



CFOA
Chief Fire Officers
Association

Campaign Toolkit



UK Business
Safety Week
5th - 11th September 2016

Toolkit for participating Fire & Rescue Services



Engaging with Businesses

Business Safety Week is an opportunity to engage with local business. The main driver is not about enforcement but education. The main focus is small - medium businesses, these can range from retail premises, to pubs and hotels. You will need to look at what your local needs are and target businesses accordingly. CFOA has provided the information in this toolkit as a guide - artwork and text can be changed to suit your needs. Contact monica.perez@cfoa.org.uk if you have any questions.

In some cases there are genuine reasons for not fulfilling legal obligations. Black, Asian & Ethnic Minority (BAEM) owned business have a higher rate of enforcement or new businesses may not be fully aware.

Billy Myers - Area Manager GMFRS outlined some useful considerations for BAEM business engagement in a 2015 presentation delivered as part of a seminar day and summarised here:

- Ways of Working: Enforcement is not always the answer. Education is key. But, make sure you are aware of their needs for example visiting the premises at the right times to suit the businesses.
- Language: The terminology used in the fire service is not always understood. Jargon is not helpful and doesn't translate well into different languages. We all struggle to understand jargon so must those for whom English is a second or third language. Plain English is the key
- Trust: Diverse businesses may not have trust in uniformed services due to their past experiences in their home countries. Engaging with them in a more informal manner might help, and using third parties to help bridge the gap with language
- Diverse businesses often have no previous fire safety knowledge and won't see it as a priority to spend money on. If you were born in the UK there is a chance you have experienced regular fire alarm tests and evacuations in school or work. This provides a good education around fire safety and risks. Not everyone is at the same starting point so tailoring your safety visits to those starting points is key. Education and awareness is where we can make the biggest impact.
- The importance of investing money in the development of education. Awareness is better spent than funding a costly prosecution. Reconsider how to fund some of the engagement work through business safety prevention activities.
- Understanding more about why business aren't always willing to comply.
- Build relationships with cultural leaders to ask them to be our advocates.

Small businesses and start ups are also likely to be higher risk. Barriers include

- Unaware the law applies to them - especially if they employ less than 10 people
- Believing if they rent it is the responsibility of the landlord or letting agent
- Not addressing the issue as it might be expensive (time and money)
- Not understanding that assessments require action and review
- Not realising the fire service can help and advise them



The Regulatory Reform (Fire Safety) Order 2005 (attached if you wish to read the full document) applies to England and Wales The Fire (Scotland Act) 2005 & The Fire Safety (Scotland) Regulations 2006 (attached)

Fire and Rescue Services (Northern Ireland) Order 2006 and the Fire Safety Regulations (Northern Ireland) 2010

The safety of anyone using business premises (employee or customer or other) is now the responsibility of the business owner or duty holder Fire risk safety assesments should be undertaken and acted upon if people fall into any of the catagories below:

- ✓ an employer
- ✓ responsisble for business premises
- ✓ a voluntary organisation or charity
- ✓ a contractor with some control over premises

Fire Risk Assesment may be completed by the duty holder or they can employ a trained assessor to do this if they are not comfortable with doing it themselves or if their business is larger or more complex.

As part of the week we hope to publicise the need for small and medium businesses to undertake and act upon Fire Risk Assessments. For FRSs that don't have information on their website it will be an opportunity to put guidance documents on the website and establish that Fire & Rescue Services are a source of help and assistance and well as the enforcing authority. It is also a timely reminder that they should review fire risk assessments if they are increasing staff or stock in readiness for Christmas.

The following goverment website has useful guides for businesses - depending on local need you may wish to use this information or put any relevant guides on your website. Some FRS's have created their own guides.

<https://www.gov.uk/workplace-fire-safety-your-responsibilities/fire-risk-assessments>

Attached to this toolkit is the CFOA Business Safety Strategy for your information



Useful Contacts

The following organisations have information and resources which may be useful to you. You can also direct relevant business owners to these sites for information and guidance.

Fire Industry Association (FIA) <http://www.fia.uk.com/>

A not-for-profit trade association promoting the professional status of the UK fire safety industry.

They have a Fire Safety Advice section, which has many useful guides including an introduction to fire law, the Responsible Person/Appropriate Person/Duty Holder's responsibilities under fire safety legislation (English, Wales, Scottish and Northern Irish).

Fire Protection Association (FPA) <http://www.thefpa.co.uk/>

The FPA offer information, advice, products and services relating to all aspects of fire safety, risk management and loss prevention. The FPA's site offers links to resources and training, including a free guide to Fire Risk Assessment for Small Businesses and a Risk Assessment Record Template.

