



Community safety engagement programmes

October 2012



South Yorkshire
Fire & Rescue

WORKING FOR A SAFER
SOUTH YORKSHIRE

Introduction



I hope that this brochure will provide a valuable insight into an aspect of Fire and Rescue Service work that may not automatically spring to mind when you hear the term ‘fire and rescue’. Responding to emergency situations will always be a core part of our role but what is also becoming increasingly important is the work we do alongside our partner organisations to prevent incidents before they occur.

We’ve taken an innovative approach to our community safety and educational work. Putting firefighters into classrooms, running courses for young offenders and delivering ‘Crucial Crew’ events at our Lifewise Centre are just some of the ways we’re engaging with young people. We’ve shown that in addition to fire prevention work, our organisation plays a key role in reducing antisocial behaviour, enhancing the skill sets of young people and giving valuable safety advice.

One look at our recent achievements will evidence the positive impact this community safety work is having, with huge reductions in deliberate fires, accidental house fires and road traffic collisions. I’m extremely proud of the contribution our organisation is making towards keeping South Yorkshire’s communities safe, and I consider that it is vital that we continue to play a leading role in this work.

Jamie Courtney
Chief Fire Officer & Chief Executive



We have made huge strides in improving public safety across the county because of the strong emphasis we place on community safety and engagement work.

The strong links we have forged with schools, businesses, community groups and partner organisations are now more important than ever to our success because, despite the huge financial pressures we face, it is absolutely essential that we continue to provide guidance and support to our communities.

I have been fortunate enough to see first-hand some of the community and youth engagement work carried out at our fire stations and elsewhere. I always find it so encouraging to hear from some of those involved – parents, teachers, schoolchildren, carers and firefighters – about what a positive impact our efforts can have.

Our firefighters and community safety teams are in a unique position in terms of the value that they can add to the prevention agenda, and the value that so many people place upon them. We must continue to use their skill, knowledge and expertise in the best possible way.

Councillor Jim Andrews
Chair of South Yorkshire Fire Authority

Our Priorities & Achievements

Protection and prevention - are the key to maintaining South Yorkshire as a safe place to live and work. We are committed to providing education and advice to all communities in South Yorkshire, to reduce the likelihood of emergency incidents arising. Working with our partners we will pursue initiatives and strategies aimed at improving community resilience and quality of life.

SYFR Priorities

Our priorities have been developed following consultation with staff and the public, along with input from officers and fire authority members. We have listened to feedback so our priorities reflect what our staff and the public said should be our key areas of focus:



- **Making People Safer – working to prevent emergencies**
- **Responding to Emergencies – effectively and safely**
- **Valuing People – those we serve and employ**
- **Maximising Efficiency – making our resources go further**

National Framework Document 2012

A revised version of the ‘Fire and Rescue National Framework for England’ was published in July 2012 by The Department for Communities and Local Government.

This document sets out the guiding principles for the Fire and Rescue Service and states the priorities for fire and rescue authorities are to:

- **identify and assess the full range of foreseeable fire and rescue related risks their areas face, make provision for prevention and protection activities and respond to incidents appropriately**
- **work in partnership with their communities and a wide range of partners locally and nationally to deliver their service**
- **be accountable to communities for the service they provide**

Fire Service Act 2004

1. A fire and rescue authority must make provision for the purpose of promoting fire safety in its area.
2. In making provision under subsection (1) a fire and rescue authority must in particular, to the extent that it considers it reasonable to do so, make arrangements for -
 - a. the provision of information, publicity and encouragement in respect of the steps to be taken to prevent fires and death or injury by fire;
 - b. the giving of advice, on request, about -
 - (i) how to prevent fires and restrict their spread in buildings and other property;
 - (ii) the means of escape from buildings and other property in case of fire.

