



SCOTTISH
FIRE AND RESCUE SERVICE

Working together for a safer Scotland

BONFIRE CAMPAIGN

Communications Toolkit



STAY SAFE THIS
BONFIRE NIGHT

20
25



INTRODUCTION

Bonfire Night is our busiest night of the year. Last year, we received more than 1000 emergency calls and attended 347 bonfires.

Our Bonfire Night campaign aims to raise awareness of the dangers posed by fireworks and bonfires and is designed to help keep people safe. We recommend people attend organised displays, if possible.

Running across social media and our website, in addition to proactive media releases, our campaign aims to highlight key safety messaging for local communities and our partners during this busy, challenging period.



BONFIRE NIGHT
2025



HOW YOU CAN **HELP**

You can share our content on social media or tell us about your stories in relation to this campaign. We are always looking for case studies to add impact and help communicate our messages in a way that will speak to communities across Scotland.

Please email **sfrs.media@firescotland.gov.uk**.

You can find a series of visual assets and suggested social media copy below. We have also included some key messaging which can be adopted where required.

Please share our content and the key safety messaging on social media and, where possible, tag the official Scottish Fire and Rescue Service accounts:



@fire_scot



Facebook.com/firescot



linkedin.com/scottish-fire-and-rescue-service



@fire_scot

A large, vibrant image of a bonfire at night. Bright orange and yellow flames are rising from a pile of dark logs, with numerous sparks and embers flying upwards into the dark sky. A semi-transparent red rectangular box is overlaid on the right side of the image, containing the text 'BONFIRE NIGHT 2025' in white.

BONFIRE NIGHT
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KEY MESSAGING

Firework Safety

- Always attend an organised display where possible
- If not possible, read all key safety information before hosting an event.
- Read the Fireworks Code before buying or using fireworks.
- Fireworks are explosives. Treat them as such.

Bonfires:

- Attend an organised bonfire where possible.
- If you are having a bonfire at home, keep bonfires well away from buildings, vehicles, and trees.
- Fully extinguish a bonfire when done and never leave it unattended
- A bonfire should always be supervised by an appropriate adult.

Respect our Firefighters:

- Last year, there were several attacks on SFRS personnel and appliances.
- We are here to keep you safe, not be attacked.
- We know it's a very small minority of people who engage in such acts.
- Our communities can help us during this busy period by thinking of others and considering the impact of their actions.



KEY MESSAGING

Children and young people

- Every year people are injured by bonfires and fireworks and admitted to hospital.
- Children are particularly affected.
- Sparklers are the most common cause of injuries for children aged under 5.

Sparkler Safety

- Under fives should not use sparklers at all. They can become hotter than a BBQ.
- Supervise your child when using a sparkler and ensure they wear gloves.
- When done, put the sparkler in a bucket of water.

Further Guidance

- Always consider the impact of fireworks on other people and animals.
- People should be aware of the laws around the use of fireworks.
- It is illegal to set off fireworks before 6pm and after 11pm (extends to midnight on Nov 5)

SOCIAL MEDIA ASSETS

All assets can be downloaded via our **website**



IS YOUR BONFIRE SAFE?

Always try to attend organised bonfire and fireworks displays. If planning a bonfire at home, keep it away from buildings, vehicles and trees. Any bonfire which does not meet safety conditions may be extinguished by firefighters. For a list of public events, go to: <https://www.firescotland.gov.uk/outdoors/fireworks-and-bonfires/>



ATTEND PUBLIC FIREWORK DISPLAYS

The best way to enjoy Bonfire festivities is to head to your local planned event. To find an event close to you, go to: <https://www.firescotland.gov.uk/outdoors/fireworks-and-bonfires/>



FIREFIGHTER ATTACKS

Our firefighters don't go to work to be attacked. They are here to keep people safe and ensure everyone has an enjoyable Bonfire Night. Respect the emergency services.



DO YOU KNOW THE FIREWORKS CODE?

Read the Fireworks Code before buying or using fireworks. Fireworks are explosives and need to be treated as such. Know the code and keep yourself and others safe. <https://www.firescotland.gov.uk/outdoors/fireworks-and-bonfires/>



FOR SUPPORT OR MORE INFORMATION:

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