British Approvals for Fire Equipment (BAFE) <http://www.bafe.org.uk/>

BAFE is the independent, nfp, third party certification registration body for the fire protection industry. BAFE schemes are based on national standards and best practice and are delivered by UKAS accredited third party certification bodies. For UK public bodies and commercial organisations who require competent fire risk assessments and the supply and maintenance of alarm systems, portable extinguishers, emergency lighting and other services, using one of the 1170 BAFE registered companies goes a long way to meeting the requirements of national legislation.

RISC Authority <http://www.riscauthority.co.uk>

RISCAuthority is an annually funded research scheme supported by UK insurers, which conducts research in support of the development and dissemination of best practice on the protection of property and business. The free document library has a broad range of downloadable guides and templates suitable for many businesses.

Department of Communities and Local Government - <https://www.gov.uk/workplace-fire-safety-your-responsibilities> This government department website has very useful information for businesses and is very easy to read and understand. You can download a short guide for various businesses about complying with fire safety law.



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Press Release

XXX FRS is helping to build safer businesses

XXX FRS will be offering businesses safety messages to be shared with their staff during the Chief Fire Officers Association's (CFOA's) UK Business Safety Week which is taking place from 5th to 11th September 2016.

The week has been scheduled to run at a time when many businesses will be recruiting additional members of seasonal staff in the run up to the Christmas period. These new recruits may not have the same level of fire safety awareness as permanent members of staff, and may not be aware of the steps needed to protect themselves, their customers and colleagues. It's also a good opportunity to remind employers of the need to review fire risk assessments and training and make sure existing staff know the importance of fire safety.

Helping businesses to manage their fire risks and hazards, and potentially to save lives and safeguard their businesses against financial and commercial loss is of key importance, particularly in these competitive times when growth and sustainability are a priority. Fire can cause major disruption for businesses – there is a far greater chance of recovery if risks have been identified, and appropriate arrangements have been put in place to prevent fires starting, or to mitigate their impact.

Fire and rescue services across the country will be holding a range of events and activities to engage with businesses in their communities, working with them to help improve their knowledge of fire safety.

XXX FRS activities will include:

- List of local activities/events or contact details to seek advice

CFOA President Paul Hancock said " Business Safety Week is a reminder to businesses that fire and rescue services are here to offer advice and help on making the workplace safe from fire. We ask employers to make this a priority by contacting us if they haven't addressed fire safety, reviewing arrangements and training staff regularly. Not complying with the law can lead to financial penalties or, if the worst happens, loss of livelihoods and lives."



CFOA Activity

- CFOA will issue a press release to national press
- CFOA will tweet ahead of the week to publicise the campaign
- CFOA have created a launch tweet - see below and please take part
- We will use the #BSW16 - please try and use this on twitter and facebook- this helps with monitoring and evaluation
- CFOA will publish a blog about what the week is all about- let us know of any planned events we can mention them here

Suggested Tweets

It's @CFOAFire Business Safety Week- look out for #BSW16 for info and advice to help your business

Owner, landlord or occupier of a business? Fire safety is your legal responsibility - your local fire service can help #BSW16

If the thought of doing your own fire risk assessment terrifies you then appoint a competent person #BSW16
Businesses -undertake and act upon your fire risk assessment - contact your local fire service for advice #BSW16

Suggestions for FRS Activity

- Please issue a press release to your contacts. There is a suggested release within this toolkit but feel free to create your own or edit to fit local need. Please reference the fact this campaign is nationwide and other FRS's will take part. Don't forget to mention CFOA
- Please let CFOA know if you have planned any events as part of this week and we will help publicise on our social media channels
- Please take part in the launch tweet below
- Hopefully your press release will lead to media publicity - please undertake and don't feel you need to reference CFOA in this but do let us know

Launch Tweet

Please schedule for 9am Monday 5 September
.@(Name of your FRS) is supporting @CFOAfire UK
Business Safety Week 5-11 September #BSW16





CFOA Activity

- CFOA will write a blog on legal requirements which will include advice on employing a specialist or competent person to undertake a risk assessments.

Suggestion for webpage text

Compliance with the law means you are protecting your business, premises and employees. It also means you are likely to be prepared if the worst does happen and a fire occurs at your business. If you are a business owner or responsible for a business premises the Regulatory Reform (Fire Safety) Order means legally you must reduce the risk of fire and make sure people can safely escape in the event of a fire. Non compliance can lead to enforcement which poses a financial, legal and reputational risk to your business.

