



Our Summer of Prevention 2021

Cumbria Fire & Rescue Service



Introduction

Welcome to our 'Summer of Prevention' Service publication. This document has been created with content supplied by our wholetime, on-call and non-operational staff who have been delivering vital prevention work to people in Cumbria over this summer.

I say to 'people in Cumbria' rather than the 'Cumbrian community' for a reason. Since the start of the pandemic and subsequent easing of restrictions, we have seen our incident profile change. Our demand has increased, our tourist profile has changed and as a result, we have needed to be flexible in our delivery of prevention work.

Between April and June 2021, we saw 3% increase in all fires, thankfully, this was not due to primary or accidental fires as they decreased by 9% and 14% respectively. But was due to increases in secondary (10%) and deliberate fires (up a massive 34%). We also had large scale wildfires at Whinscale and Cogra Moss. Sadly, three people died in our waters and attendance at road traffic collisions increased by 81%, again, sadly including three fatalities.

As a result of these societal changes and increases in some incident types we needed to respond, not only to the incidents but also to the risk.

And you did respond, physically, virtually, through traditional media and through social media - you engaged with our communities and our visitors. You helped our younger generations and our older residents. You worked to reduce incidents on our roads, in our waters and in our countryside. You supported national and local safety campaigns, worked with other emergency services, charities, local bodies, and local authorities. And you also delivered vital support to people through our Covid-19 response work including vaccinations and welfare support.

This publication is only a snapshot of all the fantastic activity but hopefully you can use it to share best practice, learn from each other and celebrate all the hard work you have done over the summer months.

On behalf of the public, visitors, elected members, and the leadership team - **Thank You!**



Craig Drinkald

Area Manager – Prevention,
Protection and Performance

Our Summer in numbers:



14 Summer Holiday
Activity Programmes
delivered



55 road awareness
training sessions
delivered

135 CPR
sessions
delivered



4,725 Safe
and Well Visits
conducted

How we responded to our risks

Water Safety

Carlisle East and West Fire Stations

One main risk area identified this Summer was water safety, and after some low-level activity based on our training and sharing RNLI and other related agencies work - and a spate of water rescues - we released a video at the end of July on how to be safe if you fall into open water. This received 23,000 views, 540 shares and 200 likes on Facebook. On Twitter, more than 21,000 people saw the video.

We followed this up with a visit to Rickerby Park in Carlisle – a popular location for swimmers in hot weather – and talked to people near the water’s edge about being safe in the water. We also put up a water safety poster on railings at the suspension bridge over the river.

South Lakes

In response to many water rescue incidents locally and nationally this Summer, Blue Watch regularly attended their local open waters including Devils Bridge in Kirby Lonsdale.

There were several incidents following people getting into difficulty whilst swimming and jumping into water, often from height. Crews talked to the public around dangers of cold water shock and specifically targeted those who were jumping into the water from the bridge. To raise awareness further afield, we were interviewed by ITV News to highlight the dangers of open water swimming.



TheLakesTony @TheLakesTony
 Thanks to the fire crews from Penrith for joining colleagues from @EdenPolice, @nationaltrust and @lakedistrictnpa tonight to look after people and place around the shores of Ullswater.

Andrew Lowes @AndrewLowes16 · Aug 28
 Crews from Penrith have been out over the weekend on and around Ullswater. A visible presence on the ground, giving out water safety advice, fire safety advice and road safety advice. Please stay safe.
 #RespectTheWater



Thanks @CumbriaFire for the rescue and resuscitation demo at #FellFoot today. Never want to need it but good to know ❤️ #BeWaterAware #RespectTheWater



3:23 PM · Jul 26, 2021 · Twitter for iPhone

9 Retweets 29 Likes

Craig Drinkald @CCfrs · Jul 26
 Replying to @neely_r and @CumbriaFire
 Just another example of the fantastic work @CumbriaFire are doing every day to keep people as safe as possible from ALL the hazards in our communities #notjustfires #everydayheroes keep up the great work, it DOES make such a difference 🙌



Ulverston Fire Station

In the height of Summer, Ulverston crews visited their local open water, Fell Foot Park, which is a popular destination for people when the weather is hot. Crews carried out a water rescue demonstration which involved the boat crew pulling an ‘unconscious casualty’ out of the water which we then transferred to the shoreline where we commenced CPR. Crew Manager Gareth Brownson gave a running narration of what was going on during the rescue and the CPR piece, which helped the public understand what was going on.

