 North Warwickshire Fire Station cluster area (where the Index is more than 100).



The map shows the most prominent Mosaic group in each LSOA in the North Warwickshire Fire Station cluster area. Overall, the Mosaic group G 'Rural Reality' accounts for the largest proportion of households in this area (16.4%), 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 North Warwickshire 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 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 L
-Private renters
-In their 20s and 30s
-Low length of residence
-Low cost housing
-Singles and sharers
-Lower level jobs

Channel Preferences
Mobile call Text

Key Features of Group K
-Mature with adult children
-Affordable housing
-Homeowners
-Suburban locations
-Modest incomes
-Lower level jobs

Channel Preferences
Landline Post



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Images sourced from Flat Icon