Understanding people profiles: Managing risks to reduce fire deaths

Wednesday 9th March 2011

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Experian overview

What we will cover today

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Experian for Fire and Rescue and Road Safety

How much do you know about what we do?

Lifestyle

Behaviours

Demographics

Ethnicity

Visualisation

Businesses

Bespoke analysis

Projects

Resource allocation

Tracing individuals and businesses

Flooding

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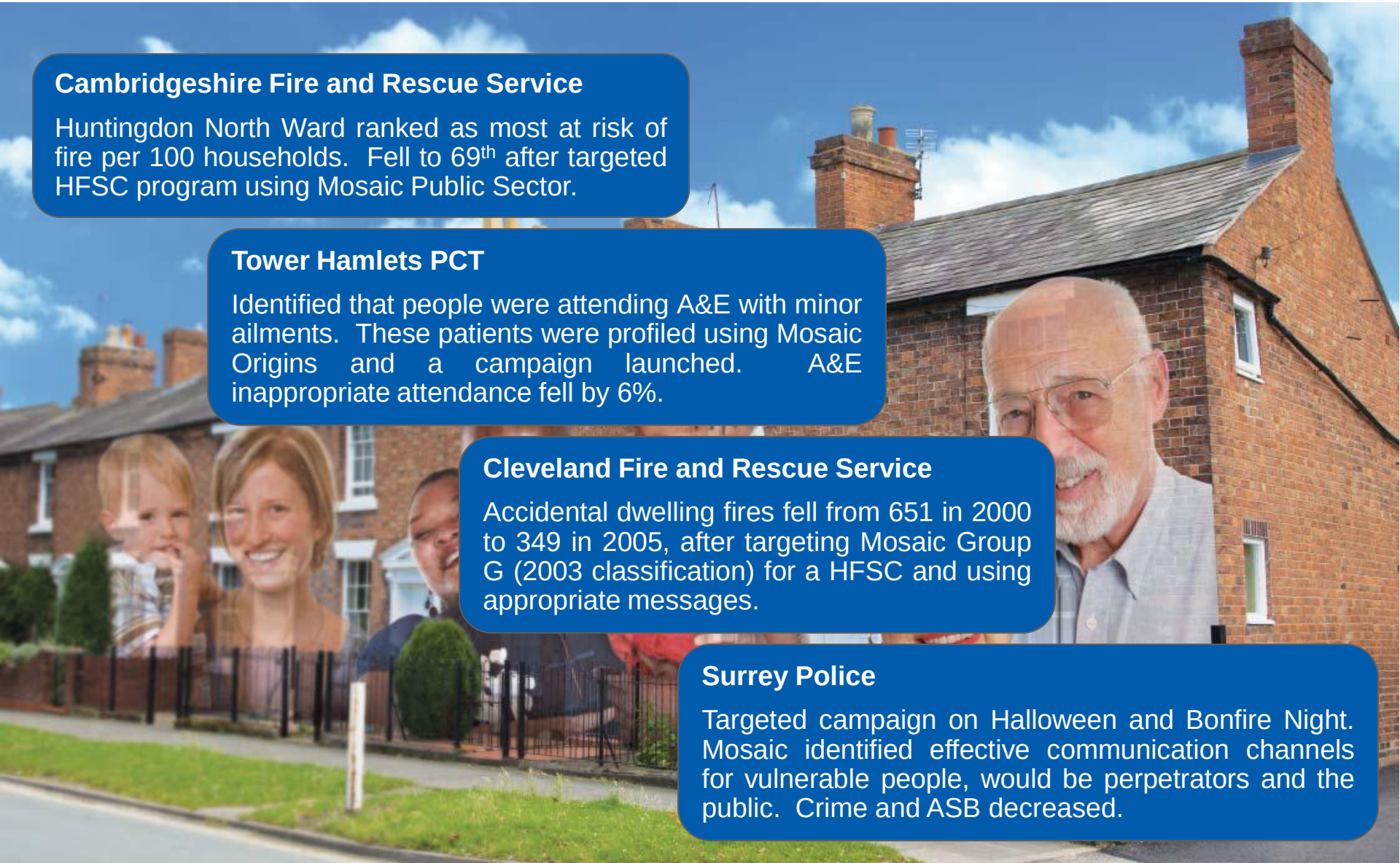
Results

Does Mosaic Public Sector work?