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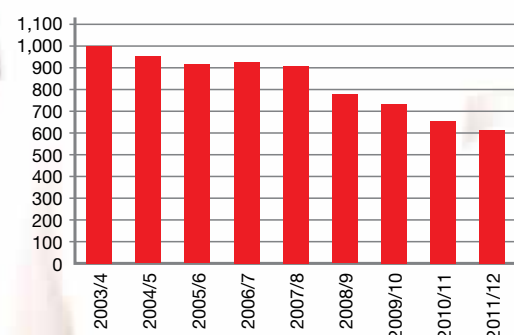
Home Safety Checks

Free Home Safety Checks are offered to people throughout South Yorkshire, and are at the core of our community safety agenda

During a Home Safety Check firefighters or community safety staff will give advice on how to make the home safer, what to do in the event of a fire and what to do if you are trapped by a fire. They will also fit free smoke alarms if a home is without one and explain how to maintain them correctly.

As a result of our Home Safety Check service, more and more people across South Yorkshire are benefitting from free fire safety advice and the fitting of free smoke alarms. Latest statistics show the number of accidental house fires and deaths and injuries from house fires continues to fall as this vital prevention work makes an impact.

Calls to Accidental Fires in Dwellings



The cost to the community for a dwelling fire fatality can be in excess of £1.5m.

*based on CLG Economic Cost of Fire reports (2008).

home
safety
checks

Arson Reduction

Around 70 per cent of the fires South Yorkshire firefighters attend are started deliberately. Many of these incidents are small fires such as bins or refuse, but unfortunately minor incidents like this can divert resources away from life-threatening emergencies.

As a result, one of our key priorities is to reduce arson. We are no longer just an emergency response service – we also place a strong emphasis on working to prevent incidents happening in the first place.

Along with our partner agencies, our firefighters and community teams are working hard in the county to raise awareness of fire safety and the risks of arson. This work is helping us drive down the number of deliberately started fires and accidental house fires, resulting in a 45 per cent drop in deliberate secondary fires between 2007/08 and 2011/12, and around a 32 per cent reduction in accidental dwelling fires over the same period.

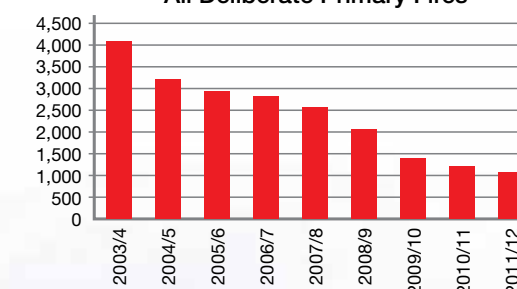
Cost per case of Deliberate Fires

Event	Cost per event (2007 prices)
Domestic deliberate fires	£20,869
Commercial deliberate fires	£42,070
Vehicle deliberate fires	£3,575

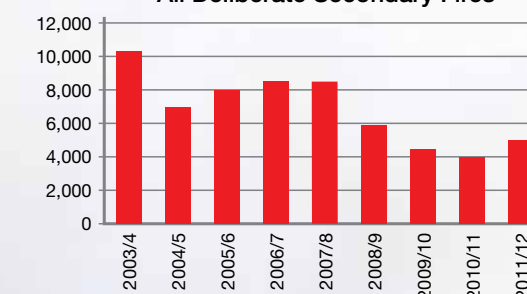
* Fire and Rescue Service partnership working toolkit for Local Area Agreements - CLG

Many deliberate fire attacks on buildings are preceded by graffiti, vandalism attacks and other crimes, and the costs of these can be significant, for example domestic deliberate fires cost in the region of £21,000 and attacks on commercial premises can be at least twice that.

All Deliberate Primary Fires



All Deliberate Secondary Fires



Primary fires- these are fires which endanger life or property, like house fires, car fires or fire affecting business premises.

Secondary fires- these are smaller fires which do not endanger life or property, like grass, bin or rubbish fires

All figures are taken from SYFR data - August 2012





Working with young people

We have developed a number of safety education programmes to help increase the awareness of children and young people about the risks of fire and to help develop the skills they need to stay safe.

