



**WARWICKSHIRE**  
FIRE & RESCUE SERVICE

**STRATFORD**

**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*





## Stratford Cluster Map



**WARWICKSHIRE**  
FIRE & RESCUE SERVICE

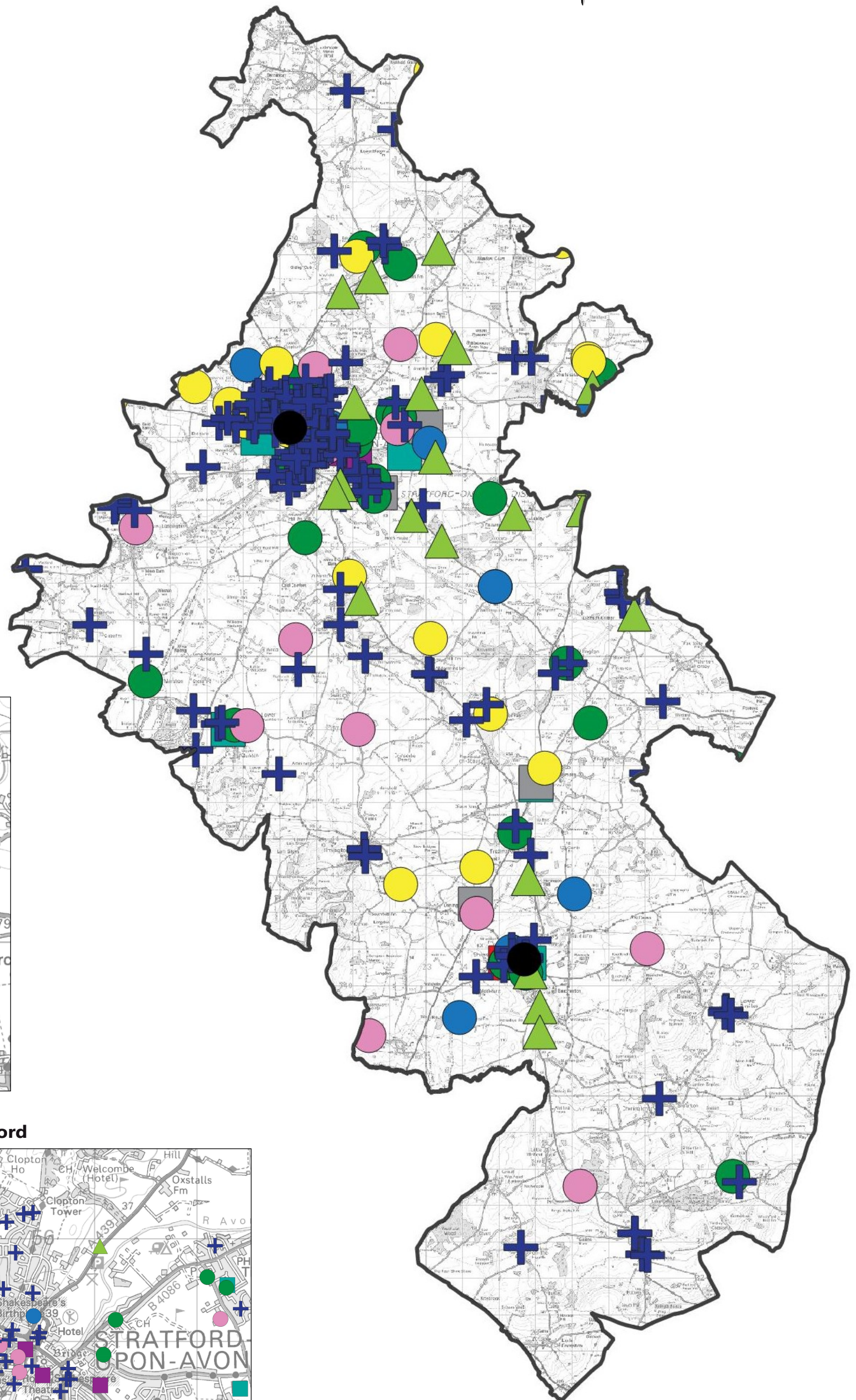


### KEY

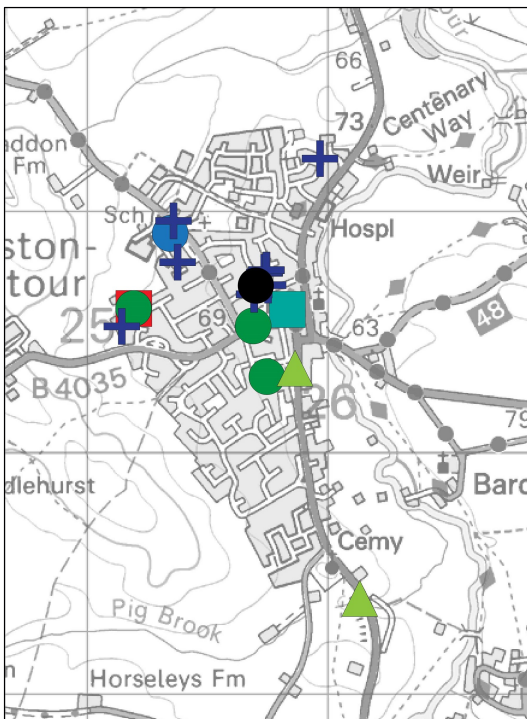
- Fire Station
- ▲ Road Traffic Collision - Extrication
- Deliberate Vehicle Fire
- Deliberate Other Primary Fire
