



Annual Awards 2011 Entry Form

Name of organisation **Tyne and Wear Fire and Rescue Service**

Contact name **Mark Hedley**

Job title **Corporate Development Manager**

Address **Tyne and Wear Fire and Rescue Service Headquarters**
Nissan Way
Barmston Mere
Sunderland SR5 3QY

Telephone no. **0191 4441599**

Email mark.hedley@twfire.gov.uk

Name of endorsing person **John Baines**

Job title **Area Manager, Community Safety**

Telephone no. **0191 4441580**

Email john.baines@twfire.gov.uk

Please tick the relevant box below to indicate which category you wish to enter

Risk Manager of the Year	<input type="checkbox"/>	People Risk	<input type="checkbox"/>	Community Risk	<input checked="" type="checkbox"/>
Operational Risk	<input type="checkbox"/>	Strategic Risk	<input type="checkbox"/>	Risk Management Young Achiever of the Year*	<input type="checkbox"/>

*Applicants for Risk Management Young Achiever of the Year should indicate their date of birth here:

N.B. If you wish to enter more than one category, a separate entry form is required for each category.

Please type your executive summary here. The summary should be no more than 500 words. Please use Arial font, size 11, at 1.5 line spacing. Use additional spacing between paragraphs.

Stay safe this
Bonfire Night...



2010 BONFIRE CAMPAIGN

Bonfire Night is one of the busiest for emergency services. Across Northumbria there were 50 injuries in 2006 and 10 in 2007. Tragically in 2005 there was one death. These deaths and injuries are preventable.

In 2008 almost 3,500 incidents of bonfire/firework related crime were reported.

Tyne and Wear Fire and Rescue Service worked with partners to deliver a proactive bonfire safety campaign in 2010 **with a significantly reduced budget**. Developed with partners it aimed to prevent deaths and reduce the number of injuries caused by bonfires and fireworks. Its objectives were to:

- Raise awareness of the dangers and consequences of the misuse/abuse of bonfires and fireworks.
- Encourage families to attend organised displays.

The target audiences for the campaign were:

- School children at greatest risk.
- Young people outside of mainstream education.
- Firework retailers.

The **education campaign** tasked local Prevention and Education teams to target five schools within each district and deliver the fire safety messages to pupils within the target age group. In reality, they visited more than the targeted number of schools and delivered assembly presentations.

These presentations included showing a specially commissioned hard-hitting film entitled “**The Journey of Connor Rowntree**”; this unique film highlighted the experience of Connor who suffered life-threatening 90% burns in 2009. Although not bonfire related, the intention was to highlight the potential devastating effects of burn injuries.

The PR campaign resulted in 25 press articles, 5 radio interviews, four TV interviews/footage and one specialist press article. A minimum of 589,000 people had the opportunity to read this coverage.

Arrangements were put in place for media representatives to accompany fire crews over the bonfire period which resulted in numerous articles generating positive publicity.

For the first time we undertook a **social media** campaign creating a **Facebook** page to engage with the target audience and offering safety advice, links to the DVD and enabling visitors to discuss bonfire and firework safety. Our Twitter page was used to publish bonfire-related ‘tweets’ comprising a mixture of news articles, links to safety advice and links to the Facebook page

The campaign was a great success and, on bonfire night, resulted in the following comparisons between 2009 and 2010:

- The number of calls taken reduced by **12%**.
- The total number of incidents attended decreasing by **1%**.
- The number of anti-social behaviour (ASB) bonfires attended decreasing from **83** to **75**.
- The Strategic Health Authority reported **3** bonfire/firework related injuries in A&E departments compared to **11**, a reduction of **73%**.
- No bonfire/firework related injuries reported at incidents that we attended.

During the bonfire period (1-6 November) we saw:

- A decline in number of calls taken from **1,305** (2009) to **1,141** in 2010.
- The total number of incidents attended decreasing by from **799** to **718**.
- The number of deliberate ASB secondary fires attended decreasing by **4%**.
- The total number of bonfire and refuse uplifts increasing by **195%**.
- A reduction in bonfire/firework related arrests of **29%**.



Executive Summary

Please write your main submission here. The submission should be no more than 1500 words. Please use Arial font, size 11, at 1.5 line spacing. Use additional spacing between paragraphs.

Stay safe this
Bonfire Night...



2010 BONFIRE CAMPAIGN

Need

Bonfire Night is one of the busiest for emergency services. Across Northumbria there were 50 injuries in 2006 and 10 in 2007. Tragically in 2005 there was one death. Based on 2007 Department for Transport figures each injury costs society £188,920 and a death costs £1.645m. These deaths and injuries are preventable.

In 2008 Northumbria Police recorded almost 3,500 incidents of bonfire and fireworks related crime.

Since 2004 Tyne and Wear Fire and Rescue Service and Northumbria Police and have been working in partnership to reduce firework and bonfire related crime and anti-social behaviour and prevent these injuries.