Strong links have been built up with a number of schools and colleges across the county. These links provide an opportunity for firefighters to strike up a rapport with the youngsters and educate them about the role of the fire service and the dangers of arson, hoax calls, road safety and the consequences of reckless driving.

LIFE (Local Intervention Fire Education)

Age range 13 – 17

The LIFE programme is our flagship youth engagement programme. The intensive five-day course is for young people who are involved in antisocial behaviour, bullying or truancy. The participants, who are put forward by local schools or youth offending teams, spend a week working closely with firefighters on station in a bid to improve their attitude and behaviour.

During LIFE courses a strong emphasis is placed on discipline right from the outset, with strict rules and regulations laid out by the course instructors. Should any of these rules be broken, the youngsters' place on the programme is at risk.

LIFE has already helped turn around the lives of many young people across South Yorkshire and has won sponsorship from several local agencies.



ARC (Achieving Respect & Confidence)

Age range 13 - 19

The ARC programme focuses on highlighting the consequences of antisocial behaviour. The course participants, who have been or are likely to be involved in disruptive behaviour or criminality, are referred to the programme by youth offending teams.

Much of the week-long ARC course is practical, with young people learning firefighting skills and techniques in the drill yard. However, there is also a theory element to the course in the form of consequence sessions. The sessions are group discussions around antisocial behaviour and the impact it has on victims and offenders. The youngsters are encouraged to be open and honest about their views on, and experience of, offending.

The ARC project has shown a positive impact on the behaviour and discipline of the course participants.



Joe is a 14 year old pupil at Handsworth Grange Secondary School. He was referred to the

ARC course after he was involved in antisocial behaviour in the community and was close to exclusion from school.

Due to Joe's behaviour in school he had been given very little praise but the passing out parade, which all Joe's family members attended resulted in him being given lots of praise and allowed them to show how proud they were of him.



Joe said:

"On the ARC course I learnt a lot about how I should and shouldn't behave. The firefighters showed me that by having a positive outlook and working hard you can do anything. The best part was the passing out parade. I was able to show my family everything I had learnt during the week".

Fire Cadets

Age range 13 – 17

A number of South Yorkshire's stations operate branches of Fire Cadets. Recruits can join from the age of 13 with some even progressing to become instructors themselves. Spending one evening a week at stations across South Yorkshire, the youngsters are put through their paces by a team of dedicated instructors. Recruits learn firefighting skills and techniques, and also spend time away from the station on team-building days.

The Fire Cadet programme aims to educate, raise awareness and provide practical work-based learning opportunities for young people.

Firefighter Experience

Age range 13 – 17

The Firefighter Experience course is run over two or three days and the content can be tailored to the specific needs of the group. This course is a condensed version of the LIFE course and enables young people to experience a variety of different fire service scenarios.

Each participant will have the opportunity to take part in practical activities as well as being educated in fire and road safety.

The course is designed to give young people the opportunity to work with firefighters and to give them a taste of the work they do.





Fire Watch Crew

Age range 9 - 10

Fire Watch Crew is an initiative where we team up with local schools to encourage pupils to take an active role in helping to reduce arson. It is aimed at Year 6 pupils and gives them a clearer understanding of the impact arson can have on the community in which they live.

Pupils who are part of the school's Fire Watch Crew join firefighters on arson patrols, looking out for potential arson hotspots and fire safety hazards. The pupils are also tasked with

designing fire safety posters and giving fire safety talks in assembly.

The initiative was first launched at Long Toft Primary School in Stainforth, Doncaster and the results are extremely encouraging. Deliberately started fires around the school area dropped by fifty per cent in the twelve months since the initiative began.

The programme also strengthens links between young people and firefighters, giving them a better understanding of the role of a firefighter and how the fire service works.



