



WARWICKSHIRE
FIRE & RESCUE SERVICE

RUGBY

LOCAL RISK PROFILE

2020



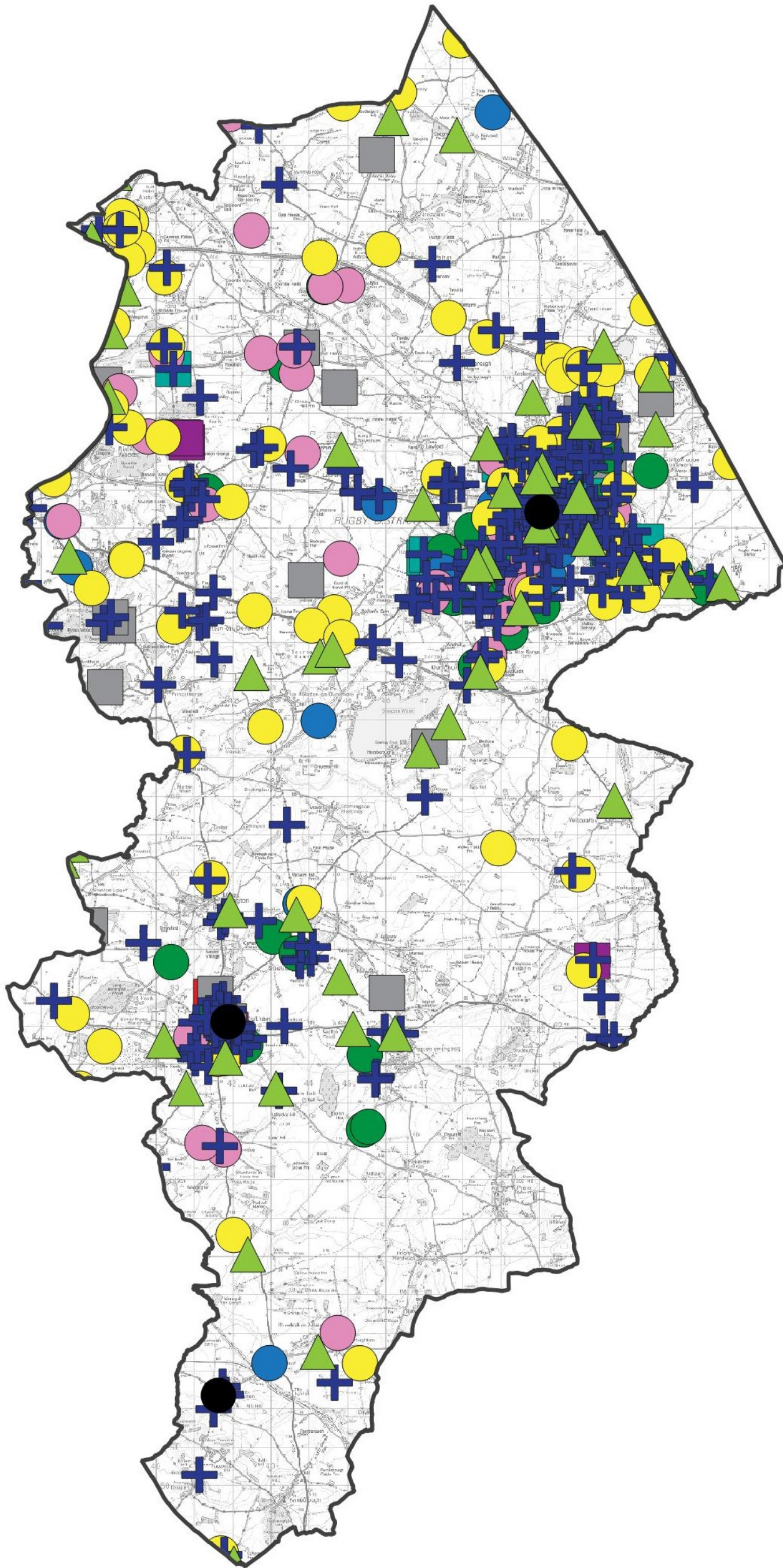
Report produced by Business Intelligence

