

To: O'CONNOR, CHRIS (CS)[CHRIS.OCONNOR2@london-fire.gov.uk]; FRANCIS, EMMA[EMMA.FRANCIS@london-fire.gov.uk]
Cc: ANDREWS, MARK[MARK.ANDREWS@london-fire.gov.uk]
From: HAZELTON, MARK[mark.hazelton@london-fire.gov.uk]
Sent: Thur 04/06/2015 7:27:11 AM (UTC)
Subject: RE: Community Safety Matters - London Fire Brigade Know the Plan campaign

Hi Both

I suggest Mark Andrews. The 'stay put' advice is built of the construction standard for purpose built properties.

Regards

Mark Hazelton

Community Safety Development Manager

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From: O'CONNOR, CHRIS (CS)
Sent: 03 June 2015 14:55
To: FRANCIS, EMMA; HAZELTON, MARK
Subject: RE: Community Safety Matters - London Fire Brigade Know the Plan campaign

Hi Emma

I can't remember if I responded. Probably be more beneficial for Rob to meet yourself and Mark, if Mark can make it.

Thanks

Chris

From: FRANCIS, EMMA
Sent: 22 April 2015 14:28
To: O'CONNOR, CHRIS (CS); HAZELTON, MARK
Subject: FW: Community Safety Matters - London Fire Brigade Know the Plan campaign

Hi both

Just wondered if you might be able to help please? Rob Purcell from Melbourne Fire Brigade was in touch with me a while ago about Know the Plan, and I am going to probably send him the final report once it has gone to the various boards here. However as you will see in his email below he has also asked about the background for our 'stay put' advice and whether anyone would be available to meet with him when he is over in Ireland/UK in June/July – would he be someone you'd be interested to meet? Or should I pass it to someone else?

I'd like to get back to him soon to let him know what we will be doing or who he should contact so if you can help or know who I might pass this over to, please let me know.

Thanks

Emma

From: PURCELL, Robert [<mailto:RPURCELL@mfb.vic.gov.au>]
Sent: 07 April 2015 02:38
To: FRANCIS, EMMA
Subject: RE: Community Safety Matters - London Fire Brigade Know the Plan campaign

Hello again Emma, I hope your well.

At the back end of your campaign, I'm interested to see how you feel the campaign went.

If you are able to give me some feedback on the reach and success that would be appreciated.

I'm also very interested in understanding the research that went into the "stay put" policy that the LFB is promoting. Melbourne has a growing population with much of it moving into low, medium and high rise apartments.

As discussed, it's not policy here so anything that supports this proposition/ change would be worth seeing.

I'm travelling to Ireland in late June/ early July and wonder if there are any people I could meet to discuss these issues, either with LFB or the overarching body for fire services in the UK. I probably have a day up my sleeve.

I'm keen to understand how these programs are turned from research into on the ground actions with firefighters.

Regards

Rob Purcell | Assistant Chief Fire Officer - Director Community Resilience

Metropolitan Fire and Emergency Services Board (MFB)

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From: EMMA.FRANCIS@london-fire.gov.uk [<mailto:EMMA.FRANCIS@london-fire.gov.uk>]

Sent: Wednesday, 14 January 2015 2:12 AM

To: PURCELL, Robert

Subject: Community Safety Matters - London Fire Brigade Know the Plan campaign

***** MFB: external message processed. Details at bottom of email *****

Dear Rob

Many thanks for your email last week and apologies I've not got back to you before now.

It is great to hear that you've seen our 'Know the Plan' campaign and are interested in how well it has worked. As this was launched in March 2014 and was planned to run for one year, we are just about to do another marketing push and then report back on the final stats and overall impact.

I am happy to share some of the details with you when this report is finished in March/April time if that would still be helpful?

Some initial stats show that when we launched the campaign and were running adverts on one of London's biggest commercial radio stations 'Capital FM', in the London daily free newspaper 'The Metro' and on Facebook we got around 800-1000 visits per day. Our London-Fire.gov.uk website gets around 2000 visits per day on average so we were pleased with this result for such a specific issue. The stats on 'bounce rate' for the site were good too at less than 10%, indicating that people were actually stopping to read the information or watch the animations rather than just going to the page and leaving straight away.

Unfortunately we only had very limited budgets and hence the advertising was limited and once this finished the numbers did fall to around 500-1000 visitors a month depending on our activity and what incidents we were dealing with. We have found that when we have a relevant incident or do some specific press work or social media activity we do get a spike in visits.

In terms of changing behaviour, we have some initial stats that suggest the messaging is getting through and there is quite good campaign recall from the target audience too. I'll be able to report more on this in the next few months.

Just out of interest, do you advise people living in flats to 'stay put' if the fire is somewhere in their building?

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own flat and they are not being affected by smoke or heat? I know that not all Fire and Rescue services in the UK do.

I hope this is helpful for now? Please feel free to ask any other questions that you may have and I'll do my best to help.

Thanks
Emma
--

Emma Francis
Marketing Manager
London Fire Brigade

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 |  | www.london-fire.gov.uk

From: PURCELL, Robert [<mailto:RPURCELL@mfb.vic.gov.au>]
Sent: 05 January 2015 03:59
To: Incoming Web Messages
Subject: Contact request - Community Safety matters

Hello,

I'm interested in discussing with someone how the LFB measures the success of various LFB information programs including "Know your fire plan".

Metropolitan Fire Brigade Melbourne recently had a fire in a high rise building. See <http://http://www.abc.net.au/news/2014-11-25/residents-evacuated-after-fire-in-melbourne-cbd-apartment-build/5914978>

Whilst over 400 residents of the building was effectively evacuated with no injuries, post incident engagement confirmed a lack of knowledge regarding fire safety measures and responsibilities and identified many non-compliance issues with the building including a large oversubscribed sub-tenant population amongst the "allowed for" tenanted occupants.

MFB and the state government publishes fire safety information but at present, the assessment of its impact is somewhat lacking.

I picked up the "Know your fire plan" website off the LFB Facebook page and it's is a well constructed information portal. I'm very interested to see have often it's used and its effectiveness.

I'm happy to receive a contact email or number and time to discuss with someone.

Regards

Rob Purcell | Assistant Chief Fire Officer - Director Community Resilience
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