

COMMUNITY RISK MANAGEMENT PLAN 2021-2025

STATION RISK PROFILE 2021 BROADWAY

(Updated October 2021)



HEREFORD & WORCESTER
HWFR
FIRE AND RESCUE SERVICE

Station Risk Profile 2021

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Foreword

The Station Risk Profiles provide local detail about fire and other risks in each of the Service's 25 fire station areas. They include information about each fire station and the types of incidents they attend, and highlight the main areas at risk of accidental dwelling fire and other life risk incidents. Each Profile provides supporting information for the Community Risk Management Plan (CRMP) 2021-2025. Where appropriate, figures used in the Profiles are rounded to the nearest 100.

The Station Risk Profiles should be read in conjunction with two other supporting documents: the CRMP Risk Review 2018, which provides a spatial analysis of life risk data across the two counties, and the CRMP Demographic Profile 2018, which provides information about the characteristics of the local population. All documents can be found on the Service website.

1 Introduction

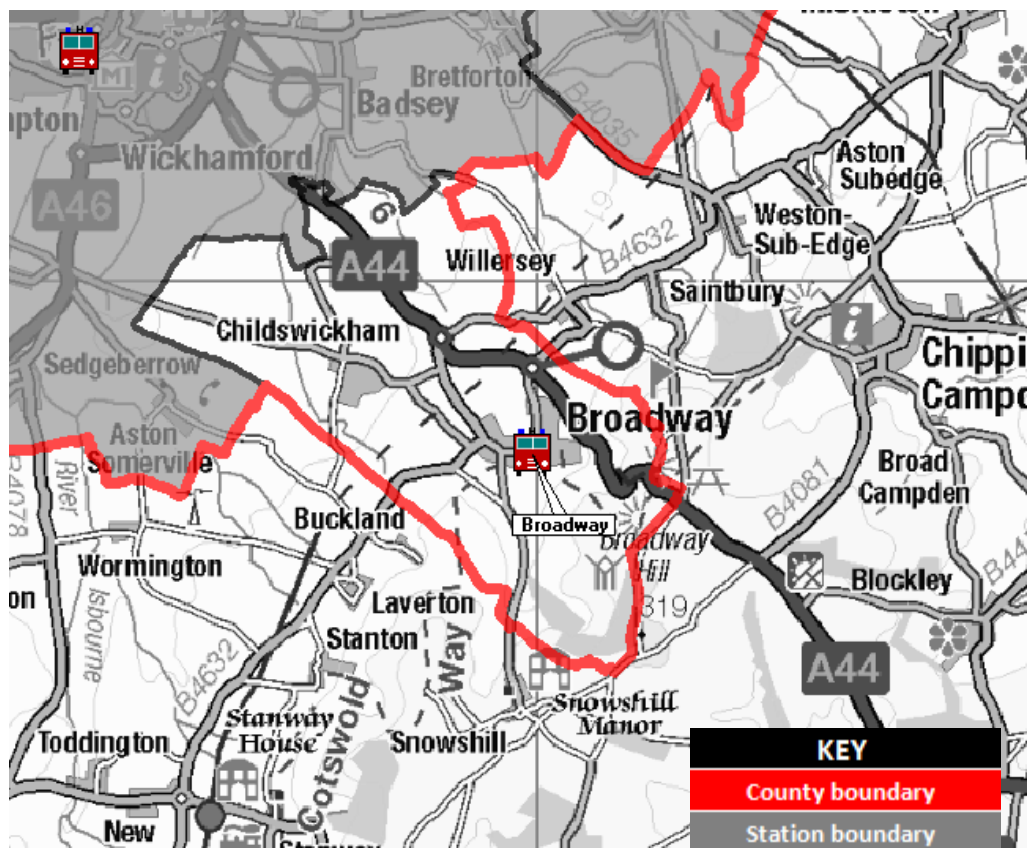
- 1.1 Station Risk Profiles are reviews of potential life risks in each of the Fire and Rescue Service's 25 fire station areas. They form part of the CRMP Risk Review, which looks at the major life risk incidents across the two counties - Accidental Dwelling Fires and Road Traffic Collisions.
- 1.2 The Station Risk Profiles use the information presented in the CRMP Risk Review 2018 to provide a focused overview of the risks within each station area. They include a review of the types of incidents attended, and provide maps highlighting areas likely to be at greater risk of Accidental Dwelling Fires (ADFs) and Road Traffic Collisions (RTCs). Other potential risks such as outdoor fires and water incidents are also included where appropriate. Finally, there is an overview of the range of prevention and protection activity to be carried out within the station area, including a list of relevant heritage sites in Section 9.
- 1.3 Station Commanders, crews and the Community Risk Department can use the information, in conjunction with the National Fire Chiefs Council Community Risk Calendar (Appendix 1) to inform their planning for prevention and protection work within the station area over a 12 month period.
- 1.4 There are a number of development plans for housing across the two counties up to 2030. Around 50,000 new homes are planned to be built to 2031, a rate of about 4,500 per year. Most of the housing development is planned for sites within and around the larger urban areas, particularly the two cities of Worcester and Hereford and other main towns. It will be important to monitor the potential impact of this growth on our services, as population and vehicle numbers will continue to increase in these areas over this period. For example, there may be an increased need for more community safety and road safety activities in these areas, and with more traffic on the roads, there may be an impact on how quickly fire engines can reach incidents. Over the next few years, incident numbers and the types of incidents occurring in newly built areas will be monitored to help to assess any potential impact.
- 1.5 The current version of Station Risk Profile (dated October 2021) uses 12 years of incident data (2009/10-2020/21), following data quality control carried out between May 2019 and January 2020. The Fire Risk map has also been updated to include 2019/20 incident data, which is used to help identify those local neighbourhoods at potentially higher fire risk in the station area. This is also cross-referenced against the characteristics of households in station areas using Mosaic data¹, which helps to identify those households at potentially higher fire risk.
- 1.6 Heat maps have also been prepared for RTCs and Water Rescues, where relevant to highlight areas of potentially higher risk. The heat maps will be updated each year, where appropriate. A full update of the risk maps will also be prepared when new demographic data is available from the 2021 Census, and when updated Mosaic data becomes available.

¹Mosaic data provides a detailed and accurate understanding of each citizen's location, their demographics, lifestyles and behaviours.

2 Broadway Fire Station Overview

- 2.1 Broadway Fire Station is located at Keytes Street just outside the centre of Broadway. The Fire Station covers an area of around 10 square miles, which houses 4,800 residents² living in 2,560 homes. The latest demographic data for Broadway estimates that 48 per cent of residential housing has a head of the household aged over 66. 24 per cent of residential households have a single elderly resident³.
- 2.2 The station has one fire engine which is used to respond to all incident types.
- 2.3 There were 38 incidents within the Station area 2020/21, approximately 1 per cent of the Service's total activity. The Station also receives and provides operational support to and from neighbouring Fire Stations as well as locations further afield if needed.
- 2.4 Map 1 shows a general overview of the Fire Station ground. The shape of the Station ground is based on areas nearest to the Station as determined by the Service's Fire Control.

Map 1: Overview of Broadway Fire Station ground



²Population data is a mid-2019 estimate which can be found on the nomis website.

³ Household estimates are taken from data extracts provided by Experian's Mosaic Public Sector 2019 and demographic data from Experian's Mosaic Public Sector 2018.

Station Crewing Systems

- 2.5 Within Hereford & Worcester Fire and Rescue Service, there are different ways of crewing the Fire Stations. This is determined by the level of risk associated with a Station area and the needs of the local community. The busiest Fire Stations are permanently crewed 24 hours a day (known as the Wholetime Duty System). The less busy Fire Stations are crewed by On-Call firefighters, who live or work locally and can respond to emergency calls quickly when they are needed (known as the Retained Duty System or RDS). The other duty system is called Wholetime Day Duty, where either the Fire Station or a Fire Engine is permanently crewed for 12 hours during the day and by On-Call firefighters at night.
- 2.6 The Fire Engine at Broadway Fire Station is crewed by a Retained Duty System crew who can usually respond within six minutes of being alerted.