Lifewise

The Lifewise Centre is a life-size film set of a small town which is used to deliver safety messages to the public. It is operated in a unique partnership between South Yorkshire Fire & Rescue, South Yorkshire Police and South Yorkshire Safer Roads Partnership, assisted by a range of other partner agencies.

Based in Hellaby, Rotherham, the Centre is home to community safety teams from the above organisations, allowing them to work in partnership under one roof.

The most popular safety programme is 'Crucial Crew', which is offered to all year six school pupils in South Yorkshire.

To find out more about the Lifewise Centre, visit the website www.lifewise999.co.uk.

Crucial Crew

Crucial Crew is an initiative delivered jointly with South Yorkshire Police at the Lifewise Centre. The programme is usually focused on young people but it is also tailored to meet the needs of other groups within the community, like older people. Crucial Crew is aimed at providing people with the knowledge and skills to cope with the dangers of everyday life. By confronting and dealing with the issues through the Crucial Crew programme, it is hoped that people will be better equipped to deal with real life situations.

For Crucial Crew, the Lifewise set is used to work through a series of real life scenarios related to personal safety. The scenarios cover issues including arson, hoax calls, road safety, drugs and alcohol awareness and street crime.

The initiative is one of a number of our community safety initiatives to have contributed to a reduction in accidental house fires, antisocial behaviour fires and fire-related injuries.



Drive for Life

Age range 17 - 24

The 'Drive for Life' initiative invites learner drivers to undergo road safety training in order to improve their driving skills and knowledge.

Drive for Life is a two hour interactive programme designed to provide information that will enable young drivers to make sensible and safe

decisions when out on the roads. It focuses on subjects such as speeding, having the correct documentation, drink and drug driving, wearing seatbelts and avoiding distractions.

As part of Drive for Life events, firefighters can also perform a mock extrication presentation, showing what happens at the scene of a road traffic collision when a casualty needs to be cut free from the wreckage.



Subaru

As part of our road safety programmes, the service uses a Subaru Impreza car to help engage with young people at events across the county.

The Subaru, funded entirely by the Safer Roads Partnership, is fitted with a plasma screen where youngsters can watch a driving safety DVD covering issues such as speeding, drink or drug driving, mobile phones and seatbelts.

The vehicle is used by our officers to educate young people about their responsibility to drive safely and the possible consequences of not doing so.

In 2011/12 there were over 400 people seriously injured in road traffic collisions in South Yorkshire, with a cost to the community estimated to be over £78m.

* £186,600 per RTC – based on April 2011 - Transport Analysis Guidance (TAG) Department for Transport. engage with young people at events across the county.

Learn & Live

Age range 14 - 17

'Learn & Live' is a DVD-based road safety presentation delivered in schools across South Yorkshire. The film demonstrates the dangers and consequences for all road users including pedestrians, cyclists, scooter riders and vehicle passengers. The package includes hard-hitting clips of road traffic collisions (RTCs) to give the audience an idea of the severity of being involved in such an incident.

Motorcycle Team

Two BMW RT 1200 motorcycles are used to interact with and educate local people on the safety of riding a motorcycle.

The team aims to cover issues such as riding skills, observation, respect for other road users and evaluation of motorcyclists' riding ability and skills.

We also work with local bike schemes and clubs to offer an opportunity to participate in an observed ride with feedback given by the team.

The bikes are funded entirely by the Safer Road Partnership.



The aim of Learn & Live is to educate young people about the potentially horrific consequences of being involved in a serious RTC and to encourage young people to be responsible for their own safety whilst using the roads.

Learn & Live is one of a number of road safety programmes to have contributed to a reduction in the number of people involved in RTCs and the number of casualties and fatalities as a result of RTCs.



School Liaison Officers (SLOs)

A firefighter will spend around six hours a week in a school assisting teachers in lessons and assemblies, providing a positive role model for pupils.

SLOs work under teacher guidance and interact with pupils to deliver key safety messages around fire safety, road traffic collisions and antisocial behaviour in an informal and relaxed way.

