



Braunstone
Blues
working together

LEICESTERSHIRE
FIRE and RESCUE SERVICE

NEWS RELEASE

Issued on: Thursday 26 November 2015

A SOUP-ER DAY IN BRAUNSTONE



An innovative new project to help keep people in Braunstone healthy, safe and secure has been launched at a 1940s tea party.

Braunstone Blues is a team of people that has been set up to help reduce demand and repeat calls to emergency services in Braunstone.

The team of five were officially introduced to the community at a 1940s tea party earlier today (Thursday 26 November).

The tea party, held at the Oak Centre, Bendbow Rise, with the theme of how to stay warm this winter for the over 55's and attracted 115 local residents.

The event started in style as residents were welcomed by 1940s singing and dancing in a room decorated with bunting and props from the era. Guests were later served soup and a roll by members of the team, who wore 1940s emergency services uniform.

Braunstone Blues is a small team of staff from blue light services Leicestershire Fire and Rescue Service, Leicestershire Police and East Midlands Ambulance Service aimed at reducing the demand placed on emergency services in Braunstone.

[Assistant Chief Constable Phil Kay](#) said: "This was a great way to introduce this new innovative team. We need to work with community groups and partners to find better ways to protect communities from harm and to help to reduce demands placed on the emergency services. I can already see that this team has made a real impact on the residents and visitors to the Braunstone estate. In working together we are able to find solutions to problems that, in former times, would never have gone away."

Braunstone Blues was set up earlier this year following research showing that Braunstone Park and Rowley Fields Ward generated the highest amount of emergency calls for all three of the blue light services for Leicestershire. Their aim is to create a healthy, safe and secure community by educating and directing residents to appropriate services, by making sure homes are safer using a free

home visit service and delivering appropriate campaigns and to reduce the number of emergency calls they receive.

The tea party was about getting the community together in a fun way to educate them on key health and home safety messages that affect older people particularly during the winter.

Andrew Brodie, Assistant Chief Fire and Rescue Officer, who officially opened the event said: "This is a fantastic and exciting new initiative. The fire service has been tremendously successful in reducing demand, and fire deaths and injuries. This has largely been due to 15 years of work to educate members of the public and businesses of how to prevent fires and other incidents. We can share this experience with our partners and together work more effectively than ever, to make people of Braunstone and beyond healthier, safer and more secure."

During the tea party guests were encouraged to speak with members of the Braunstone Blues team. The team also promoted their home visit scheme and encouraged residents to book a free 30 minute visit where they will give advice and information on home and vehicle security, safety in the home, fire and child safety and health and wellbeing.

Hot water bottles with tips on how to keep warm this winter were given out to those that booked a home visit. Braunstone Blues are advising older residents of the following winter warmer tips:

- keep living rooms to 21°C (70°F) and the rest of the house heated to at least to 18°C (64°F)
- don't block up air vents as fires and heaters need ventilation
- wear layers of clothing to keep warm and wear shoes with good grip to avoid slips and falls
- draw curtains at dusk to keep the heat in
- eat at least one hot meal every day and drink plenty of hot drinks
- use a hot water bottle to keep you warm, but be careful when filling it up
- make sure you get your flu jab free on the NHS
- stay active with gentle exercise
- visit your pharmacy early for advice about coughs and colds
- stay in contact with friends and family and make sure they are warm and well

Tim Slater, EMAS Divisional General Manager and Paramedic added: "We welcome the opportunity for us to be involved in this project aimed at keeping the community safe and well, building on our good track record of keeping people out of hospital where appropriate."

Geoff Stagg, a Braunstone resident attended the 1940s tea party, he said: "This has been an excellent tea party bringing the three services together. The officers dressed in traditional uniform brought some flare to the event and the singing and dancing has been wonderful. A lot of elderly people really appreciate events like these."

Braunstone Blues would like to thank [B-Connected](#) and [Leicestershire and Rutland Community Foundation](#) for providing the funding and making the event possible.

For more information on Braunstone Blues visit www.braunstoneblues.org. If you are a resident of Braunstone and would like to book a home visit, leave a voicemail on 07800 709 802 or email them at braunstone.blues@lfrs.org.

ENDS

Notes to editors:

1. To find out more about Braunstone Blues please contact Braunstone Blues on 07800 709 802 or [Braunstone.blues@lfrs.org](mailto:braunstone.blues@lfrs.org)
2. You can follow Braunstone Blues on social media:
Facebook: [@braunstoneblues](https://www.facebook.com/braunstoneblues)
Twitter: [@braunstoneblues](https://twitter.com/braunstoneblues)
Instagram: [braunstoneblues](https://www.instagram.com/braunstoneblues)

About the Braunstone Blues

In May 2015 Braunstone Blues was established. This is a dedicated team consisting of a Watch Manager and a Community Safety Advisor from Leicestershire Fire and Rescue Service; Police Constable, and Police Community Support Officer, from Leicestershire Police; and a Paramedic from East Midlands Ambulance Service. The team has since extended to a second Paramedic and an Occupational Therapist.

999 demand data from all three services was analysed and it was found that the small geographical area of Braunstone produced close to 4,600 999 calls every year. This was roughly a 56% EMAS, 40% Police, and 4% Fire. The population of the area was 15,700 people living in 6,000 homes. This was shown to be the highest area of demand in all of Leicester, Leicestershire and Rutland.

The team work with partners and residents of Braunstone to deliver a healthier, safer and more secure community by educating and directing residents to appropriate services via a home visit service and delivering appropriate campaigns, to reduce the number of emergency calls in the area.

There are four main streams of work for Braunstone Blues; Home Visits, Community Events, working with high demand users and running Life Skills sessions in the community.

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