



LEICESTERSHIRE FIRE and RESCUE SERVICE

NEWS RELEASE

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RECRUITMENT PROMOTIONAL VIDEO LAUNCHED

Following the launch of Leicestershire Fire and Rescue's Inspirational To Aspirational wholetime recruitment campaign, we have now released a brand new supporting promotional video. This has been launched to try and inspire the local communities and encourage the workforce's underrepresented groups to come along and see what is required to be a firefighter at one of the 'Have A Go' days.

Working alongside a local award winning video production company and creative agency, Affixius Films, the video was filmed within our local communities using a cast from within the Service who live in the Leicester, Leicestershire and Rutland area.

The promotional video is one that's not to be missed and it can be found by visiting www.leicestershire-fire.gov.uk/recruitment. Here you will also be able to book on to one of our Have A Go days that are taking place at a number of our fire and rescue stations.

Steve Lunn, Chief Fire and Rescue Officer, said: "We have worked alongside Affixius Films in order to produce an innovative and engaging promotional video to encourage underrepresented groups to take an interest in the Service and hopefully inspire them to fill in an online application form."

"By using this video to promote the vacancies, we hope the underrepresented groups can see that we believe in equality and diversity and that we want a workforce that better represents the communities we serve."

"We will only recruit the best 25 applicants that come through the process and hopefully, with the use of this video, it will lead to a wider variety of ethnic groups and genders being employed by us – something we are constantly striving to achieve."

"If being a firefighter is something you aspire to, make sure you apply and join our family."

The Service's recruitment website opens to applications on Monday 10 April at 09:00 hours and is **ONLY** open for one week – closing on Monday 17 April 09:00 hours.

For more information please visit www.leicestershire-fire.gov.uk/recruitment.

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Notes to editors: Interviews can be arranged with prior arrangement via Corporate Communications. The wholtime recruitment promotional video can also be viewed on YouTube by visiting www.youtube.com/watch?v=umUw2uAhys4.

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.

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