

INFORMATION PACK

REPORT OF THE CHIEF FIRE OFFICER

**For Information**

1. CAMPAIGNS

Summer Campaign (Safer Neighbourhoods)

Launched in early July, our annual Summer Campaign promotes safer neighbourhoods by raising awareness of key seasonal risks. The campaign focuses on reducing deliberate fires, which often increase during the warmer months, while also encouraging the public to take extra care to prevent accidental fires when spending time outdoors.

The campaign will also place an enhanced focus on water safety, reinforcing the importance of staying safe around open water during the summer months.

Through a mix of digital content and community engagement activities, we will work alongside our partners to share practical prevention advice, encourage positive behaviours and help reduce avoidable incidents across our communities.

Key messages will include:

- The dangers of deliberate fire-setting.
- Staying safe around open water and understanding the risks.
- Responsible use of barbecues and outdoor cooking equipment.
- Safe disposal of smoking materials.
- Respecting natural spaces and helping to prevent wildfires.
- Reporting deliberate fire-setting and anti-social behaviour anonymously through FireStoppers.

The campaign will highlight how both deliberate and accidental fires, as well as water-related incidents, can have devastating consequences, divert emergency resources and place lives at risk.

Fireworks Campaign (Safer Neighbourhoods)

Launching in October, our annual Fireworks Campaign will focus on promoting safer neighbourhoods by raising awareness of key seasonal risks during the autumn months. As darker nights draw in and Halloween and Bonfire Night approach, the campaign will aim to reduce deliberate fires, anti-social behaviour and firework-related incidents, while encouraging the public to celebrate safely and responsibly.

The campaign will bring together vital fire safety and community safety messages through a mix of digital content, school visits and local engagement activities. Working alongside our partners, we will share prevention advice, encourage positive behaviour and help reduce avoidable incidents across our communities.

Key messages will include:

- The safe use of fireworks and bonfires
- Encourage the attendance to organised displays where possible
- Respect emergency services and local communities
- Protect pets and vulnerable people
- Report deliberate fire-setting and anti-social behaviour anonymously via FireStoppers.

Stay Safe and Warm

Now in its 18th year, the Stay Safe and Warm Campaign will run from October until March, helping residents across Cleveland stay safe, warm and well throughout the colder months. The campaign focuses on supporting vulnerable members of our communities by reducing the risks associated with winter, while providing practical advice and equipment to help people remain safe and independent in their homes.

The Brigade will support a range of national campaigns, awareness days and join local events including:

- 24/7 Samaritan's Awareness Day (24 July)
- National Drowning Prevention Day (25 July)
- NFCC Cooking (July)
- NFCC Outdoor Fire Safety (August)
- NFCC Chimney Fire Safety Week (1-7 September)
- Emergency Service's Day (9 September)
- Fire Door Safety Week (22-26 September)
- World Heart Day (29 September)
- National Burns Awareness Day (15 October)

SIMON WEASTELL

Interim Chief Fire Officer