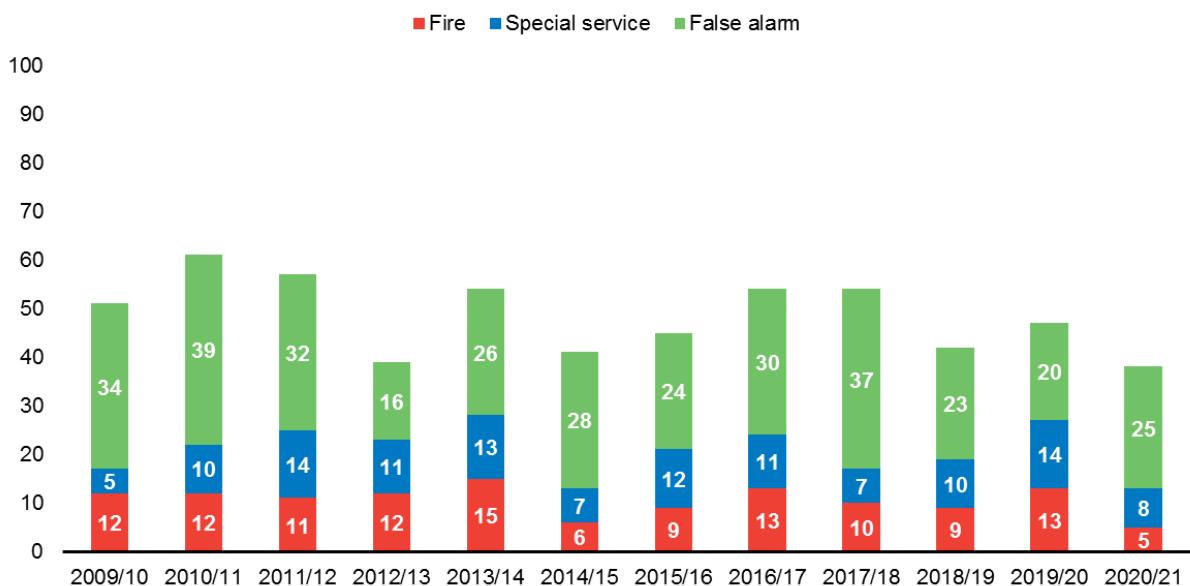
3 Incident Overview

3.1 The Service attends a range of incidents that can be divided into three broad categories; Fires, Special Services and False Alarms. Each category has a range of incidents that pose different types and levels of risk to communities and to the firefighters who tackle them. The categories are shown below:

• Fires	these include dwelling fires, other building fires, outdoor fires and car fires
• Special Services	these incidents are those such as Road Traffic Collisions, flooding, person rescues, spills, leaks and animal rescues
• False Alarms	these are when the Service responds to fire Alarms or phone calls where there is no actual incident

3.2 Over the last 12 years (1 April 2009 to 31 March 2021), there were 583 incidents within the Broadway Station area. Nearly six out of ten were false alarms (57.29 per cent), whereas one in five was either fire (21.78 per cent) or special service (20.93 per cent). Over the 12 years, there has been a general downward trend equal to 25.49 per cent in the number of incidents recorded. Graph 1 below provides further details.

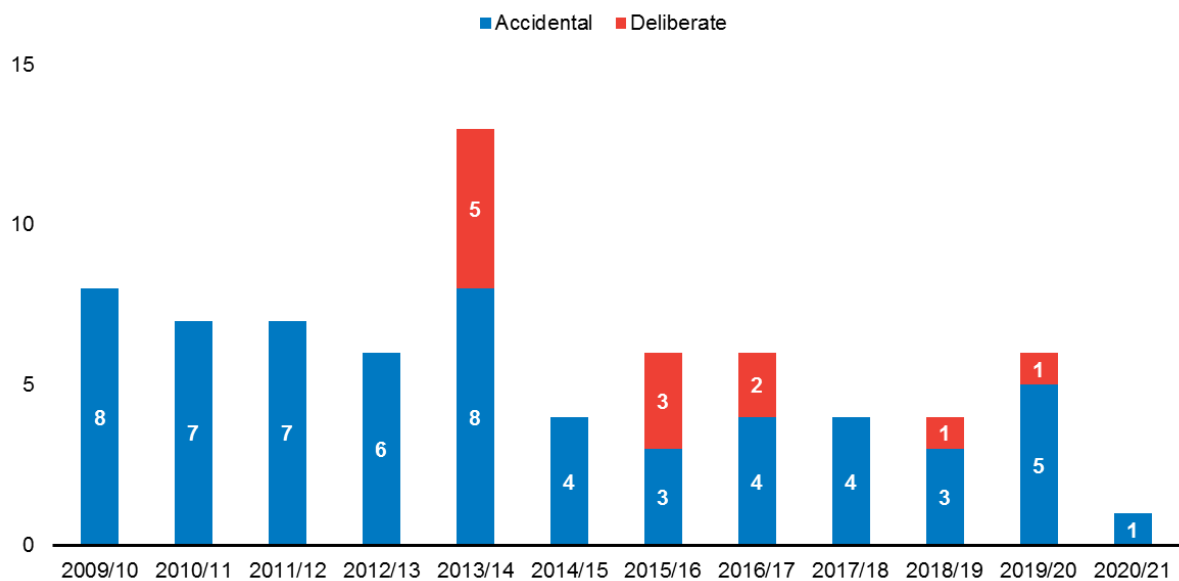
Graph 1: Broadway Fire Station Area – Incidents occurred 2009/10 to 2020/21



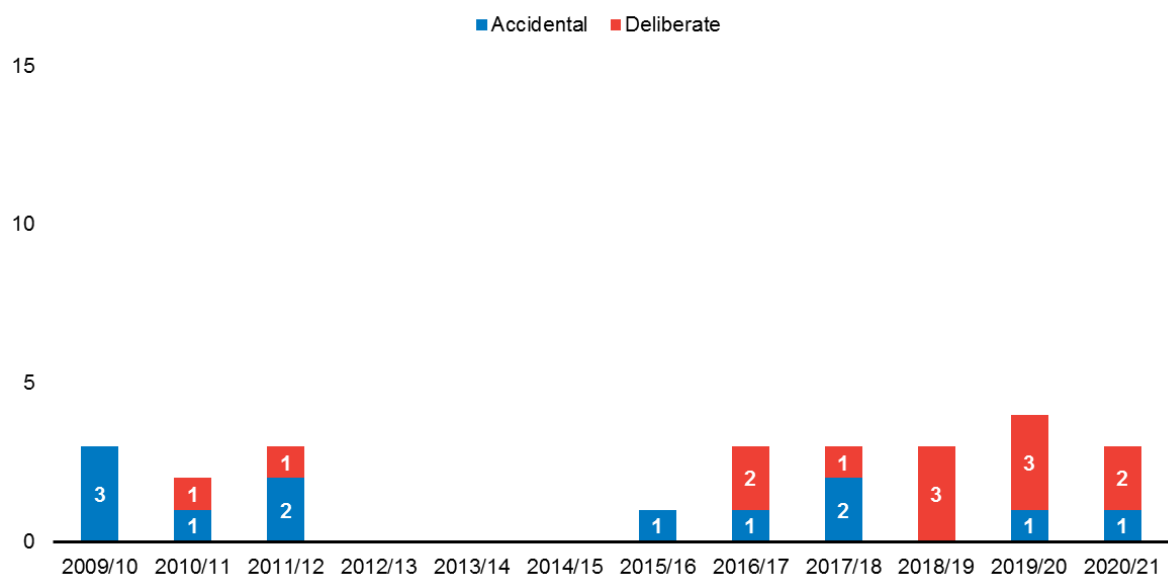
Fires

- 3.3 The fires category is generally broken down into two main types; Primary Fires, which are mainly building fires and vehicle fires, and Secondary Fires, which are outdoor fires affecting areas such as grassland, woodland, crop fields and gardens. It can be seen that in Graph 2 that the majority of Primary Fires, within the last 12 years were caused accidentally. Of the 5 deliberate fires in 2013/14 3 occurred within an hour of each other. Although the figures have varied over this time they are showing a general downward trend.

Graph 2: Broadway Fire Station Area - Primary Fires 2009/10 to 2020/21



Graph 3: Broadway Fire Station Area - Secondary Fires 2009/10 to 2020/21

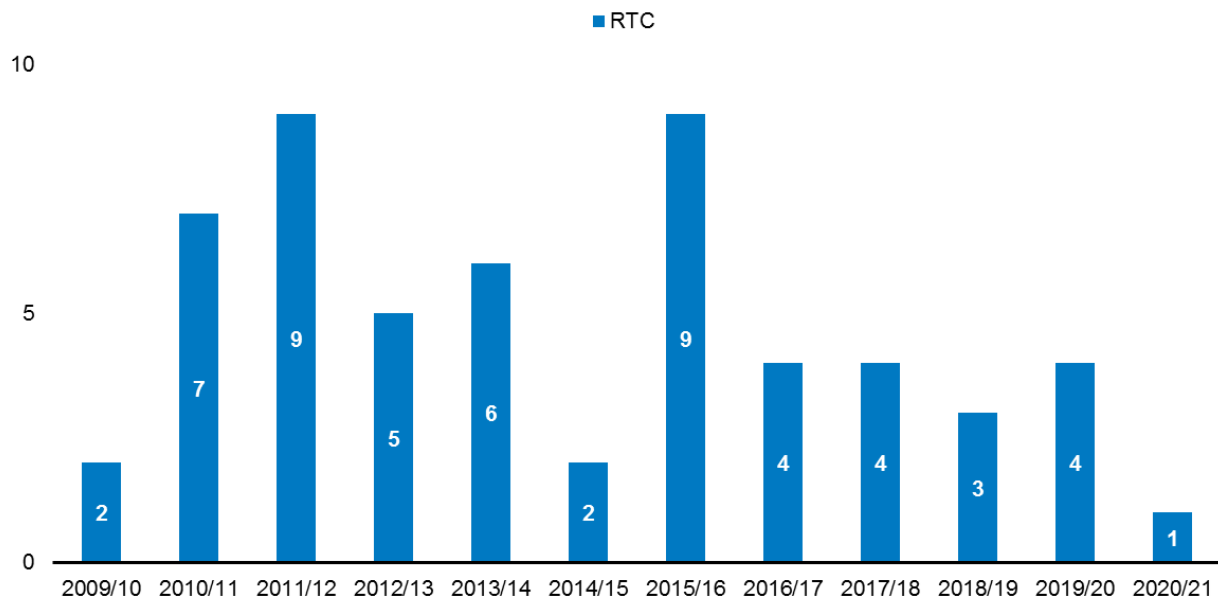


- 3.4 Graph 3 shows a breakdown of Secondary Fires in the Broadway Fire Station area over the last 12 years. Secondary Fires mainly involve loose refuse (typically a bin fire) and grassland fires, especially during warm summer months. The graph shows that the numbers of accidental and deliberate Secondary Fires were evenly distributed and remain low in numbers.
- 3.5 Accidental Dwelling Fires are a particular risk to life for both householders and firefighters. These are discussed further in Section 5 later in this report.

