





BrightSparx 2020



INTRODUCING OUR COVID SAFE

Fire safety education can now come to you live, online and to multiple groups at a time through Microsoft Teams.

You can book onto one of these **FREE** sessions by emailing your contact details and choice of session to: preventionsupport@lancfirerescue.org.uk

Sessions are between 30 and 45 mins


If your school does not have access to Teams or you have any questions please email the address above for assistance.

Session Delivery Times

Thur 15/10	10:15	12:35
Fri 16/10	09:15	11:15
Mon 19/10	11:15	14:15
Tues 20/10	10:15	12:35
Wed 21/10	09:15	11:15
Thur 22/10	11:15	14:15
Fri 23/10	10:15	12:35
Mon 2/11	10:15	12:35
Tues 3/11	09:15	11:15
		14:45
Wed 4/11	10:15	12:35

Please register/ dial in 15 mins beforehand as the sessions will start at the time stated.

www.lancfirerescue.org.uk




Love 'em OR Loath 'em

The fact is that fireworks scare many animals. Please think twice about the when and the where you choose to set off your fireworks.

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Strategic Objectives

- Maximise public and responder safety
- Target resources at areas of greatest risk and demographic groups most at risk based on data and incident intelligence
- Increase target audience awareness of Bonfire and Firework Safety
- Ensure legal compliance regarding safe storage and sale of fireworks
- Identify and work closely with appropriate partners
- Reassure members of the public who may be concerned over this period that LFRS is pro-active in managing the risks associated with Firework and Bonfire related activity, whilst also recognising that to many the period is one of celebration



Media Campaign

- Viewed as being more essential than ever due to limited opportunity for face to face engagement / education
- Challenging work finding 'airtime' in the midst of a pandemic
- Maximised opportunity generated by Covid to work with LRF partners
- Data led with clear target groups and calls to action
 - Accidental fires – families
 - Illegal firework purchase – young people, young adults and parents
 - Anti-Social Behaviour – young people (mainly males)
 - Breaking Covid Rules – all age groups
- Co-ordinated approach across multiple platforms including website, Council Digital Screens, Twitter, YouTube and Instagram
- Starting on 14th Oct with National Burns Awareness Day
- Included Halloween (sparkler and costume hazards)
- Included Diwali & work with a Social Media Influencer
- Virtual Bonfire Night YouTube event – Diversionary tactics



Prevention & Education

- Service wide strategy backed up by local, District level, tactics
- Virtual Library refreshed with current and relevant material aligned to target groups and ongoing Covid compliance campaign
 - Allows local staff to grab corporate material and use locally
 - Used by Fire Cadets and Princes Trust to assist Youth Engagement
- Environmental Visual Audits (EVAs) by Crews linked to waste (fuel) removal work with District Council Street Clean & Cleansing Teams
- Local engagement where Covid rules allowed and by using innovative and reaching method e.g.
 - CSA Faz Patel on Pendle Radio
 - Brightsparx education looping video played in entrances to Schools / Mosques
- Brightsparx Education packages for Key Stage 2 and 3
 - Moved to a digital delivery platform (MS Teams)
 - Booked using Eventbrite
 - Promoted via LRF Education Group and Social Media



Protection

- Service wide strategy backed up by local, District level, tactics
- List of Firework storage and retail sites from Trading Standards, updated regularly as this changes throughout the period
- Risk Information added to Fire Appliance Mobile Data Terminals
- Protection Fire Safety Inspectors undertook targeted audits of premises presenting greatest risk i.e. those with;
 - history of poor fire safety compliance
 - A sleeping risk above
 - evidence of non-compliance shared by Trading Standards



Response

- Well rehearsed annual plan in conjunction with LanCon and N WAS
- Multiagency cars in each Area deployed based on historical data and current intelligence over 4 nights predicted to have highest activity
- Command Support Room staffed at LFRS SHQ
- Multi-agency co-ordination at Greenbank Police Station
- LFRS Managers co-located in NW Fire Control
- Deployed to small fires in lieu of appliances to triage response and maintain fire appliance availability for genuine emergencies
- In total the vehicles responded to 67 incidents:
 - Eastern and Pennine 55
 - Southern 6
 - Central 5
 - Northern 1



Debrief & Analysis

- Essential to maintain effectiveness
- Used to inform following years plan
- Objective Data (form Corporate Intelligence Team, SHE and Comms)
- Subjective feedback (from staff who contributed)
- Output data contributes to normal performance reporting cycle
- Meets an improvement area cited by HMICFRS

- Each Sub-Group undertook its own debrief
- Overall debrief operated in College of Policing Style
- Improvement areas and good practice identified and reported to Prevention & Protection Task Group
- Improvement items stored ready in Campaign folder ready for 2021..

- Learning will feed into Covid Innovation e.g. Digital Schools Delivery



Performance Outcomes

- Overall, the 230 media articles reached 9.23 million people and had 83% positive sentiment.
- Advertising value equivalent of £132,000.
- The virtual Bonfire Night hosted live on the Service's Facebook and YouTube page
 - reached over 270,000 people from the UK and abroad.
 - Almost 4000 comments and messages were received from people thanking everyone involved and saying how much they enjoyed it.
 - Over £1800 was raised for the FF Charity.
- Digital School Education Sessions
 - KS2 - 52 schools (12 sessions) - 4,390 pupils
 - KS3 - 18 schools (26 sessions) - 6,425 pupils
 - Total - 70 schools (38 sessions) - 10,815 pupils
 - 50% of schools provided feedback - 90% of respondents grading the sessions as good or outstanding

Performance Outcomes

- Lowest number of ASB fires in five years

ASB FIRES DURING BRIGHT SPARX PERIOD				
2016/17	2017/18	2018/19	2019/20	2020/21
365	290	259	217	192

- Increase in accidental secondary fires (no damage to property)

SECONDARY FIRES WITH AN ACCIDENTAL CAUSE				
2016/17	2017/18	2018/19	2019/20	2020/21
143	139	142	120	179

- Casualties (incidents LFRS attended) remain at low levels

PRIMARY FIRES AND CASUALTIES						
	2016/17	2017/18	2018/19	2019/20	2020/21	Total
Injuries	0	2	0	2	1	5

- Attacks on Firefighters

ATTACKS ON FIREFIGHTERS						
	2016/17	2017/18	2018/19	2019/20	2020/21	Total
Injuries	2	8	6	3	4	23



Questions?