

# Youth Engagement

June 2016



**South Yorkshire  
FIRE & RESCUE**

## 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



## 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.

Prevention and Protection Strategy:

- Improve community risk analysis and targeting
- Increase community involvement
- Performance manage more effectively
- Work with partners to support road casualty reduction

### 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**

### SYFR Priorities



- **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**

### 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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## 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 skills, leadership, time management and personal confidence.

## 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](http://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.



In 2015 there were 352 people seriously injured in road traffic collisions in South Yorkshire.

## 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.

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.





## The Prince's Trust Team Programme:

Team is a twelve week personal development programme for 16 – 25 year olds which aims to increase confidence, motivation and skills and as a result enable young people to move into employment, education, training, volunteering or apprenticeships.

Team members:

- Work together as a team
- Plan and carry out community projects
- Take part in an exciting, action packed residential week
- Undertake a two week work placement in a field of their interest
- Gain a nationally recognised accreditation

## 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.

## Thorne and Moorends Boxing Club:

Thorne and Moorends Boxing Club has been running from and supported by Thorne Fire Station for over two years, the club runs through the school term every Monday evening and Saturday mornings for those working up to registration or fights.

The club has a diverse attendance and is now fully affiliated with the amateur boxing association. It's open to young children from the ages of 6 to 13 for juniors 13 to any age for seniors.

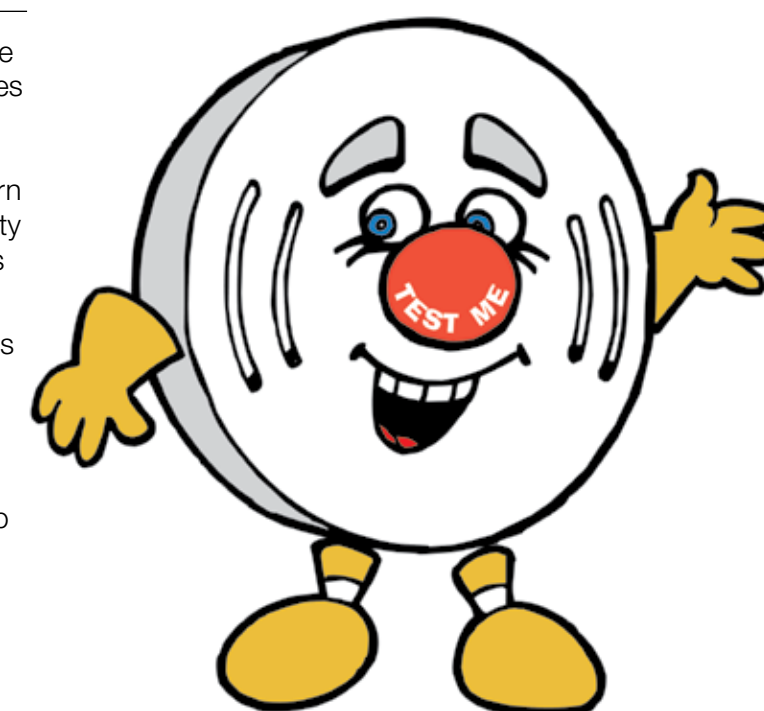
Thorne and Moorends boxing club has helped a number of young people to gain confidence, as well as being active. By having the club on one of our Fire Stations it allows us to support, sustain and engage with our local communities.

## Play It Safe

Age range 7 - 8

'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, bedtime routine, how to make an emergency call, 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 schools in South Yorkshire and it is shown alongside a fun-packed presentation by community safety staff.





## 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.

## Think Family

### Age range 13 - 14

Think Family is a whole family advice and awareness session for young people involved in fire setter behaviour. The session is aimed at young people referred to us by parents, guardians, schools or partnerships due to the young person experimenting or playing with fire. Our community safety team will complete a home safety check and deliver a fire safety session.

The session will include:

- Identifying potential fire risks around the home and looking at reducing risks.
- The consequences of playing / experimenting with matches and lighters.
- The importance of a bedtime routine.
- A fire escape plan and what to do in the event of a fire.





## Safeguarding

We are committed to the principle that all children and adults at risk 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 further information please call **0114 272 7202**

For more information about the work we do and our latest news visit our website [www.syfire.gov.uk](http://www.syfire.gov.uk) and the Lifewise Centre website [www.lifewise999.co.uk](http://www.lifewise999.co.uk).

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

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





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