Special Service Incidents

- 3.6 In terms of Special Service incidents, the main category for Broadway Fire Station area involving potential risk to life, are Road Traffic Collisions (RTCs). Over the last 12 years, the number of RTCs attended fluctuated as shown in Graph 4 below.

Graph 4: Broadway Fire Station Area – Road Traffic Collisions 2009/10 to 2020/21

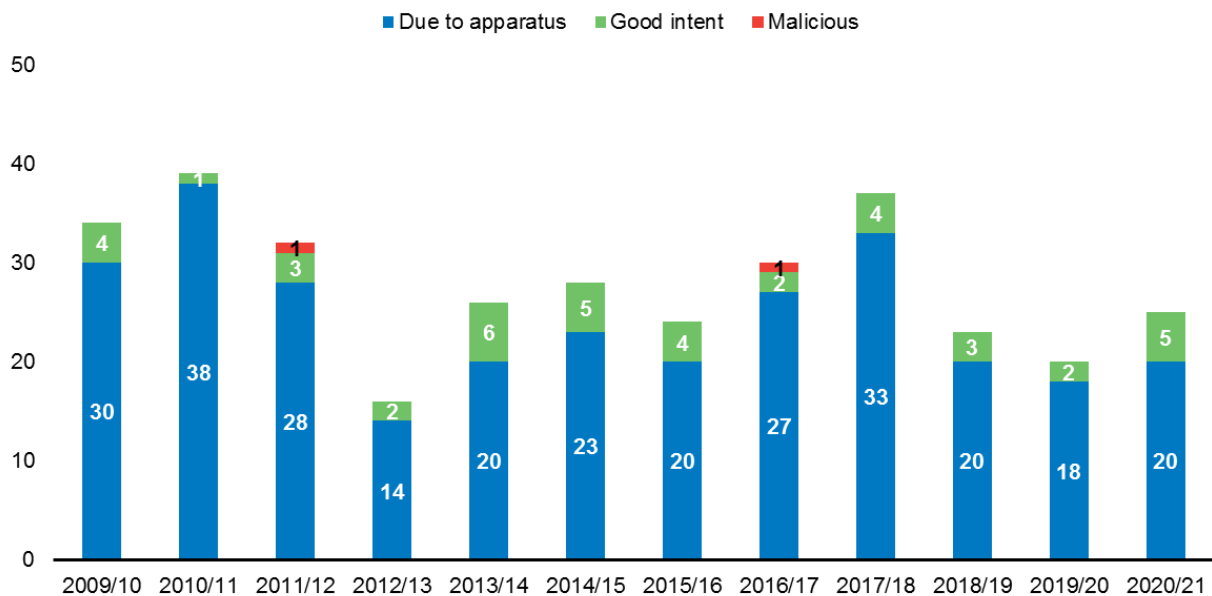


- 3.7 RTCs are discussed further in Section 6 of this report.

False Alarm Incidents

3.8 False Alarm incidents are categorised into False Alarm Malicious, False Alarm Good Intent and False Alarm due to Apparatus. Over the last 12 years, the total number of False Alarms recorded decreased by 26.47 per cent. The majority of these incidents were caused by False Alarms due to Apparatus.

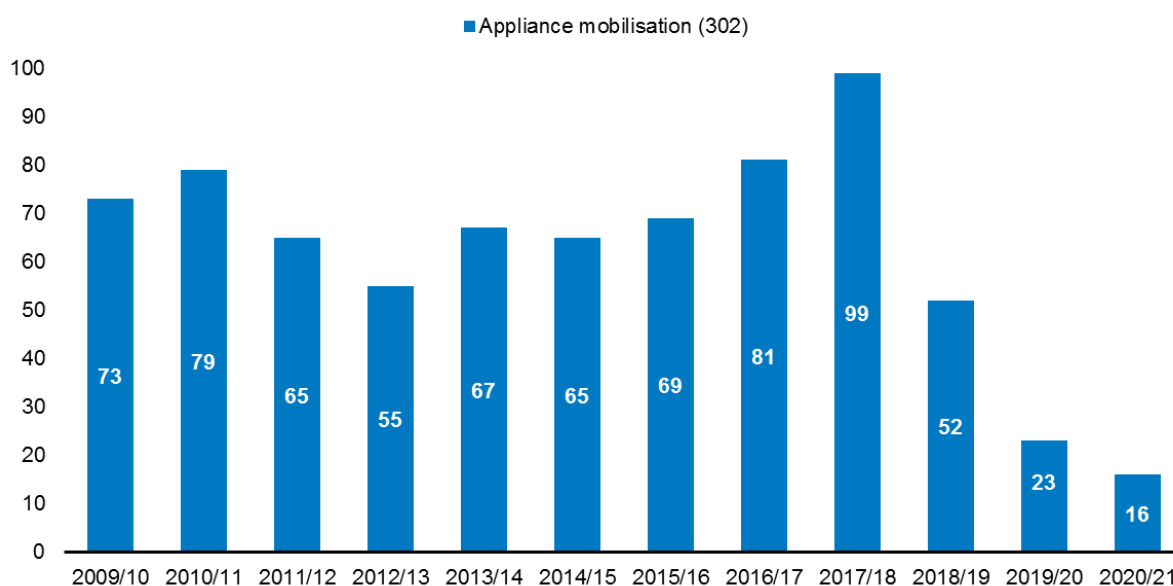
Graph 5: Broadway Fire Station Area – False Alarms 2009/10 to 2020/21



Appliance Mobilisation

3.9 Although over the last 12 years (1 April 2009 to 31 March 2021) there were 583 incidents within the Broadway station area, Broadway's appliance has actually been mobilised 744 times.

Graph 6: Broadway Fire Station Activity 2009/10 to 2020/21



This has been broken down into the Service's area and 'over the border' mobilisations in the table below.

Table 1: Broadway's appliance mobilisations 2009/10 – 2020/21

Mobilisation	2009 /10	2010/ 11	2011 /12	2012 /13	2013 /14	2014 /15	2015 /16	2016 /17	2017 /18	2018 /19	2019 /20	2020 /21
1st pump within station area	44	52	44	27	39	33	36	42	42	21	9	7
2nd pump within station area	1	4	0	0	0	2	1	2	1	0	0	0
1st pump in other station areas	7	9	4	4	8	4	7	10	5	6	2	5
2nd pump in other station areas	16	9	12	14	7	7	8	15	22	12	8	3
1st pump over the border	4	4	4	2	2	7	12	4	17	6	2	1
2nd pump over the border	1	1	1	0	0	2	0	0	0	2	0	0
NROB	-	-	-	6	8	8	3	6	6	3	1	
NOTR	-	-	-	2	3	2	2	2	6	2	1	
Total	73	79	65	55	67	65	69	81	99	52	23	16

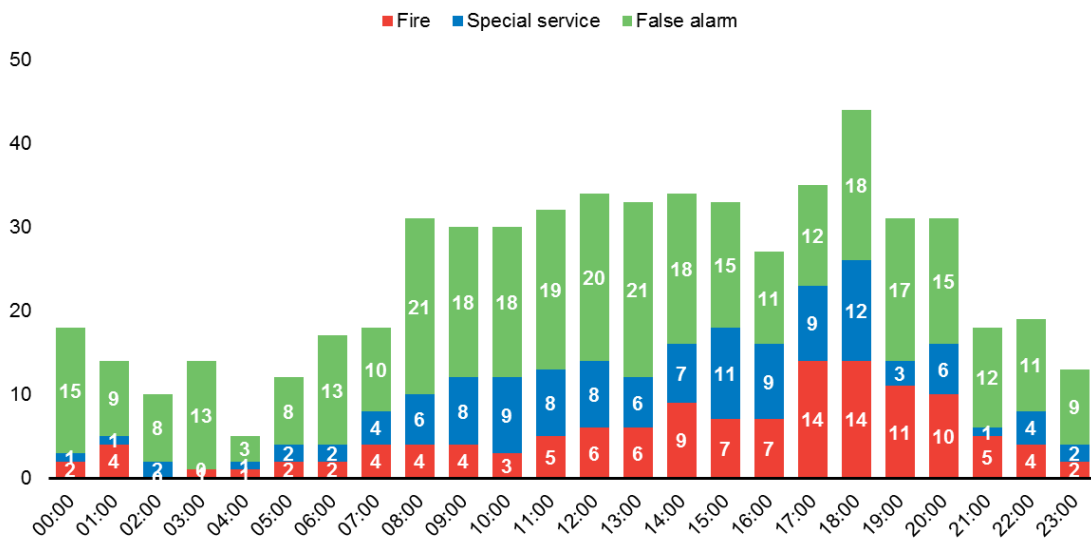
* Mobilisation as second, third, ..., *n* pump

Out of 744 Broadway's appliance mobilisations, 407 were primarily located within Broadway station area (54.70 per cent), followed by Evesham's station ground with 21.23 per cent and Pebworth with 4.97 per cent.

