



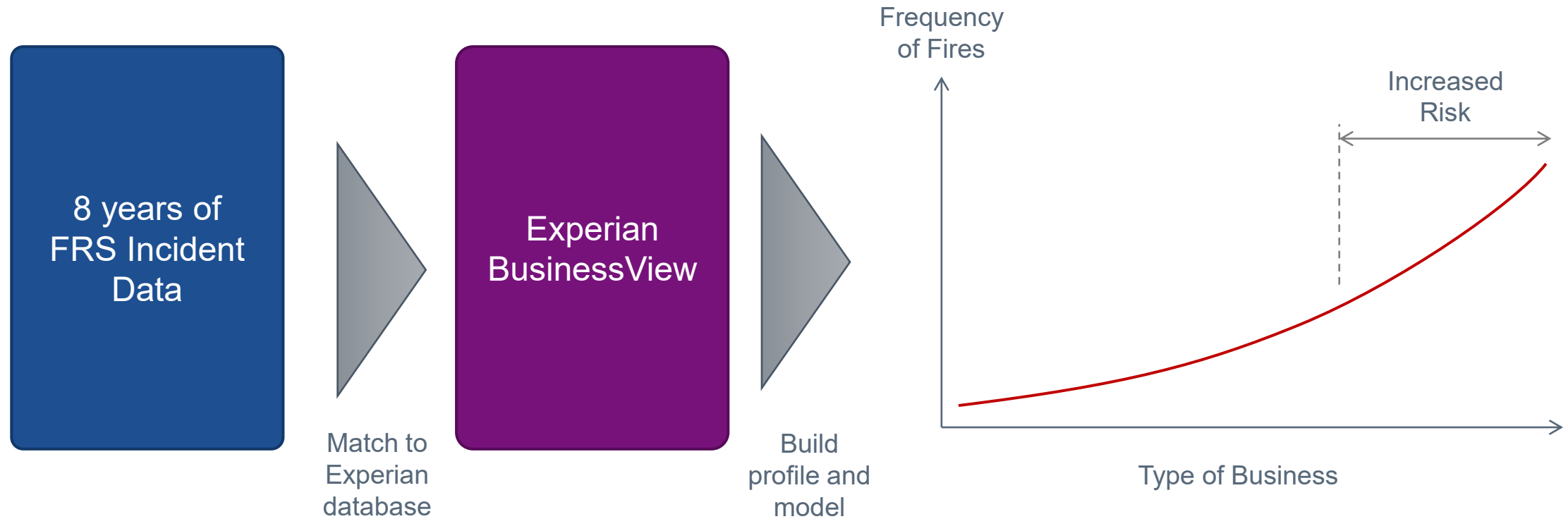
Data Driven Support to UK Fire Services

Helping Fire and Rescue Services efficiently engage
with businesses most susceptible to fire related incidents

Summary of the Fire Rescue Services (FRS) Risk Score

Purpose and Method

The Fire & Rescue Services believe that certain types of business are more likely to experience commercial fires, so Experian aimed to identify the profiles of these businesses so they can be targeted proactively for fire prevention.

