Tackling Fire Fatalities & Injuries Through Better Targeting

CDDFRS Case Study

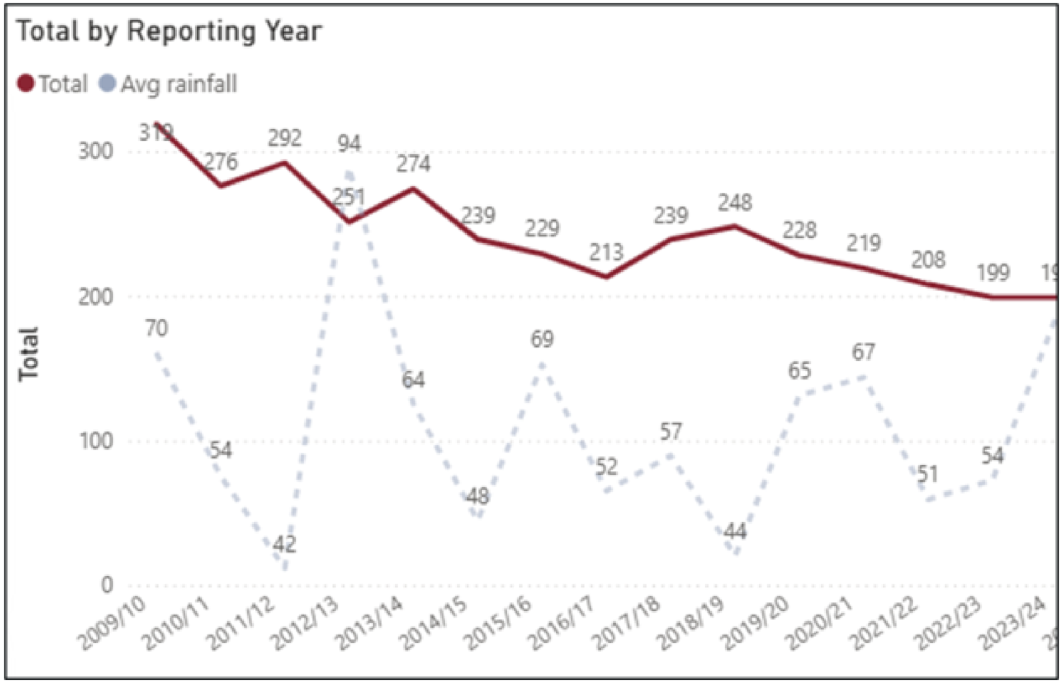
Purpose of Today

- Explain the contradiction that prompted change within CDDFRS - falling ADFs but rising fatalities
- Share the insight from Serious Fire Reviews that exposed hidden risk
- Describe how CDDFRS enhanced, rather than replaced, the NFCC-aligned methodology
- The ask of Partners.

The Starting Point

In 2023/24

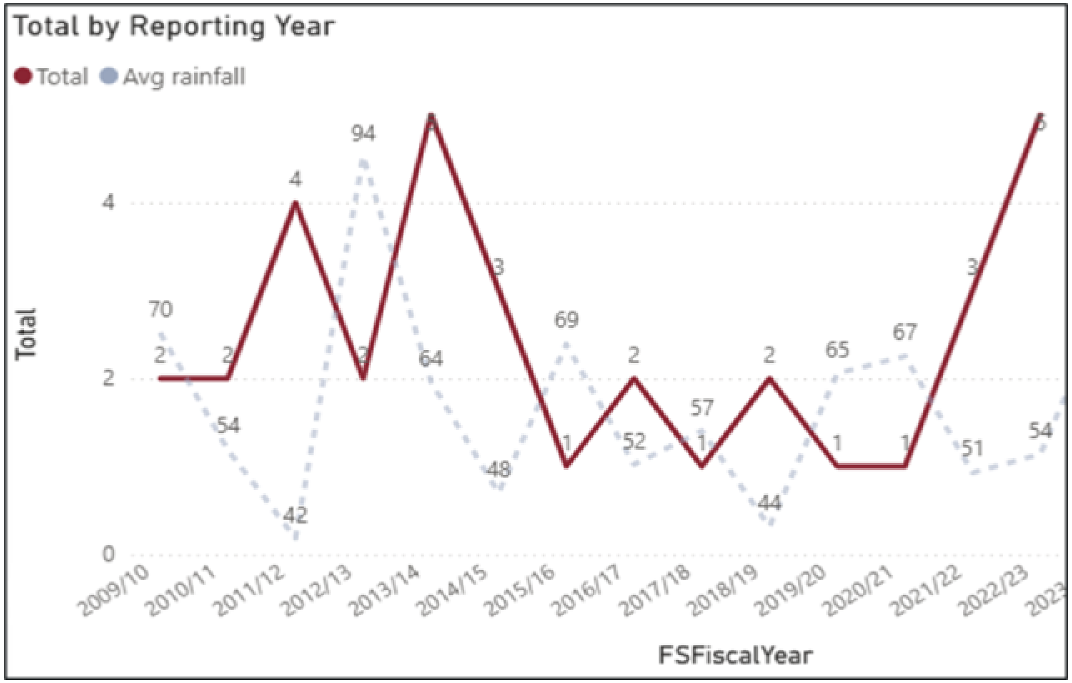
CDDFRS – ADFs at an all time low (199)



