



Treacle Communications Strategy 2016

What is Treacle?

Treacle is the Greater Manchester wide Halloween and Bonfire Night safety campaign. Its aim is to encourage our communities to have a safe and happy autumn.

The campaign is a partnership between GMFRS, GMP, The Police and Crime Commissioner and Interim Mayor for Greater Manchester, the ten Greater Manchester Authorities and Transport for Greater Manchester.

A wide range of marketing resources has been created to help each authority promote firework safety and tackle antisocial behaviour in their areas.

These include short videos, which can be shared on social media, web banners, digital graphics and more traditional resources like posters and leaflets.

You can access these resources through the toolkit email sent out to all Greater Manchester communications teams or by visiting www.safe4autumn.com/toolkit.

Greater Manchester Fire and Rescue Service creates resources for every authority to use, so we can keep our messages and the Treacle brand as consistent as possible.

This year's campaign launches on October 15 – the day fireworks legally go on sale in the UK.

Key Messages

- Have a safe and enjoyable Halloween and Bonfire Night – please go to organised events.
- You can find out where safe organised event will be held in your area by visiting safe4autumn.com.
- If you do have a firework display at home please follow the fireworks code.
- Alcohol and fireworks do not mix.
- Children's Halloween costumes are classed as toys and not subject to strict fire regulations like normal clothes – you must keep them away from naked flames to prevent you child from sustaining devastating burns.
- Anti-social behaviour, illegal bonfires and misuse of fireworks have serious consequences and 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.
- To report illegal bonfires contact your local council contact details can be found on safe4autumn.com.
- You can dispose of fireworks safely during the Bonfire period by calling GMFRS on 0800 555 815
- To report firework nuisance or other antisocial behaviour call Greater Manchester Police on 101 or Crimestoppers on 0800 555 11 If you believe there is a risk to life or property call 999

Actions

- Share content from the digital toolkit, particularly the videos, as widely as possible across all social channels.
- Always use the hashtag #Treacle2016 when tweeting/posting about Treacle
- Use the graphics from the digital toolkit across your digital signage network
- Let GMFRS know about organised firework displays happening in your area
- When issuing press releases about activities in your area please link to www.safe4autumn.com
- Promote the competition for 5 to 16-year-olds to win an iPad - <http://safe4autumn.com/beats-competition-rules/>

Media Releases

GMFRS is currently in talks with broadcast and print media to run stories which will support the key messages of the campaign.

Topics for stories we are working on include Halloween costume safety, the Fireworks Code, GMFRS' Firework Amnesty and much more. Journalists will also riding out on fire engines during Bonfire Night.

GMFRS will take an agile approach during the campaign, staying alive to any opportunities, which will gain media coverage for the campaign.

If you're planning a press release or media opportunity please contact GMFRS, who will be able to provide a quote or a uniformed officer to speak to the press.

Planned Advertising

This year the Manchester Evening News will be promoting our video content across their social media audience throughout the campaign.

The short videos will also be on display in the Manchester Arndale Centre throughout the campaign.

Get in Touch

If you have any questions or ideas or to make this year's campaign a success please call Dan Sims, Senior Communications Officer, GMFRS on 0161 608 3581 or email simsd@manchesterfire.gov.uk