

Appendix A

FIRE SAFETY WEEK MEDIA COVERAGE

BBC Radio Merseyside 2pm news bulletin, September 23, mentions that a third of homes which had fires did not have smoke alarms and the figures were released ahead of our first Fire Safety Week to be held "next week".

Liverpool Echo photographer and photographer from Educate Magazine.

BBC Radio Merseyside on September 23 also sends out the below Tweet to 18,289 Twitter followers – [bbcmerseyside_@bbcmerseyside_23 Sep](#)

Pupils from [@PinehurstP](#) get fire safety advice from [@MerseyFire](#) ahead of [#FireSafetyWeek](#) on Drive with [@simonhoban](#)
pic.twitter.com/UmohrYmSN4

Liverpool Echo carries a short story on Fire Safety Week being held with a fairly large photo from the launch. It is carried on Page 12 (September 24).

Bay TV also carry the announcement of the week press release and a photo taken at the launch by Karl (September 24).

<http://www.baytvliverpool.co.uk/vod/?vid=PBV52415de7d75b9>

Group Manager Richie Davis' column in the Merseymart and Mersey Star (September 24) also mentions Fire Safety Week and some of the events across Liverpool for Older People's Day.

Group Manager Paul Murphy's column in the **Wirral News** (September 25) mentions Fire safety Week, an older people's event and the opening of Birkenhead Community Fire Station.

Wirral Globe (September 25) carries an article on the free event for older people due to be held at Birkenhead Community Fire Station for Older People's Day.

St Helens Star (September 26) carries a piece on Fire Safety Week starting with statistics we issued on house fires and injuries

St Helens Star website (September 29) carries a piece on Fire Safety Week starting with statistics we issued on house fires and injuries -

[http://www.sthelensstar.co.uk/news/10700773.Fire crews to head into communities as part of safety drive/?ref=eb](http://www.sthelensstar.co.uk/news/10700773.Fire%20crews%20to%20head%20into%20communities%20as%20part%20of%20safety%20drive/?ref=eb)

St Helens Star website carries an update story on the number of properties visited on Monday September 30, first day of our Fire Safety Week, on October 1 on their website -

[http://www.sthelensstar.co.uk/news/10709417.Fire safety drive heads in to communities/](http://www.sthelensstar.co.uk/news/10709417.Fire%20safety%20drive%20heads%20in%20to%20communities/)

LJMU student journalists also cover the Fire Safety Week (September 30) and record an interview with Caroline Crichton on (October 1) on the Fire Safety Week – highlighting messages including not leaving cooking unattended.

<http://jmu-journalism.org.uk/first-ever-fire-safety-week-to-be-held-in-merseyside/>

The Challenge (October 1) carries a large article and photo on Fire Safety Week and how many properties were visited along with safety messages and quotes after press release sent to the newspaper.

The Challenge newspaper that covers part of Knowsley (October 1) – very large article of work across Knowsley during the week along with safety messages and photo of smoke alarms being tested after press release sent to them. Also mentions the visit by our staff to Age UK club in Whiston.

St Helens Reporter (October 2) fairly large article on Fire Safety Week and statistics showing how many house fires we attended across St Helens that did not have a smoke alarm.

(September 30) www.otsnews.co.uk carries an article about a tumble dryer fire on the first day of our Fire Safety Week – mentions Fire Safety Week and safety messages.

Bootle Champion (October 2), carries the statistics for Liverpool for the number of house fires attended where there were no working smoke alarms. Articles included safety quotes from the DCFO which was issued. Also carried in **Crosby & Litherland Champion, Aintree & Walton Champion**

We also used incidents on our website almost every day to promote Fire Safety Week – **Anfield & Walton Champion** (October 2) carried an article on a chip pan fire with safety quotes after a fire on Sunday, September 29 which Karl uploaded on the website on the morning of Monday September 30.

Similarly a fire involving a tumble dryer was carried in the **Formby Champion** and the **Southport Champion** (October 2) which also mentioned the work being carried out as part of Fire Safety Week and safety messages after details and safety quotes put on our external website by Karl.

Liverpool Echo (October 3) carries a small article on Page two mentioning how many schools were visited and properties visited during Fire Safety Week after press release issued afternoon of October 2).

October 3 – chip pan and safer cooking and Fire Safety Week highlighted in an article on the **Wirral Globe website** (October 3) http://www.wirralglobe.co.uk/news/10715183.Chipping_in_for_safety___/

Also carried in the **Wirral Globe** on October 9.

Also featured on Regenda's own website (October 3) <http://www.regenda.org.uk/news-detail/247>

The **Liverpool Echo** blog, on the **Liverpool Echo** website also mentioned our Fire Safety Week on numerous occasions throughout the week. An example, on October 3, is included below –

New figures released today reveal there were 2,672 cooking-related fires across Merseyside.

The figures were released to mark a focus day on kitchen fires during the first ever Fire Safety Week to be held in Merseyside.

Free deep fat fryers have been handed out across Merseyside as part of a Fire Safety Week “chip pan amnesty.”

Group Manager Richie Davis’ column in the Merseymart and Mersey Star (October 8) also mentions Fire Safety Week and what was done during the week including Older People’s Day and how many properties were visited.

Group Manager Paul Murphy’s column in the Wirral News (October 9) also mentions Fire Safety Week and what was done during the week including Older People’s Day and how many properties were visited.

St Helens Star (October 10) carries an article on deep fat fryers being handed out as part of a chip pan amnesty during Fire Safety Week. Includes safety quotes issued and stats on kitchen fires across St Helens.

Also carried on their website on October 11 -

http://www.sthelenstar.co.uk/news/10731753.Ditch_those_chip_pans_Fire_crews_hand_out_deep_fat_fryers_to_residents/

The Liverpool Express website – news website run by Liverpool City Council carries the update on the success of the week (October 18)
<http://www.liverpoolexpress.co.uk/2013/10/18/fire-risks-reduced-during-safety-week/>

Merseyside Fire & Rescue Service’s October edition of **Hot News** covers the Fire Safety Week on the front page and pages 10 and 11. An update article will also be in the November edition of Hot News.

Other websites also picked up information from the update on Fire Safety Week on our website -

(October 21)

[http://www.southport.gb.com/southport/news_list/Fire Safety Week's %26quot%3BImpact%26quot%3B-52645254.htm](http://www.southport.gb.com/southport/news_list/Fire_Safety_Week's_%26quot%3BImpact%26quot%3B-52645254.htm)