The Starting Point

In 2023/24

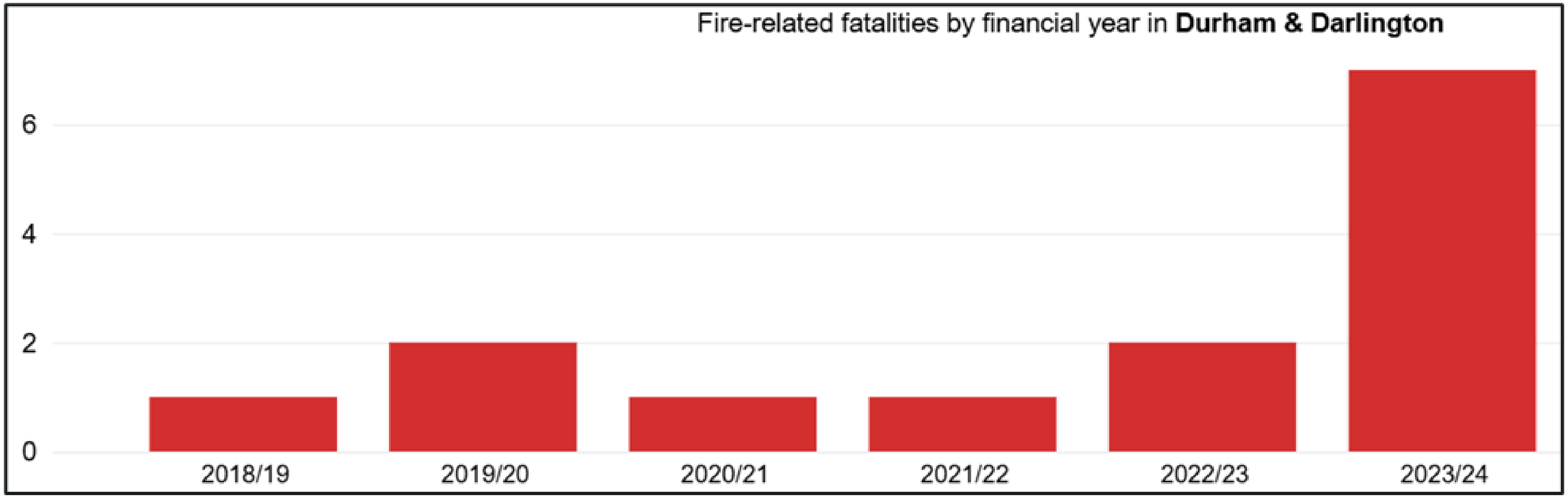
CDDFRS - Hospitalisations from ADFs were relatively low (5)



The Starting Point

In 2023/24

CDDFRS – Fire deaths at an all time high (7)



Why Change Was Needed

ADF
at an all-time low

Injuries
relatively low

Fatalities
concerning spike

- Existing targeting methodology was already aligned to NFCC
- Conducted post fire reviews to better understand the circumstances from ADFs

9
fire fatalities reviewed

0
risk-rated High or Very High

Medium or below
outside active targeting

We were not simply missing visits. We were missing risk hidden within lower-scored properties.

The Challenge

How do CDDFRS find risk that is hidden within “lower-risk” properties?

