

# Spotlight on...

## 60 Second Safety Videos

### What the need was and how we identified it:

The Fire Service in Calderdale has been working very closely in partnership with its largest housing provider – Together housing for many years. Whilst this collaboration has seen many different ventures supporting and ensuring the safety of the tenants, the tragic events at Grenfell Tower presented an opportunity for us to expand our partnership.

We wanted to initially focus our attention on high-rise blocks, but also knew the importance of being inclusive so that these messages could be accessed by everyone in the community.

### What we did:

- Discussions between our two organisations resulted in an idea to make some fire safety films. We considered several ideas and then agreed on making the films as appealing as possible by ensuring their length was both accessible and engaging – and so the idea of the ‘60 second safety videos’ were born.
- Our work focused on six specific fire safety messages that we felt were the most important to share with tenants at this time, these were: smoke

alarms, electrical safety, smoking, fire doors, communal areas and having an escape plan.

- Over two days Karina Gonzalez from WYFRS, and Lee Berry from Together housing, with the help of officers from both organisations, went on to make the videos. Halifax Station and Jumps Court in Mixenden were used as the locations for filming.

### Outcomes:

- Monday 26th February 2018 saw the official launch of the videos, hosted by WYFRS at Halifax Fire Station. The audience was made up of staff from both organisations, a handful of Together Housing tenants, Age UK, Horton Housing and the Mayor of Calderdale.
- We used this event to share our story and to show the films for the very first time – the reception from all was excellent!
- The launch date was the start of a whole week of Fire Safety information being shared by Together Housing. Moving forward we now intend to share the films with as many other people as possible, through public engagement and in partnership with other housing and service providers across West Yorkshire.



West Yorkshire  
Fire & Rescue Service

**Making West Yorkshire Safer**  
[www.westyorksfire.gov.uk](http://www.westyorksfire.gov.uk)

## An excellent Fire and Rescue Service Making a difference

- We may consider sharing this nationally with other services.
- 2018 will see our two organisations continue to work together, to ensure this film is used to its full effect. We hope to create more videos in the future, linking in with national campaigns and initiatives.

### Keys to our success:

“The Primary Authority Agreement between Together Housing Group and WYFRS is partnership working at its best. For THG’s residents in 37,000 properties, this partnership ensures their safety is given the highest priority. The partnership allows THG to benefit from assured advice and to adopt a single fire safety strategy across its operating areas in the north of England.

“The partnership also provides many training opportunities for both organisations. WYFRS are able to utilise spaces such as basements and stairwells in high rise blocks and estates due for demolition to replicate conditions similar to those that would be presented in an actual fire.

“The recent launch of six fire safety awareness videos is another example of the many benefits of

this partnership. Both partners are committed to encouraging other housing providers to adopt safe practices and are keen to share these new safety videos.”

**Devinder Singh,**

**Head of Business Support (Compliance),**

**Together Housing Group**

### Contacts

Martyn Greenwood  
District Commander  
[Martyn.Greenwood@westyorksfire.gov.uk](mailto:Martyn.Greenwood@westyorksfire.gov.uk)

Karina Gonzalez  
Calderdale District Prevention Manager  
[karina.gonzalez@westyorksfire.gov.uk](mailto:karina.gonzalez@westyorksfire.gov.uk)



West Yorkshire  
Fire & Rescue Service