



Derbyshire
Fire & Rescue Service
Making Derbyshire Safer Together



Derbyshire Fire & Rescue Service – Supporting Prevention Strategy with Mosaic

Derbyshire Fire & Rescue Service (DFRS) serves over 500,000 residential properties across the county, delivering proactive fire safety visits and emergency response services.

Challenge

DFRS needed a way to support strategic prioritisation of home fire safety visits, ensuring resources were directed to areas where prevention activity could have the greatest impact.

Solution

- 1. DFRS used data-driven insights to build their Risk Stratification Index (RSI)**, pinpointing areas where proactive engagement delivers the greatest benefit.
- 2. Leveraging Experian's Mosaic UK segmentation**, they analysed resident profiles (groups and types) at a household-level (UPRN), including demographic composition such as age and gender.
- 3. Lifestyle variables** (e.g. smoking, alcohol use, health) were then overlaid and modelled alongside additional datasets, including deprivation data and locally captured incident and casualty data

Results

Mosaic segmentation empowers DFRS to focus prevention efforts where they matter most – helping plan proactive safety visits across 500,000+ homes.

Mosaic has guided DFRS's prevention strategy for over five years, moving beyond static census data to deliver dynamic household insight and support evidence-led planning in line with national guidance.

With Mosaic segments now embedded across internal systems, DFRS is equipped to expand into targeted communications and campaign design.

Planned enhancements

DFRS is now looking to further enhance its use of Mosaic by improving accessibility to Mosaic profiles for their crews - offering real-time contextual insight and further embedding segmentation data across the service.

By integrating Mosaic one-page profiles into internal mapping tools, crews will be able to access relevant area-level insights instantly, supporting preparation for safety visits.

Further use of Mosaic profiles is also intended within resident outreach, such as using insight to drive more relevant and targeted fire safety communications.



“ Experian’s Mosaic segmentation helps us look beyond raw data and understand the people and communities behind it. At DFRS, we believe ‘the best response starts long before the emergency,’ and that means knowing where prevention will make the biggest difference.

By combining Mosaic, lifestyle indicators, and our own first-party data, we’ve built a Risk Stratification Index (RSI) that pinpoints areas where proactive engagement matters most. This insight doesn’t just shape strategy - it changes lives. It helps us plan smarter, reach people earlier, and focus resources where they’ll have the greatest impact.

Experian’s insights elevate what we can do with our first-party data, turning information into action. For us, that means safer communities, fewer incidents, and better use of public”

Tim Dumbleton
Risk Information Analyst, Derbyshire Fire & Rescue Service



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