- Deliberate Non Domestic Fire
- Deliberate Dwelling Fire
- + Special Services
- Accidental Vehicle Fire
- Accidental Other Primary Fire
- Accidental Non Domestic Fire
- Accidental Dwelling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

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1st January 2018 to 31st December 2019

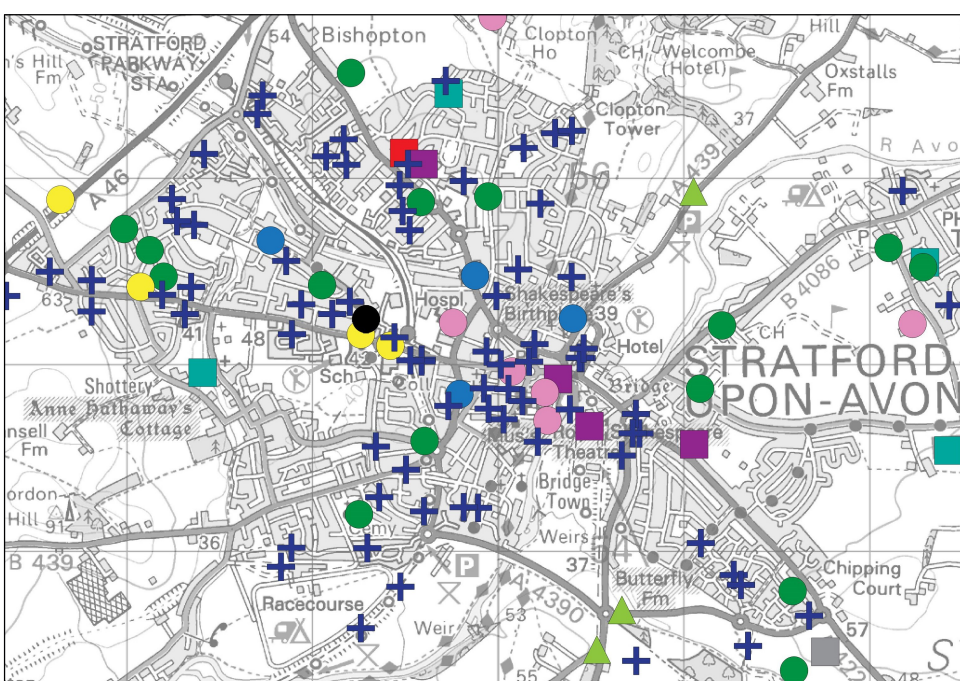
Source: Warwickshire Fire & Rescue Service