Cambridgeshire Fire and Rescue Service

Huntingdon North Ward ranked as most at risk of fire per 100 households. Fell to 69th after targeted HFSC program using Mosaic Public Sector.

Tower Hamlets PCT

Identified that people were attending A&E with minor ailments. These patients were profiled using Mosaic Origins and a campaign launched. A&E inappropriate attendance fell by 6%.

Cleveland Fire and Rescue Service

Accidental dwelling fires fell from 651 in 2000 to 349 in 2005, after targeting Mosaic Group G (2003 classification) for a HFSC and using appropriate messages.

Surrey Police

Targeted campaign on Halloween and Bonfire Night. Mosaic identified effective communication channels for vulnerable people, would be perpetrators and the public. Crime and ASB decreased.

Identify and locate my vulnerable people

Elderly people reliant on state support

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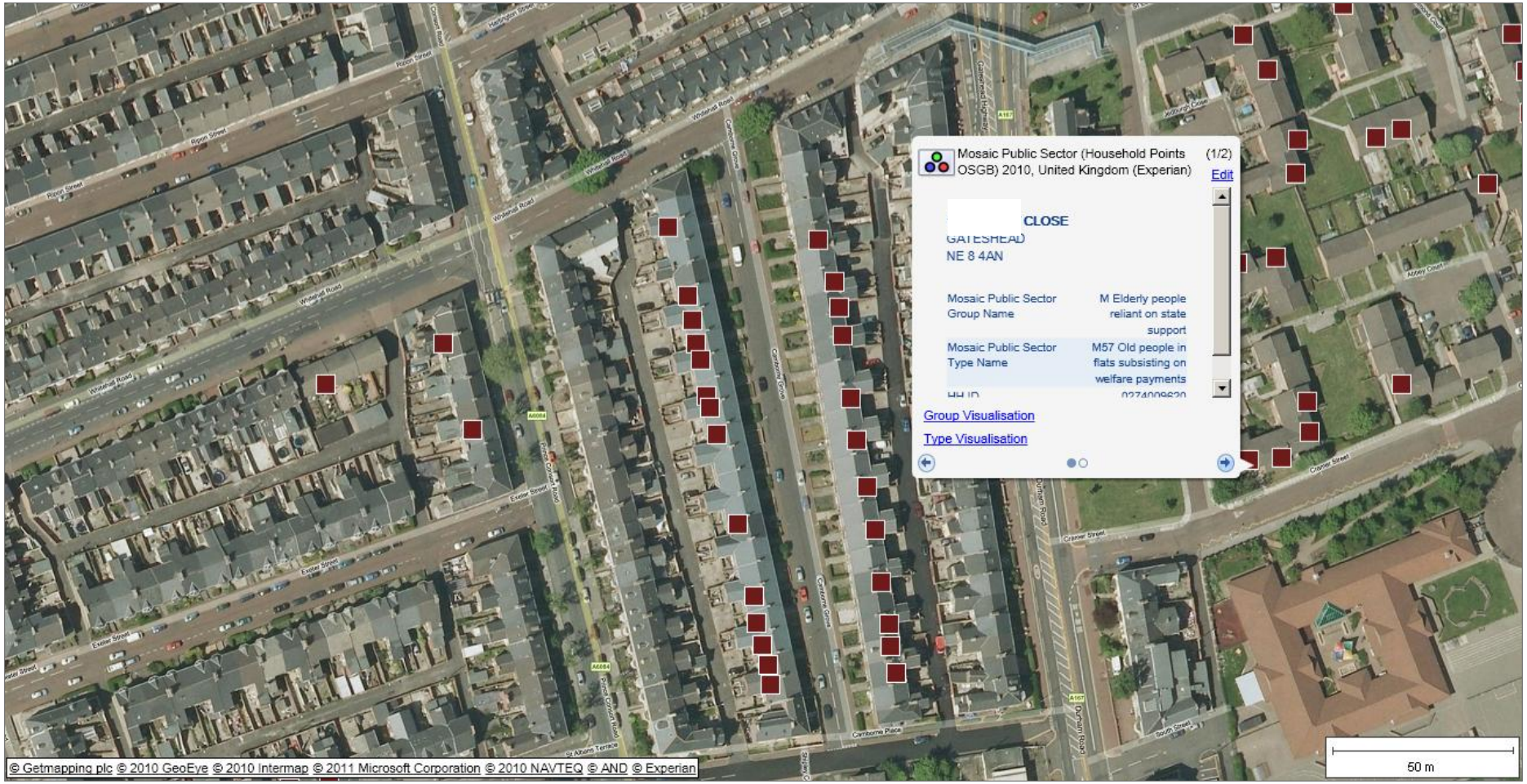
Identify and locate my vulnerable people