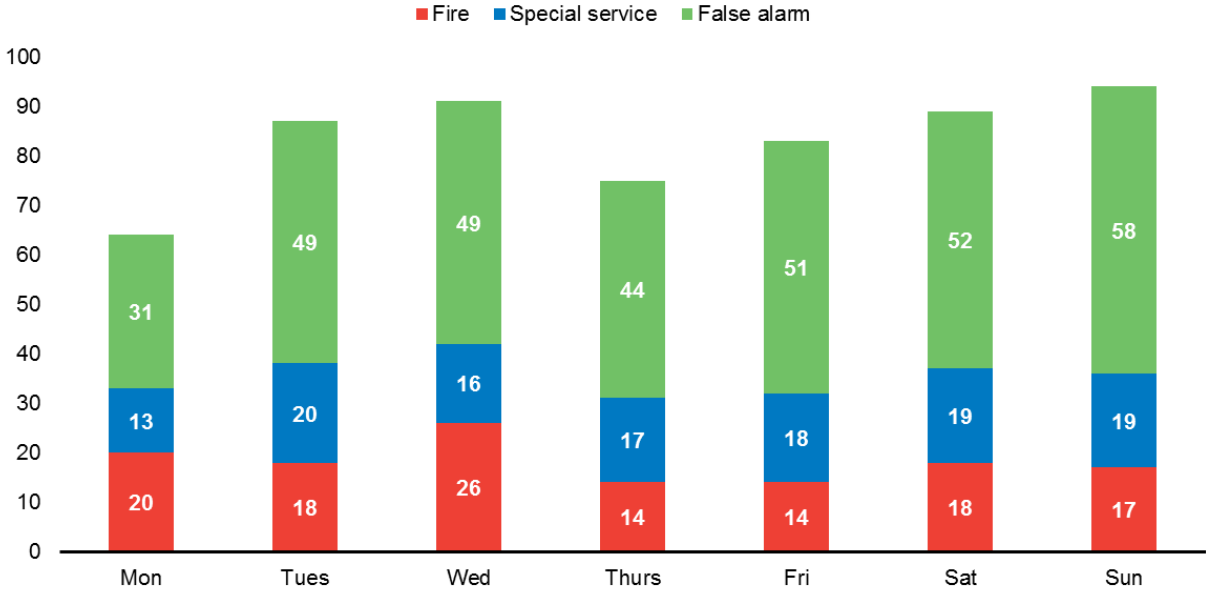
4 Broadway Fire Station Incident Occurrence

- 4.1 It is important for Station Commanders at the Service's Fire Stations to understand when incidents are more likely to happen, so that the right resources can be made available at the right time.
- 4.2 Using the last 12 years of incident data (2009/10 to 2020/21) for Broadway Fire Station area, incidents can be analysed in detail by time, day and month. This can help to identify particular trends, such as if most incidents are occurring during daylight hours which helps Station Commanders in ensuring enough resources are in place.
- 4.3 The following graphs show the specific hours, days of the week and months when incidents occurred in Broadway Fire Station area. Station Commanders will be able to examine the information closely to help identify any trends in incident types or occurrences, so that they can plan to address them with appropriate actions.

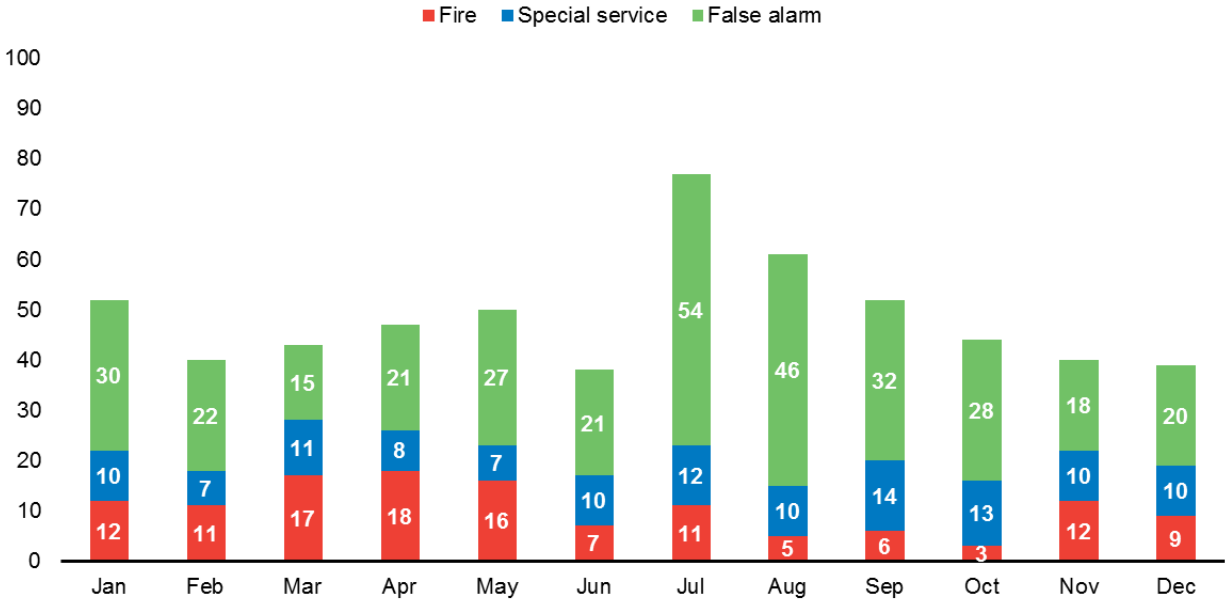
Graph 7: Broadway Fire Station area - Hour of the Day Incidents Occurred 2009/10 to 2020/21



Graph 8: Broadway Fire Station Area – Day of the Week Incidents Occurred 2009/10 to 2020/21



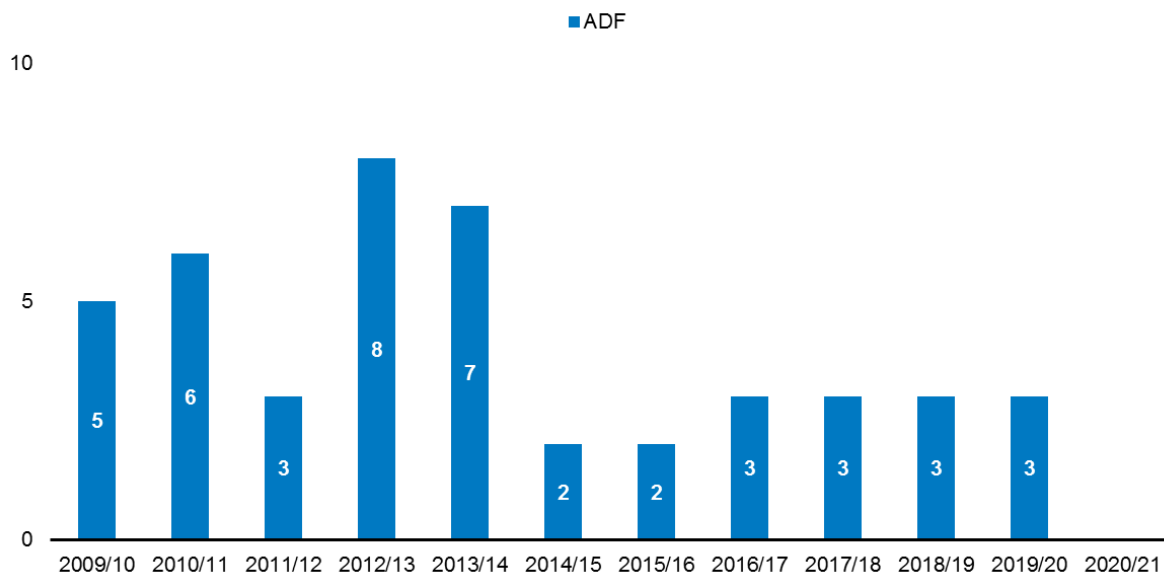
Graph 9: Broadway Fire Station Area – Month of Year Incidents Occurred 2009/10 to 2020/21



