



FIREWORKS AND ALCOHOL. AN EXPLOSIVE COMBINATION.

Networking

There's a wealth of expertise and experience available to help you plan your local firework safety campaign. And what's more, much of it may be nearer than you think.

Why not discuss your ideas with your colleagues in your own organisation, particularly communications specialists, and with contacts in neighbouring Fire Brigades and Local Authorities? You will find that there are some great ideas which will boost your own initiative ... and you might be able to help your colleagues enhance their efforts.

While there are no hard and fast rules, Trading Standards departments, Environmental Health departments, Police Forces and Fire Brigades have all been invited to join the campaign. So, if you haven't done so already, why not make contact locally - set up a co-ordinated group and use each others experience to boost your local initiative for bonfire night and the Millennium.

For example:

Police Forces

May well be better placed to tackle the hooligan element associated with fireworks.

Fire Brigades

Are well placed to give advice on dealing with first aid and bonfires. They may also be prepared to stage demonstrations to graphically illustrate the dangers of misusing fireworks.

Trading Standards departments

May want to lead the effort to get retailers behind the campaign.

Environmental Health departments

Might be keen to go into schools and to emphasise the safety messages.

Communications and Public Relations units

Will be able to come up with media angles and stories ... as well as give professional advice on how to communicate key messages.

But it's really all about sharing local contacts and expertise to build the most effective local effort, which in turn, will back the national effort.

You can also contact your regional COI office for information on the DTI's publicity initiatives and to obtain advice and guidance on PR plans you have in mind.

DTI, 1 Victoria Street, London SW1H 0ET



Department of Trade and Industry
In partnership with your
local community

The COI Regional Network:

COI North East

Contact: Barbara Scott
COI
Wellbar House, Gallowgate
Newcastle-upon-Tyne NE1 4TB

Tel: 0191 202 3607
Fax: 0191 261 8571
0191 222 0892

COI South East

Contact: James Peacock
COI
Hercules Road,
London SE1 7DU

Tel: 0171 261 8813
Fax: 0171 928 6976
0171 928 7082

COI North West

Contact: Mary Maden
COI
Sunley Tower, Piccadilly Plaza
Manchester M1 4BD

Tel: 0161 952 4508
Fax: 0161 236 9443

COI South West

Contact: Sally Sadler
COI
The Pithay, Bristol BS1 2NF

Tel: 0117 945 6878
Fax: 0117 945 6975

COI Yorkshire & Humberside

Contact: Anne Haynes
COI
City House, New Station Street
Leeds LS1 4JG

Tel: 0113 283 6595
Fax: 0113 283 6586

COI West Midlands

Contact: Bob Wade
COI
Five Ways House
Islington Road Middleway
Edgbaston, Birmingham B15 1SL

Tel: 0121 626 2022
Fax: 0121 626 2041

COI Eastern

Contact: Jeremy Blackmore
COI
Second Floor, Block A1
Westbrook Centre, Milton Road
Cambridge CB4 1YG

Tel: 01223 345734
Fax: 01223 345754

COI East Midlands

Contact: Karen Wilde
COI
Belgrave Centre,
Talbot Street
Nottingham NG1 5GG

Tel: 0115 971 2785
Fax: 0115 971 2791

Alcohol advice

Most areas have specialist local agencies who might be keen to participate in this year's campaign - and could be a valuable source of additional information about alcohol and its effects.

To find out details of these local agencies - which are also able to offer confidential advice and counselling

for people experiencing alcohol problems - contact Alcohol Concern's website at

www.alcoholconcern.org.uk

Alternatively, get in touch with Alcohol Concern at Waterbridge House, 32-36 Loman Street, London SE1 0EE

Telephone 0171 928 7377.

DTI, 1 Victoria Street, London SW1H 0ET

dti

Department of Trade and Industry

In partnership with your
local community