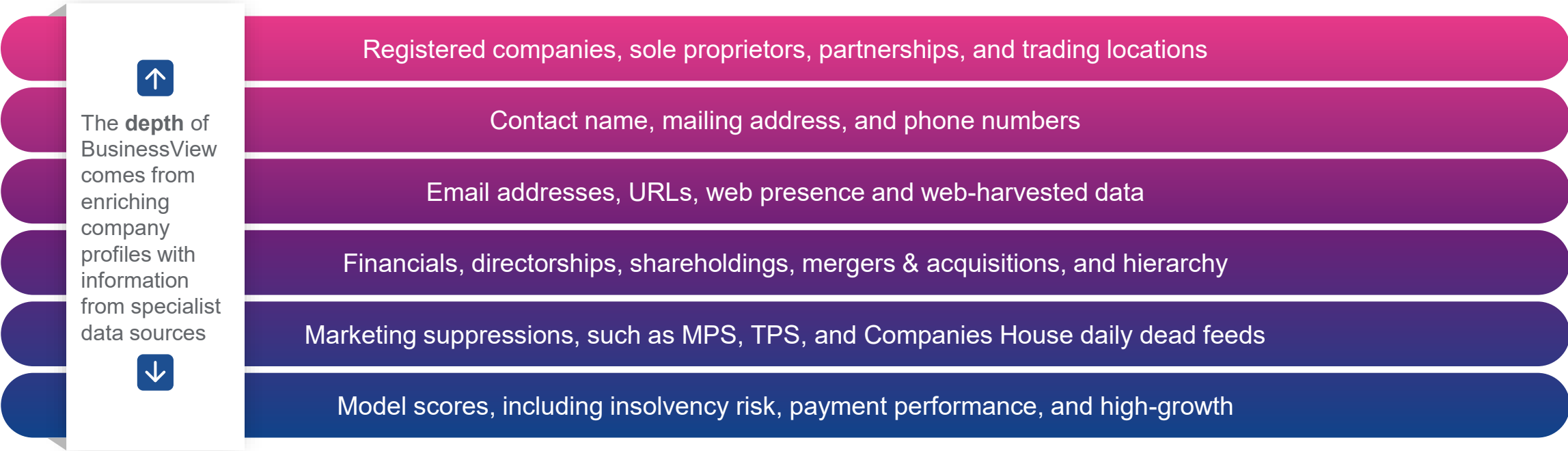


Experian Commercial Data

- a unique data source with unrivalled breadth and depth of data

← Benefit from the breadth of our data →

The **breadth** comes from merging and de-duplicating publicly-available and paid for data sources



The BusinessView includes: **4.9M live businesses**, covering **3.7M verified trading addresses**, enhanced with data including financials, marketing preference flags, emails, and corporate hierarchy

Summary of the Incident Risk Score

Profiling risk of fire

We profiled which types of businesses were most likely to have fires. The data showed, in line with common sense, there are five things that increase the risk of fire:

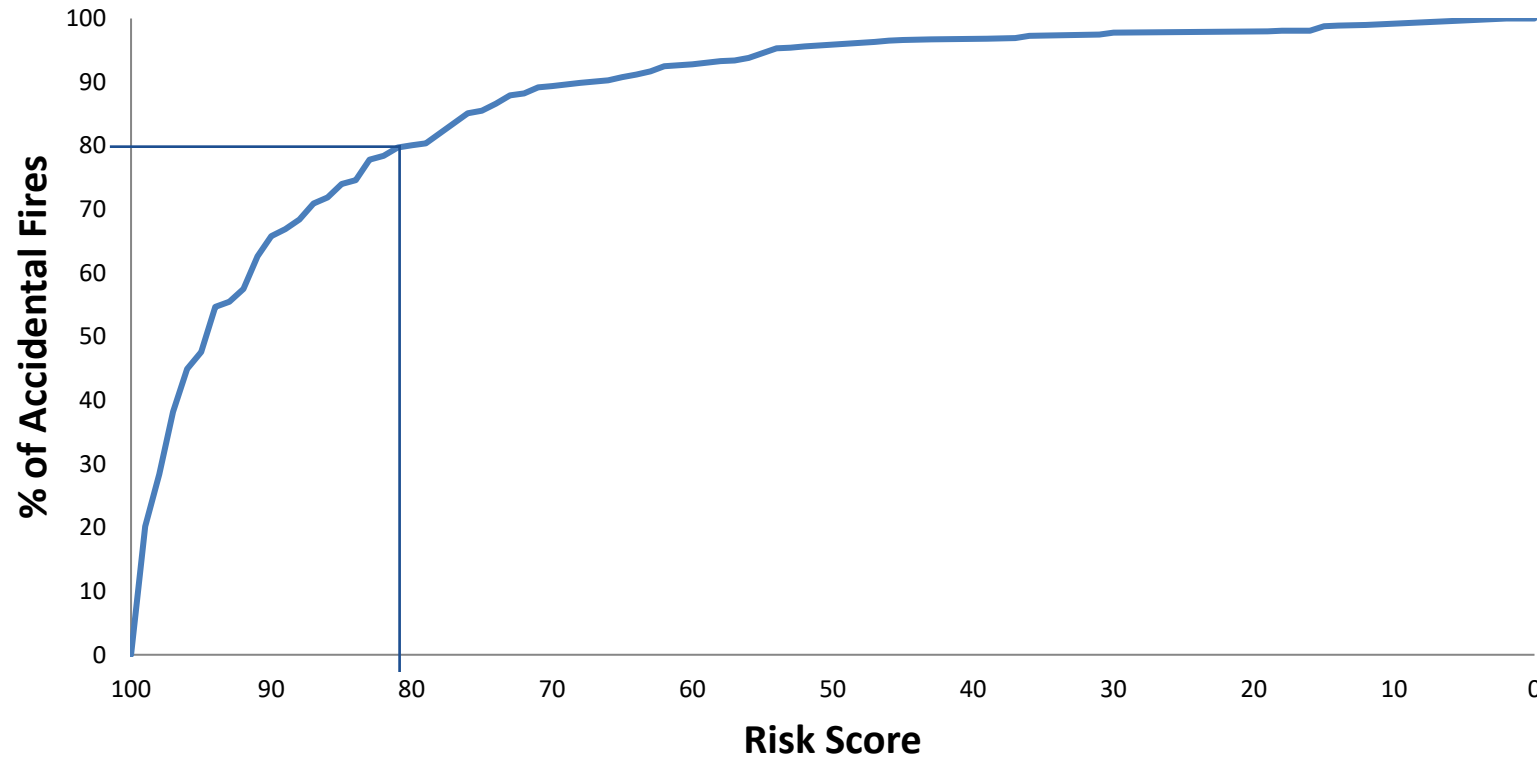
1. The presence of a large number of people
2. The presence of material or stock
3. Places where food is being cooked
4. The business Activity type
5. The Premise type