5 Risk Areas In Relation To Accidental Dwelling Fires

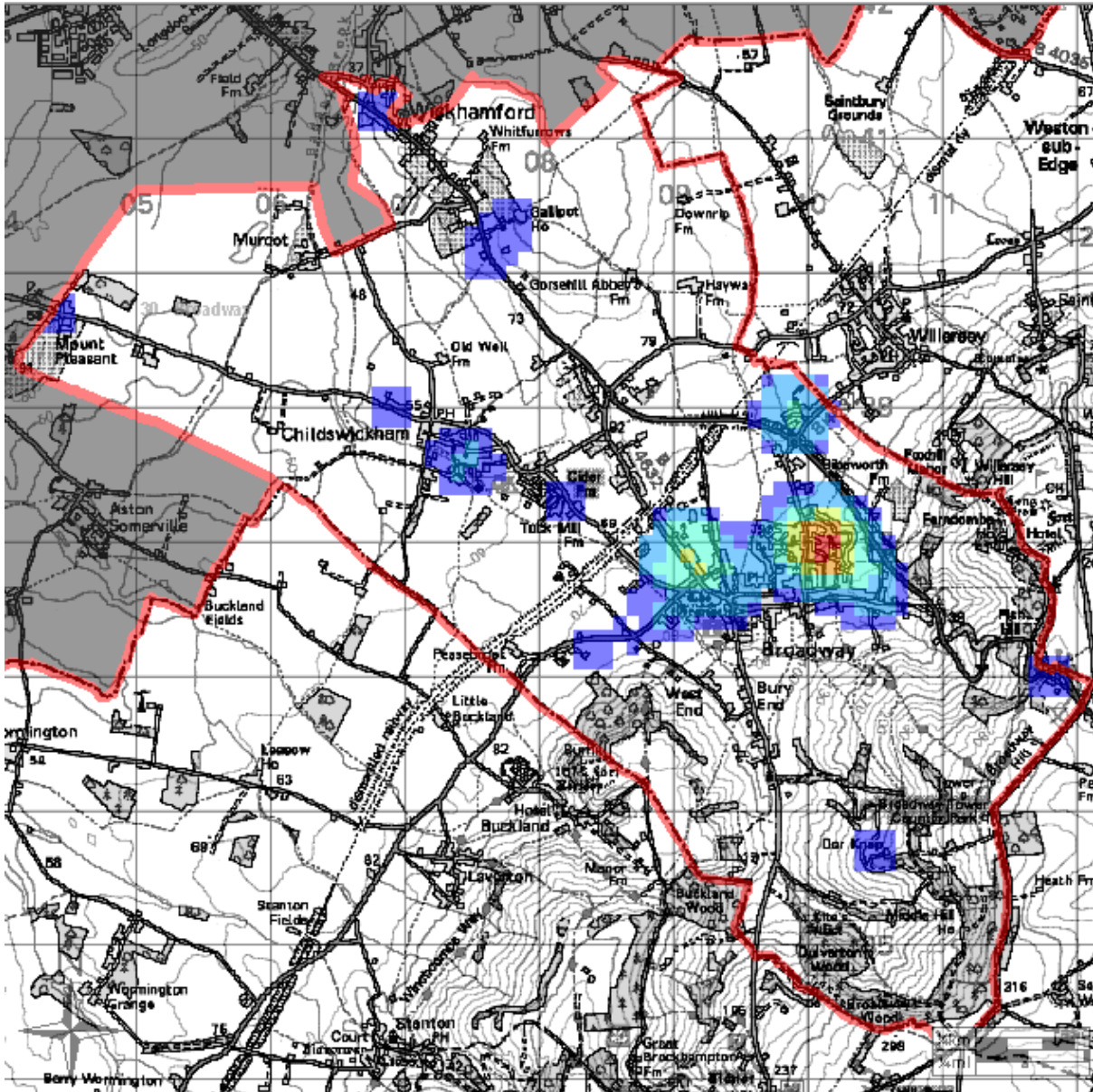
- 5.1 This section looks specifically at Accidental Dwelling Fires and the potential risks within Broadway Fire Station area. The number of Accidental Dwelling Fires is shown in Graph 10 below, with the figures showing an average of 3 per year for the past five years. Accidental Dwelling Fires have the potential to pose the risk of serious injury or death for the occupants and also for the firefighters attending the incident. There were zero Accidental Dwelling Fires in 2020/21.

Graph 10: Broadway Fire Station area – Accidental Dwelling Fires 2009/10 to 2020/21

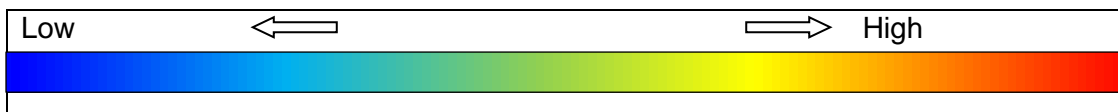


- 5.2 The CRMP Risk Review 2018 mapped the incidence of Accidental Dwelling Fires across the two counties and assigned risk ratings to highlight those areas that are at high, medium and low fire risk. This was worked out using a sophisticated Fire Risk Model, which is also used by Cumbria and Lancashire Fire and Rescue Services among others. Details of the calculations involved can be found in the CRMP Risk Review document.
- 5.3 The analysis for Broadway Fire Station area shows that all areas are of a low risk of Accidental Dwelling Fires with no medium or high risk areas over the last six years. This does not mean that living in a low risk area will not lead to someone having an Accidental Dwelling Fire, but it does mean that it is less likely than what would normally be expected.

Map 2: Broadway Fire Station area – Accidental Dwelling Fires (2009/10 to 2020/21)

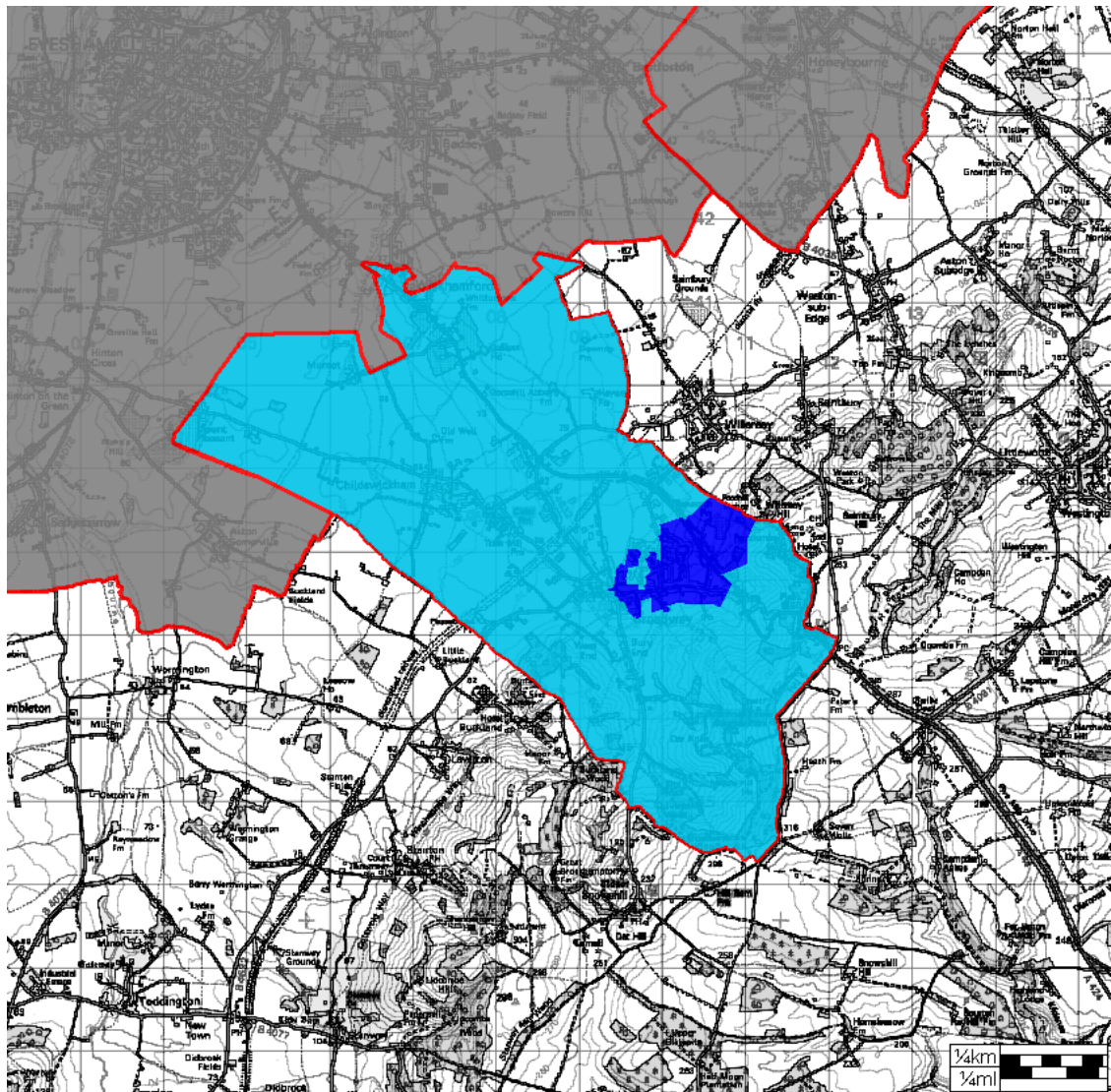


Key



5.4 In addition to mapping areas at risk, the CRMP Risk Review also examined the characteristics of households that tend to have more Accidental Dwelling Fires than expected given the relative number of households in each group – that is, Groups A, C, G, J, M, N, and O. When examining these groups in detail, it can be seen that those households share characteristics of higher levels of dependency, disadvantage and vulnerability (Groups M, N and O), they are now being joined by households in the less populated rural areas (Groups A and G). Group C has not been mapped and further details on this can be found in the CRMP Risk Review, instead focus has been on six groups (A, G, J, M, N and O) and these are shown on Map 3.

