

Risksmart Fire Safety awareness raising campaign

Partnership Approach to Reduce Fire Risk in Non-Domestic Premises

Members may recall an innovative public-private partnership arrangement between a company called Risksmart and the Service which was supported during July to November 2006. The partnership involved a campaign to reduce fire risk in non-domestic premises within Mid and West Wales by contacting and assisting premises managers to better understand key risks to their business and enabling them to comply with fire safety legislation.

The partnership campaign has now concluded and an independent analysis of its processes and findings has been produced by London Metropolitan University. The report illustrates a clear improvement in compliance activity amongst the nine thousand businesses contacted and also presents findings regarding the level of business satisfaction in the way the campaign was conducted.

The Report is available for perusal on the Service website and includes the following data –

Campaign findings

- Business compliance prior to the campaign **24%.**
- Following the campaign, compliance activity increased to **57%**
- Five hundred of all the businesses contacted were independently and randomly sampled to assess the effectiveness and perception of the campaign -
99% of respondents rated the communication with Risksmart as **very good**
1% of respondents rated the communication with Risksmart as **excellent.**

The campaign has proved to be an effective means of contributing to risk reduction within the non-domestic sector of Mid and West Wales. It is therefore intended to conduct a further campaign during 2008 targeting specific risk premises, thus continuing the drive to improve legislative compliance and to reduce risk within our communities.