Elderly people reliant on state support



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Communicating with vulnerable people

Identifying key features for effective communication and intervention

Key features

- Low income
- Widowed
- Elderly
- Low spending
- Few cars
- Industrial towns
- Use local facilities
- Grandchildren

Key fire risk indicators

- Deprived
- Likely to be long term sick
- Likely to be a smoker
- Likely to buy alcoholic drinks

Key communications

- Converted flats
- Digital TV
- Use of a landline telephone
- Newspaper readership
- Economically inactive

Possible campaigns

- Posters located in communal areas of flats
- Leaflets available in off-licences

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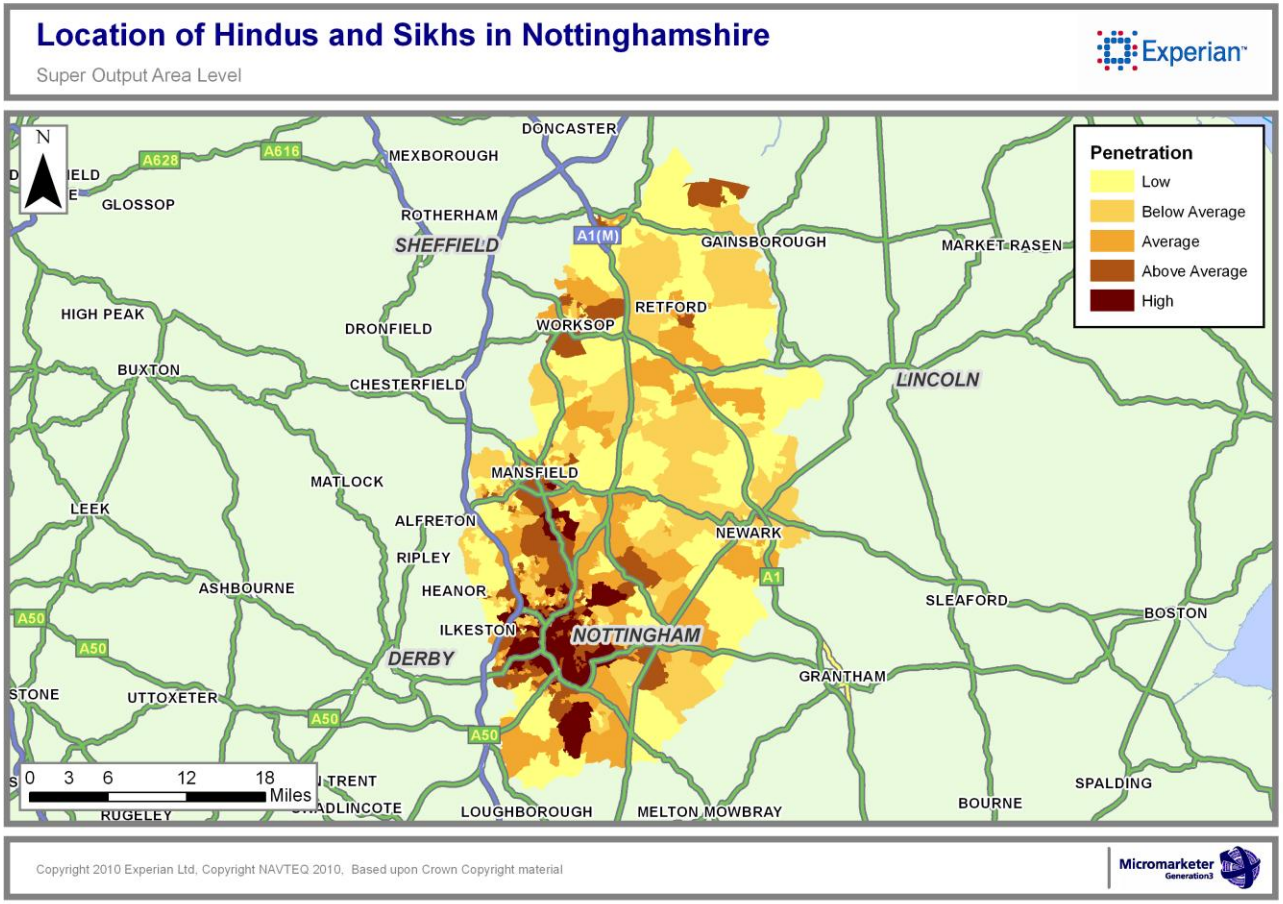
Identifying and locating ethnic diversity

