



**NOTTINGHAMSHIRE**  
**Fire & Rescue Service**  
*Creating Safer Communities*

Nottinghamshire and City of Nottingham  
Fire and Rescue Authority  
Community Safety Committee

# STUDENT BRAND AMBASSADOR

Report of the Chief Fire Officer

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**Agenda Item No:**

**Date:** 15 January 2010

**Purpose of Report:**

To update Members on Nottinghamshire Fire and Rescue Service's Student Campaign and the associated Fire Kills Student Brand Ambassadors' (SBAs) campaign activity within the student community.

## CONTACT OFFICER

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## 1. BACKGROUND

- 1.1 Students primarily live in rented or multiple occupancy accommodation, which according to the Survey of English Housing (SEH) means that they are at a higher risk from fire. They form a large part of the economically inactive section of the population and smoke alarm ownership is significantly low in the 16- 24 year old age range, of which students make up a high percentage. Students' lifestyles contain many factors that make them more likely to be at risk from fire. Partying, smoking, alcohol consumption and careless cooking are all factors that contribute to fires in student accommodation. This report relates to recent and current work for Nottinghamshire Fire and Rescue Service's (NFRS) Student Campaign 2009 and Communities and Local Government's (CLG) initiative using Student Brand Ambassadors (SBAs) to promote key messages within the student community.
- 1.2 There are almost 54,000 students living in Nottinghamshire and they are predominantly based in and around the City areas. Historically it has been difficult to deliver fire safety messages to the student community as a large proportion of them live in rented and multi occupancy accommodation. Freshers' Fayres and induction events provide good opportunities for engagement with the Service's target audience to deliver the safety campaign.
- 1.3 NFRS's campaign has concentrated mainly on Freshers' Fayres and induction events at main stream Universities such as Nottingham, Trent and Clifton campuses, also more diverse colleges such as the International Students at Castle College Beeston. The campaign has covered local issues such as reducing fire calls to student accommodation and improving student knowledge of fire safety in rented and multi occupancy accommodation as well as national campaign messages.
- 1.4 CLG has recruited SBAs to deliver their Fire Kills campaign messages at 24 universities in England, to raise awareness of fire safety amongst the student population. The primary aim for the SBA is to promote the Government's key messages to their peers, to include "Great Escapes" - planning escape routes for use in the event of a fire, and the ownership of working smoke alarms which require testing weekly. The SBA will use various forms of media to promote the messages such as posters, leaflets, student radio, internet (Facebook, MySpace, Bebo, and Twitter etc) and to organise a fire safety event. The secondary aim is to promote careers within the Fire and Rescue Service (FRS). This year the campaign will also integrate key messages around a career in the fire service specifically raising the profile of the Service concentrating on women and ethnic minority backgrounds.

## 2. REPORT

- 2.1 Both Nottingham and Trent Universities were represented by SBAs who provided five days across the autumn term (October to December), delivering the national campaign messages through a number of specified activities within their role supported by NFRS resources and expertise. They were provided with fire safety materials and branded merchandise by CLG to support this work.
- 2.2 SBAs were able to use their local knowledge to identify areas of high student activity and are perfectly placed to ensure that materials carrying fire safety messages are distributed in the best locations on and around campus.
- 2.3 Table 1 outlines the activities carried out in relation to the local NFRS Student Campaign and the joint activities with the SBAs.

**Table 1: Student Safety Campaign Events 2009**

<b>NFRS Events</b>	<b>Activity</b>
International Students Castle College Beeston – 11 September 2009	Fire Safety Presentation
Broadgate Park Beeston Induction – 19 & 20 September 2009	Two half days of speaking with students at their induction, providing Information, Advice and Leaflets
Student Fresher Event at Nottingham Campus – 22 & 23 September 2009	Two full days at the event speaking with students on a one-to-one basis providing information and advice also listening to concerns. Requests made of students to complete Student Evaluation Survey and given a student support pack with leaflets and useful items as a reminder of the safety messages
Freshers Fayre Trinity Square 26 & 27 September 2009	Two half days of speaking with students at a small fresher fayre, providing Information, Advice and Leaflets. Students completed Student Evaluation Survey
Student Fresher Event at Clifton Campus – 6 October 2009	One full day at the event speaking with students on a one-to-one basis providing information and advice, also listening to concerns. Requests made of students to complete Student Evaluation Survey and given a student support pack with leaflets

	and useful items as a reminder of the safety messages
Student Fresher Event at Trent Campus – 8 October 2009	One full day at the event speaking with students on a one-to-one basis providing information and advice, also listening to concerns. Requests made of students to complete Student Evaluation Survey and given a student support pack with leaflets and useful items as a reminder of the safety messages
Student Brand Ambassador Fire Safety Event at Nottingham Campus – 27 <sup>th</sup> November 2009	Event using the Chip Pan Unit - Hot Oil Demonstration, supporting SBA
Student Brand Ambassador Fire Safety Event at Trent Campus – 27 <sup>th</sup> November 2009	Event using the Dolls House Smoke Demonstration & Video Presentations supporting SBA

