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# Bonfire Campaign 2023

Terms of reference, minimum standards and action plan

Date – September 2023

Originator – Greater Manchester ASB Theme Group

Produced by – Zoe Henderson, Prevention Development Officer (Digital and Campaigns), Greater Manchester Fire and Rescue Service (GMFRS)

## Aims and purpose

Throughout Greater Manchester (GM), Halloween and bonfire night is often associated with parties and family fun. However, for some communities what should be a time of celebration is actually a time of misery, as they become victims of anti-social behaviour (ASB) and criminal damage. Others, often children, become government statistics highlighting the dangers of fires and fireworks.

This autumn will see key agencies throughout the GM area once again working closely together again to reduce the negative impact of these events upon communities.

The bonfire campaign is a partnership-based approach aimed at preventing, tackling and protecting against bonfire and firework injuries, anti-social behaviour and criminal damage during the Halloween and bonfire period.

The bonfire campaign will be the overarching approach adopted by GM. This will support any existing local initiatives that occur during this period to address the issue of ASB.

The GM co-ordination will build on the existing partnership operations that have been undertaken in recent years by aiming to achieve the following:

* Having a consistent ‘branded’ operation that can be utilised each year to achieve brand recognition across GM.
* Having an agreed GM communications plan that is co-ordinated centrally.
* Having a set of minimum standards to ensure a consistent approach across GM.
* Having central co-ordination of a best practice resource toolkit that partners can utilise to further develop their approach.
* Undertaking analysis and evaluation utilising partnership data.

This document outlines the minimum standards expected of partners and expectations of activities to be delivered locally.

## Scope

This year’s campaign will again be made up of three phases:

Phase 1 – Prevention and risk reduction where agencies such as Greater Manchester Fire and Rescue Service (GMFRS), Trading Standards, and the Health and Safety Executive (HSE) work collaboratively to minimise the illegal and irresponsible sale of fireworks during September and October.

Phase 2 – Prevention, risk reduction, enforcement and reassurance activity where GMFRS, Greater Manchester Police (GMP) and local authority community safety / ASB teams deal with the consequences of fire related ASB and provide a reassurance to communities during the days between Halloween and bonfire night.

Phase 3 – Prevention, risk reduction and evaluation where agencies work to safely store and destroy illegal fireworks.

The dates for the 2023 campaign are as follows:

Phase 1 – 1 September – 14 October

Phase 2 – 15 October – 13 November

Phase 3 – 14 November – 30 November

## Communications

Running through all phases will be a communications plan that allows the successes during each phase to be publicised. The communications plan will be led by GMFRS/GMCA and will address relevant GMFRS campaign evaluation recommendations from 2022. The communications plan will be circulated to all partners, including local authority / GMP communications teams.

The bonfire campaign 2023 formally launches on 15th October (the start of the official selling period for fireworks).

## Key messages

The key messages for the campaign should be promoted locally at every opportunity.

### Primary

* GMFRS, GMP and local authorities are working together to reduce ASB, injuries and damage to property.
* We’re looking to reduce the number of seasonal incidents by targeting the fourteen wards with the highest seasonal incidents over the last three years.
* Have a safe and enjoyable Halloween and bonfire night – we would recommend attending organised events.
* You can find out where organised bonfire, firework and Halloween events will be held in your area by visiting [www.manchesterfire.gov.uk](http://www.manchesterfire.gov.uk) or the relevant local authority website.
* Alcohol and fireworks do not mix.
* ASB, deliberate fire setting, attacks on emergency services, illegal bonfires and misuse of fireworks have serious consequences.
* ASB or criminal damage will not be tolerated.
* If your child is planning to go out during the Halloween or bonfire period, make sure you know where they are and how to contact them.
* Children’s Halloween costumes and other seasonal/themed costumes are currently classified as toys. You should therefore check they are UKCA or CE marked to ensure they meet the required safety standards. However, all garments have a risk of being flammable – you must keep them away from naked flames to prevent your child from sustaining devastating burns.
* To report bonfires on public land contact your local council.
* You can dispose of fireworks safely during the bonfire period by calling GMFRS on 0800 555 815.
* To make a report to police, you can use LiveChat or online reporting at [https://www.gmp.police.uk/](https://protect-eu.mimecast.com/s/2-QNCBgV1SDjm97Uzidbu?domain=gmp.police.uk). You can also call 101. Always dial 999 in an emergency.
* To report incidents of anti-social behaviour, including firework nuisance, you can use LiveChat or online reporting at [https://www.gmp.police.uk/](https://protect-eu.mimecast.com/s/2-QNCBgV1SDjm97Uzidbu?domain=gmp.police.uk/). You can also call 101. Always dial 999 in an emergency.
* If you believe there is a risk to life or property call 999.

