

# Spotlight on...

## Increasing smoke alarm ownership in Saviletown

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

An increase in fires at a local disused mill and 999 nuisance calls in the Saviletown area of Dewsbury resulted in targeted action to meet the station's local area risk reduction plan targets. Saviletown is very diverse with a high proportion of Asian families living in the area and low levels of smoke alarm ownership.

### What we did and the difference we made

One of the main challenges for the crews has been gaining access to Asian properties. A spate of recent robberies where people posed as post office staff, charity workers and various other organisations to gain access to houses to steal gold and money had not helped. The back to back terraced houses with limited access meant that fire appliances were not in view and therefore community members were reluctant to allow access to the crews. Following a pre-arranged visit to the local Masjid by Dewsbury White Watch, the Station Commander obtained details of a contact, Molana Farook, via the local faith network. Molana Farook is a member of the Saviletown Zakaria Masjid.

Molana Farook agreed to liaise with the Asian community to facilitate access to their homes and to help them understand fire safety issues. In return we agreed to set targets to achieve 100% smoke detector ownership in Saviletown over the coming months.

Employing a diverse workforce gave us the opportunity to utilise the language skills of our Asian Firefighters and all station personnel were involved in this initiative.

Molana Farook and members of the Saviletown Masjids have been invited to the next Dewsbury Open Day which Green Watch are organising to see for themselves that we are an open organisation taking seriously our role in the community. In return all the crews at Dewsbury station have been invited to attend the Masjid.



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### Outcomes

- 100 HFSCs completed in a 3 month period.
- Community partnership working with Molana Farook.
- Fostering good relations with the Asian Community – a requirement of the Equality Duty.
- Worked with the Local Authority to remove rubbish from the disused mill.
- Awareness raising for the crews – visiting the local Zakaria Masjid.
- White Watch has scheduled a visit to the Masjid to deliver fire and road safety messages to young people during evening classes.

### Key to our success

- Use of Firemap to provide current data around fire incidents.
- Partnership working with an influential local community member.
- Crews identifying training needed around the Asian community culture and needs.
- Firefighters who speak a range of community languages.

### Contact

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This 'spotlight on' contributes to...



**DELIVERING A PROACTIVE  
FIRE PREVENTION AND  
PROTECTION PROGRAMME**



**PROVIDING A SAFE,  
COMPETENT, DIVERSE  
WORKFORCE**



**EFFECTIVE SERVICE  
DELIVERY AND COMMUNITY  
ENGAGEMENT  
INDICATOR: 3.15  
EMPLOYMENT AND  
TRAINING  
INDICATOR: 3.26**



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