As you will see from the photo’s this really did create a large crowd who then listened to our water safety and first aid messages.



Smoke Alarms Save Lives

Whitehaven Fire Station

As the holiday season approached and more visitors were holidaying in the UK this year, White Watch spent time at Seacote Caravan Park promoting fire safety and working with the staff on site to make sure all caravans had a working smoke and carbon monoxide alarms.



Walney On-call / On-call Support

Walney On-call alongside Cumbria Police held a stall at the Round House Hub to promote Safe and Well visits, offer fire safety advice and build relationships with the local community.



On-call Support Team

In May 2021, the On-call Support Team launch a new initiative, Alarm Up Day. On the 1st Tuesday of each month our crews will be out in the community engaging with residents in rural locations, carrying out free Safe and Well visits and encouraging people to check their relatives have working smoke alarms in their homes.

Supporting the Elderly

Workington Fire Station

Age UK approached Blue Watch Workington in relation to the social isolation facing many of our ex-service men and women and other issues that can arise from living in that environment. To support this group of people, the crew have held several open days specifically for veterans to attend.

Blue Watch conducted fire safety talks, road safety presentations, practical RTC demonstrations and following up with Safe and Well Visits where required.

The veterans benefited from the social interaction between fellow ex-service members who they had not previously met and CFRS Staff. This was a great initiative where the crew were able to deliver safety advice to senior members of our community and successfully developing a longer-term working relationship with Age UK.



Inspiring the next generation

Carlisle West Fire Station

The crew visited James Rennie School in Carlisle for their open day focussing on the range of jobs available within a Fire and Rescue Service. Despite getting a turn out during the visit - the pupils' favourite part of the day – we spent quality time engaging with staff and pupils, showing them around the fire engine.



Kendal Fire Station

Green Watch Kendal visited Wings School in Milnthorpe and carried out a presentation discussing what causes fire, what to do if you come across fire and the risks and consequences associated with fire. The students were really engaged and asked some great questions which sparked some good talking points.

After the presentation we did a practical session involving showing what type of equipment we carry on appliances and talking through scenarios in which it would be used. We also did some water delivery and squirted some water around which they really enjoyed.

Afterwards, we were invited to eat lunch with the kids to give them the opportunity to ask us any questions in a more casual setting. This proved to be quite effective, a few of the kids were very keen to come up to us and have further conversation about the day and some especially interested wanted to talk about how they could one day join the fire service.



Holiday Activity Programme – Wholetime and On-call Stations

Throughout the school summer holidays, both Wholetime and On-call fire stations held a 4-day or 1-day 'Firefighter Experience' course for young people in Cumbria, as part of Cumbria County Council's Holiday Activity Programme.

The courses taught the delegates a range of skills including effective teamwork, how to create a fire escape plan, water safety, Call Push Rescue (CPR) training, Equality Diversity and Inclusion (EDI) awareness and how to conduct a search and rescue drill using in a house fire scenario.

In total, the Service held 14 Summer Holiday Activity Programmes for 200 young people in Cumbria.



“Hi, I just wanted to say huge thanks to the fire crews at Kendal who hosted the youth firefighting 4-day course in August. My son attended and got so much from it - it's been a main highlight of his Summer holidays. To motivate him can be nothing short of a miracle so thank you very much as it was clearly well organised, fun, and really well prepared. You rock!”

