

TYNE AND WEAR FIRE AND RESCUE AUTHORITY

MEETING: 3 NOVEMBER 2008

SUBJECT: BONFIRE AWARENESS CAMPAIGN AWARDS

REPORT OF THE CHIEF FIRE OFFICER

1. INTRODUCTION

1.1 The purpose of this report is to inform Members of the success of the 2007 bonfire awareness campaign at the Chartered Institute of Public Relations (CIPR) national marketing awards ceremony, and of the launch of the November 2008 bonfire awareness campaign.

2. BACKGROUND

2.1 In 2007 Tyne and Wear Fire and Rescue Service led the bonfire awareness campaign in conjunction with colleagues from Northumbria Police, Northumberland Fire and Rescue Service and the NHS.

2.2 Under the heading, 'Fireworks and Bonfires Ruin Lives in a Flash', the campaign included TV and radio advertisements, posters, leaflets and liveried vehicles, all carrying dramatic safety messages. A post-evaluation survey demonstrated that the campaign had been very successful in reducing the number of bonfire/firework related injuries, and the number of emergency calls received by Tyne and Wear Fire and Rescue Service. It also resulted in a reduction in the number of attacks on firefighters.

Overall, compared to 2006, between the 1st and 6th of November 2007, the campaign resulted in the following:

- 13% reduction in the number of calls to Tyne and Wear Fire and Rescue Service's Control Room
- 29% reduction in the number of bonfires attended in Tyne and Wear
- 7% fall in the number of anti-social behaviour fires attended by Tyne and Wear Fire and Rescue Service and a 30% reduction by Northumberland Fire and Rescue Service.
- 39% drop in attacks on firefighters in Tyne and Wear.
- 80% drop in bonfire related injuries between 8 October - 12 November

3. THE AWARDS

- 3.1 In addition to having a significant beneficial community safety impact, the 2007 campaign has also won a number of awards for its innovative and influential nature. The most prestigious of these has been the recent award of 'Best Integrated Campaign in the 2008' at the Chartered Institute of Public Relations (CIPR) Excellence Awards ceremony.
- 3.2 It is believed this Authority is the first Fire and Rescue Authority in the country to have won a CIPR national award. The announcement was made at a special awards ceremony on 15 September 2008.
- 3.3 It is also worth noting that the television advertisement that formed part of the overall bonfire awareness campaign has also been awarded a Gold Award for Best TV Commercial and Best Low Budget TV Commercial in the 'Fresh Big F' Creative Awards on 25 September 2008.

4. 2008 BONFIRE MARKETING CAMPAIGN

- 4.1 The 2008 bonfire campaign is currently underway and, once again, it is built on a partnership approach with Tyne and Wear Fire and Rescue Authority being the lead partner.
- 4.2 Launched at Safetyworks on 14 October it includes the TV advertisement, posters and leaflets, and vehicle liveries that were used so successfully in 2007. Members will be informed of the effectiveness of the 2008 campaign at its conclusion.

5. HEALTH AND SAFETY IMPLICATIONS

- 5.1 There are no health and safety implications related to this report.

6. RISK MANAGEMENT

- 6.1 There are no risk management issues associated with this report.

7. EQUALITY AND DIVERSITY

- 7.1 There are no equality and diversity issues associated with this report.

8. FINANCIAL IMPLICATIONS

- 8.1 The funding for the 2008 bonfire awareness campaign is contained within the Authority's 2008/2009 revenue budget.

9. STRATEGIC PLAN LINK

- 9.1 The Bonfire campaign is aimed at achieving Strategic Plan Goal 1 'To prevent loss of life and injury from fires and other emergencies.'

10. RECOMMENDATIONS

10.1 The Authority is recommended to:

- a) Note the contents of the report.

BACKGROUND PAPERS

The undermentioned Background Paper refers to the subject matter of the above report:

- Bonfire and Fireworks Campaign Evaluation Report 2007 – ‘Fireworks and Bonfires ruin lives in a flash.’