INFORMATION PACK

REPORT OF THE CHIEF FIRE OFFICER

For Information

1. EMPLOYERS CIRCULARS

EMP/7/19 – Employer & Advisory Forum Representation 2019/20

2. NATIONAL JOINT CIRCULARS

NJC/5/19 - Early May Bank Holiday - 2020
NJC/6/19 - Annual Report of the Independent Chair 2018-2019

3. CAMPAIGNS & EVENTS

3.1 Festive Fire Safety Campaign

The Brigade's Festive Safety Campaign will run from 26 November to 6 January and has strands to cover each of our key areas:

Safer Homes
Our statistics show that the majority of Accidental Dwelling Fires in December 2018 were kitchen/cooking related so the safer homes festive campaign will focus on these issues taking a multi-channel approach. The focus of which are short 40-70 second films demonstrating key messages around kitchen safety (Don't drink and cook; Stand by your pan; Keep it clean; Dust it test it) which are performed by the children of Sacred Heart Primary School and the Northern School of Music drama club, both in Hartlepool.

Safer Roads
The Brigade will be supporting Cleveland Police and the Road Safety Partnership throughout December sharing key messages about driving and drink driving/morning after.

Safer Buildings
The Brigade will be supporting the national Small Business Saturday campaign on 7 December which encourages people to shop with smaller businesses and using this as an opportunity to remind small businesses of the fire safety advice and support we have available. We will also be working with the fire engineering team to promote key messages to businesses around storage of stock and waste, security and escape routes.

Safer Neighbourhoods
The Brigade will be issuing reminders regarding storage of waste and changes to collection dates for rubbish over the festive period – highlighting it as a potential source of fuel for deliberate fires.

3.2 Stay Safe and Warm Campaign

This campaign continues to run throughout the period supporting those living in Cleveland who have issues with their heating (subject to an assessment).

3.3 Retained Recruitment Campaign

The Brigade will be running a multi-channel campaign to recruit new on-call firefighters from the end of December until the middle of January. This includes advertising with Zetland FM and a Facebook live drop-in for drill night event as well as a range of other print and digital support. Retained firefighters will also be visiting key areas across the region to talk to the public about their roles.

3.4 National Campaigns

The Brigade will be supporting a range of national campaigns and awareness days over the coming months including:

- Small Business Saturday (7 Dec)
- NHS Stay Well this Winter
- NRSP Alcohol and Drugs while driving
- NFCC smoke alarm purchasing month (Jan)
- NFCC register my appliance day (16 Jan)

IAN HAYTON
CHIEF FIRE OFFICER