



Treacle Communications Strategy 2017

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 Greater Manchester Fire and Rescue Service (GMFRS), Greater Manchester Police (GMP), Mayor of Greater Manchester, Greater Manchester Combined Authority (GMCA), the 10 Greater Manchester Authorities and Transport for Greater Manchester.

A wide range of marketing resources have 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.

GMFRS 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
- Find out where safe organised events 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 and other seasonal / themed costumes are currently classified as toys. You should therefore check they are CE marked to ensure they meet the required safety standards. However, all garments have a risk of being flammable – you must keep them away from naked flames to prevent your child from sustaining devastating burns.
- Anti-social behaviour, illegal bonfires and misuse of fireworks have serious consequences and will not be tolerated (statistics for attacks on firefighters are included below)
- 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 are at safe4autumn.com
- You can dispose of fireworks safely by calling GMFRS on 0800 555 815
- To report firework nuisance or other antisocial behaviour call Police on 101 or Crimestoppers, anonymously, 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
- 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

Media Releases

To launch the Treacle campaign, GMFRS will issue a press release with supporting PR materials to local and regional broadcast and print media.

Releases can also be issued to highlight topics throughout the campaign including Halloween costume safety, the Fireworks Code, GMFRS' Firework Amnesty and attacks on firefighters, which during last year's Treacle period saw a 100% increase.

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

GMFRS has secured space to show some short videos in the Trafford 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 GMFRS on 0161 608 4092

Attacks on Fire Fighters	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Grand Total
Bolton								2			3	1			1			1		2		1		2	15
Harassment																								1	1
Objects thrown at firefighters/appliances								2			1									1				1	5
Other acts of aggression																									1
Physical abuse											1														1
Verbal abuse											1	1			1			1		1		1			7
Bury																						2	2		7
Other acts of aggression																							1		1
Verbal abuse																						2	1		6
Manchester		1		1	1	1			1			1					2	3			2				26
Harassment																					1				2
Objects thrown at firefighters/appliances																	1	2							10
Other acts of aggression		1			1				1								1	1							5
Physical abuse																								1	1
Verbal abuse				1		1						1													8
Oldham							1	1					1					1		1	1	1			10
Objects thrown at firefighters/appliances							1	1										1		1	1				8
Verbal abuse													1									1			2
Rochdale											1			1				1							6
Objects thrown at firefighters/appliances														1				1							5
Verbal abuse											1														1
Salford						1										1			2	5		1	3		14
Objects thrown at firefighters/appliances						1													2	5		1	2		11
Other acts of aggression																							1		1
Verbal abuse																1									2
Stockport	1			2		1		1						1	1		1		1		1				11
Objects thrown at firefighters/appliances	1													1											2
Other acts of aggression				1				1																	3
Verbal abuse				1		1									1		1		1						6
Tameside																	1			2	1				9
Objects thrown at firefighters/appliances																				1	1				5
Other acts of aggression																	1								1
Verbal abuse																				1					3
Trafford	1																		1						3
Objects thrown at firefighters/appliances	1																								1
Other acts of aggression																			1						1
Physical abuse																									1
Wigan					1		1	2					2	1	2	1			1	2	1	2	2	1	23
Objects thrown at firefighters/appliances					1									1	2				1		1	1		1	10
Other acts of aggression								1					1							1					3
Verbal abuse							1	1					1			1				1		1	2		10
Grand Total	2	1		3	2	3	2	6	1		4	2	3	3	4	2	4	7	4	12	6	7	7	3	124