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



Rugby Local Risk Profile 2020

Rugby Cluster Map

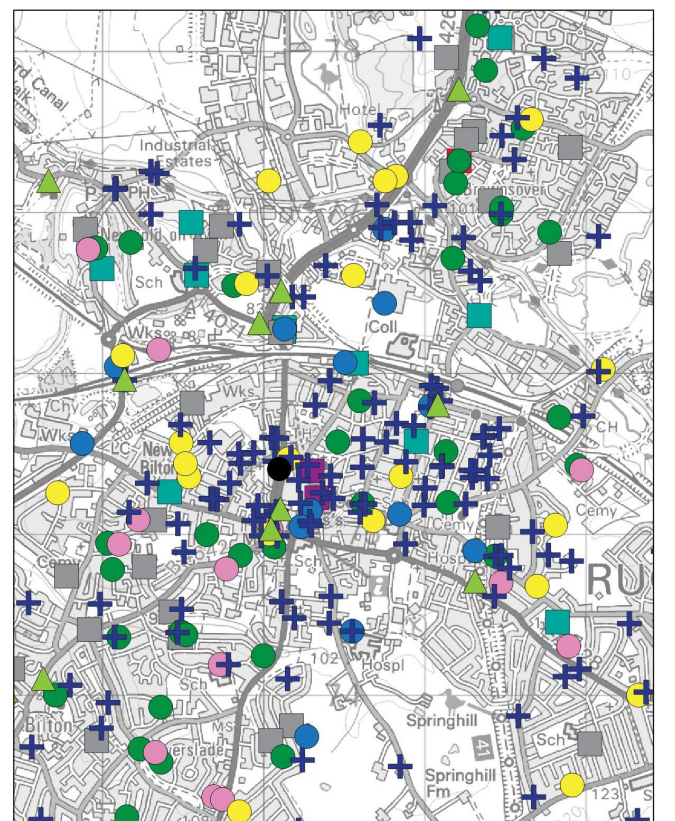


- Fire Station
- ▲ Road Traffic Collision - Extrication
- Deliberate Vehicle Fire
- Deliberate Other Primary Fire
- Deliberate Non Domestic Fire
- Deliberate Dwelling Fire
- + Special Services
- Accidental Vehicle Fire
- Accidental Other Primary Fire
- Accidental Non Domestic Fire
- Accidental Dwelling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

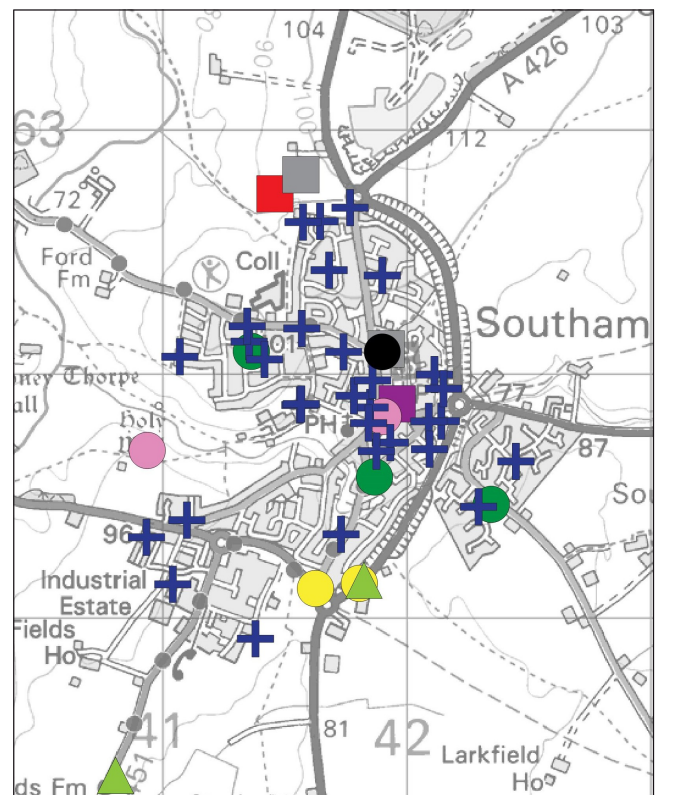
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1st January 2018 to 31st December 2019