Map 3: At risk LSOA's by Mosaic Group 2017/18 to 2019/20

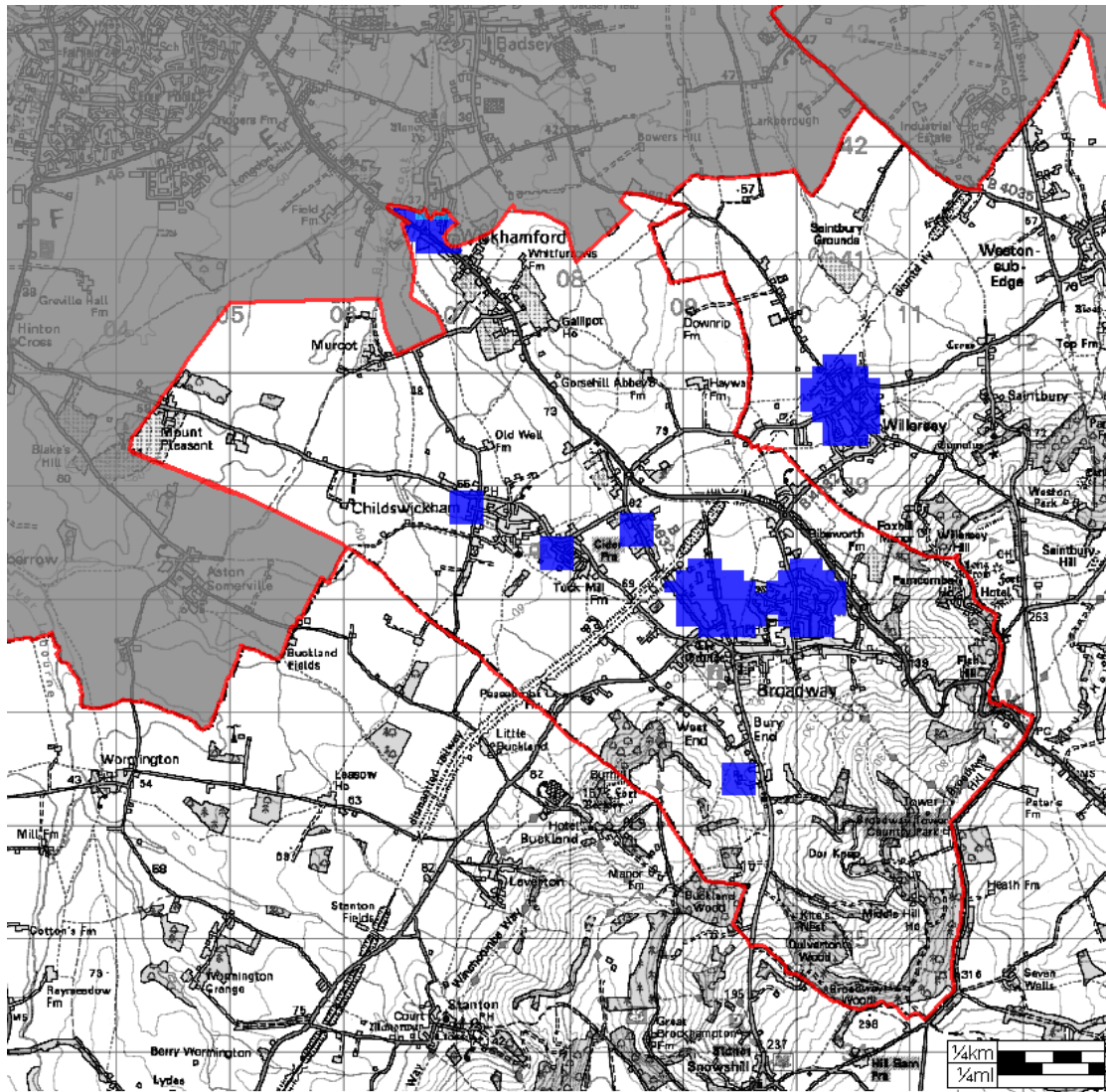


- A – Country Living
- G – Rural Reality
- J – Rental Hubs
- M – Family Basics
- N – Vintage Value
- O – Municipal Challenge

- 5.5 When comparing the concentration of Accidental Dwelling Fires in Map 2 to the type of household in this location Map 3, the most common household characteristic is Rural Reality. The most common household characteristic in Broadway is Country Living. More information on these Mosaic group types can be found in the CRMP Fire Risk Review.
- 5.6 Mapping Accidental Dwelling Fires and those households that tend to have more Accidental Fires than others provides Station Commanders and Community Risk officers with valuable information that will help to prioritise how they target their prevention and protection activities. When examining the local areas at potential risk,

the maps can be expanded to show street level information about households and risks. Additional information about how to best contact those households at potential risk will also be available through the Community Risk department.

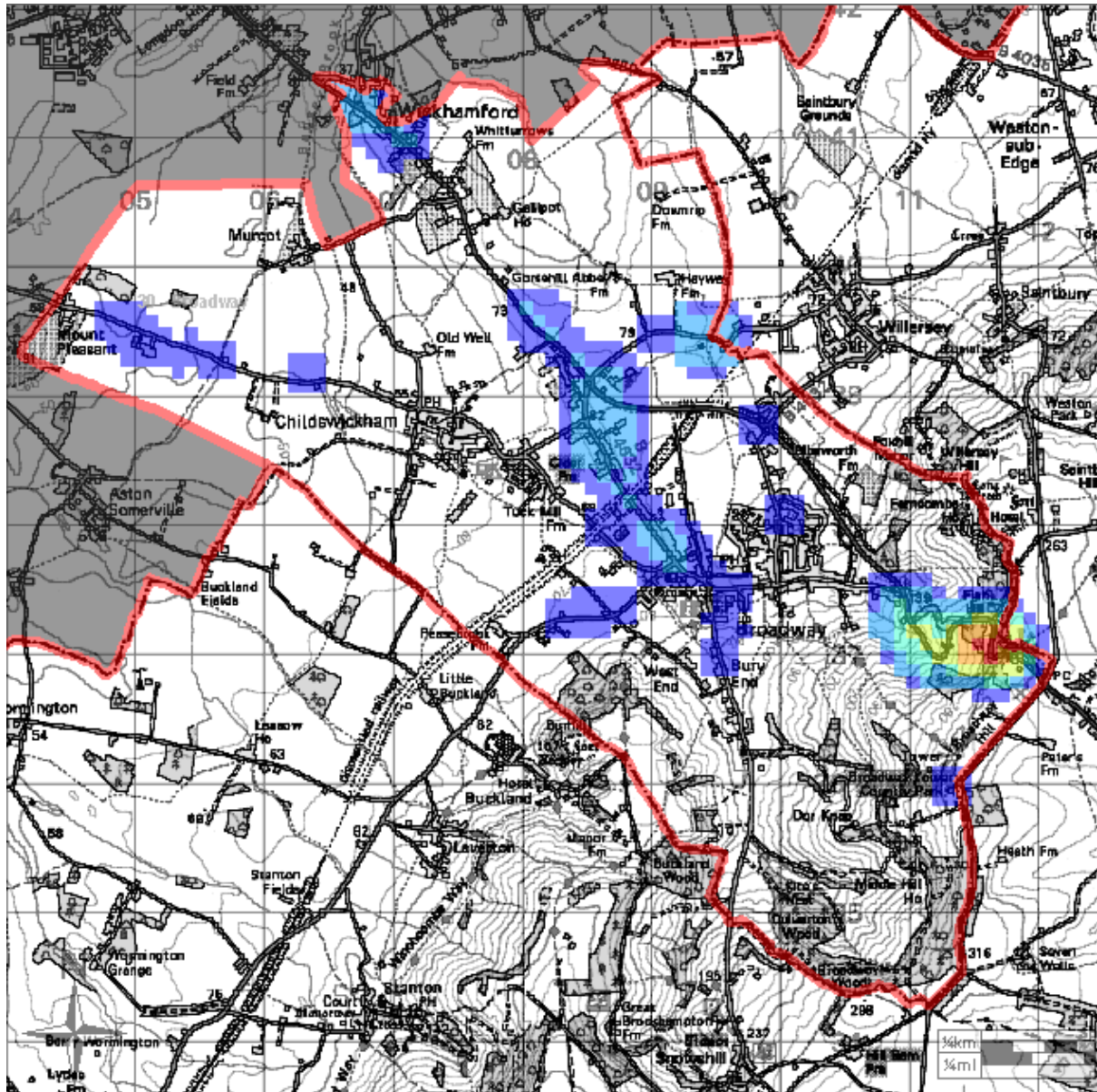
Map 4: Community Risk Activity – Safe and Well Checks 2017/18 to 2019/20



6 Road Traffic Collision Incidents

6.1 The CRMP Risk Review 2018 identified Broadway Fire Station area as a low risk area for Road Traffic Collisions (RTCs) in 2017/18 – 2019/20. This was determined using a risk model based on the number of RTC incidents attended and the severity of those incidents in terms of injury to persons. Map 5 below shows the location of all RTCs that occurred within Broadway Fire Station area over the last 12 years (2009/10 to 2020/21) at 100 m grid cell. The hotspots tend to be concentrated around Broadway centre and the A44.

