



**GREATER
MANCHESTER**
FIRE AND RESCUE SERVICE

Bonfire and Halloween campaign 2024 – 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 three 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. There were strong reductions in deliberate primary and deliberate secondary fires. There was no change in the number of hoax calls attended by GMFRS. However, there was an increase in attacks on firefighters. Incidents of ASB increased, whilst public order offences reduced. Both firework related ASB and hoax calls to the police increased.

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. There will also be 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 MP4s (Facebook, X, Instagram).
- Artwork for advertising, including digital screens, YouTube, Snapchat and TikTok.
- Education resources – primary and secondary resources are available on [StayWise.co.uk](https://www.staywise.co.uk), covering bonfire, Halloween and firework safety messages and information about ASB.
- Creating some new staff lead videos and picture content on the affect and consequences of ASB.

Campaign assets are available to download from the [GMFRS website](#) ('Toolkit, Downloads and Education Resources' 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 at the start of 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 0800 876 6155 or visit 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>Photograph of a fire engine on a street with a firework in the sky in the distance. Text reads: Last year police and firefighters dealt with 1,017 hoax calls over the bonfire night period. Making a hoax call could land you a heavy fine or six months in prison. Manchesterfire.gov.uk #BangOutOfOrder</p>
<p>Playing with fireworks is #BangOutOfOrder and can have serious consequences, including injuries to yourself or others.</p> <p>Always follow the Firework Code.</p>	 <p>Photograph of a firefighter in a red jacket and helmet looking up at fireworks in the sky. Text reads: Last year there were 731 reports of anti-social behaviour involving fireworks over the bonfire night period. Playing with fireworks can lead to serious injury. Manchesterfire.gov.uk #BangOutOfOrder</p>

<p>Find out more </p> <p>https://www.manchesterfire.gov.uk/your-safety/campaigns/bangoutoforder/</p>	<p>Photograph showing the back of firefighter in uniform on a dark night, with a firework in the sky in the distance. Text reads: Last year there were 731 reports of anti-social behaviour involving fireworks over the bonfire night period. Playing with fireworks can lead to serious injury. Manchesterfire.gov.uk #BangOutOfOrder</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>	<div data-bbox="1120 528 1796 882">  </div> <p>Photograph of two firefighters on a street putting out a fire with a hose. Text reads: Last year 1,167 fires were started deliberately during the bonfire night period. Starting a fire could land you in prison. Manchesterfire.gov.uk #BangOutOfOrder</p> <p>OR</p>

	<div data-bbox="1120 193 1789 542" data-label="Image"> <p>Last year police and firefighters dealt with 1,017 hoax calls over the bonfire night period.</p> <p>Making a hoax call could land you a heavy fine or six months in prison.</p> <p>manchesterfire.gov.uk</p> <p>#BANGOUTOFORDER</p> </div> <p>Photograph of a fire engine on a street with a firework in the sky in the distance. Text reads: Last year police and firefighters dealt with 1,017 hoax calls over the bonfire night period. Making a hoax call could land you a heavy fine or six months in prison. Manchesterfire.gov.uk #BangOutOfOrder</p>
<p>🚫 Don't misuse fireworks or start fires.</p> <p>And remember - it's illegal to buy or use fireworks if you're under 18.</p> <p>#BangOutOfOrder</p> <p>#BonfireNight</p>	<div data-bbox="1120 895 1789 1244" data-label="Image"> <p>Last year there were 731 reports of anti-social behaviour involving fireworks over the bonfire night period.</p> <p>Playing with fireworks can lead to serious injury.</p> <p>manchesterfire.gov.uk</p> <p>#BANGOUTOFORDER</p> </div> <p>Photograph showing the back of a firefighter in uniform on a dark night, with a firework in the sky in the distance. Text reads:</p>

	<p>Last year there were 731 reports of anti-social behaviour involving fireworks over the bonfire night period. Playing with fireworks can lead to serious injury. Manchesterfire.gov.uk #BangOutOfOrder</p>
<p>*WARNING: THIS VIDEO CONTAINS INJURY IMAGES*</p> <p>Rio was seriously injured by an exploded firework three 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-86545Xmfbh</p>
<p>☎ To report an illegal bonfire contact your local council.</p> <p>💧 If the fire is out of control call 999.</p> <p>☀ Members of the public can dispose of unused fireworks safely, as part of the fireworks amnesty, by calling @manchesterfire on 0800 555 815.</p> <p>#BangOutOfOrder #BonfireNight</p>	<div data-bbox="1120 863 1794 1217">  </div> <p>Photograph of two firefighters on a street putting out a fire with a hose. Text reads: Last year 1,167 fires were started deliberately</p>

	<p>during the bonfire night period. Starting a fire could land you in prison. Manchesterfire.gov.uk #BangOutOfOrder</p>
<p>👮 To make a report to Greater Manchester Police you can use LiveChat or online reporting at https://www.gmp.police.uk/</p> <p>☎ You can also call 101.</p> <p>📞 Always dial 999 in an emergency.</p> <p>#BangOutOfOrder #BonfireNight</p>	<div data-bbox="1120 360 1792 710">  </div> <p>Photograph shows a firefighter in uniform, with a serious look, stood in front of a fire engine. Text reads: Last year firefighters like Craig were attacked at 22 incidents over the bonfire night period. You can get two years in prison for attacking firefighters. Manchesterfire.gov.uk #BangOutOfOrder</p> <p>OR</p>