### Shipston



### Stratford







## Home Fires

**31**

Total Dwelling Fires

**29** Accidental

**2** Deliberate

Station Ground	No. of Incidents
Shipston	7
Stratford	24

### Key Cause



Cooking was the top cause of accidental dwelling fires

### Key Times



5 accidental fires (17%) started between 17:00 and 21:00

### Casualties



There were 5 casualties recorded as a result of dwelling fires

### Alarm Systems



22 dwellings (71%) had an alarm system



## Other Primary Fires

**22**

Total Other Primary Fires

**15** Accidental

**7** Deliberate

Station Ground	No. of Incidents
Shipston	9
Stratford	13

### Key Cause



4 accidental fires were caused by fault in equipment or appliance

### Casualties



There were no fire-related casualties recorded

### Small Fires



In addition, 62 accidental small fires were attended

### Key Times



12 small fires (19%) started between 17:00 and 19:00



## Business Fires

**15**

Total Non Domestic Fires

**11** Accidental

**4** Deliberate

Station Ground	No. of Incidents
Shipston	3
Stratford	12

### Key Cause



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

### Key Times



4 business fires (47%) started between 11:00 and 17:00

### Casualties



There were no casualties recorded as a result of business fires

### Alarm Systems



Half (53%) of properties experiencing a business fire had an alarm



## Vehicle Fires

**20**

Total Vehicle Fires

**16** Accidental

**4** Deliberate

Station Ground	No. of Incidents
Shipston	5
Stratford	15

### Key Cause



5 accidental vehicle fires were caused by overheating

### Key Times



35% of vehicle fires occurred between 10:00 and 13:00

### Casualties



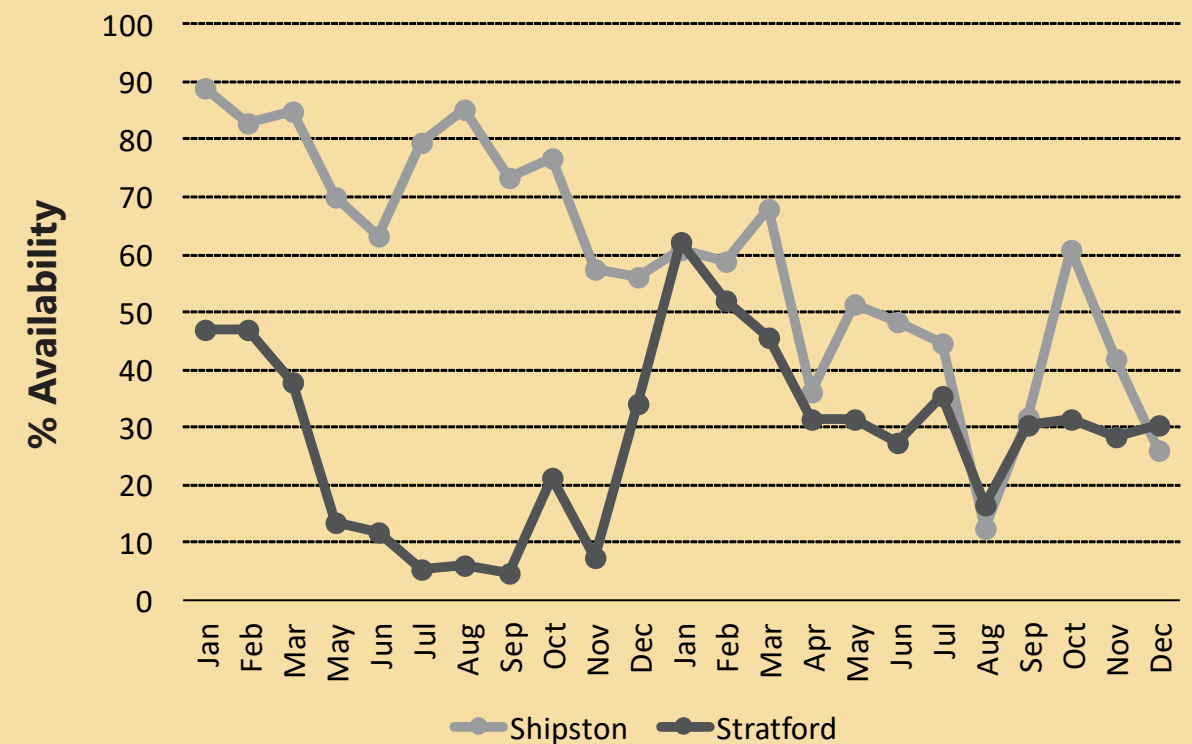
There was 1 casualty as a result of vehicle fires

