



LEICESTERSHIRE FIRE and RESCUE SERVICE

MEDIA OPPORTUNITY

Issued on: Monday 20 February 2017

HIGHFIELDS BLUES INITIATIVE LAUNCHED

Saturday 4 March, 11:00 – 15:00 hours
Spinney Hill Park

Highfields
Blues
working together

Following on from the success of the Braunstone Blues joint initiative, it has been agreed to launch a pilot scheme in the Highfields area (Highfields Blues) which will initially run for a three month period.

The Highfields Blues team, which just like the Braunstone Blues team, will also be made up of dedicated personnel from all three blue light services and their main job will be to support the community of Highfields, encouraging them to be healthier, safer and more secure.

Research has shown that a large number of unnecessary calls are received by the three emergency services (fire, ambulance and police) from residents in Highfields. We want to reduce this demand by educating and directing residents to the appropriate services available to them.

The team will be engaging with members of the Highfields community and offering free home visits to discuss the health services available to them, fire safety advice with the option of having a fire escape plan tailored to the individual home and police crime/safety advice.

On the day of the launch, at Spinney Hill Park, there will be a number of attractions including:

- Emergency service vehicles
- Vista's interactive bus
- Fire and Police Cadets
- CPR demos
- Fire and police props
- Face painting
- Snacks and beverages.

Andrew Brodie, Assistant Chief Fire and Rescue Officer at Leicestershire Fire and Rescue Service, said: "People in Braunstone are already benefitting

from a joint scheme and I'm sure the benefits in Highfields will be just the same."

"Our aim is to reduce the demand placed on emergency services in the Highfields area by working with partners and residents to deliver a healthier, safer and more secure community."

"We hope to do this by educating residents and directing them to appropriate services that are available to them as well as by being a point of contact when required."

Phil Kay, Assistant Chief Constable at Leicestershire Police, said: "Following the success of Braunstone Blues, I am really pleased to support this new and exciting development for Highfields. The positive work of the Highfields Blues team has already shown to have had an impact on residents and community groups in the area."

"By continuing to work together with other emergency services and partners we hope that we can better inform residents of Highfields about the services available to them and to find innovative ways to reduce demand placed on emergency services by creating a healthy, safer and secure Highfields."

Shelley Jackson, EMAS Paramedic, said: "Despite being early days for the Braunstone Blues scheme, in November we were shortlisted for a Health Service Journal Award in the Improved Partnerships between Health and Local Government category, and in December won a national Emergency Services Partnership of the Year award."

"Having led the ambulance service section of the scheme in Braunstone, I'm now looking forward to replicating its success in Highfields where we know we'll make a real difference to the people that live there."

We are looking to both local and national media to help raise the profile of Highfields Blue scheme and would appreciate your attendance at this launch event.

Where to find Spinney Hill Park:

Mere Road, Leicester, LE5 5AY

If you are planning on attending, can you please confirm your attendance in advance by contacting the Corporate Communications team on the details shown below.

For more information on the project, visit www.highfieldsblues.org.

ENDS

Notes to editors: Officers will be available on the day for media work through prior arrangement - photo opportunities will also be available. If you are unable to attend, photos of the event will be available on request.

About the Service

Leicestershire Fire and Rescue Service provides emergency response, prevention and protection services from 20 stations across Leicester, Leicestershire and Rutland. Its headquarters is based in Birstall, Leicester.

The Service's prevention, education, enforcement and inspection programmes have resulted in significant reductions in the number of incidents. In the last ten years, fire related incidents have reduced by 46 percent.

During 2015/16, the Service attended 666 road traffic collisions, of which 174 were extrications freeing 208 people trapped inside their vehicles and completed 5086 home fire safety checks, fitting almost 4481 smoke alarms. Staff organised or supported almost 1431 events aimed at promoting fire and road safety and arson prevention, whilst also visiting 332 schools to deliver fire and road safety education to pupils.

Contact:

Dominic Halliday
Communications and Digital Media Administrator
0116 229 2178
dominic.halliday@lfrs.org

LEICESTERSHIRE
FIRE and RESCUE SERVICE
protecting our communities