The aim of the scheme is to drive down small, deliberate fires and to improve the fire and road safety awareness of young people. By engaging with young people at an early age in relation to fire safety and road safety, we can continue to reduce deaths and injuries from fires, road traffic collisions and other potential hazards in the community.

Reading Project

Age range 5 - 11

The Reading Project involves one of our officers going into school and supporting pupils with their reading on a one-to-one basis for one hour a week. The officer offers assistance and encouragement while providing a positive role model to each pupil.

The children thoroughly look forward to their weekly visits and the programme has strengthened the links between firefighters and young people within the local area.

The project has been running for several years at Canklow Woods Primary School and is soon to be rolled out at other schools in the county.

Play It Safe

Age range 6 - 7

'Play it Safe' is an animation programme designed to help deliver safety messages to young children. In the DVD film, Bleeper (a smoke alarm) and his best friend Battery help younger children learn about fire safety. Bleeper is our fire safety mascot. The DVD also includes a series of books and internet-based learning.

The animation includes safety messages on smoke alarms, fire safety in the home, escape plans, fire drills, bonfire safety and road safety. Books have also been produced to help support the programme. We take the interactive DVD into all primary and infant schools in South Yorkshire and it is shown alongside a fun-packed presentation by community safety staff.

Home Safe

Age range 8 - 9

The in-school interactive DVD uses a character called Jake, a young boy who helps the pupils spot hazards around the home, build awareness of smoke alarms, the importance of having a bed time routine, how to make an escape plan with their families and how to make an emergency call.

As part of the package, children who have received the education are given a Home Safe pack to take home. This comprises a DVD giving information about South Yorkshire Fire & Rescue, general home safety advice and awareness of our Home Safety Checks, plus a quiz that the children can do with their families to reinforce their learning. There is also a booklet detailing all of the key advice and a form that can be completed and returned to school to request a free Home Safety Check.

Children also receive a workbook that will be completed in class or as a homework project, allowing teachers and ourselves to see that the children have understood the learning. Upon completion, pupils receive a certificate.





Heat of the Moment

Age range 11 – 14

'Heat of the Moment' is a DVD-based learning programme delivered in South Yorkshire schools. It is aimed at educating young people about fire safety, highlighting the dangers of arson and hoax calls. Heat of the Moment is part of a fire safety education programme which has been commissioned by the National Community Fire Safety Centre, part of the Office of the Deputy Prime Minister.

Children and young people are particularly vulnerable to death and injury by fire. They may also accidentally cause fires, by playing with matches for example. The DVD has been produced in three parts to allow opportunities for discussions. There is also a range of optional activities which look specifically at arson and hoax calls.

'Heat of the Moment' is aimed at encouraging young people to take responsibility for their own actions and to understand the consequences of such behaviour and the impact on communities.

No respect: Cause and Effect

Age range 13 - 14

The 'No Respect: Cause & Effect' DVD-based presentation aims to promote community safety and positive citizenship across South Yorkshire by providing a realistic insight into the consequences of antisocial behaviour. By confronting and dealing with the issues and problems, we anticipate our young people will be better equipped to apply those lessons to real life.

Through the story and particularly the main character, the resource provides activities and discussion points for reflection so that young people and adults can explore the issues together.

The aim is for students to better understand themselves as individuals and the consequences of their actions for both themselves and the wider community.

One-to-One

Fireplay and arson committed by young people contributes to a large proportion of the domestic property fires, small fires and car fires we attend. Experience has shown that early intervention can significantly reduce the chances of the individual 'fire setters' re-offending.

The one-to-one programme is aimed at young people referred to us by parents, guardians or partnerships due to the young person experimenting or playing with fire.

The aim of the service is to educate young people and their families on the possible consequences of 'fire setting' whilst trying to encourage a behavioural change. Home Safety Checks are offered as a matter of urgency to all referrals.

