



# LEICESTERSHIRE FIRE and RESCUE SERVICE

## NEWS RELEASE

Issued on: Thursday 1 March 2017

### **SERIOUS FIRE IN ASHBY DE LA ZOUCH**

Leicestershire Fire and Rescue Service received a call in the early afternoon to a commercial property fire on Market Street, Ashby de la Zouch.

A total of five fire appliances, including the Ariel Ladder Platform from Birstall, attended the incident and were supported by appliances from Ashby, Coalville, Swadlincote and Shepshed. Firefighters wearing breathing apparatus entered the property and rescued an adult male who was trapped inside.

Sadly the occupant later died in hospital. This is a terrible tragedy and the thoughts of the Fire and Rescue Service are with the family, friends and acquaintances of the deceased. This type of tragedy happens very infrequently.

The cause of the fire is being jointly investigated by Leicestershire Fire and Rescue Service and Leicestershire Police.

Leicestershire Fire and Rescue Service staff will be working in the local area during the next few days, to provide reassurance and advice to the local community – we will release dates and times as soon as they have been confirmed.

A wide range of tips and advice on how to keep yourself and your home safe from fire are available on Leicestershire Fire and Rescue Services website which can be found by visiting [www.leicestershire-fire.gov.uk/your-safety](http://www.leicestershire-fire.gov.uk/your-safety).

**ENDS**

**Notes to editors:** Check our Latest Incidents page on our website for further information.

### **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 2292178  
dominic.halliday@lfrs.org