Determining location for effective communication and event planning



- Used for effective planning for Diwali and Bonfire Night
- Assists with resource deployment decisions
- Enables the religion, ethnicity and language to be determined for effective campaign planning
- Possible links between fire risk and ethnicity
- Saves money on unnecessary marketing material

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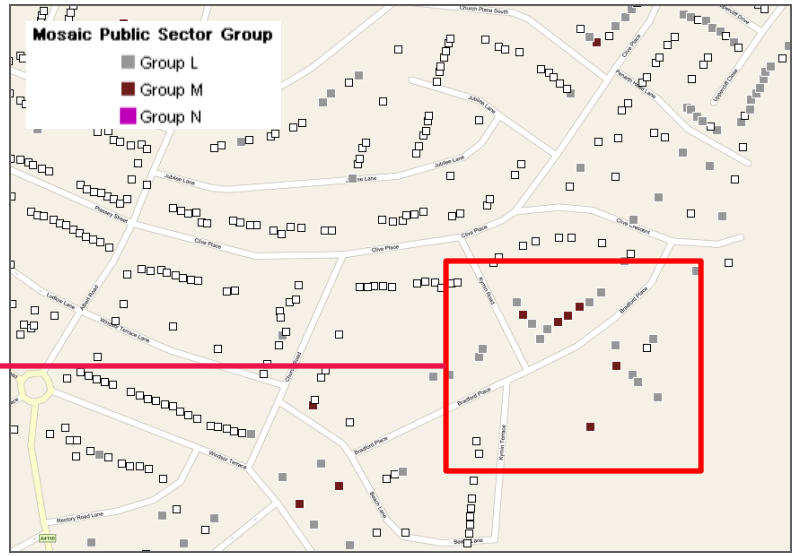
Identify and locate fire risk

Determining location of vulnerable households for Home Fire Safety Check

"With the ever increasing diversity and risk that our crews face, Mosaic has been an invaluable asset to our organization. Within Community Safety and Partnerships the introduction of Mosaic and Micromarketer Xpress has created a fresh and entirely more accurate approach to targeting, allowing us to engage with the more vulnerable in our communities and ultimately undertake quality High Risk Home Fire Safety Checks. The potential of the data involved and the profiling and reporting measures that support that data will benefit all functions within Community Safety and Partnerships."

Martin Henderson
SWFRS Area Manager
Head of Risk Reduction

8% of households in this area determined as at risk (Group M)



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Identify and locate fire risk

Determining location of vulnerable households for Home Fire Safety Check

South Wales Fire and Rescue Service Pilot Project

Porthcawl Station

- A semi rural seaside Station in an affluent area. A retained Station with targets of 12 Home Fire Safety Checks a month.

Penarth Station

- A built up area incorporating industrial and dock area alongside affluent seaside and coastal properties. A wholetime Station with a target of 18 home fires safety checks per watch per month.

Cardiff Central

- A metropolitan capital with heavy industry and a diverse ethnic population. A wholetime station with target again of 18 High Risk home fires safety checks per watch per month.

Results

- Of 266 households visited, 149 households were visited for a successful Home Fire Safety Check, a success rate of 56%.
- Only the households previously determined as high risk through analysis were targeted.