One-to-One educators complete an intensive four day training course delivered by professionals in the field and complete a Criminal Records Bureau check. They are then mentored by experienced educators before they are allowed to lead on one-to-one interventions.

Robust systems are in place to ensure that referrals are visited within the allotted time scales, reported on and signposted to other agencies where appropriate.



Emergency Service Cycle Patrol Teams

The Emergency Service Cycle Patrol Teams are delivered jointly with South Yorkshire Police. The teams are made up of firefighters and Police Community Support Officers. Their aim is to reduce deliberate fires by having a strong presence in remote areas which are often hot spots for arson. The scheme was rolled out across the whole of South Yorkshire at the start of 2008, following a successful pilot scheme in Royston, Barnsley.

As well as reducing deliberate fires, another key aim is for the team members to highlight the consequences of fire related antisocial behaviour by proactively engaging with young people.

Using cycles as a mode of transport allows the teams to easily access remote locations, which are potential problem areas for arson and antisocial behaviour.



The future

Routes 4 U

Age range 14+

This Open College Network qualification aims to prepare students for progression into apprenticeships, further training and employability programmes, which could then lead to employment.

Vocational taster units from the public services will be incorporated into the programme to develop an understanding of the consequences of their actions in life. Problem solving through scenarios will also form part of the qualification, with the following units also included:

- Emergency services in the community
- Community safety
- Time management
- Individual rights and responsibilities
- Citizenship and community project in public services.

Victims of Crime

The course aims to provide a firefighter experience to young people who have been victims of crime rather than the perpetrators of antisocial behaviour, to help re build their confidence.

The course was set up in partnership with the Youth Offending Service (YOS). It will be a quarterly event, held at the Lifewise Centre, incorporating four different activities including a kitchen fire scenario, Crime Scene Investigation, police dogs and road safety.



Youth Club Project

Target age range – 11 - 19

We have a strong tradition in engaging with young people both within the school setting and the wider community and have continually explored new opportunities to further this work.

As a result a new scheme has been developed to engage with young people in the youth club setting around the themes of fire safety and road safety. This scheme has been piloted at Rossington Youth Club, Doncaster, in partnership with Doncaster Council's Integrated Family Support Service and is now being extended to other youth clubs in Doncaster and Rotherham.

A local firefighter attends the youth club for one evening a week for nine to ten weeks. They work with existing youth service staff to encourage interaction, break down barriers associated with a uniformed service and provide a positive role model.

This type of partnership work provides key opportunities to engage with young people so they can make informed positive decisions that not only benefit them by keeping them safe but also benefit the wider community they live in.

Safeguarding

We are committed to the principle that all children and vulnerable adults are entitled to be protected from harm, abuse or neglect, and members of staff have a duty of care to act on their concerns.

Our Safeguarding Policy, Guidance and Procedures set out key roles and responsibilities and provide advice on what to do when concerns are raised.

All staff and volunteers whose work brings them into contact with children, young people and vulnerable adults are subject to appropriate checks and are provided with information on "Safeguarding" and "Working Safely and Effectively with Children and Young People".

We are signed up as a partner agency with all Safeguarding Children and Safeguarding Adult Boards in South Yorkshire and compliant with local and national policy and legislation.

Contact Us




For general information about any of our prevention work or youth engagement courses, please call our community safety hotline on **0114 253 2314**.

For information about local prevention work, vulnerable persons advocates, partnerships and arson intervention, call:

Barnsley	07824 896971
Doncaster	07771 500729
Rotherham	07771 500729
Sheffield	07824 896971

For more information about the work we do and our latest news visit our website www.syfire.gov.uk and the Lifewise Centre website www.lifewise999.co.uk.

Information, updates, photos and videos relating to our community safety initiatives and campaigns can also be find online at:

 [@syfr](https://twitter.com/syfr)
 www.flickr.com/photos/syfr
 www.youtube.com/user/SYFR08
 www.facebook.com/southyorkshirefire





South Yorkshire
Fire & Rescue

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