



DEVON & SOMERSET FIRE & RESCUE AUTHORITY

REPORT REFERENCE NO.	CSCPC/12/4
MEETING	COMMUNITY SAFETY AND CORPORATE PLANNING COMMITTEE
DATE OF MEETING	5 OCTOBER 2012
SUBJECT OF REPORT	DSFRS POSITION IN RELATION TO THE FIRE KILLS CAMPAIGN ANNUAL REPORT 2011/12
LEAD OFFICER	DIRECTOR OF SERVICE SUPPORT
RECOMMENDATIONS	That the report be noted.
EXECUTIVE SUMMARY	<p>Devon and Somerset Fire and Rescue Service strategy for community engagement is data lead and target driven. Any community safety activity is relevant to the risks in communities we serve.</p> <p>DCLG have recently published the Fire Kills Annual Report 2011/12. This report provides an overview of Fire Kills related activity and their relationship and comparison to the activities delivered by DSFRS over a similar reporting period.</p>
RESOURCE IMPLICATIONS	None
EQUALITY IMPACT ASSESSMENT	None
APPENDICES	None
LIST OF BACKGROUND PAPERS	<p>Fire Kills Campaign Annual Report 2011/12 http://www.communities.gov.uk/documents/fire/pdf/2213713.pdf</p> <p>Devon & Somerset Fire & Rescue Service Annual Report 2011/12 http://www.dsfire.gov.uk/AboutUs/WhoWeAre/OurPerformance/Index.cfm?siteCategoryId=2&T1ID=9&T2ID=231</p>

1. **INTRODUCTION**

- 1.1 The Fire Kills campaign is delivered through the Department for Communities and Local Government (DCLG) in partnership with fire and rescue authorities across England.
- 1.2 Our strategy for community engagement is data lead and target driven which means our campaigns are relevant to the risks in Devon and Somerset. Our Annual Report 2011/12 illustrates a range of activities used across the service over the last year. Although Fire Kills campaigns featured in some activity, by comparison DSFRS have delivered a greater number of more targeted initiatives over a similar reporting period.
- 1.3 The Chairman of DSFRA directly supports Fire Kills having been appointed as the Fire Ministers Advocate for the campaign in relation to fire safety for tenants in rental property. The Chairman has featured in a successful safety video campaign and the role provides opportunities to influence improved safety in the housing sector both locally and nationally.
- 1.4 In March 2012 the Fire Minister confirmed continued support for Fire Kills for 2012/13.
- 1.5 The service continues to recognise and exploit the benefits of aligning with and supporting the Fire Kills campaign where this assists in targeting those identified as being at risk. Where the message Fire Kills is delivering is outside of our target activity it does continue to provide a method at nil cost to the service for the delivery of fire safety information using a wide range of popular media.

2. **NOTABLE SAFETY CAMPAIGN ACTIVITY DELIVERED BY DSFRS IN 2011/12**

- 2.1 The following list outlines some of the notable DSFRS campaigns delivered over 2011/12:
- April - Safety advice issued to thatched property owners after attending three incidents in such properties in one weekend.
 - May – Boat safety week supported, although the number of fires in coastal waters is low, the potential impacts are devastating.
 - June – The Chairman of DSFRA became the Fire Ministers Advocate for the Fire Kills campaign in relation to fire safety. Tenants in rental property are at greater risk of fires in their homes and the Service is leading the development of a national product to engage with landlords and tenants.
 - July – Smoke alarm maintenance was highlighted. Although smoke alarms are installed in the majority of homes, evidence suggests they are not being checked and maintained rendering them useless. We reminded people to check and maintain their alarms on a regular basis.
 - May to September – Recreational activities should be fun and safe. We provided safety advice on issues such as barbecues, camping and caravanning.
 - October – We aligned with the Fire Kills campaign to promote the checking of smoke alarms at the end of British Summer Time.
 - November – The first of three planned Participatory Budgeting events, the first to be delivered by any UK fire and rescue service. Communities identified community safety issues in their area and made a bid for funding to support their local delivery.

- December – Our safer Christmas campaign delivered messages to ensure the public had a safe and happy Christmas.
- January – Our first Phoenix/Job Centre Plus pilot programme was delivered. It has gone on to receive national acclaim and ministerial support.
- February – The successful prosecution of an arsonist led him receiving a custodial sentence. We used the media coverage of this case to highlight the risks associated with arson and the problems it creates for society.
- March – In an activity supported by our Joint Venture Company (FalckDS) we delivered a rural community engagement event targeted at farmers on remote Exmoor. The event raised awareness of the issues associated with rural fires and attendees were able to receive fire extinguisher training.

3. **OTHER ACTIVITIES**

3.1 In addition to campaigns we delivered a wide range of preventative activity planned and delivered against local community plans. Such activities include;

- Education programmes delivered with and by schools.
- Junior life skills programmes in partnership with the Police and Ambulance services.
- Firesetter intervention activities.
- Cadet schemes both fire and joint 999 schemes.
- Firebreak delivered with and for schools.
- Learn to Live, Honest Truth and Sixty Plus road safety programmes.
- Home safety visits.

4. **CONCLUSION**

4.1 The DCLG Fire Kills annual report for 2011/12 provides details of nationally lead campaign activity worthy of credit. By comparison, the DSFRS annual report for the same period demonstrates that the Service exploits the benefits associated with aligning to Fire Kills activity although in practice we deliver an increased number and a far broader range of campaigns with specific focus on the risks and issues associated with the communities across Devon and Somerset.

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Director of Service Support