### 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	1	3	4	4	3	1	3	3	1	4	1	1
Deliberate Dwelling Fires	1	0	0	0	0	0	0	0	0	0	1	0
Business Fires	2	0	0	2	0	1	2	1	1	3	0	3
Vehicle Fires	2	0	1	2	2	2	3	0	3	1	1	3
Other Primary Fires	1	2	2	1	2	4	2	3	1	3	1	1
Chimney Fires	5	6	3	1	2	0	0	0	0	0	3	3
Accidental Small Fires	1	1	4	4	6	6	15	9	11	4	2	1
Deliberate Small Fires	1	0	0	1	2	2	5	2	0	0	1	0
False Alarms	29	23	18	13	20	29	45	33	30	21	28	30
Road Traffic Collisions	7	3	1	4	4	1	3	6	6	6	3	4
Special Services	8	4	14	6	12	11	12	8	10	20	21	21

Source: Warwickshire Fire and Rescue Service

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



Report produced by Business Intelligence

Images sourced from Flat Icon



## Arson

31

Total Arson Incidents

	Station Ground	No. of Incidents
7 Deliberate Other Fires	Shipston	11
14 Deliberate Small Fires	Stratford	20
4 Deliberate Business Fires		
2 Deliberate Dwelling Fires		
4 Deliberate Vehicle Fires		

### Key Fire Type



Grassland, woodland and crops accounted for 32% (10) of all deliberate fires

### Key Fire Type



16% of deliberate fires involved outdoor storage / refuse fires



## Road Traffic Collisions

48

Total RTCs

	Station Ground	No. of Incidents
19 Extrications	Shipston	12
21 Other Services	Stratford	36
8 No Services		

### Key Season



Autumn accounted for 31% of all RTCs

### Key Times



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

### Casualties



32 Total rescues  
6 Rescues without injury  
26 Rescues with injury  
2 Fatalities

### Extrications

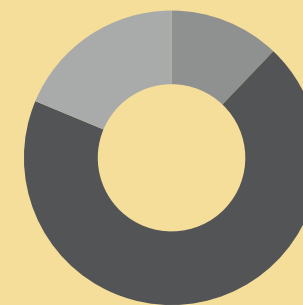


12 Extrication of person/s  
1 Release of persons

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

Total ASB	2018	2019	% Change	Direction
2441	1318	1123	-14.8%	↓

## Distribution by type of incident 2018 and 2019



	ASB Nuisance	ASB Environmental	ASB Personal
Total Incidents	1894	176	371
Proportion	77.6%	7.2%	15.2%

## Total Road Traffic Collisions 2018 and 2019

	Total	2018	2019	Change (2018-2019)	Direction
	192	98	94	-4.1%	↓
Fatal	8	4	4	0	↔
Serious Injury	51	26	25	-1	↓
Slight Injury	133	68	65	-3	↓

### Key Season



Peak RTC activity was in the Autumn

### Key Date



20% of all RTCs occurred on a Friday

### Key Times



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



## Special Services

147

Total Special Services Incidents

Station Ground	No. of Incidents
Shipston	34
Stratford	113

### Incident Types



26 incidents were related to flooding

### Incident Types



17 incidents of animal assistance were recorded

### Incidents



29% of incidents involved a 'victim'

### Casualties



15 Rescued with injury  
28 Rescued without injury  
0 Fatalities



## False Alarms

319

Total False Alarms

	Station Ground	No. of Incidents
129 False Alarm Good Intent	Shipston	107
186 Automatic False Alarm	Stratford	212
4 False Alarm Malicious		

### Location



96% of Automatic False Alarms were in residential properties/homes

### Location



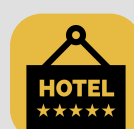
33% of False Alarms with Good Intent were at outdoor locations

### Location



10% of False Alarms with Good Intent were vehicles

### Location



2 Malicious False Alarms were at hotels / motels



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.

