

OCTOBER 2013



HM Government

National Resilience Capability Programme
Warning and Informing Case Study Series:

Communicating Risk and Raising LRF Awareness

Public events can offer good opportunities to raise awareness amongst members of the public about the risks their community faces. Wiltshire and Swindon LRF took advantage of such an opportunity to run a pitch at its local Emergency Services Show on Sunday 8th September 2013. About 10,000 people attended the show, and the LRF pitch attracted a steady flow of them across all age groups.

The LRF used display boards to highlight Wiltshire and Swindon's top five risks and provide information about the Civil Contingencies Act. Members of the LRF talked visitors through the risks and the potential response. They also talked to visitors about developing home emergency plans and emphasised how one day those plans could help save lives.

Awareness of the LRF and its work was raised not only by talking to people on the day, but also by providing branded items (such as stationery) that visitors could take home. These items may be seen by others in the community once visitors leave the event, which can further help to raise awareness of the LRF's work.

The LRF also considered using a questionnaire during this type of event to capture a snapshot of the public's awareness of local risks, and how well informed they felt. Although this questionnaire was



not used on this occasion, the idea of using one at a similar event provides a possible way for LRFs to assess/test public awareness of risk. The 2012 National Capabilities Survey showed this was an area where many LRFs could increase their capability, and a questionnaire might offer a potential way to raise awareness and assess what more was needed.

Other pitches at the event were occupied by the Community Safety Partnership, Environment Agency, National Flood Forum, Raynet, British Red Cross and the emergency services. The LRF was able to point the public to these organisations to provide further context to the LRF discussions.

Bob Young, Major Incident Planning Manager for Wiltshire Police chairs the LRF Warning & Informing Sub-Group. He said *"it's very important to get messages about resilience out to our communities and this Show is a perfect opportunity to do so. We were delighted that so many people visited our stand"*.

For any queries on the event, please contact Bob Young on Robert.Young@wiltshire.pnn.police.uk

This case study series is a new initiative from CCS and DCLG RED. If you have any feedback on the series, please contact Gary Preece (CCS) on gary.preece@cabinet-office.x.gsi.gov.uk