Incident Risk Score

The Results

When we arrange businesses by risk score we find that 80% of fires are found within the riskiest 20%



This pattern is found in every population we have tested:

- Originating service and
.. 12 subsequently tested services



Data that is typically provided

FRS Risk Score data blocks

FRS incident score

Score Components

Business Contact Data

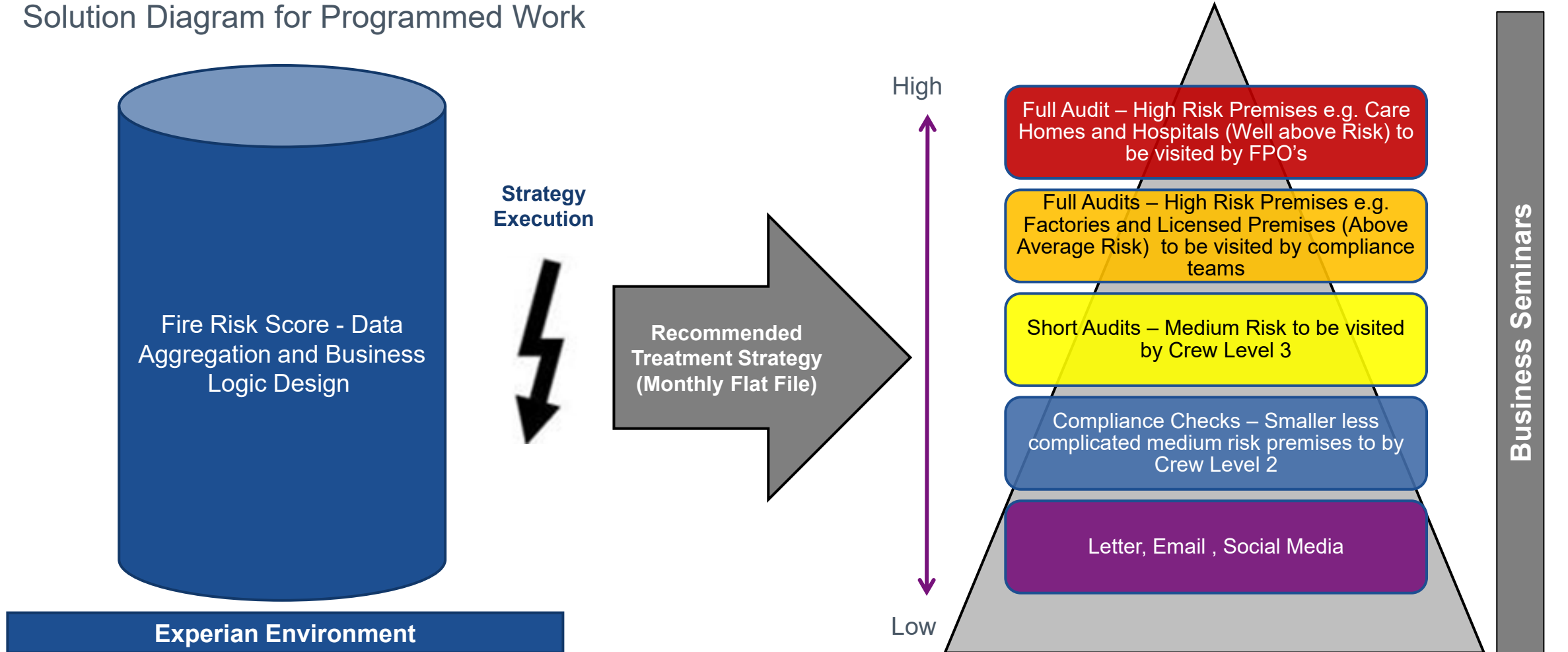
Higher risk flags

UPRN

Potential Implementation Strategy

How can the Incident Score be used?

Solution Diagram for Programmed Work





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