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This circular is	<b>For guidance</b>	No response required	
This circular is	<b>Relevant to the National Framework</b>		
Status	<b>The Draft National Framework 2004/5 made a commitment to producing centrally developed and funded national recruitment and career information literature.</b>		

# *Recruitment and Career Information Literature*

## Issued by:

**Gill McManus**  
**Fire Service Effectiveness Division**  
**Fire and Rescue Service Directorate**

## Addressed to:

**The Chief Executive to the County Council**  
**The Clerk to the Fire and Rescue Authority**  
**The Clerk to the Fire and Civil Defence Authority**  
**The Clerk to the Combined Fire and Rescue Authority**  
**The Commissioner of the London Fire and Emergency Planning Authority**  
**The Chief Fire Officer**

## Please forward to:

**HEAD OF HUMAN RESOURCES**  
**HEAD OF RECRUITMENT**

## Summary

Recruitment and career information literature has been produced by ODPM and is now available to fire and rescue services free of charge. The literature is designed to be used in support of local recruitment strategies. This Circular provides information on the range of literature available and how supplies can be obtained.

## For further information, contact:

**Michelle Harrison**  
**Mona Shah**

Direct line **020 7944 5763**  
**020 7944 5698**

E-mail [Michelle.harrison@odpm.gsi.gov.uk](mailto:Michelle.harrison@odpm.gsi.gov.uk)  
[Mona.shah@odpm.gsi.gov.uk](mailto:Mona.shah@odpm.gsi.gov.uk)

### 1.0 Launch of new recruitment and career literature

1.1 On Tuesday 13 July, Phil Hope, Parliamentary Under Secretary of State at the Office of the Deputy Prime Minister, launched a new range of Fire and Rescue Service recruitment and career information literature.

1.2 The literature was produced by ODPM with help from many individuals from within the Fire and Rescue Service who have agreed to feature in it and have supplied photographs and other material. Chief Officers and Heads of Human Resources will already have received advance sample copies of the full range of literature.

### 2.0 The range of literature

2.1 The range of literature available comprises:

- *'Start a new life – save someone else's'*

A 30-page brochure giving a broad overview of the various careers available across the Fire and Rescue Service. In producing this brochure the need to increase diversity within the Fire and Rescue Service has been a major consideration. It has been designed to appeal to all sections of the community and particularly to women and those from minority ethnic background by utilising case studies. It also introduces the new provision of multi-level entry.

- *'There is more than one way to save a life'*

An A3 poster and series of three A5 leaflets, designed to support the 30 page brochure, advertising the range of career options available across the Fire and Rescue Service. They are designed for use as 'first contact' material and to support recruitment campaigns.

For recruitment to the retained duty system:

- *'Don't just live in your community – protect it'*

An eight-page information booklet intended to encourage people to join the Fire and Rescue Service working on the retained duty system. Designed to raise awareness of the opportunities, benefits and requirements of working on the retained duty system.

- *'They also protect their community. You can too'*

A series of four posters and postcards, designed to support the eight-page booklet, which can be used either as general information (eg in libraries, sports clubs etc) or as part of specific recruitment campaigns. The postcards are designed with house to house letterbox drops in mind.

### 3.0 Using the literature

3.1 In supplying the advance copies we promised guidance on the most effective use of the new literature in support of local recruitment strategies. The literature has been produced to complement local recruitment initiatives and to ensure consistency of approach across the country. Most effective use of the literature can be achieved by bearing in mind the following:

- The postcards *'They also protect their community. You can too'* for recruitment to the retained duty system and the A5 flyers *'There is more than one way to save a life'* are designed as 'first contact' material, ie they can be used for letterbox drops, placed in community centres eg libraries, sports centres, colleges or as material for recruitment stands at fairs etc. They are intended to raise awareness of a possible career in the Fire and Rescue Service and to provide further contact details. (A blank space has been provided on the reverse for this purpose).
- The posters have also been designed for use both as 'first contact' material ie they can be placed in community centres, jobcentres plus offices and other appropriate public places to raise awareness of a possible career in the Fire and Rescue Service. They can also be used at recruitment fairs and other Fire and Rescue Service events.
- The two brochures *'Start a new life – save someone else's'* and *'Don't just live in your community – protect it'* are designed to give much more in-depth information about careers in the Fire and Rescue Service. These will be most effective when:
  - issued as part of the Fire and Rescue Service information pack eg sent in response to enquiries from people interested in joining the Service
  - they supplement the information available at recruitment fairs etc
  - supplied to schools and colleges for use by their careers advice service
  - supplied to Jobcentre Plus or other career advice centres
  - placed in libraries and other information centres
  - available at targeted open days and outreach events.

### 4.0 Ordering the literature

4.1 Supplies of the new material, including Welsh language versions, are ready for distribution to all fire and rescue services, free of charge. To order stocks contact:

Office of the Deputy Prime Minister  
PO Box 236  
Wetherby  
West Yorkshire  
LS23 7NB  
Tel: 0870 1226 236

## Recruitment and Career Information Literature

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Fax: 0870 1226 237

Textphone: 0870 1207 405

E-mail: [odpm@twoten.press.net](mailto:odpm@twoten.press.net)