Source: Warwickshire Fire & Rescue Service

Rugby



Southam





Home Fires

64

Total Dwelling Fires

62 Accidental

2 Deliberate

Station Ground	No. of Incidents
F. Compton	0
Rugby	54
Southam	10

Key Cause



Cooking was the top cause of accidental dwelling fires

Key Times



21 accidental fires (34%) started between 16:00 and 21:00

Casualties



There were 11 casualties as a result of dwelling fires

Alarm Systems



31 dwellings (48%) had an alarm system



Other Primary Fires

55

Total Other Primary Fires

37 Accidental

17 Deliberate

Station Ground	No. of Incidents
F. Compton	1
Rugby	49
Southam	5

Key Cause



9 accidental fires were caused by overheating

Casualties



There were 3 fire-related casualties recorded

Small Fires



In addition, 118 accidental small fires were attended

Key Times



31 small fires (26%) started between 15:00 and 18:00



Business Fires

30

Total Non Domestic Fires

23 Accidental

7 Deliberate

Station Ground	No. of Incidents
F. Compton	1
Rugby	28
Southam	1

Key Cause



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

Key Times



14 business fires (47%) started between 11:00 and 16:00

Casualties



There were no casualties recorded as a result of business fires

Alarm Systems



33% of properties experiencing a business fire had an alarm



Vehicle Fires

127

Total Vehicle Fires

40 Accidental

6 Deliberate

Station Ground	No. of Incidents
F. Compton	1
Rugby	116
Southam	10

Key Cause



49 accidental vehicle fires were caused by overheating

Key Times



30% of vehicle fires occurred between 16:00 and 22:00

Casualties



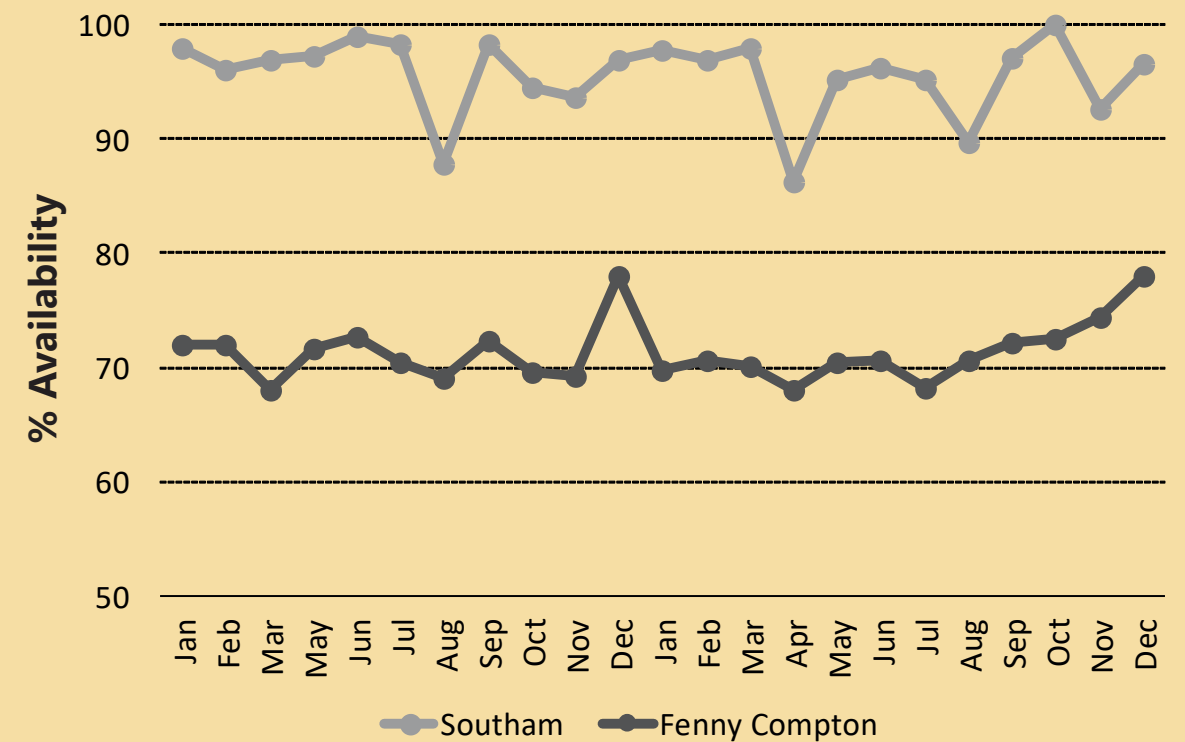
There was 1 casualty as a result of vehicle fires