Parent of child who attended

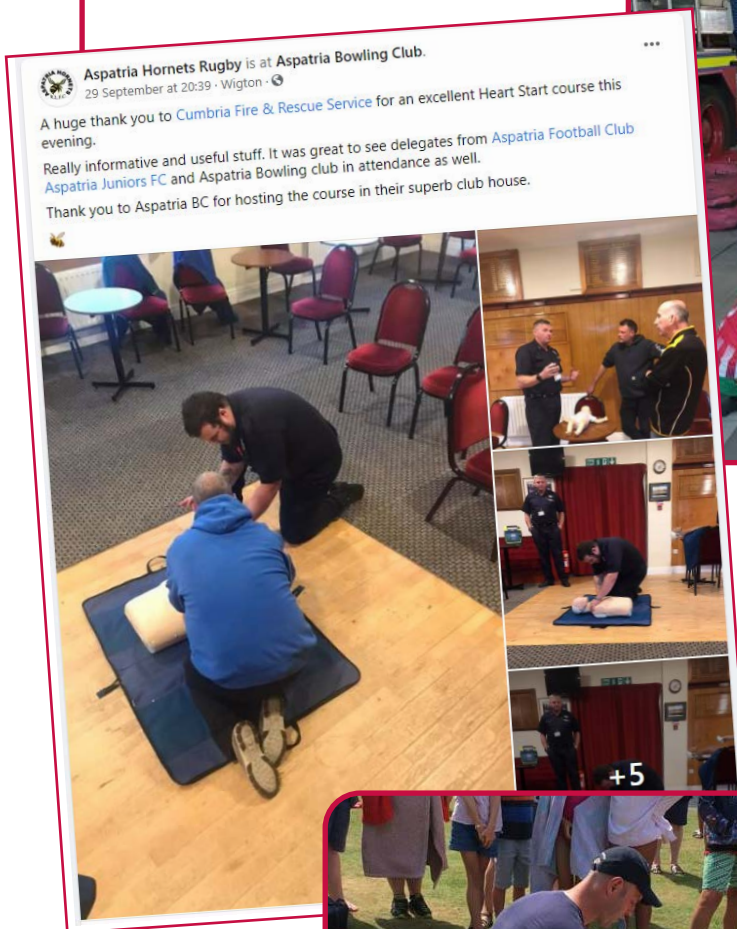


Teaching life-saving skills

CPR and first aid training sessions held across the county

Since the high-profile cardiac arrest of Christian Eriksen at the European Football Championships this Summer, we have seen an increase in community groups participating in our CPR and first aid training sessions. Across the Service, crews have engaged with a range of groups including cycling groups, children's and adult's sports teams.

As part of National Emergency Services Day (999 Day), many of our fire stations invited members of the public into the station to carry out CPR and first aid training. CPR is an invaluable skill to have, and these lifesaving skills could save someone's life in cardiac arrest.



Working with residents to reduce deliberate fires

Carlisle East and West Fire Stations

During 2020, there was a trend in deliberate fires across the city and whilst liaising with the police at incidents it became clear that the young people starting these fires were known to the County Council's youth offending team.

Working closely with the youth offending team, a six-week programme was devised. This ran through the implications of deliberate fire setting to the public, the risks posed, and what it takes to deal with the fires. It included team-working skills, road awareness and Heart Start skills to equip the young offenders with skills for life and to give them an idea of the role of the fire service and to build some relationships with those communities. As the scheme progressed through the year it adapted to match the young people attending. Some youths attended as they had been involved in joy riding, so the crews focused on road awareness and cut up a car to show how frightening it could be for anyone involved in a car crash. The scheme is still going now, and Carlisle have a good working relationship with the youth offending team.

