



Lancashire Fire
and Rescue Service

2021 Bright Sparx Campaign



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What is Bright Sparx?

- Campaign around Bonfire night period
- Data driven following the principles of Equality Impact Assessment
- Multi faceted – Prevention, Protection, Response, Preparation, Corporate Communications
- Multi agency – Local Authorities, Police, NWAS, Community Groups



Objectives

Objectives for the 2021 campaign included;

- Maximise public and responder safety
- Encourage public to attend LFRS Virtual Fireworks event or public events
- Target resources at areas of greatest risk based on incident intelligence and data
- Address legal compliance regarding safe storage and sale of fireworks
- Identify and work closely with appropriate partners to reduce risk and provide effective and safe response
- Public reassurance



We Delivered

- Bright Sparx education package virtually to 12,505 learners and in person to 4,683 learners
- Working in partnership with local authorities to remove waste alongside arson vulnerability assessments for derelict buildings
- Joint working between LFRS and trading standards – 164 premises recorded and followed up regarding firework storage
- 5 Multi agency assessment vehicles supported by additional flexi duty officers
- Working with the media and using social media sharing safety messages that reached over 3 million people

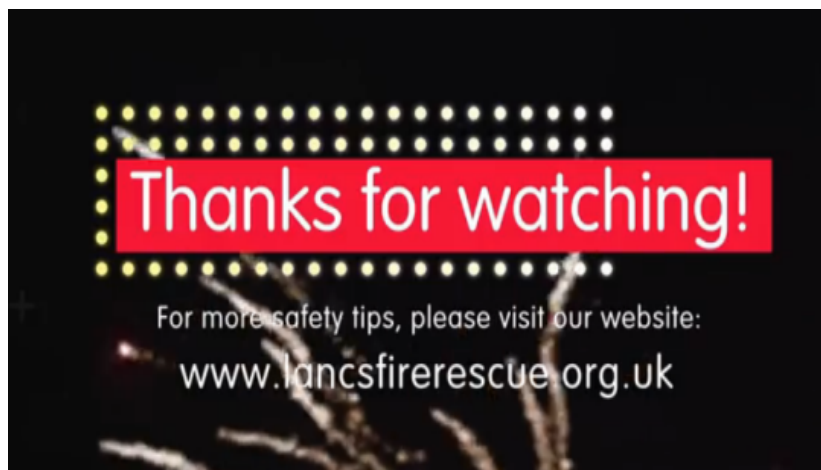


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Virtual Fireworks Event

Building on the success of the virtual bonfire in 2020 when, due to the pandemic, there were no organised displays we streamed a fireworks display

The video was broadcast as live on both Facebook and YouTube and reached over 20,000 people





Outcomes

Anti-social behaviour fires during the 2021 Bright Sparx campaign recorded the lowest number over the last 5 years.

2017	2018	2019	2020	2021
290	260	217	197	138

This is a 29.9% decrease over the previous year and a 52.4% decrease over the 5 year high of 290 recorded in 2017.



Attacks on Firefighters

- Numbers of attacks to firefighters over the bonfire night period has decreased over the last 5 years

2017	2018	2019	2020	2021
8	6	3	4	3



What is Next?

- Debrief and evaluation of 2021 campaign will provide the basis for the 2022 campaign
- We will ensure the campaign continues to be data driven to use our resources to best effect
- Planning will be starting soon



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Thank you for listening

Any questions?