Approach

Having previously delivered successful campaigns, we worked with partners to deliver a proactive bonfire safety campaign in 2010 **with a significantly reduced budget**. This aimed to prevent deaths and reduce the number of injuries caused by bonfires and fireworks. Its objectives were to:

- Raise awareness of the dangers and consequences of the misuse/abuse of bonfires and fireworks, particularly:
 - Deaths and injuries.
 - Available powers and the will to prosecute for misuse of fireworks and illegal bonfires.
 - Financial cost e.g. damage to property.

- Encourage families to attend organised displays.

The target audiences for the campaign were:

- School children at greatest risk.
- Young people outside of mainstream education.
- Firework retailers.

Groups were established to effectively manage and deliver the campaign, including:

- The **Tactical Group** met monthly and developed campaign strategies. It coordinated internal procedures and practices to ensure we responded appropriately to the risk and guided local area meetings to ensure effective delivery. Intelligence was provided by our main partner, Northumbria Police.
- **Local Area Meetings** were set up by our five district Prevention and Education (P&E) teams aligned with the local authorities within Tyne and Wear. These meetings included local practitioners from partner organisations and delivered the strategies adopted by the tactical group. These groups collected and shared intelligence and in some areas, secured local funding in order to deliver on the ground. They ensured arrangements to deliver an effective uplift scheme to remove illegal bonfires from their communities.
- **Educational Resources Group** was set up in response to recommendations from previous campaigns which recommended updating our educational resources. The group considered various options before deciding to produce an educational DVD.

The **education campaign** ran throughout October and continued until Bonfire Night. Local P&E teams were requested to target five schools on a risk basis within each district and deliver the educational messages to pupils within the target age group. Schools were targeted based on the number of anti-social behaviour fires which had occurred within 1,000m of the school. Professional knowledge of district P&E teams and statistics from previous incidents were considered.

In reality, P&E teams visited more than the targeted number of schools and delivered assembly talks. The key messages were:

- The economic, legal and moral consequences of the misuse of fireworks/bonfires.
- The dangers of fireworks and bonfires.
- That attacks on emergency workers would not be tolerated.

- To encourage young people to attend organised displays.

A key resource utilised was the Connor Rowntree story. Young people were shown the DVD and given bonfire and firework safety messages. Youth Offending Teams and Safeguarding Children Boards were given copies of the DVD.

Resource packs were sent to all schools and was available for download from the campaign website.

Posters and leaflets were distributed amongst various local community outlets and featured an image of a burn injury, key safety messages and the website address to encourage people to visit the site for further safety information.

Our **public relations** campaign had at least one topical press release each week to promote the campaign. We issued press releases and diary notes to the media and produced joint press releases with partners.

Local TV News spent part of a shift with crews from a Community Fire Station. Journalists accompanied crews on Bonfire Night and with another at Control to experience how busy we were on Bonfire Night.

Our website had a dedicated section and included:

- Details of organised displays.
- Safety advice.
- Advice on organising a display.
- The law surrounding bonfires and fireworks.
- Educational resources for download
- Links to partner websites.
- Young persons section with links to games.

The website address was published on all marketing materials and press releases.

Innovation

The intense nature of the risk in this area meant it was crucial to develop an innovative approach to tackle it. We chose to try new approaches to gain attention from our target audience.

We worked with Connor Rowntree and his family to produce an educational DVD. Entitled “**The Journey of Connor Rowntree**”, the unique film highlighted the experience of Connor who suffered horrific, life-threatening 90% burns in an accidental fire in 2009. Although not bonfire related, the intention was to highlight to young people the potential devastating effects of burn injuries on themselves and their families.

This was a step change to the delivery of fire safety messages. In the past we had visited schools and instructed young people. This hard-hitting film allowed them to form their own opinions. The film has received over 2,400 views on YouTube and was shown in schools across the region by the P&E department.

For the first time we undertook a **social media campaign** creating a **Facebook** page to engage with the target audience and offering safety advice, links to the DVD and enabling visitors to discuss bonfire and firework safety.

This attracted 196 people who ‘like’ the page (anyone can view the page but people who click the ‘like’ button join receive direct updates of our page’s activity). There were 3,321 page views, 57 comments, links and messages from Tyne and Wear Fire and Rescue Service and eight comments from members of the public. There were 11 ‘likes’ of our comments.

Our **Twitter** page (with 476 ‘followers’) was used to publish 53 bonfire-related ‘tweets’ comprising a mixture of our news articles, links to safety advice, links to the Facebook page and ‘retweets’ (forwarding a message from another Twitter user) of other fire and rescue services’ and partners’ messages. We responded to six bonfire-related questions via Twitter.

Partnership Working

The campaign would not have been as successful if it had not been delivered in partnership particularly with Northumbria Police and local authorities.

Partners were represented in all working groups and their contributions were wide ranging including **local authority** bonfire uplift schemes, which involved the removal of fuel such as refuse, furniture, and wheelie bins. Uplifting illegal bonfires (prior to ignition) and combustible materials **clearly reduces risks** to the community and firefighters.

Staff at our interactive safety centre worked with **Northumbria Police** to deliver the programme to targeted excluded young people throughout Tyne and Wear and Northumberland. Working in partnership with **Pupil Referral Units** fire service and police safety messages were delivered to

165 young people who would not have otherwise received this training.