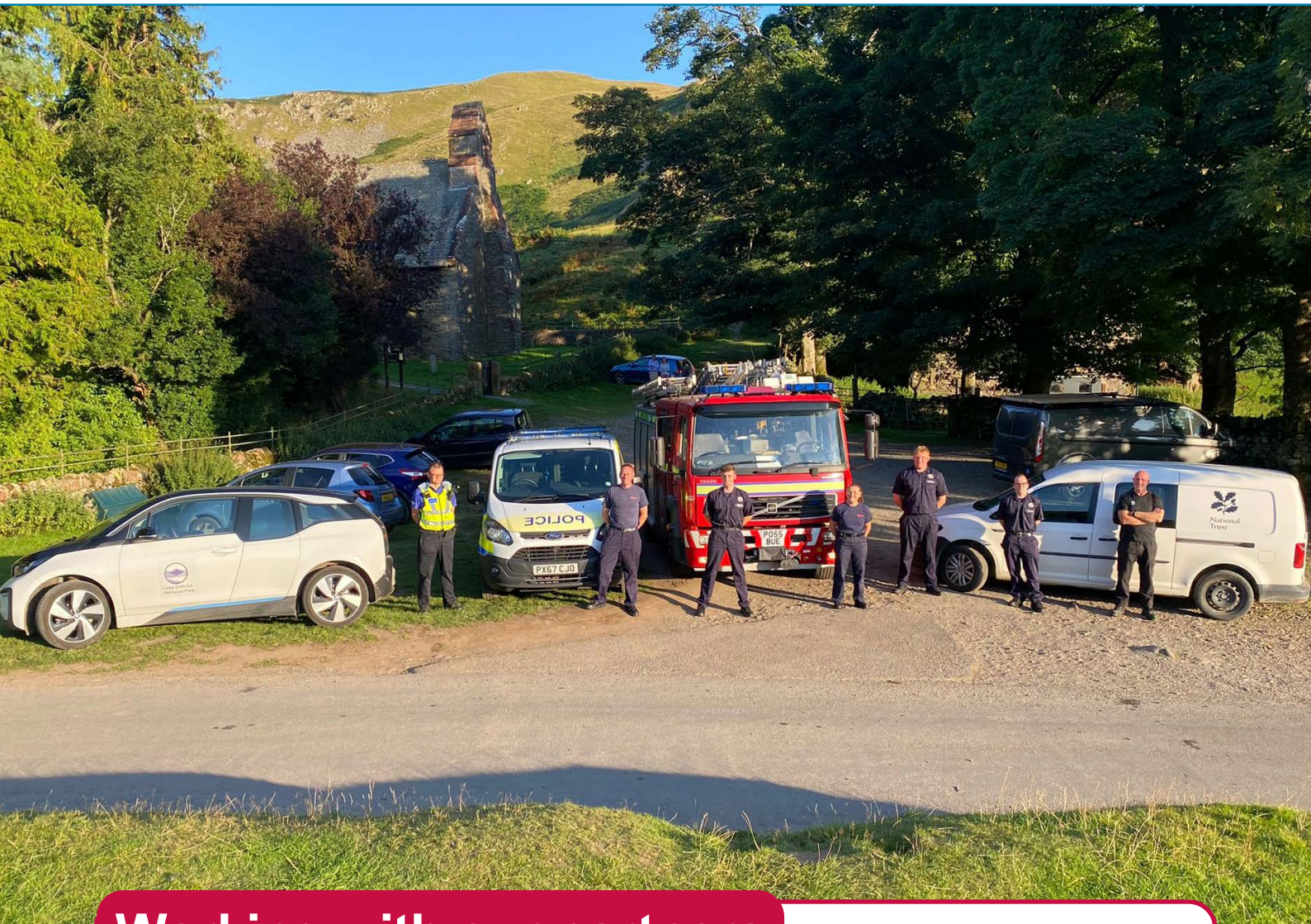


Barrow Fire Station

Following a spate of deliberate fires and arson in the Ormsgill area in Barrow, crews engaged with local residents and educated them about fire safety and the dangers of deliberate fires. They worked hard to encourage the individuals to report incidents of anti-social behaviour and deliberate fire setting.

The watches also engaged with local young people by inviting them to CPR sessions and fitness sessions to interact with the fire service and to help improve our relationship to inform them of the dangers and consequences of deliberate fires.