## Evaluation

- 2.4 The Freshers' Fayres held at the larger Universities involved handing out educational gift bags containing various fire safety leaflets aimed at students living in rented and multi occupancy accommodation. These events lasted all day and provided the service with the opportunity to speak with students at length and on an individual basis allowing us to deliver our messages but also for students to be able to raise any concerns they may have had. The Induction Days were held at the smaller Colleges and followed the format of Fire Safety Presentations with leafleting and general advice given.
- 2.5 At all of the events attended by NFRS, students were asked to complete Student Evaluation Surveys which provided us with valuable information which will allow us to develop our education programme for students for future events. Over 1200 survey forms were completed during the campaign, the results can be seen in Appendix A.
- 2.6 Although in general, student's knowledge of Fire Safety was good there were areas identified, through the surveys, which need to be addressed. These were fed into the SBAs campaign with NFRS advising and supporting the SBA to target these specific areas.
- 2.7 As well as student evaluation all NFRS staff involved with the campaign were invited to provide their own feedback and evaluation of the campaign. All information obtained from this campaign will also be used when developing future service initiatives and programmes.
- 2.8 The two SBAs have been delivering Fire Safety messages through various media but they have also had success with the events they have co-ordinated. Nottingham University used the Hot Oil Demonstration Unit as the

main resource at their event which was well received and well attended. Trent University were restricted for outdoor space because of their inner city location, the resources provided for their event were the Dolls House Smoke Demonstration, Video Presentations and a Fire Appliance from Central. The SBAs work continued until 11 December 2009 with work on the careers side of the campaign supported by the service.

### **3. FINANCIAL IMPLICATIONS**

The NFRS Student Campaign was met from within the existing community safety budget and resources. CLG provided funding for the SBAs and associated resources.

### **4. HUMAN RESOURCES AND LEARNING AND DEVELOPMENT IMPLICATIONS**

There are no organisational human resources and learning and development implications arising from this report.

### **5. EQUALITY IMPACT ASSESSMENT**

There are no specific aspects relating to a disproportionate effect in respect of the key equality strands.

### **6. CRIME AND DISORDER IMPLICATIONS**

There are no crime and disorder implications arising from this report.

### **7. LEGAL IMPLICATIONS**

Under Part 2 Section 6 of the Fire Services Act 2004, NFRS has a statutory duty to make provision for the purpose of promoting Fire Safety in its area. The Student Brand Ambassador project is part of the Service's arrangements for the provision of information, publicity and encouragement in respect of steps taken to prevent fires and death or injury by fire.

### **8. RISK MANAGEMENT IMPLICATIONS**

- 8.1 Using the SBAs and developing relationships with the Universities will assist us in targeting those at risk and the Service will be better able to reduce the risk faced by certain groups within our communities.
- 8.2 An inability to demonstrate engagement with this key risk group could incur adverse scrutiny onto the organisation should incidents occur.

**9. RECOMMENDATIONS**

That Members note the content of the report and work undertaken, and continue to support should further work be programmed in 2010.

**10. BACKGROUND PAPERS FOR INSPECTION (OTHER THAN PUBLISHED DOCUMENTS)**

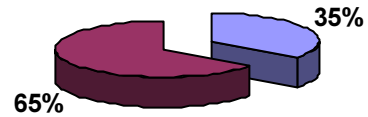
None.

Frank Swann  
**CHIEF FIRE OFFICER**



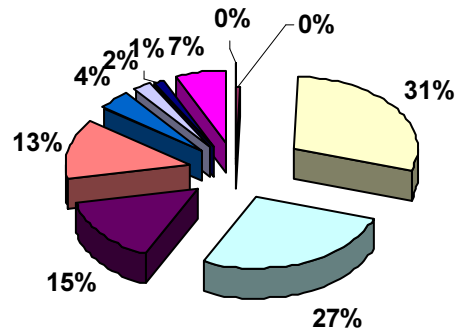
## Student Fire Safety Survey 2009 - Evaluation Results