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	3	4	6	1	3	4	5	8	6	5	8	9
Deliberate Dwelling Fires	1	0	0	0	0	1	0	0	0	0	0	0
Business Fires	2	3	2	2	7	1	1	5	1	4	1	1
Vehicle Fires	18	6	11	15	9	4	12	12	13	9	8	10
Other Primary Fires	4	1	3	7	9	8	10	8	3	1	1	0
Chimney Fires	2	2	2	4	2	0	0	0	1	2	3	3
Accidental Small Fires	9	5	8	6	12	15	27	9	14	5	6	2
Deliberate Small Fires	6	6	7	21	15	8	19	11	9	4	2	5
False Alarms	46	49	49	50	54	57	71	56	61	43	67	40
Road Traffic Collisions	10	12	10	9	6	14	8	11	7	15	13	13
Special Services	17	29	33	16	29	19	18	17	23	26	24	19

Source: Warwickshire Fire and Rescue Service



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Images sourced from Flat Icon



Arson

178

Total Arson Incidents

- 17 Deliberate Other Fires
- 113 Deliberate Small Fires
- 7 Deliberate Business Fires
- 2 Deliberate Dwelling Fires
- 63 Deliberate Vehicle Fires

Station Ground	No. of Incidents
F. Compton	0
Rugby	166
Southam	12

Key Fire Type



Grassland, woodland and crops accounted for 35% (63) of all deliberate fires

Key Fire Type



22% of deliberate fires involved vehicles



Road Traffic Collisions

128

Total RTCs

- 46 Extrications
- 73 Other Services
- 9 No Services

Station Ground	No. of Incidents
F. Compton	4
Rugby	102
Southam	22

Key Season



Autumn and Winter accounted for 54% of all RTCs

Key Times



Peak RTC activity was between 17:00 and 20:00

Casualties



64 Total rescues
12 Rescues without injury
52 Rescues with injury
7 Fatalities

Extrications

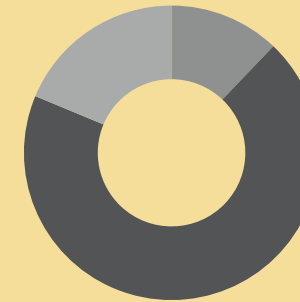


24 Extrication of person/s
3 Release of persons

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

Total ASB	2018	2019	% Change	Direction
4951	2703	2248	-16.8%	↓

Distribution by type of incident 2018 and 2019



	ASB Nuisance	ASB Environmental	ASB Personal
Total Incidents	3709	448	794
Proportion	74.9%	9.0%	16.0%

Total Road Traffic Collisions 2018 and 2019

	Total	2018	2019	Change (2018-2019)	Direction
Total	456	231	225	-2.6%	↓
Fatal	15	5	10	+5	↑
Serious Injury	101	53	48	-5	↑
Slight Injury	340	173	167	-6	↓

Key Season



Peak RTC activity was in the Spring / Summer

Key Date



19% of all RTCs occurred on a Friday

Key Times



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



Special Services

270

Total Special Services Incidents

Station Ground	No. of Incidents
F. Compton	5
Rugby	212
Southam	53

Incident Types



52 incidents were related to flooding

Incident Types



40 incidents involved assisting other agencies

Incidents



34 incidents involved a medical incident

Casualties



4 Rescued with injury
23 Rescued without injury
1 Fatality



False Alarms

643

Total False Alarms

- 352 False Alarm Good Intent
- 284 Automatic False Alarm
- 7 False Alarm Malicious