You must

- Carry out a Fire Risk Assessment and review it
- Create an emergency plan - so you know what to do if a fire does occur in your premises or a nearby premises
- Maintain and regularly test any fire protection equipment
- Induct and train all employees when they start work and refresh periodically

Additional links to each section can be created or create an additional paragraph with links to the guidance for different types of businesses at <https://www.gov.uk/workplace-fire-safety-your-responsibilities/fire-risk-assessments>

Suggestions for FRS Activity

- Some fire services run workshops throughout the year so people can better understand their responsibilities. If you already do this, now is a great time to give them a push. If you don't run any consider organising some. They don't have to take place during this week - you can use the week to publicise them
- Make contact with businesses via your local Chamber of Commerce www.britishchambers.org.uk to search for contact details of one near you. You can ask if you can come along and speak to them or send information out to them to distribute - they may send out a weekly newsletter or would they be willing to put a link from their website to our website? You can also search for networking lunches in your area or consider using linkedin to spread the message
- Many businesses that may be in need of advice or help may not be using these forums so consider the direct approach and send information to high risk businesses or visit them- be mindful of their business needs and visit at a suitable time for their business
- If you don't have one already please create a page on your website with key fire risk assesment information and links to further help. Use the artwork from CFOA to direct local businesses to your website via social media and print

Suggested Tweets

Business owners - if you don't want to or can't do a fire risk assesment yourself, appoint a competent person to help BSW16
Owner, landlord or occupier of business? You're responsible for fire safety - contact your local fire service if you need advice #BSW16
In the run up to Christmas is staff and stock change - review your fire risk assesment #BSW16
Fire risk assessments - identify hazards and remove or reduce them to protect against fire risk #BSW16



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False Alarms 7 September

CFOA Activity

- CFOA will publish a blog on false alarms
- CFOA has existing information on the website. Please refer to the following link for additional information <http://www.cfoa.org.uk/10863>
- CFOA has updated the UFAS postcard which had been used in 2014.

Suggested Tweets

False alarms are expensive for business and fire & rescue services #BSW16

Repeated false alarms from your business is a sign you should review procedures #BSW16

False alarms can be caused by unmaintained detection equipment #BSW16

The wrong detector in the wrong place can cause false alarms #BSW16

(Name of your fire service) were called out to xxxx false alarms in 2015 #BSW16

False alarms disrupt employess and customers #BSW16

False alarms cause loss of confidence from your staff and fire service #BSW16

If you need advice on reducing false alarms contact your local fire service #BSW16

Suggestions for FRS Activity

- Identify any businesses or organisations that may be responsible for UFAS in your area and approach them to address the issue.
- If this is a particular issue for your area contact the press about this and see if they will cover it as part of Business Safety Week. Setting out how much this costs in time and money may help reduce the incidents happening
- Use the postcard on social media or your website. If you have available budget print out and target some businesses. Let us know if you want the indesign files.

REDUCING FALSE ALARMS UFAS INCIDENT INFORMATION



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Information on reducing false alarms can be obtained from the Fire Industry Association publication entitled 'Guidance for Responsible Persons on False Alarm Management of Fire Detection and Alarm Systems', available at www.fiaa.uk.com

COST TO YOU:

- Down time from evacuations
- Fines may be incurred
- Disruption to customers

COST TO REPUTATION:

- Image of complacency about safety
- Loss of confidence from staff/fire service

Alternatively, contact your local Fire and Rescue Service. Find your local service at www.cfoa.org.uk/frs



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CFOA Activity

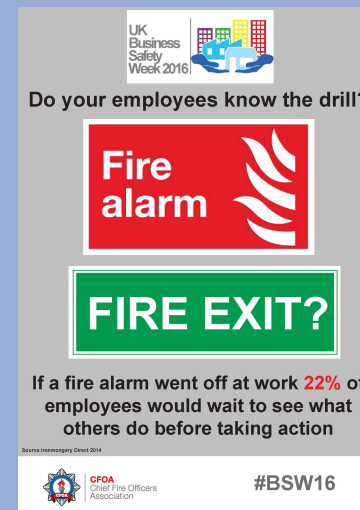
- A blog with everyday advice will be created - by this we mean testing alarms, keeping doorways clear and so on. Advice is useful for employees too although CFOA are aiming it at employers
- Use the artwork to promote everyday messages for employers. Please edit to fit local requirements

Suggestions for FRS Activity

- It's a busy time of year, hospitality businesses will be gearing up for busy Christmas and New Year periods and retailers may be holding much more stock than usual. Remind businesses to review any risk assessments make time to induct new and temporary employees
- If you have some local statistics and images create your own artwork or contact CFOA so we can help

Suggested Tweets

Store stock safely - make sure stairs and exits are clear #BSW16
Do you employees know where the alarms points are so they can warns others if a fire breaks out #BSW16
Closed doors hold back fires and stop them spreading #BSW16
Make sure you store things that catch fire away from things that cause fire #BSW16
Will you be recruiting new staff for Christmas? Make sure you induct them on fire safety #BSW16
Businesses - you must ensure staff and visitors have safe and clear routes to get out if there's a fire #BSW16
Employers have you identified a safe fire assembly point in case you need to evacuate? #BSW16





Atomik Research on behalf of the BWF-CERTIFIRE Scheme - 2014

- Almost half of us (47%) have never been shown or told about the fire safety procedures where they work
- If a fire alarm was to sound at work, 14% of people say they would see what everyone else was doing and 'go with the flow' – this rises to almost 23% of workers aged 25-44. One in 10 people (11%) would go into the corridor and investigate, and one in 20 admit they would simply ignore it, assuming there must be a fault on the alarm system.

Ironmongery Direct

- When asked about fire door safety, 53% admitted that they would not know how to spot a dodgy fire door and 28% didn't actually know that it was illegal to prop open a fire door without a specially designed device approved by the fire authority
- Only 47% of respondents were aware that their employer carried out regular fire risk assessments - which are in fact a legal requirement. 24% said that they weren't aware of regular risk assessments and 29% didn't know either way
- Results from a poll of 1,000 UK employees revealed that many employees were not even aware of the steps they should take if the fire alarm was to sound. Nearly a quarter (22%) would look to see what everyone else was doing before taking action, 13% would just ignore it and carry on working and 4% would try and find the fire

FDIS

In 2012, a group of experienced fire door professionals and safety experts secretly checked a group of 17 hotels in Liverpool, Sheffield, Birmingham and Manchester. The researchers found problems in almost every one.

The five most common problems spotted in these hotels were:

- Ill-fitting doors in frames - 59% (10 hotels)
- Damaged fire doors - 47% (8 hotels)
- Fire doors propped open - 47% (8 hotels)
- Incorrectly fitted fire and/or smoke seals- 35% (6 hotels)
- Poor condition of fire and/or smoke seals - 35% (6 hotels)



CFOA Activity

- CFOA will write a blog on commercial arson it will be published on the morning of 9 September. The themes will be - how to reduce your risk of an arson attack and measures you can take to reduce the spread of fire if an incident should occur
- See information overleaf which CFOA has bulleted for FRS to use if they need to create content and link to APF for further information
- CFOA has created a flyer to use on social media or send out via email- feel free to modify for your use - add your contact details. Contact CFOA if you can't edit it

Suggested Tweets

There are more than 3000 arson attacks on businesses each year in the UK - Have you done anything to protect yours? #BSW16
Most arson attacks aren't planned - deter arsonists from attacking your business #BSW16
If possible keep rubbish to a minimum, away from buildings, in metal, lockable bins #BSW16
More stock for Christmas means more waste - maybe arrange extra collections to deter arsonists #BSW16
The best defence against arson is effective security for your business #BSW16
Security lighting can reduce your risk of an arson attack #BSW16
The most common cause of fire in shops and retail premises is arson #BSW16

Suggestions for FRS Activity

- Look out for our blog and link to it. If you write your own blogs write one on this subject and let CFOA know so we can tweet about it
Many fire services already have some great information about preventing arson for businesses- check it's still all up to date and tweet and share a link on facebook to it to remind businesses it's there.
- Let people know if this is an issue in the local area - how much time has it taken up and how many incidents have you dealt with?
- Work with a local business that may have suffered an incident and highlight the impact this had on the business and the people working there. This may gather interest from local press
- Arson - A State of the Nation Report - is attached to this toolkit and is a useful read.





The Arson Prevention Forum - www.stoparsonuk.org

The Arson Prevention Forum is a strategic stakeholder body that brings together fire, police, the insurance industry, the Crown Prosecution Service, the Building Research Establishment and others. The Forum works to share information, experience and expertise to improve arson conviction rates, reduce reoffending and prevent fire-related crime.

APF top tips for business

- Ensure you include the impact of arson in your workplace fire risk assessment. A large percentage of businesses fail to return to trading following a fire (estimates say around 80%)
- Protect your commercial property. Seek advice on security, good lighting and CCTV as these will often act as a deterrent to a criminal.
- Raise all incidents of arson, even the small fires, with your local neighbourhood watch members, the police and local fire station personnel.
- When closing down your business adopt a thorough closedown procedure making sure external doors are locked, internal doors are closed, no unauthorised persons are left on the premises, alarms are switched on and there is no rubbish or waste left lying around.
- Arson attacks on farms and small holdings do happen. Take simple precautions to reduce the likelihood of this happening. Lighting around barns and outbuildings will deter the opportunist thief and the would-be arsonist.
- Visit your fire and rescue service's website or the local fire station and speak to them about arson in your area.

The research documents area of this site has some good downloads depending on local need would be useful beyond this campaign week.