<b>Male</b>	<b>444</b>	<b>Female</b>	<b>823</b>
	<b>35%</b>		<b>65%</b>



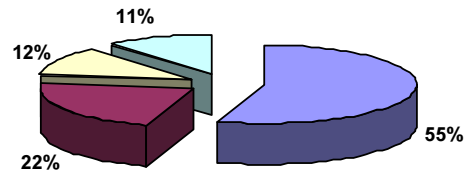
### Age

16	1	0.0%
17	6	0.0%
18	372	31.0%
19	338	27.0%
20	190	15.0%
21	169	13.0%
22	54	4.0%
23	31	2.0%
24	15	1.0%
25+	85	7.0%



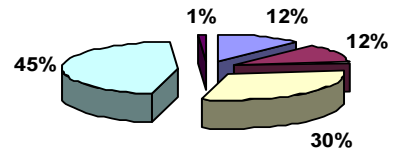
### Year at University

First	685	55.0%
Second	273	22.0%
Third	146	12.0%
Other	141	11.0%



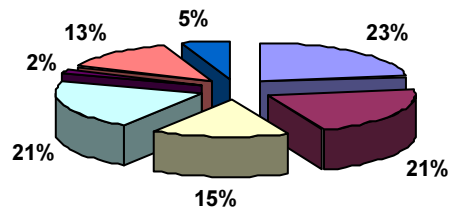
**Q.1 Without a Smoke Alarm you are \_\_\_\_\_ as likely to die in a fire?**

Two times	149	12.0%
Three times	147	12.0%
Four times	381	30.0%
Five times	570	45.0%
Don't know	13	1.0%



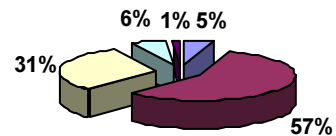
**Q.2 Name four ways a domestic dwelling (house) fire could start?**

Cooking	1116	23%
Cigarettes	1038	21%
Candles	733	15%
Electrical	1042	21%
Arson/Deliberate	79	2%
Other	642	13%
Don't know	254	5%



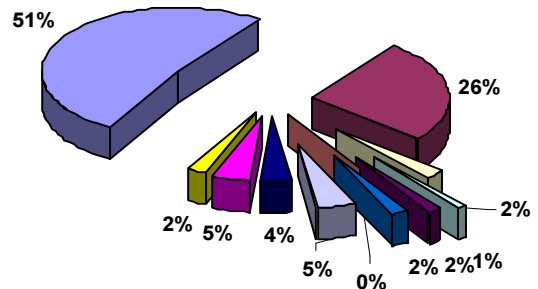
**Q.3 How often should you test a smoke alarm?**

Daily	62	5.0%
Weekly	713	57.0%
Monthly	380	31.0%
Annually	75	6.0%
Don't Know	15	1.0%



**Q.4 If you are cooking with an oil pan and it catches fire, what should you do?**

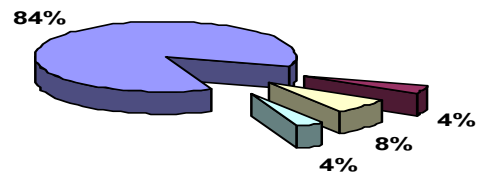
Damp cloth	673	51%
Fire blanket	339	26%
Extinguishers	28	2%
Sand	14	5%
Water	22	2%
Alcohol	0	0%
Get out/Leave	25	2%
Turn off gas	61	5%
Call 999	48	4%
Don't know	61	5%
Other	30	2%





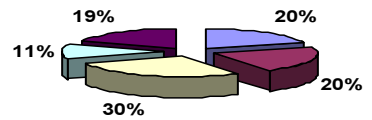
**Q.5 What should you not throw over it?**

Water	1039	84.0%
Alcohol	44	4.0%
Don't know	92	8.0%
Other	45	4.0%



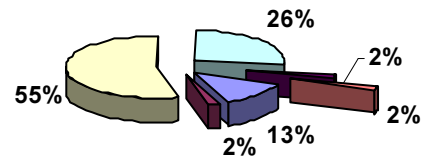
**Q.6 Candles cause in the region of 5 fires per day nationally. State two safe ways of preventing a fire caused by candles?**

Candle holder	484	20%
Keep away from flammable materials	488	20%
Don't leave unattended	685	30%
Don't Know	271	11%
Other	453	19%



**Q.7 Electrical fires can be caused by overloading electrical sockets. Which are the safest methods(s) of preventing this happening?**

Use a block adaptor	192	13%
Use two block adaptors together	32	2%
One plug to one socket	790	55%
Use a fused gang adaptor	381	26%
Use a bigger fuse	33	2%
Don't know	29	2%



**Q.8 What do you understand by an Escape Plan?**

- A means of avoiding to the cooking
- Avoid paying for alcohol
- Plan a fire escape route but don't tell others
- Plan a fire escape route and make sure everyone knows how to escape
- Don't know

10	1%
9	1%
10	1%
1217	96%
18	1%