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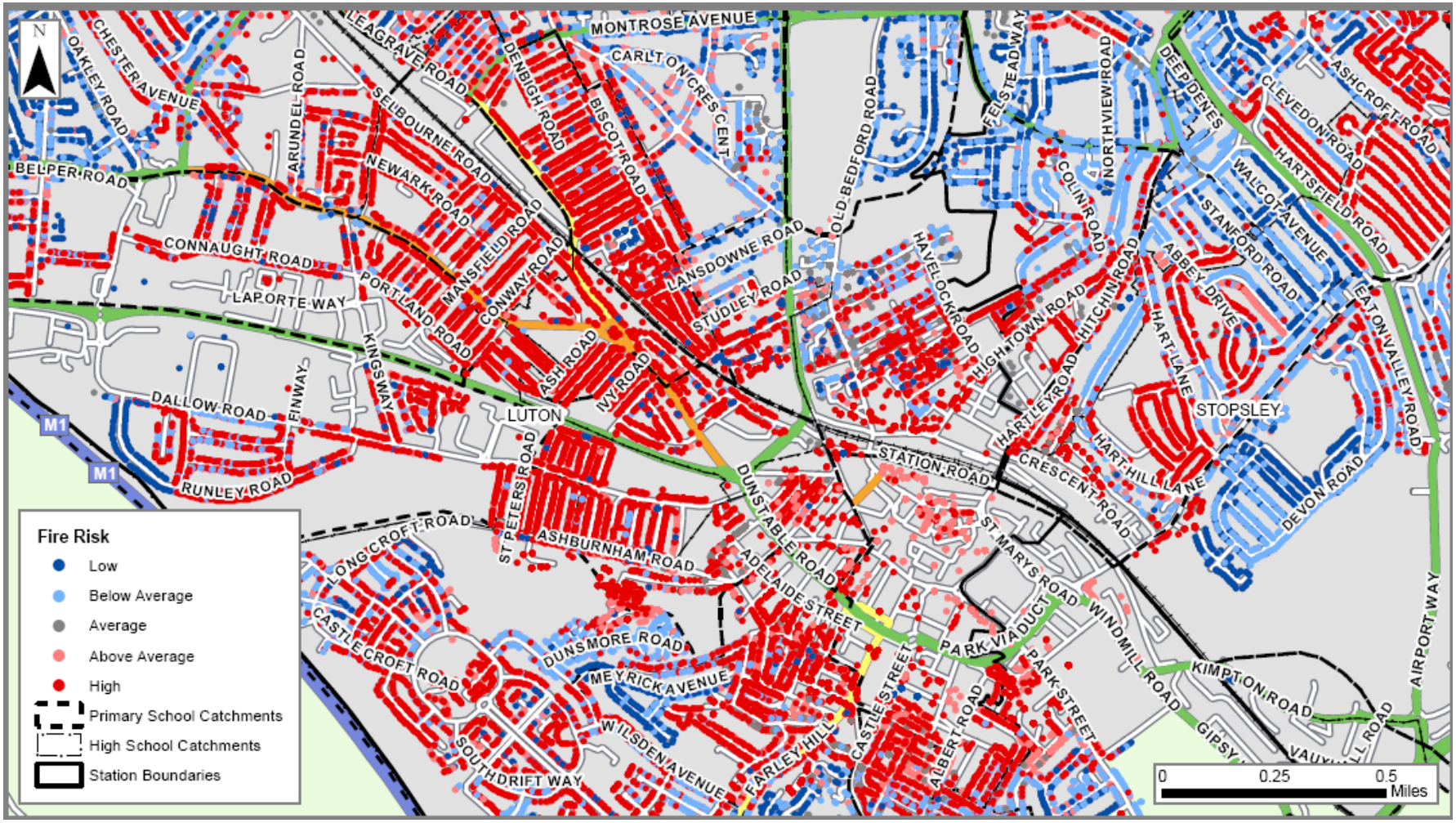
Bespoke analysis

