



Arson Control Forum

Topic	Arson
Title	“Enjoy It, Don’t Destroy It” poster campaign
Organisation	Dorset Fire and Rescue Service
Date	January 2007

Issue

- Reduce the occurrence of deliberate grass and heath fires
- Raise awareness of the devastating effects of arson in the county on areas of heathland

Actions Taken

- A high visual profile heathland banner displayed on fire stations, schools and public areas located close to urban heathland

Summary of Benefits Realised

- Substantial reduction in arson fires in the County. Deliberate grassland fires have decreased from 502 fires in 2005/06 – to 211 fires in 2008/09, equating to a 57% reduction.

Contact

If you require any further details about the points raised in this case study, please contact:

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Additional Information

This campaign was launched in a bid to raise awareness of the devastating effects of arson in the county on areas such as heathland.

Dorset is renowned for having outstanding scenery both on the coastline and further inland. One of the assets Dorset has is its heathlands with over 96% of these now protected as Sites of Special Scientific Interest (SSSI).

March 2006 saw one of its largest heath fires occur on Canford Heath. More than 150 fire fighters were called to the incident from Dorset and Hampshire. The effects were devastating spoiling around 34 hectares of heathland, killing precious wildlife and coming close to homes.

A high visual banner campaign raises awareness of the dangers and devastating effects of arson on Dorset heathlands and actively encourages people to contact Dorset Crimestoppers if they see anyone acting suspiciously on the heaths.

The initiative is a result of partnership working with police, countryside agency, Urban Heath Partnership, local authorities and schools.

This initiative is a high profile visual campaign using banners and posters which are displayed on fire stations, in schools, on school transport buses, youth clubs and other youth associated premises.

Banners and posters are distributed to local schools and within local communities situated close to heathland.

Leaflets and posters are also available to support the campaign. The banner used in campaign, and on posters and leaflets is shown below:

