



Bonfire campaign 2023 – social media pack

Background

Each year, Greater Manchester undertakes a multi-agency approach to preventing, tackling and protecting against bonfire and firework injuries, anti-social behaviour (ASB) and criminal damage during the Halloween and bonfire period.

The campaign is led by Greater Manchester Fire and Rescue Service (GMFRS), in partnership with Greater Manchester Police (GMP), Greater Manchester Combined Authority (GMCA) and local councils.

For a number of years this campaign (previously known as Treacle/Safe4Autumn) has been effective in helping to tackle key issues such as ASB, deliberate fires and firework safety. Over the last two years, we have developed the Bang Out Of Order campaign artwork to reduce ASB, specifically deliberate fires, over the Halloween and bonfire night period.

The headline outcomes for last year's campaign were mixed, with some measures demonstrating reductions, whilst others increased. Strong reductions were evident in criminal damage offences and youth related ASB. In contrast, firework related ASB increased and a rise was also evident in deliberate fires.

Therefore, this year's campaign will continue to focus on reducing ASB during the Halloween and bonfire period – including deliberate primary and secondary fires, attacks on emergency services and hoax calls. However, there will also be additional messages to prevent firework related ASB.

The campaign also aims to reduce the number of fireworks and bonfire injuries by promoting fire safety advice and encouraging residents to attend organised events where possible.

Campaign materials:

- Posters.
- Social media graphics and GIFs (Facebook, X, Instagram).
- Artwork for advertising, including digital screens and programmatic adverts.
- Education resources – primary and secondary school PowerPoint and lesson plans are available, covering bonfire, Halloween and firework safety messages and information about ASB. All three presentations have been filmed being delivered by GMFRS staff, which can be shown in schools. You can access these on the bonfire campaign webpages.
- This year we're also running a pilot project with some staff lead video and picture content (Fire and Police staff) on the affect and consequences of ASB.

Campaign assets are available to download from the [GMFRS website](#) ('Toolkit and Downloads' page). Artwork for the printed materials is available for partners to print locally if they wish.

Partners are encouraged to:

- Share content from the digital toolkit as widely as possible across all social channels.
- Use the graphics from the digital toolkit across your digital signage network.
- When issuing press releases please link to <https://www.manchesterfire.gov.uk/your-safety/campaigns/bangoutoforder/>

We are issuing a press release to launch the campaign. Throughout the campaign we will take an agile approach, staying alive to any opportunities which will gain media coverage for the campaign. This may include releases being issued to highlight topics or

operational incidents throughout the campaign. Please let us know if you are planning local media/comms activity and include the key messages from this document where relevant.

Key messages:

Anti-social behaviour:

- Hoax calls can cost lives. If our crews are dealing with a hoax incident it takes crucial time away from real incidents where people's lives may be in danger.
- Anti-social behaviour, illegal bonfires and misuse of fireworks have serious consequences and will not be tolerated this bonfire night.
- It's illegal to buy or use fireworks if you're under 18. Don't start fires or set off illegal fireworks.
- To report an illegal bonfire contact your local council. If the fire is out of control call 999.
- Members of the public can dispose of unused fireworks safely, as part of our fireworks amnesty, by calling GMFRS on 0800 555 815.
- Free and confidential support is open to anyone affected by anti-social behaviour or crime this bonfire night. Call 0161 200 1950 or visit www.gmvictims.org.uk for more information.
- To make a report to police, you can use LiveChat or online reporting at <https://www.gmp.police.uk/>. You can also call 101. Always dial 999 in an emergency.

Attacks on firefighters/emergency service workers:

- Abuse towards our firefighters/emergency service workers will not be tolerated. Assaulting emergency service workers is illegal and can result in a prison sentence if convicted.

- No one should be attacked for trying to keep you, your families, and your friends safe. Respect our emergency service workers this bonfire night.
- Emergency service workers put their lives on the line every day to keep you safe and they have their own families to go home to at the end of their shift. Don't make their jobs any harder.
- If a fire engine is damaged due to being attacked this bonfire night, it might not be available to respond to serious emergencies in your area.

General, including firework safety:

- Have a safe and enjoyable Halloween and bonfire night – please go to organised events. Find an event near you – manchesterfire.gov.uk.
- Our advice is not to have fireworks and bonfires at home, but if you are going to celebrate at home, please stay safe by following the Firework Code and our bonfire guidance.
- Alcohol and fireworks do not mix and can lead to devastating injuries. Our advice is not to have fireworks at home, but if you are please do so safely and follow the Firework Code.
- Children's Halloween costumes and other seasonal / themed costumes are currently classified as toys. You should check they are UKCA or CE marked to ensure they meet the required safety standards. Remember all garments have a risk of being flammable – you must keep them away from naked flames to prevent your child from sustaining devastating burns.
- If your child is planning to go out during the Halloween or bonfire period, make sure you know where they are, what they are doing and how to contact them.

Suggested social media posts – Facebook and X

Suggested post	Graphic and alt text
<p>🚒 If our emergency services are dealing with a hoax incident it takes crucial time away from real incidents where people’s lives may be in danger.</p> <p>Making a hoax call could land you a heavy fine or 6 months in prison.</p> <p>#BangOutOfOrder #BonfireNight</p>	 <p>Graphic of two young people laughing, pointing to a phone. Text says: Making a hoax call could land you a heavy fine or six months in prison. Last year police and firefighters dealt with 984 hoax calls over the bonfire night period.</p>
<p>Misuse of fireworks is #BangOutOfOrder and can have serious consequences, including injuries to yourself or others.</p> <p>Always follow the Firework Code.</p>	 <p>Graphic of a firefighter in a helmet and jacket. Text overlay: Incorrect use of fireworks can lead to serious injuries. Always follow the Firework Code.</p>

<p>Find out more </p> <p>https://www.manchesterfire.gov.uk/your-safety/campaigns/bangoutoforder/</p>	<p>Image on a dark night of the back of a firefighter in uniform, watching a firework in the distance. Text reads: Incorrect use of fireworks can lead to serious injuries. Always follow the firework code.</p>
<p>Anti-social behaviour is #BangOutOfOrder and has serious consequences.</p> <p>For example, if you deliberately start a fire or make a hoax call, you could receive a heavy fine or 6 months in prison.</p> <p>Read more about ASB and the consequences </p> <p>https://www.manchesterfire.gov.uk/your-safety/campaigns/bangoutoforder/consequences/</p>	 <p>Graphic of two young people laughing, pointing to a phone. Text says: Making a hoax call could land you a heavy fine or six months in prison. Last year police and firefighters dealt with 984 hoax calls over the bonfire night period.</p> <p>OR</p>

Starting a fire could land you in prison

Last year **1,366 fires** were started **deliberately** during the bonfire night period.

manchesterfire.gov.uk

#BANGOUTOFORDER

Image of someone with a lit match, outside. Text reads: Starting a fire could land you in prison. Last year 1,366 fires were started deliberately during the bonfire night period.

⊘ Don't misuse fireworks or start fires.

And remember - it's illegal to buy or use fireworks if you're under 18.

#BangOutOfOrder

#BonfireNight

Incorrect use of fireworks can lead to serious injuries

Always follow the **Firework Code**

manchesterfire.gov.uk

#BANGOUTOFORDER

Image on a dark night of the back of a firefighter in uniform, watching a firework in the distance. Text reads: Incorrect use of fireworks can lead to serious injuries. Always follow the firework code.

	<p>OR</p>  <p>Image of someone with a lit match, outside. Text reads: Starting a fire could land you in prison. Last year 1,366 fires were started deliberately during the bonfire night period.</p>
<p>*WARNING: THIS VIDEO CONTAINS INJURY IMAGES*</p> <p>Rio was seriously injured by an exploded firework two years ago during the #BonfireNight period.</p> <p>We're sharing Rio's experience to remind people to stay safe while celebrating.</p>	<p>GMFRS case study video – WeTransfer link to download: https://we.tl/t-77U70fmPbX</p>

 To report an illegal bonfire contact your local council.

 If the fire is out of control call 999.

 Members of the public can dispose of unused fireworks safely, as part of the fireworks amnesty, by calling @manchesterfire on 0800 555 815.

#BangOutOfOrder #BonfireNight



Image of someone with a lit match, outside. Text reads: Starting a fire could land you in prison. Last year 1,366 fires were started deliberately during the bonfire night period.

Free and confidential support is open to anyone affected by anti-social behaviour or crime this #BonfireNight period.

 0161 200 1950

 gmvictims.org.uk

#BangOutOfOrder

Opening hours:

Monday to Friday: 9am-7pm
Saturday: 9am-5pm
Sunday: Closed

Find support:
0161 200 1950
gmvictims.org.uk



 To make a report to @gmpolice you can use LiveChat or online reporting at <https://www.gmp.police.uk/>

 You can also call 101.

 Always dial 999 in an emergency.

#BangOutOfOrder #BonfireNight



You can get
two years
in prison
for attacking
firefighters

Last year **15 firefighters were attacked** across Greater Manchester over the bonfire night period.
manchesterfire.gov.uk #BANGOUTOFORDER

This advertisement features a young person in a dark hoodie, looking directly at the camera in a dark setting. The text is overlaid on the image, with a yellow banner at the bottom containing statistics and contact information.

Image of young person in the dark, with their hood up. Text reads: You can get two years in prison for attacking firefighters. Last year 15 firefighters were attacked across Greater Manchester over the bonfire night period.

OR



Starting a
fire could
land you
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Last year **1,366 fires were started deliberately** during the bonfire night period.
manchesterfire.gov.uk #BANGOUTOFORDER

This advertisement shows a close-up of a hand in a blue hoodie lighting a match. The text is overlaid on the image, with a yellow banner at the bottom containing statistics and contact information.

Last year **1,366 fires were started deliberately** during the bonfire night period.
manchesterfire.gov.uk #BANGOUTOFORDER

	<p>Image of someone with a lit match, outside. Text reads: Starting a fire could land you in prison. Last year 1,366 fires were started deliberately during the bonfire night period.</p>
<p>⊗ Abuse towards emergency service workers will not be tolerated.</p> <p>Assaulting emergency service workers is #BangOutOfOrder and could get you locked up this #BonfireNight period.</p>	 <p>Image of young person in the dark, with their hood up. Text reads: You can get two years in prison for attacking firefighters. Last year 15 firefighters were attacked across Greater Manchester over the bonfire night period.</p>
<p>⊗ No one should be attacked for trying to keep you, your family, and your friends safe.</p> <p>🚒 Respect our emergency service workers and don't make their jobs any harder during this #Halloween and #BonfireNight period.</p>	

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🔒 Have a safe and enjoyable #Halloween and #BonfireNight.

🎆 Please go along to an official organised firework display if you can. If you're celebrating at a private event, please stay safe by following @manchesterfire's safety advice and the Firework Code.

You can find out where organised bonfire, firework and Halloween events will be held in your area by visiting <https://www.manchesterfire.gov.uk/your-safety/campaigns/bangoutoforder/>



Cartoon image of fireworks. Text reads: Have a happy bonfire night. Stay safe. Go to an organised fireworks display. For more information visit manchesterfire.gov.uk

OR



Image on a dark night of the back of a firefighter in uniform, watching a firework in the distance. Text reads: Incorrect use of fireworks can lead to serious injuries. Always follow the firework code.

If your child is planning to go out during #Halloween or #BonfireNight, make sure you know where they are, what they are doing and how to contact them.

Find out more 

<https://www.manchesterfire.gov.uk/your-safety/campaigns/bangoutoforder/>



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🌟 We want everyone to have a safe and happy #BonfireNight and encourage Greater Manchester residents to attend organised displays.

However, if you are going to celebrate at home, please stay safe by following the Firework Code and @manchesterfire's safety advice.

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	fireworks can lead to serious injuries. Always follow the firework code.
<p>👤 Have a safe and enjoyable #Halloween and #BonfireNight.</p> <p>Buying a Halloween costume? Check it's UKCA or CE marked to ensure it meets the required safety standards. Remember all items of clothing have a risk of being flammable – always keep them away from naked flames.</p> <p>You can find out where organised Halloween, bonfire and firework events will be held in your area by visiting https://www.manchesterfire.gov.uk/your-safety/campaigns/bangoutoforder/</p>	 <p>Cartoon image of fireworks. Text reads: Have a happy bonfire night. Stay safe. Go to an organised fireworks display. For more information visit manchesterfire.gov.uk</p>

Children's themed costumes are currently classified as toys.
Remember all garments have a risk of being flammable – you must keep them away from naked flames to prevent your child from sustaining devastating burns.



GMFRS logo and wording that says: 'Always check costumes are UKCA or CE marked to ensure they meet the required safety standards.' Underneath are the UKCA and CE logos

Always check your children's costumes are UKCA or CE marked to ensure they meet the required safety standards.
Children's #Halloween costumes and other themed costumes are currently classified as toys.



GMFRS logo and wording that says: 'All garments have a risk of being flammable. You must keep your children's costumes away from naked flames to prevent your child from sustaining devastating burns.'

Remember, all garments have a risk of being flammable – you must keep them away from naked flames to prevent your child from sustaining devastating burns.



GMFRS logo and wording that says: 'Children's Halloween costumes are currently classified as toys. Check costumes are UKCA or CE marked to ensure they meet the required safety standards.' Then there is the UKCA and CE logos underneath. There is an image of a child in a skeleton Halloween costume.

Suggested social media posts – Instagram

Suggested post	Graphic and alt text
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 If our emergency services are dealing with a hoax incident it takes crucial time away from real incidents where people's lives may be in danger.

Making a hoax call could land you a heavy fine or 6 months in prison.

#BangOutOfOrder

#BonfireNight

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#BANGOUTOFORDER

manchesterfire.gov.uk

Graphic of two young people laughing, pointing to a phone. Text says: Making a hoax call could land you a heavy fine or six months in prison. Last year police and firefighters dealt with 984 hoax calls over the bonfire night period.

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Always follow the Firework Code.

Find out more @manchesterfire



Image on a dark night of the back of a firefighter in uniform, watching a firework in the distance. Text reads: Incorrect use of fireworks can lead to serious injuries. Always follow the firework code.

Anti-social behaviour is #BangOutOfOrder and has serious consequences.

For example, if you deliberately start a fire or make a hoax call, you could receive a heavy fine or 6 months in prison.

Read more about anti-social behaviour and the consequences



@manchesterfire

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Greater Manchester
Victims' Services
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Cartoon image of fireworks. Text reads: Have a happy bonfire night. Stay safe. Go to an organised fireworks display. For more information visit manchesterfire.gov.uk

OR

**Incorrect use
of fireworks can lead
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Always follow
the **Firework Code**

#BANGOUTOFORDER

manchesterfire.gov.uk

Image on a dark night of the back of a firefighter in uniform, watching a firework in the distance. Text reads: Incorrect use of fireworks can lead to serious injuries. Always follow the firework code.

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You can find out where organised Halloween, bonfire and firework events will be held in your area by visiting @manchesterfire



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**GREATER MANCHESTER
FIRE AND RESCUE SERVICE**



**All garments have a risk
of being flammable**

You must keep your children's costumes away from naked flames to prevent your child from sustaining devastating burns

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