### Secondary

* The bonfire campaign aims to help local people deal with problems that are most important to their neighbourhoods at this time of year and partners will take joint action to deal with them.
* Consequences can include a visit by police, a £90 on the spot fine (non-endorsable fixed penalty notice), arrest and a criminal record, local authority and housing enforcement action, burns, injury or even death.

## Minimum standards

Each area will have a nominated lead from GMFRS, GMP, local authority community safety / ASB and trading standards. Details of the area leads can be found in appendix 1.

The area leads will ensure partner agencies work together at a local level whilst still maintaining a corporate approach, and ensure that:

* Multi-agency meetings and briefings for the partnership activity take place.
* Partnership activity is based around prevention, intelligence, enforcement and reassurance.
* The agreed key messages for the campaign are promoted at every opportunity.
* There are educational initiatives and inputs delivered to schools during the campaign. A full range of learning materials will be made available to all schools and all pupils online [www.manchesterfire.gov.uk](http://www.manchesterfire.gov.uk)
* The activity is targeted at reducing ASB and criminal damage, and also harm reduction where fire and/or fireworks are involved.
* There are reporting procedures for illegal or dangerous bonfires and there are arrangements in place for illegal or dangerous bonfires to be removed without delay, preferably within a maximum 48-hour period of first report.
* Partners are aware of all organised events at licensed or other premises and these are risk assessed and managed accordingly.
* Partners are aware of agreed processes and locations for the safe storage of seized fireworks.
* Agreed performance data sets are collected and submitted to a central co-ordination point for evaluation and publicity purposes.
* Guidance is made available on what you should expect to see in place at a safe bonfire.
* Partners deliver community engagement activities in hot stops to reduce ASB, where possible.

### Greater Manchester Police (GMP)

GMP will not be opening a Silver Command this year, it will be down to the Divisions to manage.

### North West Fire Control (NWFC) / GMFRS Command Support Room (CSR)

The GMFRS Command Support Room (CSR) will not be open this year, but the situation and number of calls will be assessed on a day-to-day basis and will be opened if required.

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## Agency specific responsibility

### GMFRS will:

* Compliance inspections of licensed premises will be undertaken based on the explosives risk-based inspection plan, this takes into consideration the length of the storage licence and the level of compliance at the last inspection.
* Conduct spot checks on premises that have not renewed the explosive storage licence for 2023.
* Investigate all complaints of unsafe firework storage and sales of fireworks outside of the defined selling period and take appropriate actions.
* Supply updated details of the firework applications to partner SPOCs on Wednesday 27th September, Wednesday 11th October, Friday 27th October and Friday 3rd November 2023.
* Provide advice free of charge on request on bonfire and firework safety and promote attendance at an organised event.
* Deliver specific educational initiatives within the school curriculum during the campaign period and make them available via GMFRS website.
* Operate and publicise the Firework Amnesty Scheme for the collection and disposal of unwanted fireworks.
* Support GMFRS/GMCA communications plan by adopting a co-ordinated and targeted media approach in line with the agreed multi agency communications plan.
* Monitor, identify and report unauthorised bonfires and build-up of refuse to local authorities.
* Respond to all reported emergency incidents including bonfire and firework related emergency incidents during the specified period.
* Ensure all personnel who come under verbal or physical attack during inspection activities or operational activities, use the approved and agreed protocols between GMFRS and GMP to maximise personnel safety.

### GMP will:

* Ensure districts are aware of issues from last year and support problem solving in the required areas.
* Operational plans shared with community safety partners.