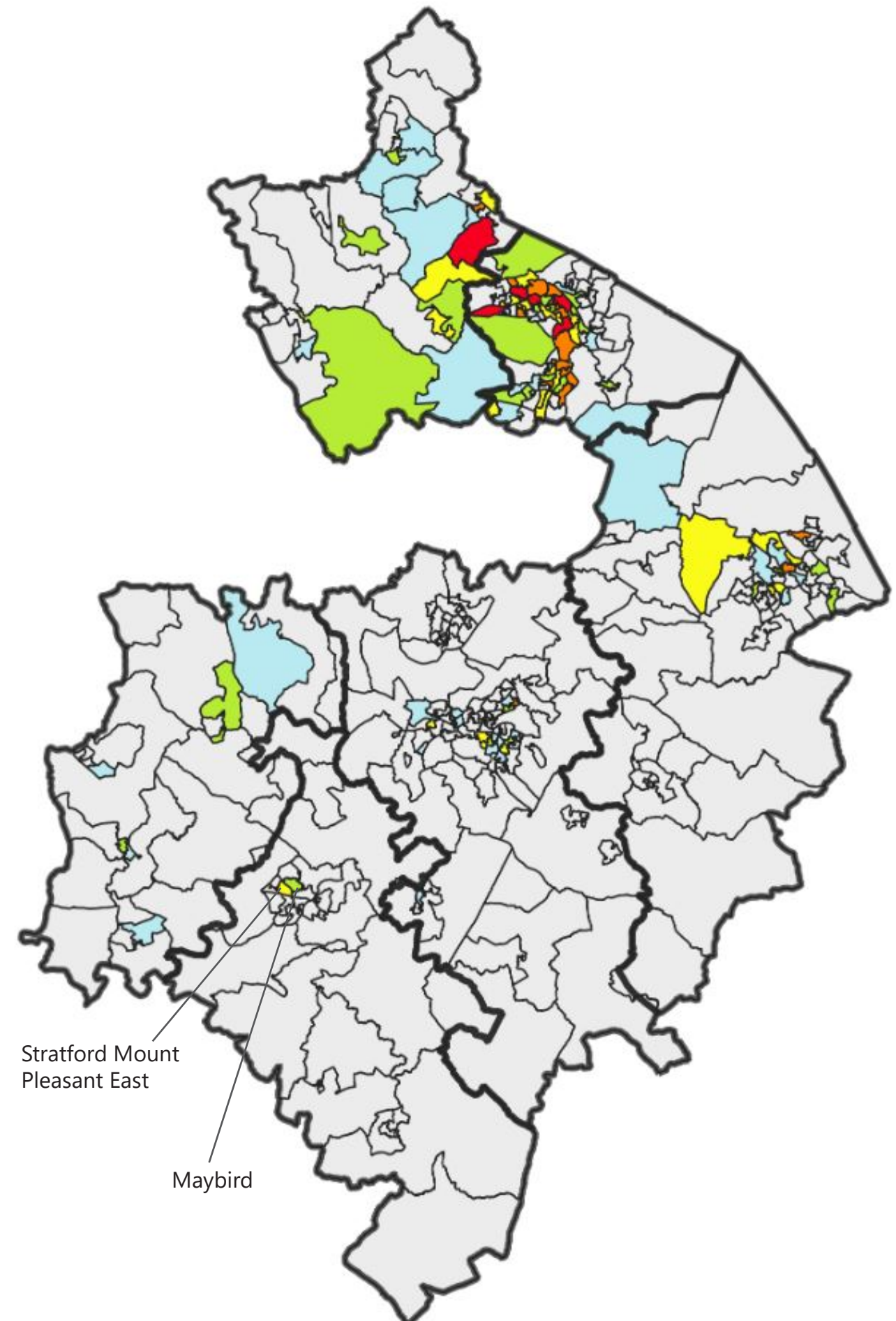
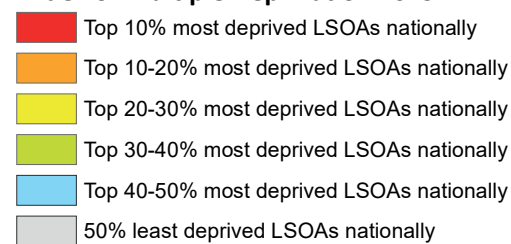
The IMD takes into account a range of measures including income, employment, education and health which are weighted and combined to produce an overall index score. The score is then used to rank each LSOA in England. A low rank denotes greater deprivation. A ranking of 1 represents the most deprived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

The map 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.