Station Ground	No. of Incidents
F. Compton	6
Rugby	557
Southam	80

Location



78% of Automatic False Alarms were in residential properties/homes

Location



41% of False Alarms with Good Intent were at outdoor locations

Location



14% of False Alarms with Good Intent were vehicles

Location



2 Malicious False Alarms were at flats/ maisonettes

Sources: Warwickshire Police, Warwickshire Road Safety Team WCC



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Images sourced from Flat Icon

Deprivation

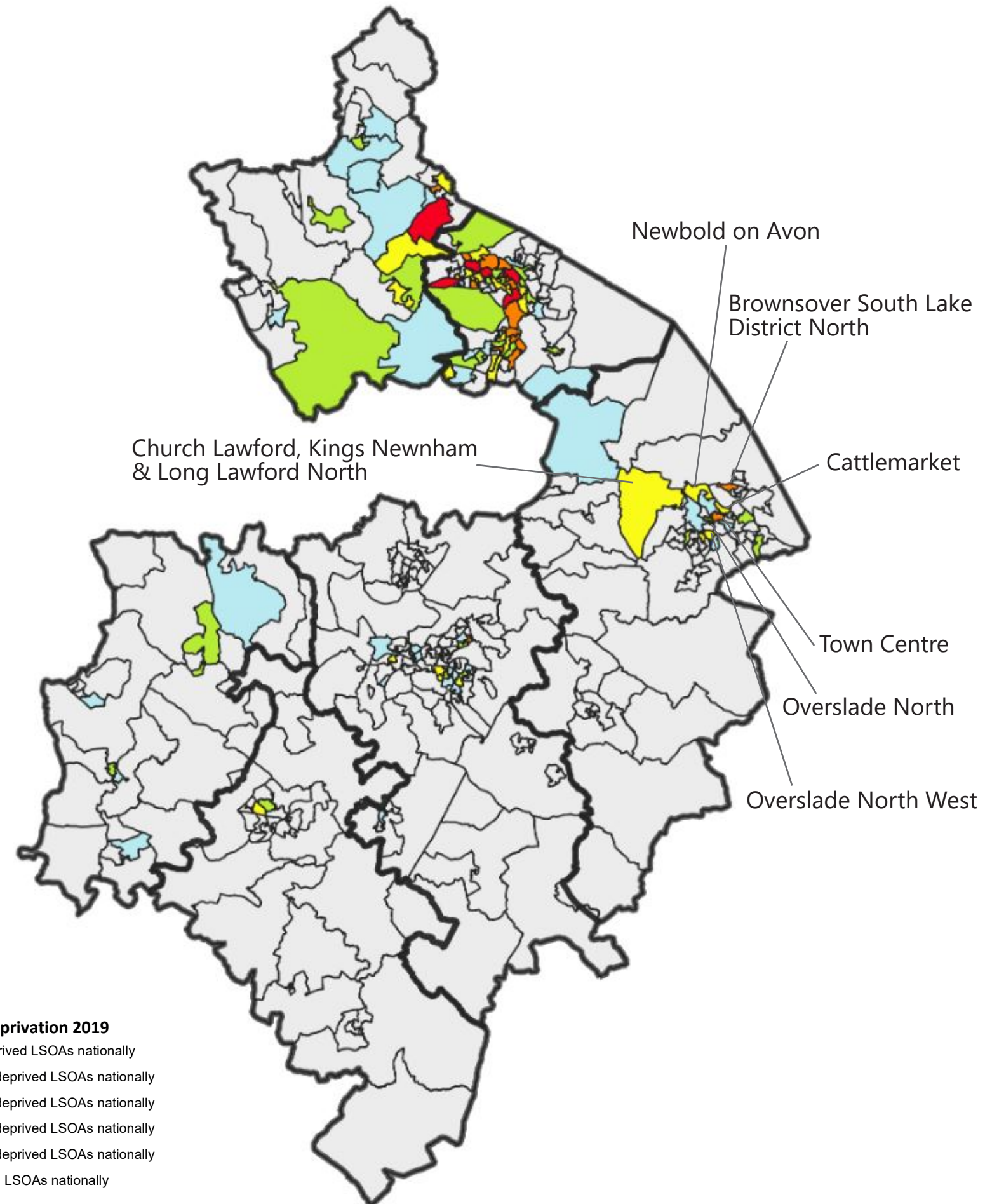
The Index of Multiple Deprivation (IMD) provides a way of measuring relative deprivation for small areas known as Lower Super Output Areas (LSOAs). LSOAs have an approximate population of 1,500 people and allow the identification of small pockets of deprivation that might otherwise be missed. There are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