### Trading standards teams will (where capacity allows):

* Conduct an intelligence led programme of test purchase attempts for illegal sales to children.
* Provide compliance advice to all known sellers of fireworks, with a focus on independent retailers (pop up shops etc., and wholesalers who also retail to the public). Consider promoting challenge 25 for sales of fireworks.
* Investigate any reports of illegal fireworks including those alleged to breach the maximum permitted noise levels and fireworks for sale that are not UKCA or CE marked.
* Secure the removal from sale of any identified stocks of illegal or banned fireworks.
* Collate brand, type and location of seized fireworks for evaluation purposes.
* Notify partnership agencies of illegal fireworks that may be circulating in GM. This will enable other agencies to be vigilant regarding illegal fireworks during inspections and then notify trading standards.

### Local authority community safety / ASB teams will:

Ensure information regarding individuals identified as involved in the following types of behaviour is shared with relevant partners including housing providers where appropriate and that appropriate action is taken regarding:

* Mis-selling of fireworks.
* Possession of illegal or banned fireworks (linking in with GMFRS’ Petroleum and Explosives Manager, where relevant).
* ASB in communities.

Any persons involved in throwing fireworks or other firework related nuisance will receive formal civil warnings in addition to any criminal prosecution.

## Performance indicators

GMFRS will once again aim to reduce overall incident numbers when compared to the same period in 2022, as detailed below, and performance will be evaluated against the following performance indicators:

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| --- | --- |
| **Performance indicator** | **Reporting phases** |
| Incidents of anti-social behaviour | 1 & 2 plus total |
| *of which, incidents of anti-social behaviour involving young people* | 1 & 2 plus total |
| *of which, GMP hoax calls* | 1 & 2 plus total |
| Incidents of anti-social behaviour specifically relating to nuisance from fireworks | 1 & 2 plus total |
| *of which, anti-social behaviour involving young people and specifically relating to nuisance from fireworks* | 1 & 2 plus total |
| Public order offences | 1 & 2 plus total |
| Criminal damage offences | 1 & 2 plus total |
| Deliberate primary fires | 1 & 2 plus total |
| Deliberate secondary fires | 1 & 2 plus total |
| Attacks on firefighters | 1 & 2 plus total |
| GMFRS hoax calls attended | 1 & 2 plus total |

## Campaign analysis

GMFRS will produce internal analysis of the 2023 campaign. Key points to include:

* Headline campaign outcomes.
* Local statistics and trends.
* School engagement.
* Diversionary and prevention activity.
* Youth engagement activity.
* Inspection and enforcement activity.
* Emergency response and North West Fire Control (NWFC) activity.
* Self-evaluation of the 2023 communications plan by GMFRS/GMCA.

## GMFRS recommendations to inform 2023 planning and future campaigns

As highlighted in the GMFRS 2022 bonfire campaign Headline Statistics and Performance report:

1. Continue to use the new artwork (updating the statistics), but start advertising earlier, in phase 1.
2. Due to the increase in incidents of ASB relating to nuisance from fireworks and an increase in deliberate fires, focus on creating new content and promoting these messages to reduce these issues.
3. Discuss the continued use of the ‘go to an organised event’ message, as fewer local authority organised events are taking place.
4. Make more use of Reels, TikTok, Insta Stories, YouTube and Snapchat, as an effective way to reach our target audience.
5. More media work to promote the key messages in the build up to bonfire night, particularly with real stories/real case studies.
6. Continue to do live coverage of bonfire night on social media as it has excellent engagement and shows the variety of work firefighters are dealing with.
7. Continue with ward targeting, as we saw a reduction in deliberate primary and secondary fires and hoax call incidents in at least half of the 14 targeted wards.
8. Create and share targeted school lists earlier and have school resources available earlier.
9. More input from other GMFRS departments in the planning of the campaign.