Working with our partners

On-call Stations

Throughout the Summer our on-call teams, alongside our partner agencies, have successfully conducted a range of proactive events focussing on educating the public about water safety, responsible parking, use of disposable BBQ's and fires in the open. This proved hugely effective to engage with members of the public in our rural communities, keeping local residents and visitors safe.



Safety at home

Barrow Fire Station

During the National Fire Chiefs Councils' Home Safety Week Campaign, Green Watch Barrow visited a local solicitor's firm, Poole Townsend, to deliver information packs aimed at first time buyers to educate them on fire safety at home dangers and risks and how to arrange for Cumbria Fire and Rescue Service to carry out a Safe and Well Visit. Whilst there, the crew also carried out our CPR and first aid training package to the staff.



NFCC
National Fire
Chiefs Council



"I am so proud to see all of the amazing community safety work which has taken place across the County this Summer. It really does highlight the variety of work a firefighter is involved in.

People who live, visit and work in Cumbria want and deserve to be in a safe environment and Cumbria Fire and Rescue Service (FRS) plays an essential role by seeking to reduce both accidental and deliberate fires. This is also mirrored in the work we do to mitigate against drowning, road traffic accidents and carbon monoxide risks.

Thank you to all involved in our community safety work - it really does make a difference."



Janet Willis,
Councillor and
Portfolio Holder
for Cumbria
Fire and Rescue
Service

"I hope you have enjoyed this round up of our prevention activity this Summer, it really is just a snapshot of all the amazing prevention work you have done this Summer.

Extreme weather events require us to deal with floods, winds and maybe even snow; and fuel prices and supplies put our community at risk from cold homes and may tempt people use old heaters that may increase fire or Carbon Monoxide risk.

Please, keep up the education, engagement and advice to your communities to help them keep safe and well all year round."



Craig Drinkald,
Area Manager
– Prevention,
Protection,
Performance

Translation Services

If you require this document in another format (eg CD, audio cassette, Braille or large type) or in another language, please telephone **01768 812612.**

আপনি যদি এই তথ্য আপনার নিজের ভাষায় পেতে চান তাহলে অনুগ্রহ করে **01768 812612** নম্বরে টেলিফোন করুন।

如果您希望通过母语了解此信息，
请致电 **01768 812612**

Jeśli potrzebujesz tego dokumentu w innym formacie (np. Płyta CD, kasetta audio, brajl lub duży format) lub w innym języku, zadzwoń pod numer **01768 812612**

Dacă aveți nevoie de acest document într-un alt format (de ex. CD, casetă audio, Braille sau tip mare) sau în altă limbă, vă rugăm să telefonați la **01768 812612**

Ако имате нужда от този документ в друг формат (напр. CD, аудио касета, брайлова азбука или голям шрифт) или на друг език, моля, обадете се на телефон **01768 812612**

(ري ب ك عون و ا ل ي ا ر ب و ا ي ت و ص ط ي ر ش و ا ط و غ ض م ص ر ق ل ث م) ر خ آ
م ق ر ل ا ب ل ا ص ت ا ل ا ج ر ي ف ، ي ر خ ا ة غ ل ب و ا . **01768 812612**

Bu belgeye başka bir formatta (örn. CD, ses kaseti, Braille veya büyük tip) veya başka bir dilde ihtiyacınız varsa, lütfen **01768 812612** numaralı telefonu arayın.

Se você precisar deste documento em outro formato (por exemplo, CD, fita cassete, Braille ou tipo grande) ou em outro idioma, ligue para **01768 812612**.

Ha ezt a dokumentumot más formátumban (pl. CD, hangkazetta, Braille-írás vagy nagy méretű) vagy más nyelven kívánja meg, kérjük, hívja a **01768 812612** telefonszámot.

Si necesita este documento en otro formato (por ejemplo, CD, casete de audio, Braille o tipografía grande) o en otro idioma, llame al **01768 812612**