Enhancing the NFCC-Aligned Risk Model

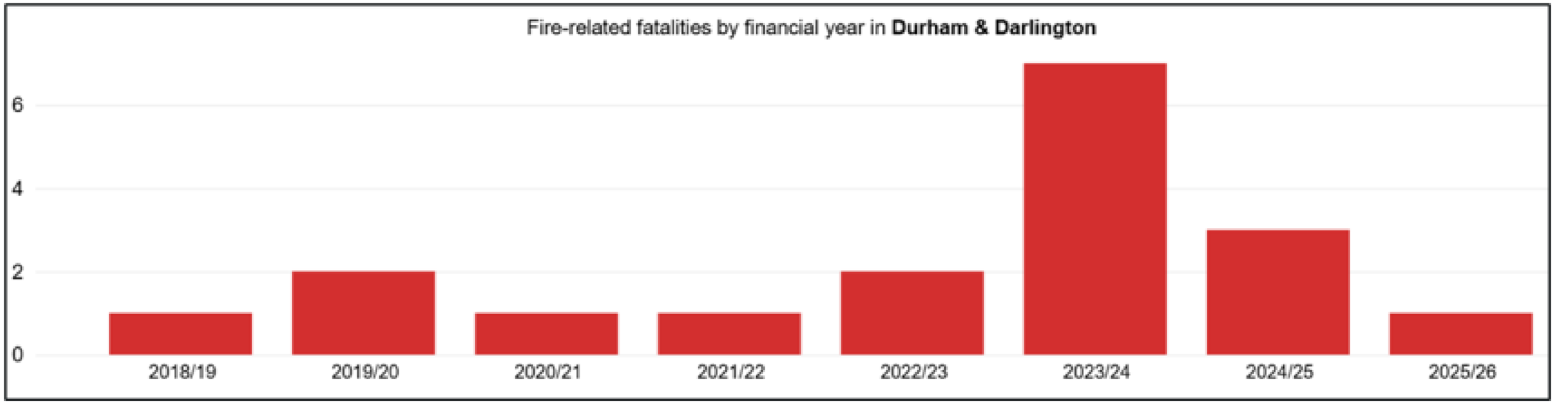
- Assisted bin collections
- Care Connect clients
- Home care / direct payment recipients
- Blue Badge holders
- People aged 65+
- Single person council tax discounts

What Difference Has it Made?

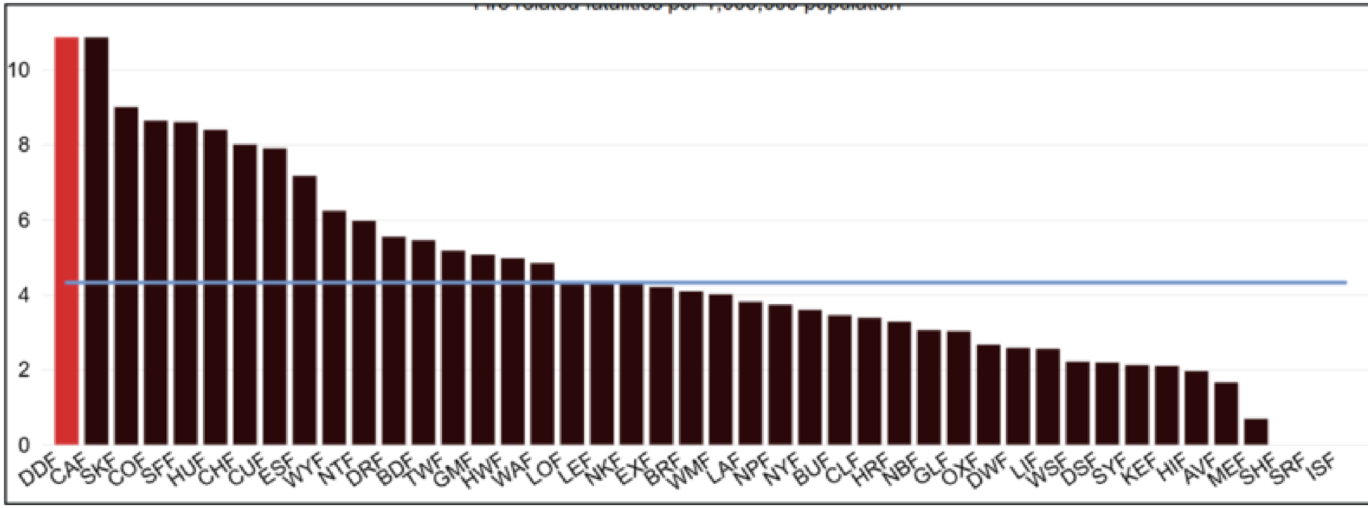
Better
identification of hidden vulnerability