Map 5: Broadway Fire Station area – RTC Hotspots 2009/10 to 2020/21



Key



- 6.2 The map shows hotspots ranging from **high** (i.e. where RTCs occurred most frequently) graduating to **low** (i.e. where RTCs occurred least frequently). Where no colour is shown, this indicates that HWFRS have not attended any RTC incidents in the last 12 years.
- 6.3 The maps can be expanded to show individual roads and the location and type of each RTC incident attended. This will provide Station Commanders and Community Risk officers with important data when working with local authority and road safety partners.

7 Other Potential Life Risks

- 7.1 In addition to Accidental Dwelling Fires and Road Traffic Collisions, the Service attends a number of other incidents which have the potential to harm life and property. Among such incidents are water rescues and weather-related issues such as wide area flooding and wildfire. Heritage buildings also pose a potential risk, with many having unique features and important and irreplaceable artefacts. A significant number are also timber-framed and liable to a faster spread of fire. Heritage issues are less likely to be a risk to life, but safeguarding the heritage environment (both built and natural) is an important part of the Service's role in helping to improve the safety of the community. Heritage issues are discussed further in Section 8 below.

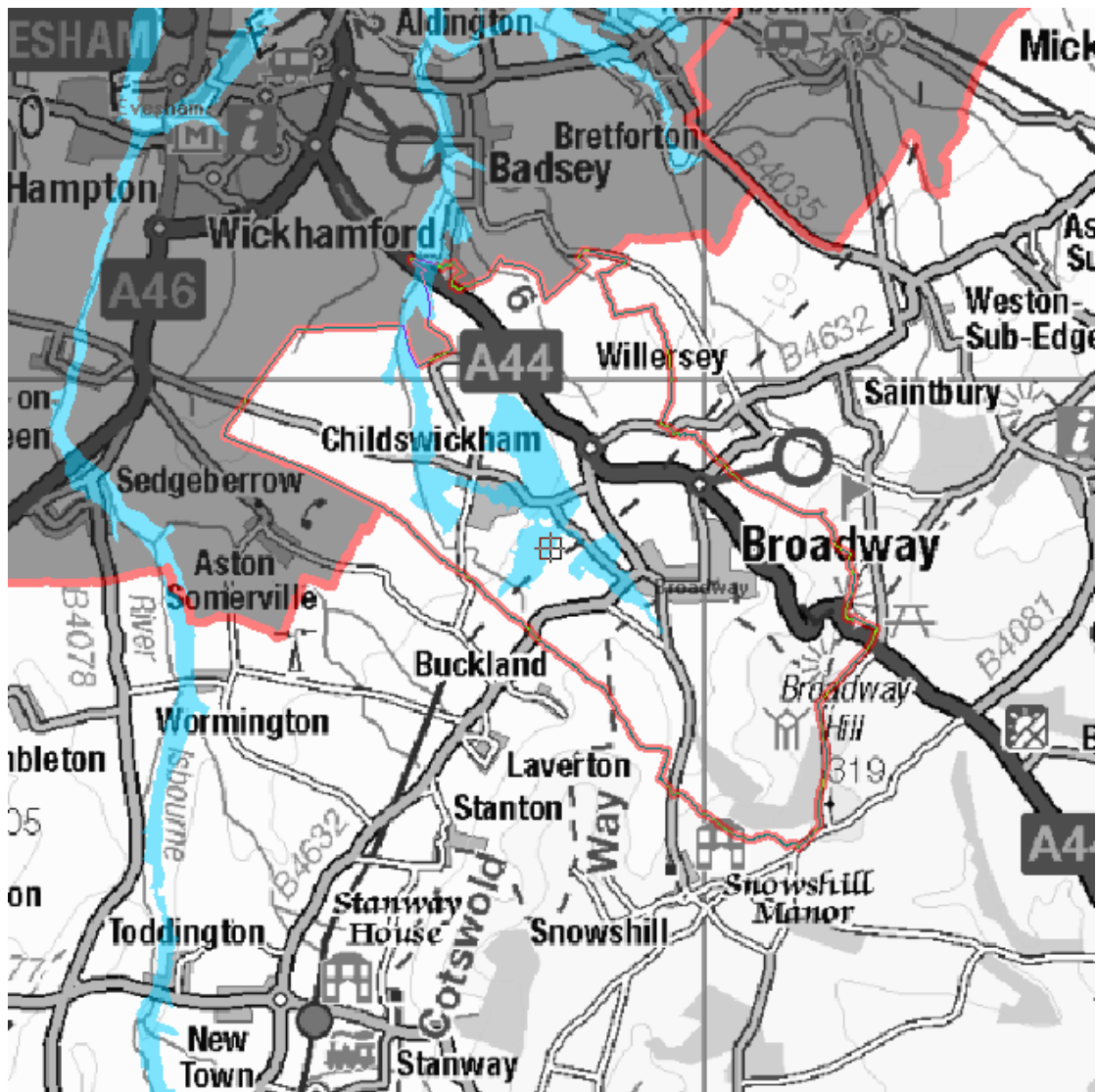
Water Incidents

- 7.2 Water-related incidents include rescues of people from flooded properties, lakes and quarries as well as animal rescues from water. These can also be mapped to assist Station Commanders and Community Risk officers in their partnership work with water safety agencies and landowners where appropriate.

Flooding Areas

- 7.3 Maps prepared by the Environment Agency show areas that are likely to flood in the event of adverse weather conditions. Fire Station crews also have access to more detailed maps through their Mobile Data Terminals carried by every fire engine, as well as via the [Environment Agency website](#).
- 7.4 Map 6 below shows the area most likely to flood in the Broadway Fire Station area.

Map 6: Broadway Fire Station area – Flooding areas identified by the Environment Agency



- 7.5 Information about areas likely to flood is used during flood planning with water safety partners and can be used as part of the Safe and Well Checks carried out with residents in these areas. This includes information on flood risk and advice on early evacuation in the event of flooding. Fire Station crews will also find more specific information about flood planning on the Service intranet.

8 Prevention and Protection Activities

8.1 All Fire Station crews and Community Risk officers have a key role to play in preventing incidents from happening and in protecting life and property in the event of emergency incidents. In helping to deliver the Community Risk Management Plan over the next few years, Broadway Fire Station crews and the Community Risk department will be involved in a range of activities including the following:

a) NFCC Community Risk Calendar 2021

8.2 Each year the National Fire Chiefs Council prepares a calendar of events and campaigns to help promote community safety across the country. The Service uses this to help plan local events and campaigns throughout the year, in addition to more local community safety activities, and Fire Stations are fully involved in delivering this in their local areas. The 2021 Calendar can be found in Appendix 1 of this report.

b) Safe and Well Checks

8.3 These checks involve a visit to people's home to deliver fire safety advice and to install smoke alarms where needed. They help to identify other potential areas of concern, which may require additional input from partner agencies, in order to help people remain safe and well in their own homes. Having identified households and areas likely to be more vulnerable to Accidental dwelling fire as set out in Section 5 of this report, Station Commanders will be able to cross-reference the most at risk areas when working with the Community Risk department and community safety partners to introduce more targeted prevention activities.

c) Intel Process

8.4 Every Fire Station has identified a number of specific risks in their area, which are scheduled to be visited and reviewed on a regular basis. The specific risks for Broadway Fire Station are listed on the Mobile Data Terminals and on the Service intranet at the following link: [Broadway Fire Station Risk Premises](#). The Intel Process also enables crews to identify potential new risk properties and sites. In addition, each Fire Station presents their Top 5 Risks based on the specific risks to firefighters, the public, the environment, the local economy and heritage. These are reviewed by all firefighters at the Fire Station as part of their competency training.

d) Technical Fire Safety Inspections

8.5 These involve Technical Fire Safety officers conducting risk based audit and intelligence led audit programmes looking at the potential risks in commercial premises including occupancy and management procedures. This helps to ensure the premises meet fire safety regulations⁴