The public relations campaign worked in partnership with local newspapers, radio stations and TV channels resulting in 25 press articles, five radio interviews, four TV interviews/footage and one specialist press article. At least 589,000 people had the opportunity to read the coverage.

An interview with a senior officer and additional time broadcasting safety messages on **ITV Tyne Tees** on 4/5 November for approximately ten minutes would have cost £66,000 if it had been paid for. Further publicity was supplied through coverage in partners' community magazines.

Impact

Our campaign was a great success. It caught the attention of the community, staff and the press and achieved all of its aims and objectives.

The number of calls taken by Control on Bonfire Night compared to 2009 decreased by 12%. Between 2006 and 2010, the general yearly trend had been decreasing but in 2009 the number of calls had increased.

The number of calls taken in the bonfire period (1 – 6 November) decreased by 13% compared to the previous year and was the lowest figure for 11 years.

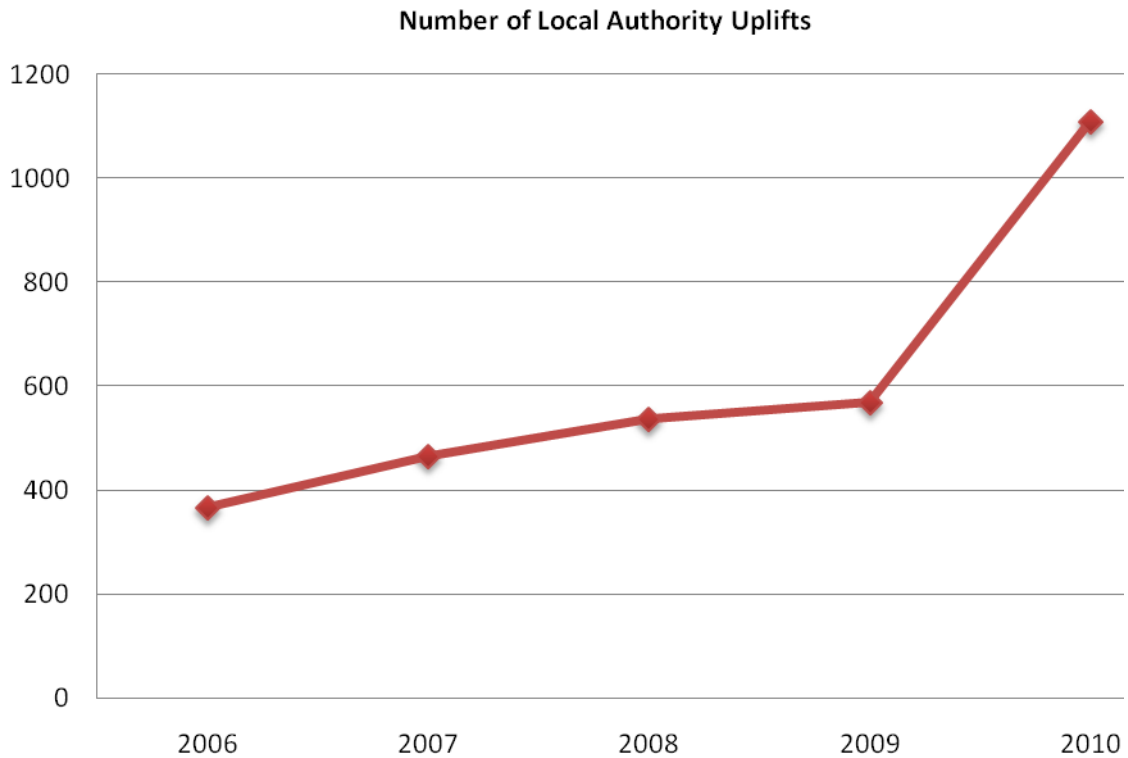
There were **no bonfire/firework related injuries** reported at any of the incidents we attended in 2010. We attended 10% fewer incidents in the bonfire period and attended 1% less on Bonfire Night.

Particularly **noteworthy** is the 10% decrease in anti-social behaviour bonfires on Bonfire Night.

Northumbria Police reported a decrease in bonfire/firework related incidents:

Bonfire and Firework Related Incidents	2009	2010	09 - 10 % change
Recorded firework incidents	528	455	-14%
Recorded bonfire incidents	504	476	-6%
Arrests relating to bonfires/fireworks	17	12	-29%

Local authority partners carried out 195% more bonfire/inflammable material uplifts, this equates to the community saving £2,218,000 based upon the Government's estimate of £2,000 per deliberate secondary fire:



Perhaps the greatest impact was the Connor Rowntree Story. Feedback from young people was **extremely positive** and indicated that viewing the film had a huge impact on them and would influence their behaviour. The video attracted over 2,500 views during the campaign period.

The video was a focal point the social media campaign and was useful for partners and online news sites to embed into their web pages.

These steps indicate that this campaign has made a positive contribution to our vision of **'Creating the Safest Community'**.



Main Submission



Main Submission