Rugby has two LSOAs in the 10-20% most deprived nationally, Rugby Town Centre, and Brownsover South Lake District North LSOAs. In addition, there are five LSOAs in the 20-30% most deprived nationally. These are: Church Lawford, Kings Newnham & Long Lawford North, Newbold on Avon, Cattlemarket, Overslade North, and Overslade North West.

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



Source: Indices of Multiple Deprivation 2019

Rugby Local Risk Profile 2020

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.

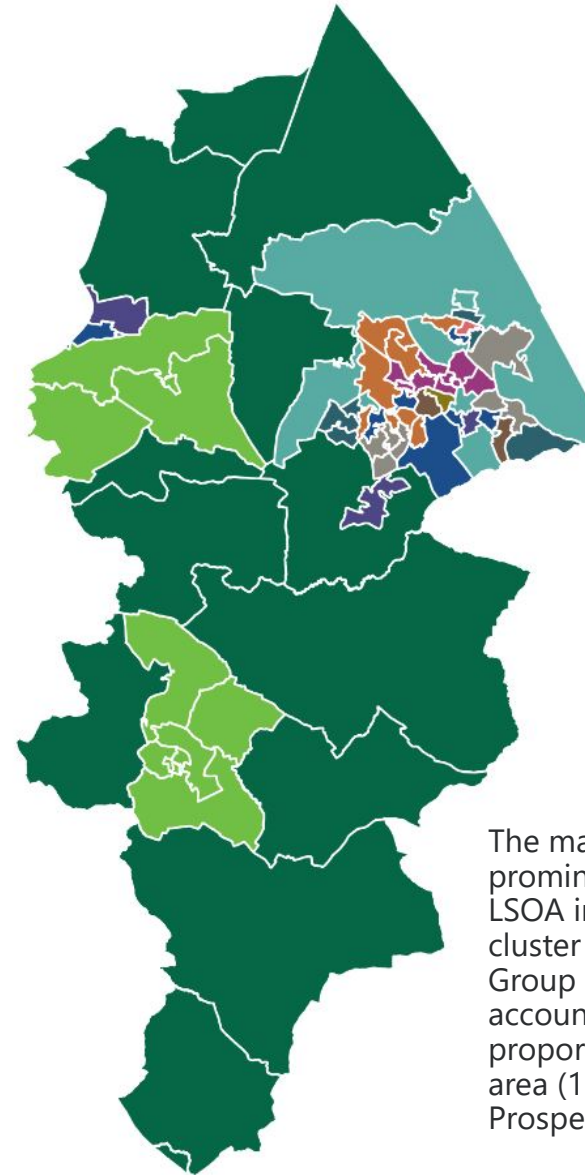
Mosaic Group	Rugby	Warwickshire
Total all Groups	52,958	256,188

A	Country Living	10.9%	10.6%
B	Prestige Positions	7.2%	9.7%
C	City Prosperity	0.1%	0.8%
D	Domestic Success	8.8%	8.6%
E	Suburban Stability	9.5%	8.8%
F	Senior Security	8.8%	8.9%
G	Rural Reality	9.4%	7.6%
H	Aspiring Homemakers	13.8%	11.6%
I	Urban Cohesion	0.7%	1.5%
J	Rental Hubs	3.2%	6.1%
K	Modest Traditions	4.7%	5.8%
L	Transient Renters	9.2%	5.3%
M	Family Basics	6.2%	6.8%
N	Vintage Value	5.3%	5.5%
O	Municipal Tenants	2.2%	2.3%