⁴ The [Regulatory Reform \(Fire Safety\) Order 2005](#)

e) Business Fire Safety Checks

- 8.6 Commercial properties regarded as low risk are visited by the Wholetime crews at Fire Stations, which involves crews checking for basic fire safety requirements. Any areas of concern are highlighted to Technical Fire Safety officers for further investigation. Additional work is being undertaken by the Community Risk department to map commercial premises and their associated risks and once complete this will be made available to support Fire Stations in their work with local businesses.

f) Heritage sites

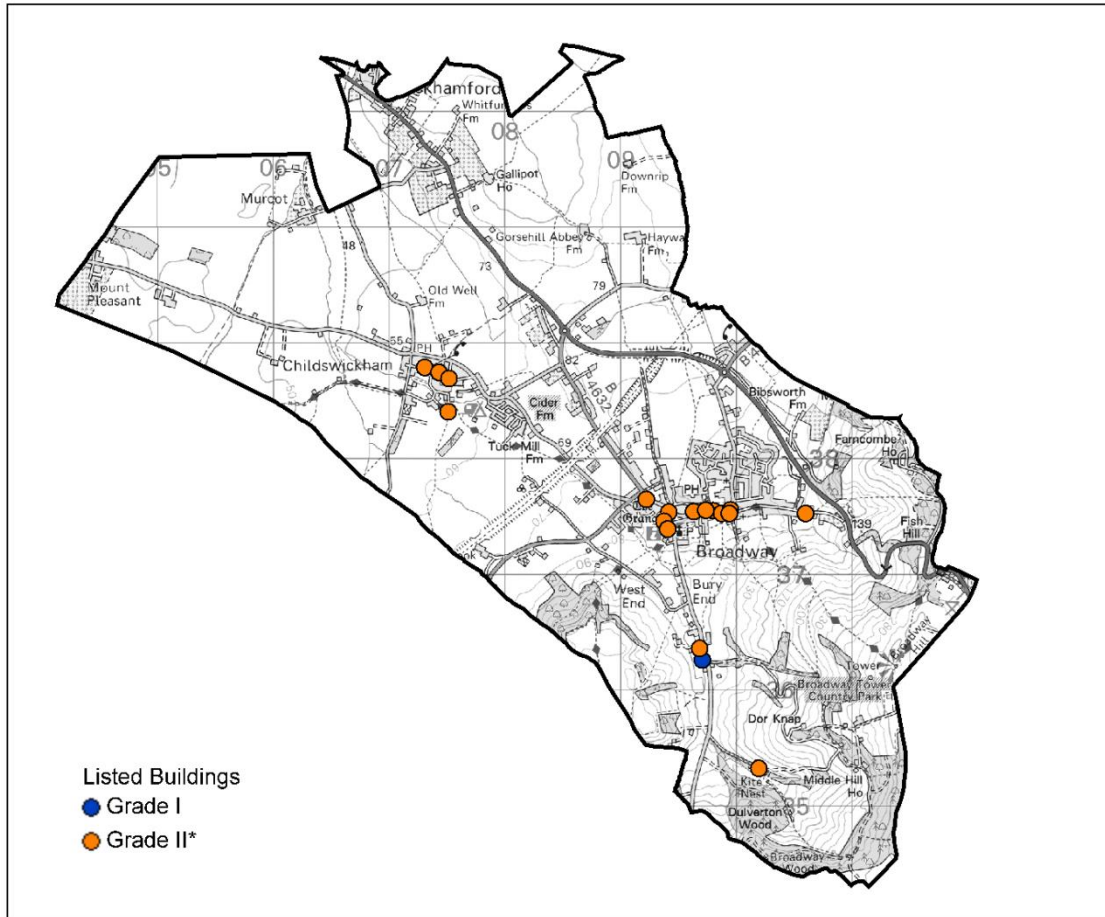
- 8.7 At March 2020 there were over 12,000 'listed' buildings and sites across Herefordshire and Worcestershire. 'Listing' is a process used to grade heritage importance and interest. Grade I and II* buildings and sites are of particular importance, of which there are currently 920 in the two counties. Broadway Fire Station area contains 1 Grade I and 17 Grade II* buildings and sites. Detailed below in Section 9 is a map and list of all such buildings and sites in the Broadway Fire Station area. This will support Station Commanders in familiarising their crews with their locations, nature and value, and will help in planning emergency cover, preventative and salvage arrangements.

9 Grade I and Grade II* Listed Buildings

9.1 Grade I buildings are considered to be of exceptional interest. Grade II* buildings are considered to be of particular importance of more than Special interest.

9.2 The location of Grade I and II* listed buildings are shown on Map 7 below.

Map 7: Broadway Fire Station – Location of Grade I and Grade II* Listed Buildings



The tables on the following pages list each building by the Station area. The buildings and structures are drawn from English Heritage's Listed Buildings database⁵, updated to March 2020. More information can be gained from this website by entering the list entry number into the search facility.

⁵ [Listed Buildings Database](#)

Broadway – Grade I Listed Buildings

List Entry Number	Grade	Building Name	Eastings	Northings
1287966	I	Church of St Eadburgha	409705	236259

Broadway – Grade II* Listed Buildings

List Entry Number	Grade	Building Name	Eastings	Northings
1214235	II*	Kite's Nest Farmhouse	410192	235322
1287965	II*	The Court	409682	236358
1288557	II*	Bannitts	409406	237388
1214242	II*	Abbot's Grange	409373	237457
1288025	II*	Court Farmhouse	410597	237524
1288139	II*	Little Gables	409939	237524
1288137	II*	Tudor House	409871	237524
1288559	II*	Farnham House and former barn adjoining to North	409416	237535
1214639	II*	Lygon Arms Hotel	409631	237540
1288489	II*	Broad Close	409797	237549
1214750	II*	Picton House	409734	237552
1214685	II*	Prior's Manse	409947	237556
1287883	II*	Russell House	409220	237645
1215972	II*	Church of St Mary	407508	238402
1215973	II*	Atkinson House	407515	238691
1287850	II*	23 New Street	407428	238744
1287775	II*	Katie's House & Old Post Office	407305	238786

Appendix 1

2021 NFCC Community Risk Calendar

FIRE AND RESCUE 2021 CAMPAIGN CALENDAR

www.nationalfirechiefs.org.uk
www.firekills.campaign.gov.uk



	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Monthly Themes	Smoke Alarm Purchasing	Cooking	Smoke Alarm Testing	Smoking	Escape Routes	Outdoor Fire Safety	Cooking	Smoke Alarm Purchasing	Home Fire Safety	Smoke Alarm Testing	Electrical	Christmas
SATURDAY	1	1	1	1	1	1	1	1	1	1	1	1
SUNDAY	2	2	2	2	2	2	2	2	2	2	2	2
MONDAY	3	3	3	3	3	3	3	3	3	3	3	3
TUESDAY	4	4	4	4	4	4	4	4	4	4	4	4
WEDNESDAY	5	5	5	5	5	5	5	5	5	5	5	5
THURSDAY	6	6	6	6	6	6	6	6	6	6	6	6
FRIDAY	7	7	7	7	7	7	7	7	7	7	7	7
SATURDAY	8	8	8	8	8	8	8	8	8	8	8	8
SUNDAY	9	9	9	9	9	9	9	9	9	9	9	9
MONDAY	10	10	10	10	10	10	10	10	10	10	10	10
TUESDAY	11	11	11	11	11	11	11	11	11	11	11	11
WEDNESDAY	12	12	12	12	12	12	12	12	12	12	12	12
THURSDAY	13	13	13	13	13	13	13	13	13	13	13	13
FRIDAY	14	14	14	14	14	14	14	14	14	14	14	14
SATURDAY	15	15	15	15	15	15	15	15	15	15	15	15
SUNDAY	16	16	16	16	16	16	16	16	16	16	16	16
MONDAY	17	17	17	17	17	17	17	17	17	17	17	17
TUESDAY	18	18	18	18	18	18	18	18	18	18	18	18
WEDNESDAY	19	19	19	19	19	19	19	19	19	19	19	19
THURSDAY	20	20	20	20	20	20	20	20	20	20	20	20
FRIDAY	21	21	21	21	21	21	21	21	21	21	21	21
SATURDAY	22	22	22	22	22	22	22	22	22	22	22	22
SUNDAY	23	23	23	23	23	23	23	23	23	23	23	23
MONDAY	24	24	24	24	24	24	24	24	24	24	24	24
TUESDAY	25	25	25	25	25	25	25	25	25	25	25	25
WEDNESDAY	26	26	26	26	26	26	26	26	26	26	26	26
THURSDAY	27	27	27	27	27	27	27	27	27	27	27	27
FRIDAY	28	28	28	28	28	28	28	28	28	28	28	28
SATURDAY	29	29	29	29	29	29	29	29	29	29	29	29
SUNDAY	30	30	30	30	30	30	30	30	30	30	30	30
MONDAY	31	31	31	31	31	31	31	31	31	31	31	31