	<div data-bbox="1120 193 1792 547" data-label="Image"> </div> <p data-bbox="1120 566 2027 774">Photograph of two firefighters on a street putting out a fire with a hose. Text reads: Last year 1,167 fires were started deliberately during the bonfire night period. Starting a fire could land you in prison. Manchesterfire.gov.uk #BangOutOfOrder</p>
<p data-bbox="183 850 987 946">⓪ Abuse towards emergency service workers will not be tolerated.</p> <p data-bbox="183 1023 1088 1114">Assaulting emergency service workers is #BangOutOfOrder and could get you locked up this #BonfireNight period.</p>	<div data-bbox="1120 842 1792 1197" data-label="Image"> </div> <p data-bbox="1120 1216 2027 1364">Photograph shows a firefighter in uniform, with a serious look, stood in front of a fire engine. Text reads: Last year firefighters like Craig were attacked at 22 incidents over the bonfire night</p>

	<p>period. You can get two years in prison for attacking firefighters. Manchesterfire.gov.uk #BangOutOfOrder</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> <p>#BangOutOfOrder</p>	<div data-bbox="1120 304 1789 654" data-label="Image"> </div> <p>Photograph shows a firefighter in uniform, with a serious look, stood in front of a fire engine. Text reads: Last year firefighters like Craig were attacked at 22 incidents over the bonfire night period. You can get two years in prison for attacking firefighters. Manchesterfire.gov.uk #BangOutOfOrder</p>
<p>💧 Have a safe and enjoyable #Halloween and #BonfireNight.</p> <p>🔥 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.</p>	<div data-bbox="1120 954 1789 1283" data-label="Image"> </div> <p>Cartoon image of fireworks. Text reads: Have a happy bonfire</p>

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/>

night. Stay safe. Go to an organised fireworks display. For more information visit [manchesterfire.gov.uk](https://www.manchesterfire.gov.uk)

OR




Photograph showing the back of a firefighter in uniform on a dark night, with a firework in the sky in the distance. Text reads: Last year there were 731 reports of anti-social behaviour involving fireworks over the bonfire night period. Playing with fireworks can lead to serious injury. Manchesterfire.gov.uk #BangOutOfOrder

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.



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

 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.


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






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<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>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>
<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.</p>	<div data-bbox="1128 416 1816 807">  </div> <p>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</p>







<p>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.</p>	<div data-bbox="1120 191 1825 582">  <p>GREATER MANCHESTER FIRE AND RESCUE SERVICE</p> <p>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</p> </div> <p>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.'</p>
<p>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.</p>	<div data-bbox="1120 805 1814 1204">  <p>GREATER MANCHESTER FIRE AND RESCUE SERVICE</p> <p>Children's Halloween costumes are currently classified as toys Check costumes are UKCA or CE marked to ensure they meet the required safety standards</p> <div data-bbox="1153 1109 1310 1181"> <p>UK CA</p> <p>CE</p> </div> </div>  <p>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</p>


	standards.” Then there is the UKCA and CE logos underneath. There is an image of a child in a skeleton Halloween costume.
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Suggested social media posts – Instagram

Suggested post	Graphic and alt text / MP4
<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>	MP4 file: Hoax calls_Instagram
<p>Playing with fireworks is #BangOutOfOrder and can have serious consequences, including injuries to yourself or others.</p> <p>Always follow the Firework Code. Find out more @manchesterfire</p>	MP4 file: ASB Fireworks_Instagram

<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 anti-social behaviour and the consequences</p> <p></p> <p>@manchesterfire</p>	<p>MP4 file: Deliberate fires_Instagram</p> <p>OR</p> <p>MP4 file: Hoax calls_Instagram</p>
<p>⊘ Don't misuse fireworks or start fires.</p> <p>And remember - it's illegal to buy or use fireworks if you're under 18.</p> <p>#BangOutOfOrder #BonfireNight</p>	<p>MP4 file: ASB Fireworks_Instagram</p>
<p>*WARNING: THIS VIDEO CONTAINS INJURY IMAGES*</p> <p>Rio was seriously injured by an exploded firework three years ago during the #BonfireNight period.</p>	<p>GMFRS case study video – WeTransfer link to download:</p> <p>https://we.tl/t-86545Xmfbh</p>

<p>We're sharing Rio's experience to remind people to stay safe while celebrating.</p>	
<p> To report an illegal bonfire contact your local council.</p> <p> If the fire is out of control call 999.</p> <p> Members of the public can dispose of unused fireworks safely, as part of the fireworks amnesty, by calling @manchesterfire on 0800 555 815.</p> <p>#BangOutOfOrder #BonfireNight</p>	<p>MP4 file: Deliberate fires_Instagram</p>
<p> To make a report to @gtrmanchesterpolice you can use LiveChat or online reporting.</p> <p> You can also call 101.</p> <p> Always dial 999 in an emergency.</p> <p>#BangOutOfOrder #BonfireNight</p>	<p>MP4 file: Attacks on firefighters_Instagram</p> <p>OR</p> <p>MP4 file: Deliberate fires_Instagram</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>MP4 file: Attacks on firefighters_Instagram</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> <p>#BangOutOfOrder</p>	<p>MP4 file: Attacks on firefighters_Instagram</p>

💧 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.



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

MP4 file: ASB fireworks_Instagram

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Buying a Halloween costume? Check it's UKCA or CE marked to ensure it meets the required safety standards. Remember all

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


items of clothing have a risk of being flammable – always keep them away from naked flames.

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



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.



	<p>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</p>
<p>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.</p>	 <p>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.'</p>

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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.