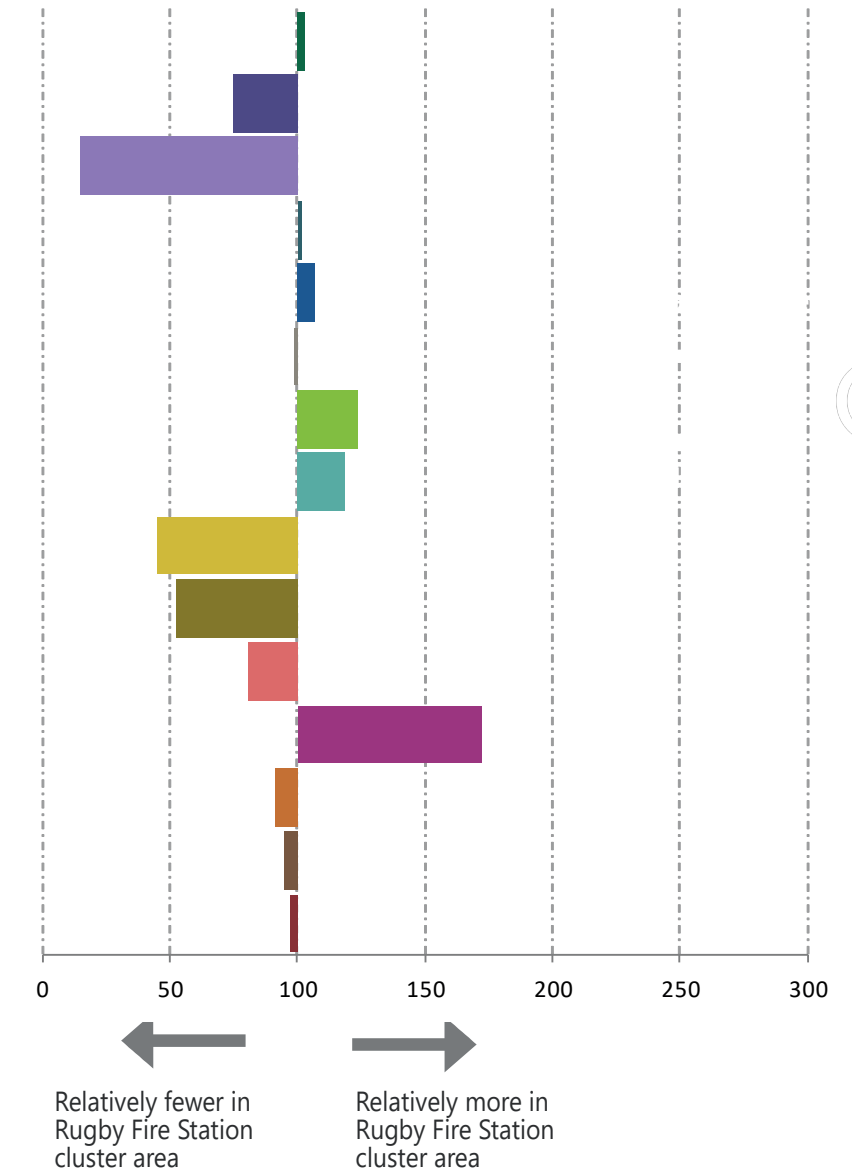
Index of 100 = same as Warwickshire percentage.
Above 100 reveals that higher levels of these groups are residing in the Rugby Fire Station cluster area, below 100 reveals that there are lower levels of these groups residing in this cluster area.

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Source: Mosaic Experian 2018, Business Intelligence

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



The map above shows the most prominent Mosaic group in each LSOA in the Rugby Fire Station cluster area. Overall, the Mosaic Group H 'Aspiring Homemakers' accounts for the largest proportion of households in this area (13.8%), and group C 'City Prosperity' accounts for the least.



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 Rugby 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