## Appendix 1

### Partner SPOCS

**Local authority ASB / bonfire campaign SPOCs**

|  |  |  |  |
| --- | --- | --- | --- |
| Division | Name | Contact number | Email |
| Manchester | Justin Mundin  Sarah Duckett | 07939 111792 | [j.mundin@manchester.gov.uk](mailto:j.mundin@manchester.gov.uk)  [sarah.duckett@manchester.gov.uk](mailto:sarah.duckett@manchester.gov.uk) |
| Salford | Neil Smith | 0161 793 2933 | [neil.smith@salford.gov.uk](mailto:neil.smith@salford.gov.uk) |
| Tameside | Dave Smith | 0161 342 3318 /  07725 482111 | [dave.smith2@tameside.gov.uk](mailto:dave.smith2@tameside.gov.uk) |
| Stockport | Jonathan Headlam | 0161 474 3142 /  07875 990188 | [jonathan.headlam@stockport.gov.uk](mailto:jonathan.headlam@stockport.gov.uk) |
| Bolton | Arron McCarthy | 01204 334745 / 07385 012120 | [arron.mccarthy@bolton.gov.uk](mailto:arron.mccarthy@bolton.gov.uk) |
| Wigan | Emma Catlow  Michael Fraser | 07921 814904  07825 318005 | [E.Catlow@wigan.gov.uk](mailto:E.Catlow@wigan.gov.uk)  [m.fraser@wigan.gov.uk](mailto:m.fraser@wigan.gov.uk) |
| Trafford | Ian Underhill | 07973 676622 | [ian.underhill@trafford.gov.uk](mailto:ian.underhill@trafford.gov.uk) |
| Bury | Damian Miller | 0161 253 6351 / 07711 954487 | [D.R.Miller@bury.gov.uk](mailto:D.R.Miller@bury.gov.uk) |
| Rochdale | Mark Reynolds  Michael Bayley | 01706 924979  01706 924983 | [mark.reynolds@rochdale.gov.uk](mailto:mark.reynolds@rochdale.gov.uk)  Michael.bayley@rochdale.gov.uk |
| Oldham | Philip Bonworth | 0161 770 1592 /  07834 867932 | [philip.bonworth@oldham.gov.uk](mailto:philip.bonworth@oldham.gov.uk) |

##### Local authority trading standards SPOCs

|  |  |  |  |
| --- | --- | --- | --- |
| Division | Name | Contact number | Email |
| Manchester | Holly Raw |  | [holly.raw@manchester.gov.uk](mailto:holly.raw@manchester.gov.uk) |
| Salford | Bob Hepburn | 0161 925 1072 | [bob.hepburn@salford.gov.uk](mailto:bob.hepburn@salford.gov.uk) |
| Tameside | Bev Hursthouse |  | [bev.hursthouse@tameside.gov.uk](mailto:bev.hursthouse@tameside.gov.uk) |
| Stockport | Joanne Wilson | 07800 618 102 | [jo.wilson@stockport.gov.uk](mailto:jo.wilson@stockport.gov.uk) |
| Bolton |  | 01204 336586 | trading.standards@bolton.gov.uk |
| Wigan |  |  |  |
| Trafford | Kevin Welch | 0161 912 3816 | [kevin.welch@trafford.gov.uk](mailto:kevin.welch@trafford.gov.uk)  [trading.standards@trafford.gov.uk](mailto:trading.standards@trafford.gov.uk) |
| Bury |  |  |  |
| Rochdale | Peter Gallagher | 01706 924168 | [peter.gallagher@rochdale.gov.uk](mailto:peter.gallagher@rochdale.gov.uk) |
| Oldham | Antony Perkins | 0161 770 4100 | [Antony.perkins@oldham.gov.uk](mailto:Antony.perkins@oldham.gov.uk) |

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| 2gmfrs**Local authority communications SPOCs** | | | |
| Division | Name | Contact number | Email |
| Manchester | Sarah Whitlock |  | [sarah.whitlock@manchester.gov.uk](mailto:sarah.whitlock@manchester.gov.uk) |
| Salford | Vicky Pemberton |  | [vicky.pemberton@salford.gov.uk](mailto:vicky.pemberton@salford.gov.uk) |
| Tameside | Claire Chambers |  | [Claire.chambers@tameside.gov.uk](mailto:Claire.chambers@tameside.gov.uk) |
| Stockport | Max Wieland (Social Media)  Sarah Sturgess (Corp. Comms) |  | [max.wieland@stockport.gov.uk](mailto:max.wieland@stockport.gov.uk)  [sarah.sturgess@stockport.gov.uk](mailto:sarah.sturgess@stockport.gov.uk) |
| Bolton | Matthew Sutcliffe | 07385 492 578 | [matthew.sutcliffe@bolton.gov.uk](mailto:matthew.sutcliffe@bolton.gov.uk) |
| Wigan |  |  |  |
| Trafford | Craig Archer | 0161 912 4080 | [communications@trafford.gov.uk](mailto:communications@trafford.gov.uk) |
| Bury |  |  |  |
| Rochdale | Anjalee Pawasker | 01706 925781 | [anjalee.pawasker@rochdale.gov.uk](mailto:anjalee.pawasker@rochdale.gov.uk) |
| Oldham | Leanne Cross  Jamie Whitehouse | 0161 770 4708 | [leanne.cross@oldham.gov.uk](mailto:leanne.cross@oldham.gov.uk)  [jamie.whitehouse@oldham.gov.uk](mailto:jamie.whitehouse@oldham.gov.uk) |

