

Case study: Cambridgeshire Fire and Rescue Service

Using neighbourhood
segmentation to improve the safety
of local communities



Client

The Cambridgeshire Fire and Rescue Service (CFRS) provides professional fire and rescue services to over 700,000 people in Cambridgeshire and the City of Peterborough. The service seeks to improve community safety by working proactively to prevent fires and other emergencies. This is achieved through targeted initiatives designed to address specific risks, and by working in partnership with other organisations to enhance public safety and provide best value.



**CAMBRIDGESHIRE
& PETERBOROUGH
FIRE AUTHORITY**

Working together to improve community safety

Challenge

Fire rescue services are faced with the constant challenge of how to allocate and prioritise key resources to help maintain the safety of local communities. The allocation of this resource has (in the past) often relied upon the professional judgement of fire service employees,

coupled with the use of other publicly available sources of information such as the Census. The challenge that CFRS faced was how to improve the quality of its risk management so that it could deploy its resources more effectively and demonstrate a greater return on investment in the service.

Incidents per 1000 households

Central	30.21	Stanground East	10.09
Dogsthorpe	26.63	Fletton	9.95
Ravensthorpe	23.39	Stanground Central	8.39
Orton Longueville	23.24	West	8.38
Paston	16.99	Werrington North	7.35
East	16.74	Barnack	6.42
Bretton North	16.65	Eye and Thorney	5.33
North	15.77	Glington and Wittering	4.75
Bretton South	15.50	Orton with Hampton	4.62
Park	12.11	Newborough	4.25
Orton Waterville	11.45	Northborough	3.88
Walton	10.73	Werrington South	3.15

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The Solution

CFRS chose to adopt Experian's Mosaic UK consumer classification as part of its Integrated Risk Management Plan (IRMP) to help reduce dwelling fires in Cambridgeshire. The solution involved taking five years of dwelling fires data across the whole of the county to identify target wards. Profiling and mapping of Mosaic UK groups and types against this fire data, enables the service to achieve a greater level of understanding of areas most at risk and a greater degree of focus in their activities. This enables CFRS to create a fire risk map of its entire

area showing which properties are most susceptible, identifying a number of problem neighbourhoods around Cambridgeshire and Peterborough. Results Mosaic has enabled CFRS to measure the level of fire risk by neighbourhood across the county and has given it more strategic control over its key resources. The analysis helps to prioritise where community safety visits take place, determine how fire safety messages are communicated, which water hydrants are priority for maintenance and servicing and where best to recruit retained fire crews.

"We always knew that fires were prevalent in certain estates but, until now, we have been reliant on the local knowledge of our fire officers for this information. We have lacked objective and consistent analysis on where fires were taking place or information on the types of people or neighbourhoods most vulnerable. Mosaic has enabled us to make a direct connection between types of neighbourhood and people most at risk of dwelling fires so we can apply a more systematic approach to risk management and resource allocation.

It means we can now prioritise our community safety visits to the most vulnerable neighbourhoods and position our community safety messages in areas most likely to be seen by people at risk, rather than wasting time effort and resources on untargeted activity. In effect, Mosaic has provided us with a very powerful and reliable risk assessment tool which means we can now apply a more strategic and systematic approach to many of our community safety activities. "

Gill Usher, Performance Team, Cambridgeshire Fire and Rescue Service

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