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This circular is	For information	No response required	
This circular is	Relevant to the National Framework		
Status	This circular notifies Fire and Rescue Services of the availability of the “Ordinary People, Extraordinary Career” Campaign Artwork and promotional DVD.		

“Ordinary People, Extraordinary Career” Campaign Tools and Artwork

Issued by:

Erin Richardson

Fire and Rescue Service Development Division

Addressed to:

**The Chair of the Fire and Rescue Authority
The Chief Executive of the County Council
The Clerk to the Fire and Rescue Authority
London Fire Commissioner
The Chief Fire Officer**

Please forward to:

**Heads of Human Resources
Heads of Recruitment
Equality and Diversity Officers
FRS Communications Manager**

Summary

The Ordinary People, Extraordinary Career Campaign is designed to raise awareness and change attitudes towards a career in the Fire and Rescue Service among currently under-represented groups. The campaign focuses on 14-16 year old girls and people from Black and Minority Ethnic backgrounds. CLG are providing Fire and Rescue Services with a number of tools to help them engage with the Campaign at a local level. This circular contains details of the items being sent out during week commencing 29th March 2010.

For further information, contact:

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1.0 Introduction

1.1 The “Ordinary People, Extraordinary Career” National Campaign is designed to raise awareness of, and change attitudes to, a career in the Fire and Rescue Service among currently under-represented groups. The campaign focuses on 14-16 year old girls and people from Black and Minority Ethnic backgrounds. To support Fire and Rescue Services in engaging with the Campaign at a local level CLG are sending the following items for each Chief Fire Officer and FRS “Ordinary People, Extraordinary Career” Campaign contact.

2.0 Campaign Artwork

2.1 The Campaign Artwork DVD contains the following:

- Campaign Identity Guidelines
- 4 x In school postcards
- A3 University Poster
- A5 University Postcard
- 3 x A4 BME Gatekeeper Toolkits
- 3 x A3 BME Posters
- 4 x A3 Campaign Posters

2.2 The Campaign Artwork is designed to be flexible, to enable Fire and Rescue Services to choose the tools and methods that will work best for them. It includes postcards and posters which can be branded with local Fire and Rescue Service badging. More details about the information contained on the DVD is set out in the Annex to this circular.

3.0 “Ordinary People, Extraordinary Career” bespoke promotional DVD

3.1 We have also created a bespoke informational DVD highlighting the careers of three people within the service, to raise awareness of the breadth of the role of firefighter and other roles as well as the diversity of people working within the Service. The DVD will be made available to all Fire and Rescue Services to use for schools activity and at events.

4.0 Educational toolkits

4.1 We are currently working with specialist educational agency Kids Connections to develop two toolkits. The first toolkit has been developed for use by teachers and careers adviser's to raise the profile of, and change attitudes toward, a career in the Service. This toolkit was sent to schools during March 2010. The second aims to help Fire and Rescue Services work directly with schools and careers advisors. This toolkit will be available to Fire and Rescue Services in May 2010.

5.0 Copies of the Campaign Artwork DVD

5.1 Communities and Local Government sent a copy of the Campaign Artwork DVD to the nominated Campaign contact in each Fire and Rescue Service during the week commencing 22nd March further copies will be sent out to each Chief Fire Officer in England on 31 March. Please note that the pack addressed to the Chief Fire Officer and Campaign contact include, as mentioned previously, one copy of the Campaign Artwork DVD, plus one copy of the “Ordinary People, Extraordinary Career” bespoke promotional DVD and one copy of each of the BME Gatekeeper toolkits.

6.0 Enquiries

6.1 **Campaign Artwork DVD:** If you have any queries about the contents of this circular or other issues relating to the Ordinary People Extraordinary Career Campaign please contact Erin Richardson Erin.Richardson@communities.gsi.gov.uk 0303 444 2946 or Sarbit Suri Sarbjit.Suri@communities.gsi.gov.uk 0303 444 1166.

6.2 **Ordinary People, Extraordinary Career bespoke DVD:** Further copies of the DVD can be ordered through Communities and Local Government Marketing Team on 0303 444 1166.

6.3 BME Gatekeeper toolkits: Further hard copies of the toolkit can be ordered through Communities and Local Government Marketing Team on 0303 444 1166.

Erin Richardson

Fire and Rescue Service Development Division

Campaign Artwork DVD contents

Campaign Identity Guidelines

To enable Fire and Rescue Services to use Campaign artwork at a local level we have created Campaign Identity Guidelines. The Campaign Identity is designed to be adapted to appeal to different audiences whilst still having a consistent overarching look and feel. It can also be used for different purposes and within differing media including online and printed media. The Identity is used across all the campaign materials to ensure consistency and is intended to encourage a response from audiences to find out more about a career in the Fire and Rescue Service. Although certain components are fixed within the Identity, there is allowance for interpretation to ensure that communications are always fresh, dynamic and most importantly, relevant. The guidelines will enable Fire and Rescue Services to use the Campaign Identity at a local level.

4 x In school postcards/4 x A3 Campaign Posters

In October 2009 Communities and Local Government commissioned in-school promotional activity with 4 in-school postcards and posters being placed in 250 targeted schools across England. The templates for these materials are on the Campaign Artwork DVD so that Fire and Rescue Services can use them for work in schools or locally with young girls as a method of raising interest in the Campaign.

A3 University Poster/A5 University Postcard

As part of the FireKills Campaign, Student Brand Ambassadors have helped to promote fire safety messages on campus. The “Ordinary People, Extraordinary Career” campaign used the Ambassadors to engage with students and careers advisors to promote and highlight the different career opportunities available in the Fire and Rescue Service. Posters and postcards were distributed across the 24 universities in England taking part and the Ambassadors are already actively engaged in using the new materials to engage with students in line with the FireKills timetable. Now Fire and Rescue Services can use the templates for these materials which are also on the DVD to work alongside their local university or adult education provider.

3 x A4 BME Gatekeeper Toolkits

To support the BME Campaign Gatekeeper toolkits for parents have been developed in Bengali, Chinese and Urdu for the Bangladeshi, Chinese and Pakistani communities. The templates for each are on the DVD which will enable Fire and Rescue Services to print off copies for their local communities.

3 x A3 BME Posters

Since January 2010 a number of local events with the Bangladeshi, Chinese and Pakistani communities have been held in conjunction with the Fire and Rescue Service. For those areas where events have not been held the posters templates for which are also on the DVD can be used to engage and interact with their diverse communities and tell them more about a career in the Service.

Additional information

Extranet

Communities and Local Government have developed an Extranet for communicators within the Fire and Rescue Service which allows them to upload and download image files, customise templated artwork, share good practice and access news and information about communications and campaigns managed nationally. It also allows communications professionals in the service to share information and good practice as well as dates for key events and announcements. Campaign materials will be available on the Extranet once it goes live in June.