**GMFRS SPOCs**

|  |  |  |  |
| --- | --- | --- | --- |
| Area | Name | Contact number | Email |
| Manchester Prevention | Mel Kearney (Prevention Manager) | 07734 275703 | kearneym@manchesterfire.gov.uk |
| Salford / Trafford Prevention | Andy Pownall (Prevention Manager) | 07977 410605 | pownalla@manchesterfire.gov.uk |
| Wigan / Bolton Prevention | Reg Dempster (Prevention Manager) | 07734 275762 | dempsterd@manchesterfire.gov.uk |
| Stockport / Tameside Prevention | Louise Atkinson (Prevention Manager) | 07772 210774 | [atkinsonl@manchesterfire.gov.uk](mailto:atkinsonl@manchesterfire.gov.uk) |
| Bury / Rochdale / Oldham Prevention | Andy Williams (Prevention Manager) | 07812 207297 | [williamsa@manchesterfire.gov.uk](mailto:williamsa@manchesterfire.gov.uk) |
| Campaign Lead | Zoe Henderson (Prevention Development Officer - Campaigns and Digital) | 07971 972280 | [hendersonz@manchesterfire.gov.uk](mailto:hendersonz@manchesterfire.gov.uk) |
| Communications | Katie Gee (Senior Communications Manager, GMCA) | 07976 702346 | [katie.gee@greatermanchester-ca.gov.uk](mailto:katie.gee@greatermanchester-ca.gov.uk) |
| Petroleum and Explosives | Nicola Leech (Protection Manager Investigations and Enforcement) | 0161 608 4185 /  07766 133583 | [leechn@manchesterfire.gov.uk](mailto:leechn@manchesterfire.gov.uk) |
| Emergency Response | Clare Greaves  (NWFC Single Point of Contact) | 07790 337829 | [plattc@manchesterfire.gov.uk](mailto:plattc@manchesterfire.gov.uk) |
| Prevention Education | Louise France (Community Education Development Officer) | 07973 923103 | [francel@manchesterfire.gov.uk](mailto:francel@manchesterfire.gov.uk) |

##### GMFRS firework related enquiries

For firework related enquires please contact the Investigations and Enforcement Team.

Between 9am and 10pm – 0161 608 4178

|  |  |
| --- | --- |
| Name | Contact number |
| Nicola Leech (Protection Manager Investigations and Enforcement) | 07766 133583 |
| Isaac Olurankinse (Senior Fire Safety Inspector Petroleum and Explosives) | 07926 067786 |
| Darren Heathcote (Senior Fire Safety Inspector Petroleum and Explosives) | 07734 275759 |