More
homes prioritised for HFSV

Clearer
operational picture for crews



The Journey So Far…Fatalities



Year to

31 March 2024

Number of fatalities

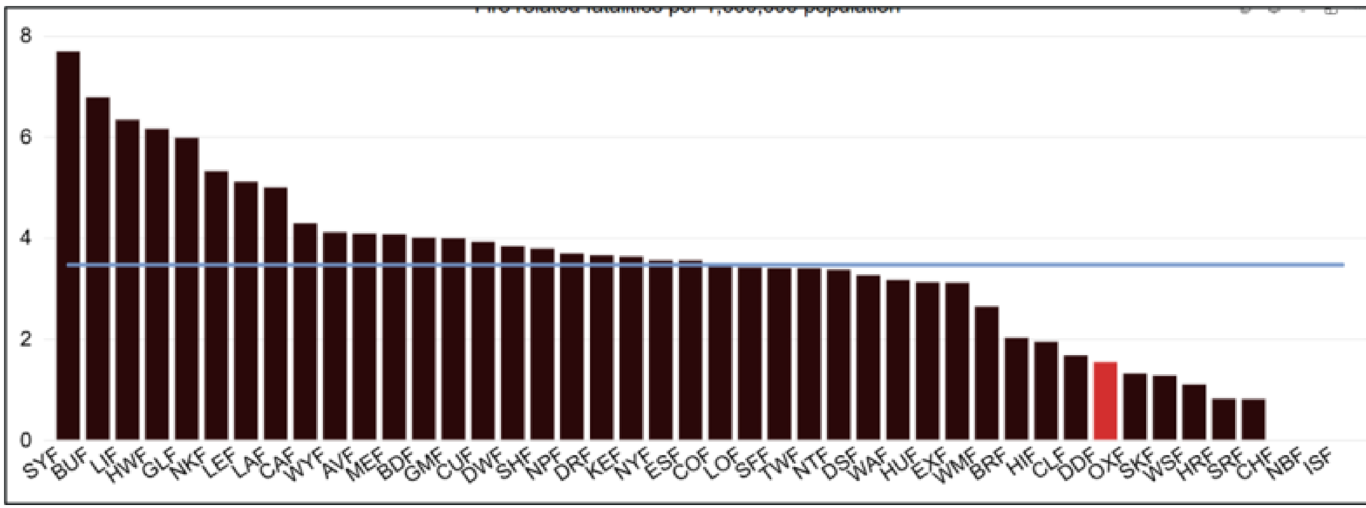
7

Fatalities per 1,000,000 population

10.9

Fatalities per 1,000,000 population in England

4.3



Year to

31 March 2026

Number of fatalities

1

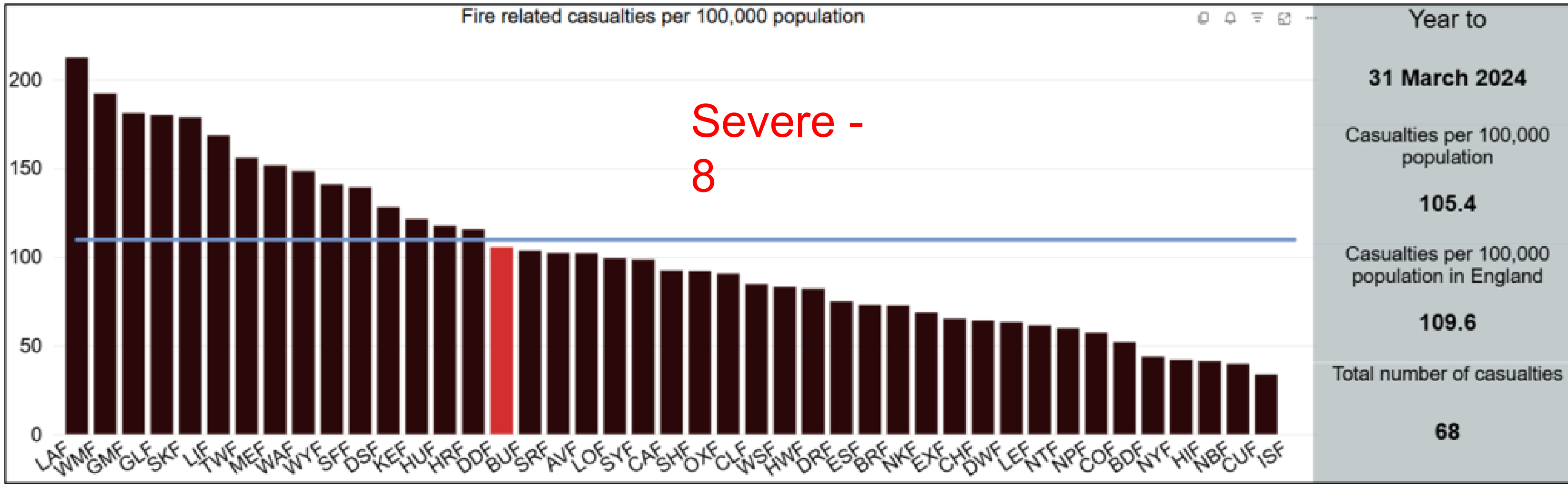
Fatalities per 1,000,000 population

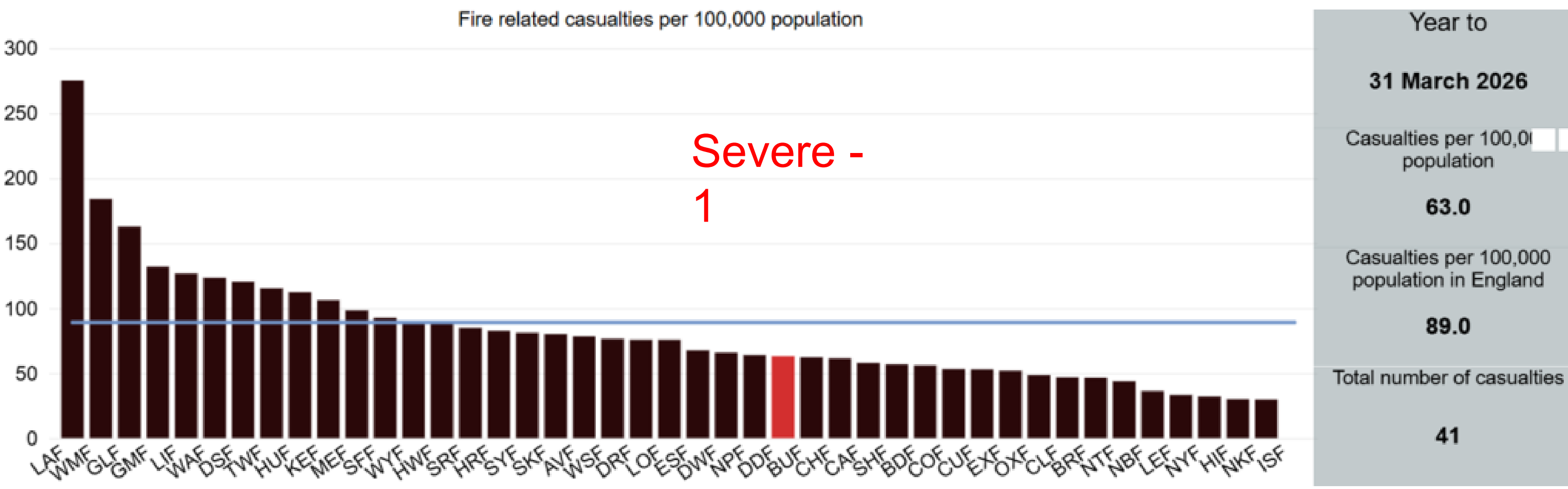
1.5

Fatalities per 1,000,000 population in England

3.5

The Journey So Far…Hospitalisations





The Hard Truth

Applying the enhanced methodology to the deceased – Higher priority (**contact within six months**)

CFB have had **966** ADFs over the period 1st April 2021 – 31st March 2026 (5 years), resulting in **9** fatalities (CDDFRS has **14**) and **43** casualties.

Learning For Other FRS

1. Keep the NFCC methodology as the foundation.
2. Use Serious Fire Reviews to test whether the model is finding the right risk.
3. Layer local vulnerability datasets into the scoring model.

Please share the data you hold. Only UPRN numbers, not personal information.

Any Questions?

CLEVELAND
FIRE BRIGADE