Using service incident data to determine at risk areas



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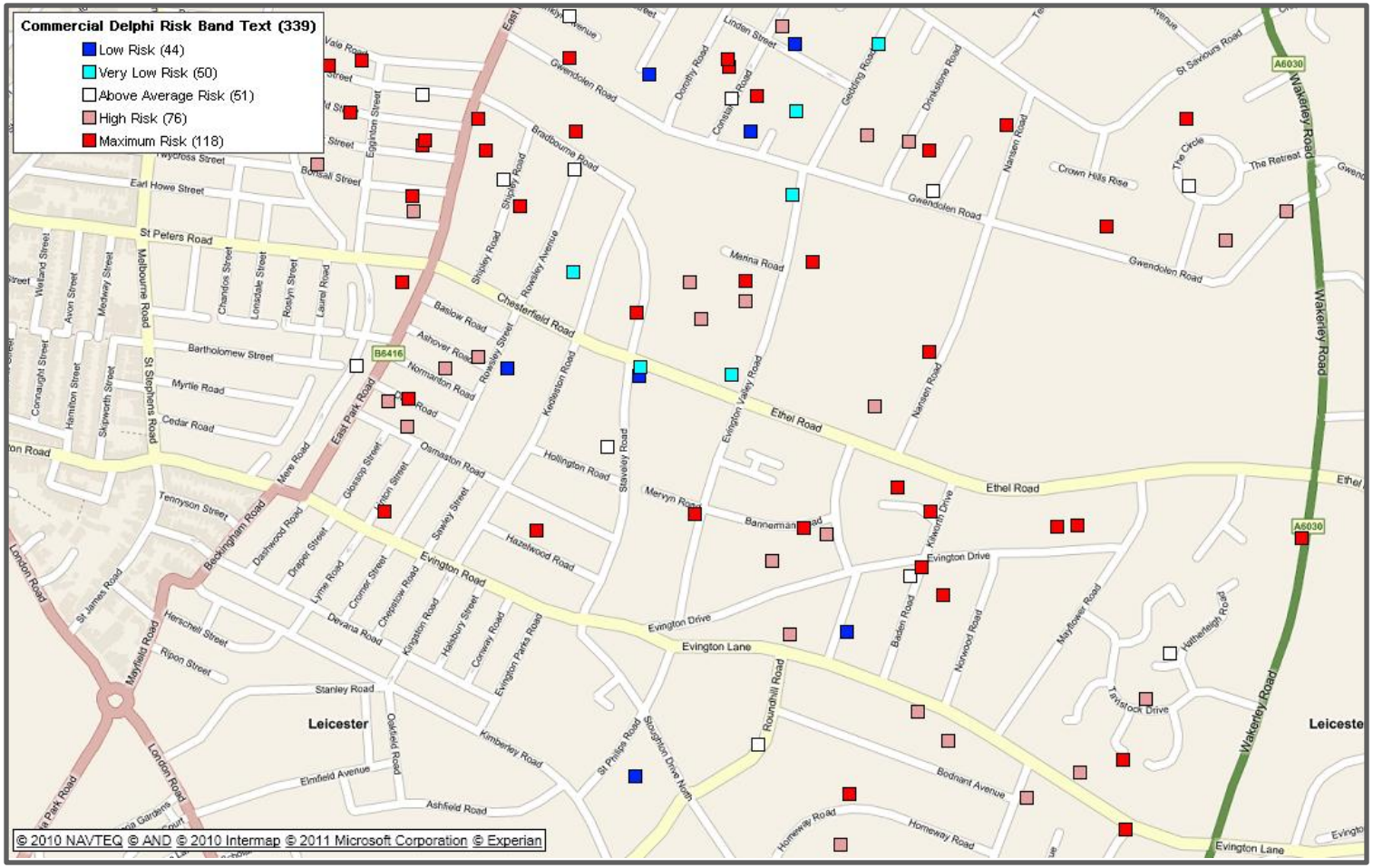
Investigation capability and data provision

Identifying businesses and individuals for effective targeting of activity for prevention



Identifying business risk

- Number of employees
- Type of business
- Payment performance
- Highest quality business data in UK
- Information from over 11 data sources

Investigation capability

- Reduces investigation time
- Assists legal providers
- Demonstrates due diligence
- Strengthens prosecution case

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Questions & answers

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