

FireStoppers.

Guidance and Learnings

A guide to implementing and evolving FireStoppers within your Fire Service

Working together to keep communities safe.

100% anonymous. Always.

Current partners:



Introduction

This document, and its affiliated web pages, have been created to provide a one stop shop for all Fire Services. Thanks to all current partners who have helped us create this.

The details available will also be updated as FireStoppers evolves, so the latest learnings and achievements are available to all, so you can benefit from other Fire Service successes.

We all have the same aim – deterring deliberate fire.



How does FireStoppers Work?

- FireStoppers is powered by the charity Crimestoppers, providing Fire Service partners with a 24/7, 365 day-a-year service with a 100% anonymity guarantee.
- The service aims to do two things:
 1. Give Fire Services the opportunity to encourage people to tell them what they know about an incident.
 2. Strengthen Fire Services' deliberate fire deterrent messages by providing the back up of a brand, and a reporting channel that offers a 100% anonymity guarantee.
- When you sign up to FireStoppers you will also receive a digital set of assets, showing your Fire Service badge, for use when promoting the service.

How do I join the initiative?

Joining FireStoppers is easy, [click here](#) to find out more.

How do I introduce FireStoppers to my Fire Service?

- Gain the support of your Chief Executive/Chief Fire Officer
- Embed FireStoppers into your Fire Reduction Strategy
- Appoint a FireStoppers lead to take the initiative and run with it
- Ensure colleagues across the region know about FireStoppers
- Create an action plan to optimise results
- Promote, promote, promote – talk about FireStoppers everywhere
- Engage partners to help you amplify the message and fund activity

How do I work with the police?

Each Fire Service has a different way of working with their police force. To provide you with some guidance on the different approaches, we have asked our partners to feedback on how they have instigated and developed this relationship, [find out what they said](#).

Funding opportunities

Key stakeholders and organisations with a vested interest in protecting land, property, communities, and the environment, by deterring deliberate fire setting, may be willing to provide you with funding. For more information [click here](#).



Benefits of the service

- FireStoppers is an extra tool in your fire prevention strategy.
- Reducing incidents of deliberate fire/arson.
- Driving information about arson or attacks on fire fighters/fire response vehicles, and PSPO crimes.

[Click here](#) to see more benefits.

Case studies

- Kent – [the power of partnerships](#).
- County Durham & Darlington – [social media engagement](#).

Marketing and communications

FireStoppers is a brand that can be used to change behaviour, as part of your long-term strategy it is an important fire reduction tool.

- A bespoke [asset pack](#) is provided to each Fire Service partner.
- Developing a long-term marketing strategy for the FireStoppers service, within the wider comms plan, is crucial to the success of the initiative, and should focus on:
 - Awareness raising
 - Deterrent messaging
 - Asking for information following an incident.

Free marketing channels

There are a number of channels through which you can gain quick wins, at no cost, to ensure you start to get the FireStoppers message out into the community. Find out more [here](#).

Ideas to widen the scope of your activity

The more people you can reach with your FireStoppers messages, and the more people that know that this service exists, increases the potential for it to act as a deterrent – reducing the number of

deliberate fires you see in your region. It will also increase the likelihood that you will receive information following and incident, as people will know where to go with what they know with the peace of mind that they will remain 100% anonymously. [Click here](#) for ideas.

Creating your own FireStoppers assets

You can create your own FireStoppers assets to compliment the asset pack provided. [Find out more here](#).

Report results

Click here for the latest [report results](#).

A graphic for the FireStoppers campaign. The background is a dark night scene with a large fire burning brightly in the center. The text is white and yellow. The main headline reads "Be a FireStopper." Below this, it says "Don't let fire setters get away with destroying your community." To the right, it says "Tell us what you know FireStoppers. 0800 169 5558 firestoppersreport.co.uk 100% anonymous. Always."/>

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Fire Service partner input is crucial

When you have updates, want to shout about your successes, or if you introduce a comms initiative that produces positive results (a noticeable deterrent effect - as Derbyshire reported over the Platinum Jubilee weekend- or an uplift in information received), please share it with me and I can add your good news to the information accessible by all Fire Service partners.

You can send details to me on: annette.booyesen@crimestoppers-uk.org

Sharing these stories can help everyone succeed in their fire reduction objectives.