

## INFORMATION PACK

### REPORT OF THE CHIEF FIRE OFFICER

**For Information**

#### 1. NATIONAL JOINT CIRCULARS

**Pay Award 2020** - Appendix 1

#### 2. CAMPAIGNS

##### 2.1 **Safer Roads: Be Safe Be Seen**

This campaign runs throughout November and focuses on Road Safety for all road users. It incorporates BRAKE road safety week. The campaign will take a multi-channel approach and includes a range of advertising and three bespoke animations we have created.

Part of this has been a giveaway of free hi-vis light up reflectors for walkers, runners, cyclists, pedestrians and even dogs to use to help them be safe and be seen. We have had unprecedented demand with thousands of people getting in touch. We also used the opportunity to send out our Safer homes advice cards with the reflectors - a great chance to share some further safety advice while the public are receptive to CFB. This initiative has been fantastic in supporting us engaging with our communities.

##### **Safer Homes: Stay Safe and Warm Campaign:**

This annual campaign (1 October – 31 March) supports communication of our Stay Safe and Warm project to loan heating equipment to residents in need across Cleveland (subject to an initial assessment). It will take a multi-channel approach.

##### **Safer Homes: Festive Fire Safety Campaign**

This campaign will run 30 November to the 4 January and will focus on reducing accidental fires in the home. The main causes of home fires last December were cooking related with dirt and distraction being the main causes. We are already experiencing an increase in ADF's this year so we want to keep our communities safe by changing their behaviour to avoid having a fire.

The safety advice is to keep it clean and keep focus whilst cooking and calls to action are to contact us for a Safer Homes visit or take advantage of our new online Safer Homes Assessment facility. We will be using a range of channels to reach our target audience digital, print (various publications) display advertising and local radio.

**2021 Profile raising campaign**

We are looking to launch a profile raising campaign end of January beginning of February which will focus on informing our communities about the services we offer and giving them opportunities to feedback.

**2.2 National Campaigns**

The Brigade will support a range of national campaigns and awareness days including:

- NRSP Driving under the influence (December)
- NFCC Smoke alarm purchasing month (January)
- NRSP Speed awareness (January)
- NFCC Cooking Fire Safety month (February)

**IAN HAYTON**  
**CHIEF FIRE OFFICER**