Stratford-on-Avon District has very few LSOAs which are relatively deprived. The two most deprived LSOAs are Stratford Mount Pleasant East (in the 20-30% most deprived nationally) and Maybird (in the 30-40% most deprived nationally).

Stratford is the least deprived of all clusters in the county.

### Index of Multiple Deprivation 2019



# Stratford Local Risk Profile 2020

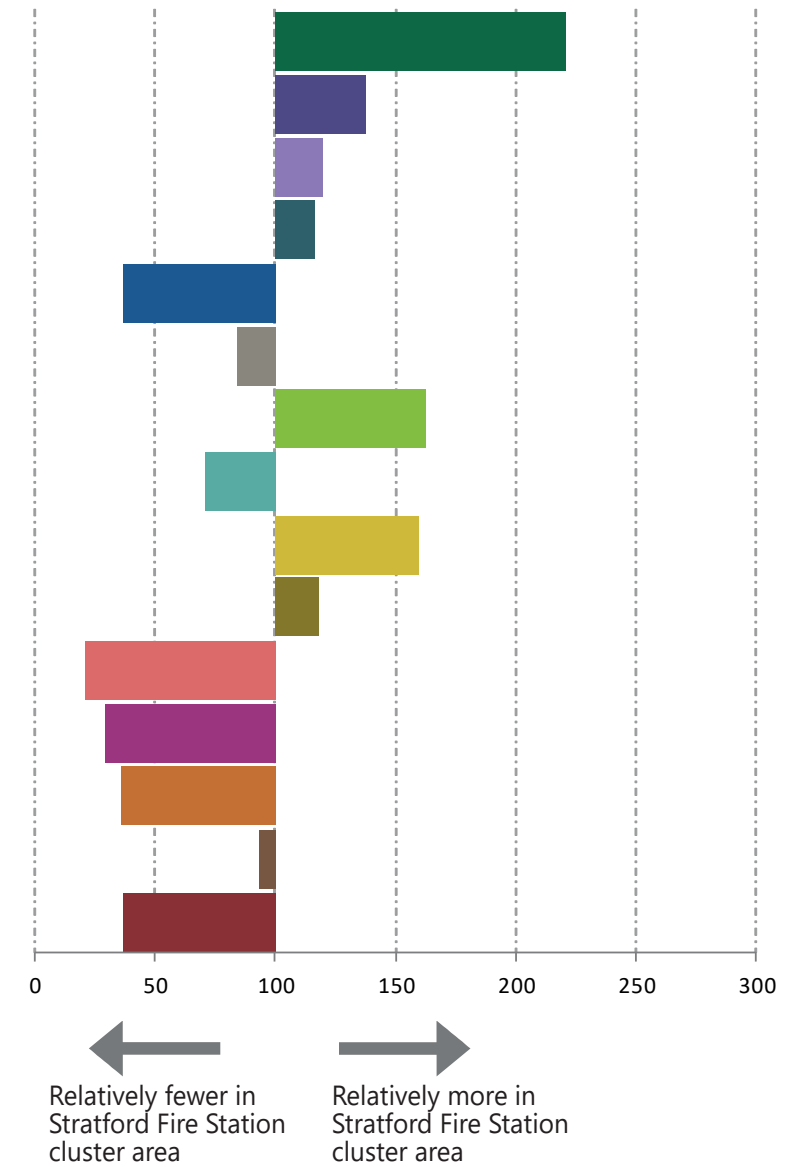
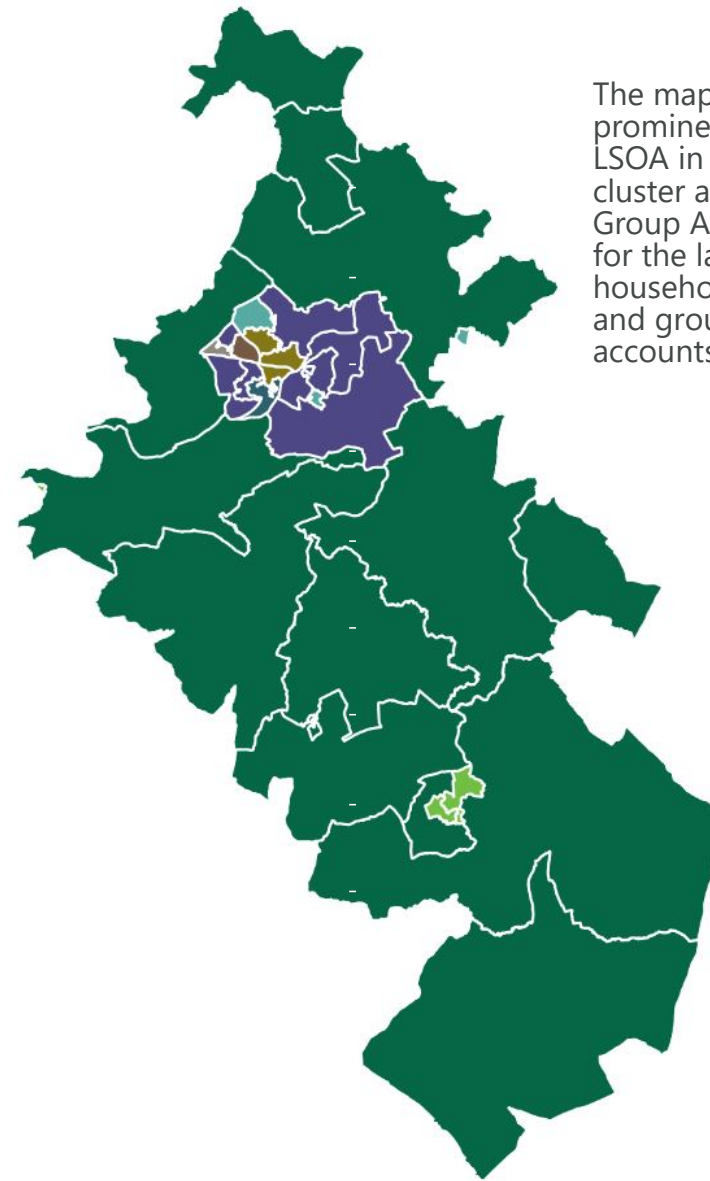
Mosaic is a tool for understanding household and customer types and is built from Experian's UK Consumer Dynamics Database. Mosaic uses a wide range of data to allocate households into one of 15 Groups and 66 Types, based on likely common characteristics. Using Mosaic it is possible to help establish 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		Stratford	Warwickshire
Total all Groups		25,005	256,188
A	Country Living	23.4%	10.6%
B	Prestige Positions	13.4%	9.7%
C	City Prosperity	1.0%	0.8%
D	Domestic Success	10.1%	8.6%
E	Suburban Stability	3.3%	8.8%
F	Senior Security	7.5%	8.9%
G	Rural Reality	12.4%	7.6%
H	Aspiring Homemakers	8.2%	11.6%
I	Urban Cohesion	2.4%	1.5%
J	Rental Hubs	7.2%	6.1%
K	Modest Traditions	1.3%	5.8%
L	Transient Renters	1.5%	5.3%
M	Family Basics	2.5%	6.8%
N	Vintage Value	5.2%	5.5%
O	Municipal Tenants	0.9%	2.3%

Index of 100 = same as Warwickshire percentage.  
 Above 100 reveals that higher levels of these groups are residing in the Stratford 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 seven groups where, compared to the Warwickshire average, there are relatively higher levels living in the Stratford Fire Station cluster area (where the Index is more than 100).



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 Stratford 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 N**

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

**Channel Preferences**

Landline 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 F**

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above the state
- Low technology usage

**Channel Preferences**

Landline Post



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