

Case study: Humberside Fire & Rescue Service

Humberside Fire & Rescue Service uses Experian's Mosaic customer segmentation to help save lives and increase efficiencies.



Humberside Fire & Rescue Service, with headquarters in Hull, covers a service area of 1358 square miles, and a population of around 1 million people. The service manages 11 full-time and 19 on-call stations and records around 9,000 incidents per year.

A sharp rise in the number of fatalities combined with increased budgetary pressures required the service to reconsider their targeting and risk analyses to help reduce this number and drive operational efficiencies.



HUMBERSIDE
Fire & Rescue Service



The Challenge

Despite a steady drop in the number of incidents over the past ten years, Humberside Fire & Rescue Service (Humberside FRS) recorded a huge jump in the number of fire-related deaths during 2010 and 2011. This was a rise from an average of 1 or 2 deaths per year to 8 and 9 respectively during that period.

Previous Home Fire Safety Check targeting was undertaken by census output area. This used a blanket approach to provide information and advice to all citizens, not just those considered to be of higher risk. Humberside FRS viewed the sharp rise in the number of fatalities to be influenced by the lack of an intelligent, data-led approach. So, it started a project to incorporate more evidence and targeting into its Home Fire Safety Checks.

Alongside the pressures to reduce the number of fire-related fatalities, the service was tasked with saving

a further £5.5 million from their budget by 2016/17. In light of this, the requirement to generate efficiencies whilst still maintaining the same - or better - level of service has never been more important.

The Solution

Humberside FRS profiled their historical data to help identify any trends and patterns in lifestyles and behaviours. This enabled the service to highlight areas at increased risk of incidents and fatalities. This was made possible using Experian's Mosaic Public Sector customer segmentation.

Four key themes were identified as risk factors: people over the age of 50, people who lived alone, smokers, and those with health impairments. These themes were then aggregated out to all households with similar characteristics, allowing a regional view of risk and targeting of high-risk individuals at the household level.

“The use of Experian’s Mosaic data has been instrumental in helping Humberside FRS reduce the number of fatalities, improving customer service and driving efficiencies. Based on these successes, we’re looking to incorporate Mosaic into the wider service to help improve performance across the organisation.”

Martyn Shields,
Risk & Response Analyst

Once the high risk households had been identified, this data was uploaded into the organisation’s corporate GIS system. Any member of staff could therefore view, analyse and download data and reports as required.

Humberside’s Community Safety team was then equipped to communicate the relevant safety messages to precisely the right segments of the community. This ensured that resources were directed to where they would make the most difference in saving lives, reducing injury and protecting property.

Before going live, the service undertook a trial in two sample areas to test their methodology. From a customer feedback survey, 79% of the households considered to match the target market possessed the four characteristics, providing the evidence base on which to progress the project.

The Outcome

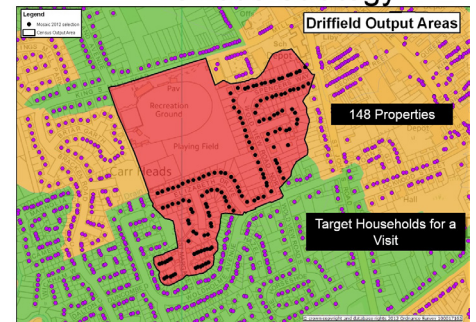
As a result of the project, Humberside FRS has recorded a 63% drop in the number of fatalities over a three-year period. It also reported a 9% drop in the total number of domestic fire incidents.

By targeting only those properties considered to be of higher risk, the service reduced the number of households it communicated with from 91,000 to 27,000 – increasing efficiency by 70%.

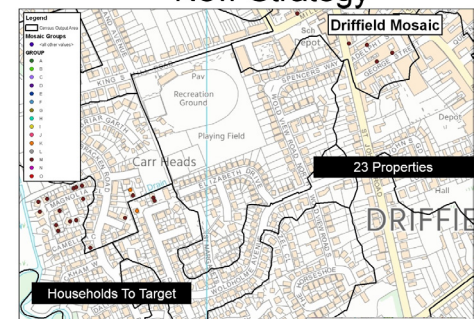
The Future

Building on the success of these recent preventative campaigns, Humberside FRS is now looking at using Mosaic to develop strategies to tackle accidental dwelling fires, road traffic collisions and arson. It envisions that Mosaic will form a part of an ongoing, highly targeted and pro-active programme of community involvement for the service.

Previous Strategy



New Strategy



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