**GMP SPOCS**

|  |  |  |  |
| --- | --- | --- | --- |
| Area | Name | Contact No | Email |
| Manchester Central | CI Chris Boyd CI Steve Wiggins (City) | 07387 095839 | [chris.boyd@gmp.police.uk](mailto:chris.boyd@gmp.police.uk)  [Stephen.wiggins@gmp.police.uk](mailto:Stephen.wiggins@gmp.police.uk) |
| Manchester North | CI Simon Nasim | 07391 860081 | [Simon.nasim@gmp.police.uk](mailto:Simon.nasim@gmp.police.uk) |
| Manchester South | CI Steve Warriner |  | [Stephen.Warriner@gmp.police.uk](mailto:Stephen.Warriner@gmp.police.uk) |
| Salford | CI Darren Whitehead |  | [Darren.whitehead@gmp.police.uk](mailto:Darren.whitehead@gmp.police.uk) |
| Tameside | CI Claire Galt | 07979 521074 | [Claire.Galt@gmp.police.uk](mailto:Claire.Galt@gmp.police.uk) |
| Stockport | CI Andy Harty |  | [Andrew.Harty@gmp.police.uk](mailto:Andrew.Harty@gmp.police.uk) |
| Bolton | CI Justine Topping | 07500 607024 | [Justine.topping@gmp.police.uk](mailto:Justine.topping@gmp.police.uk) |
| Wigan | CI Clare Anderson  Sgt Wesley Walker | 0161 856 7295 | [Clare.anderson@gmp.police.uk](mailto:Clare.anderson@gmp.police.uk)  [Wesley.Walker@gmp.police.uk](mailto:Wesley.Walker@gmp.police.uk) |
| Trafford | CI Darren Lomas |  | [Darren.lomas@gmp.police.uk](mailto:Darren.lomas@gmp.police.uk) |
| Oldham | CI Abi Cronin |  | [Abigail.Cronin1@gmp.police.uk](mailto:Abigail.Cronin1@gmp.police.uk) |
| Rochdale | CI Zac Fraser |  | [zac.fraser@gmp.police.uk](mailto:zac.fraser@gmp.police.uk) |
| Bury | CI Samantha Goldie |  | [Samantha.goldie@gmp.police.uk](mailto:Samantha.goldie@gmp.police.uk) |
| Force Head Quarters | DCI Lisa Bradley  PC Andy Costello | 07854 472522 | [Lisa.bradley@gmp.police.uk](mailto:Lisa.bradley@gmp.police.uk)  [Andrew.costello@gmp.police.uk](mailto:Andrew.costello@gmp.police.uk) |
| Corporate Communications | Gemma Goodall | 0161 856 2238 | [Gemma.Goodall@gmp.police.uk](mailto:Gemma.Goodall@gmp.police.uk) |
| Programme Challenger | Supt. Chris Mossop | 07824 308981 | [Christopher.Mossop@gmp.police.uk](mailto:Christopher.Mossop@gmp.police.uk) |
| Safer Transport Unit (Transport Unit) | CI Ronnie Neilson |  | [ronald.neilson@gmp.police.uk](mailto:ronald.neilson@gmp.police.uk) |

**GMP School Engagement Officers**

|  |  |  |
| --- | --- | --- |
| Area | Name | Email |
| Manchester | Leanne Barr (City)  Daniel Pell (North) | [Leanne.Barr@gmp.police.uk](mailto:Leanne.Barr@gmp.police.uk) [Daniel.Pell@gmp.police.uk](mailto:Daniel.Pell@gmp.police.uk) |
| Salford | Darren Wright | [Darren.Wright@gmp.police.uk](mailto:Darren.Wright@gmp.police.uk) |
| Tameside | Gregory Howard  Antony Lawton | [Gregory.Howard@gmp.police.uk](mailto:Gregory.Howard@gmp.police.uk) [Antony.Lawton@gmp.police.uk](mailto:Antony.Lawton@gmp.police.uk) |
| Stockport | Steven Gotts | [Steven.Gotts@gmp.police.uk](mailto:Steven.Gotts@gmp.police.uk) |
| Bolton | David Heald | [David.Heald@gmp.police.uk](mailto:David.Heald@gmp.police.uk) |
| Wigan | Deborah Fairhurst | [Deborah.Fairhurst1@gmp.police.uk](mailto:Deborah.Fairhurst1@gmp.police.uk) |
| Trafford | Andrew Walsh | [Andrew.Walsh@gmp.police.uk](mailto:Andrew.Walsh@gmp.police.uk) |
| Bury | Mohammed Nadeem | [Mohammed.Nadeem1@gmp.police.uk](mailto:Mohammed.Nadeem1@gmp.police.uk) |
| Rochdale | Ben Butterworth | [Ben.Butterworth@gmp.police.uk](mailto:Ben.Butterworth@gmp.police.uk) |
| Oldham | Lee Collins | [Lee.Collins@gmp.police.uk](mailto:Lee.Collins@gmp.police.uk) |