



Office for Product
Safety & Standards

Fireworks safety campaign

Stakeholder toolkit

Campaign dates:
15 October to 7 November



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About the campaign

The **firework safety campaign** aims to increase public awareness of the safe and considerate use of fireworks across England and Wales, building on the success of the 2024 campaign.

The campaign highlights both the **legal penalties** and **injury risks** associated with the misuse of fireworks, encouraging responsible behaviour and safer celebrations at private displays. By combining safety guidance with targeted messaging around the law, the campaign seeks to reduce firework-related injuries and antisocial behaviour during key seasonal periods.

Target audiences:

- **Consumers** planning to use fireworks in private displays
- **Teenagers (13 to 18 years old)**, focusing on raising awareness of penalties and the potential for life-changing injuries

Campaign dates:

- **Main activity:** 15 October to 7 November
- **Key events:** Diwali (20 October) and Bonfire Night (5 November)
- **Additional rollout:** 26 to 31 December

How you can support

This toolkit gives you everything you need to help spread the message of **firework safety** — from clear, ready-to-use messaging to engaging, shareable campaign assets.

By working together, we can help **ignite a culture of safe and considerate firework use**, reducing injuries and ensuring everyone can enjoy their celebrations responsibly.

Here's how you can get involved:

- **Post on social media:** Share campaign messages using the suggested copy and ready-made assets included in this toolkit.
- **Engage with our content:** Like, comment, and

share posts from our official campaign channels to help the message reach even further.

- **Use campaign hashtags:** Always include the relevant hashtags listed on the asset pages to help build momentum and consistency across platforms.

- **Tag the accounts for OPSS:**



[www.X.com/OfficeforSandS](https://www.x.com/OfficeforSandS)



www.facebook.com/ProductSafetyUK



www.linkedin.com/company/better-regulation-delivery-office



www.instagram.com/safetyandstandards/

Consumer campaign assets

The following assets and example social media posts are designed for general consumers. They cover everything from buying and storing fireworks safely and legally, to being considerate of people, animals and communities.

Assets (including Welsh language versions) are available to [download](#).

Consumer example social media posts

Assets (including Welsh language versions) are available to [download](#).

Asset



Example social media post

Planning to use fireworks at home?

If you're aged 18 or over, you're legally allowed to buy fireworks for private use, but safety comes first. Make sure you have enough garden space to use them responsibly and keep everyone (including pets!) safe.

For full guidance, visit:

[My safety: fireworks - GOV.UK](#)

#SafetyInEverySpark #SafetyIsLit
#PawsBeforeBooms #FireworkSafety

Asset



Example social media post

Buying fireworks?

Make sure you purchase from reputable retailers and always check the packaging for the UKCA or CE mark, it's your sign that the fireworks meet safety standards.

For full guidance, visit:

[My safety: fireworks - GOV.UK](#)

#SafetyInEverySpark #SafetyIsLit
#FireworkSafety

Consumer example social media posts

Assets (including Welsh language versions) are available to [download](#).

Asset



Example social media post

Storing fireworks at home?

Make sure they're kept in a safe place, well out of reach of children and animals. Responsible storage is just as important as responsible use.

For full guidance, visit:
[My safety: fireworks - GOV.UK](#)

#SafetyInEverySpark #SafetyIsLit
#FireworkSafety

Asset



Example social media post

Using fireworks at home?

Be considerate of your neighbours, fireworks can be distressing for some people, including pets and those with sensory sensitivities. A little thought goes a long way.

For full guidance, visit:
[My safety: fireworks - GOV.UK](#)

#SafetyInEverySpark #SafetyIsLit
#FireworkSafety

Consumer example social media posts

Assets (including Welsh language versions) are available to [download](#).

Asset



Example social media post

Fireworks can be distressing for animals, especially pets.

If you're using fireworks at home, make sure to keep your pets safely indoors and minimise noise where possible. A little care makes a big difference.

For full guidance, visit:
[My safety: fireworks - GOV.UK](#)

#SafetyInEverySpark #SafetyIsLit
#PawsBeforeBooms #FireworkSafety

Asset



Example social media post

Using fireworks at home?

Be mindful of your neighbours, they may have pets who find fireworks distressing. A little consideration can go a long way in keeping the whole community safe and comfortable.

For full guidance, visit:
[My safety: fireworks - GOV.UK](#)

#SafetyInEverySpark #SafetyIsLit
#PawsBeforeBooms #FireworkSafety

Consumer example social media posts

Assets (including Welsh language versions) are available to [download](#).

Asset



Example social media post

Fireworks can be distressing for farm animals.

If you're planning a display near farmland or stables, it's important to let nearby farms know in advance so they can take steps to protect their animals.

For full guidance, visit:
[My safety: fireworks - GOV.UK](#)

#SafetyInEverySpark #SafetyIsLit
#FireworkSafety

Asset



Example social media post

Fireworks can be unsettling for small outdoor pets.

If you're using fireworks at home, take steps to reduce their stress, give pets extra bedding and nesting material so they can burrow and feel secure.

For full guidance, visit:
[My safety: fireworks - GOV.UK](#)

#SafetyInEverySpark #SafetyIsLit
#FireworkSafety

Consumer example social media posts

Assets (including Welsh language versions) are available to [download](#).

Asset



Example social media post

Fireworks aren't fun for everyone.

Some people, including those with sensory sensitivities, may find them distressing. You can help by choosing lower-noise fireworks or attending a public display instead of setting them off at home.

For full guidance, visit:
[My safety: fireworks - GOV.UK](#)

#SafetyInEverySpark #SafetyIsLit #FireworkSafety

Asset



Example social media post

Disposing of used fireworks?

Follow key safety steps to make sure you're handling them responsibly — it helps prevent accidents and keeps people and animals safe.

For full guidance, visit:
[My safety: fireworks - GOV.UK](#)

#SafetyInEverySpark #SafetyIsLit #FireworkSafety

Consumer example social media posts

Assets (including Welsh language versions) are available to [download](#).

Asset



Example social media post

Fireworks can be fun — but safety comes first.

Always follow the safety instructions provided with your fireworks to help prevent accidents and keep everyone safe.

For full guidance, visit:
[My safety: fireworks - GOV.UK](#)

#SafetyInEverySpark #SafetyIsLit #FireworkSafety

Poster



13 to 18 campaign assets

The following assets and example social media posts are designed for 13 to 18 year olds. They focus on raising awareness of both the legal consequences and safety risks linked to firework misuse.

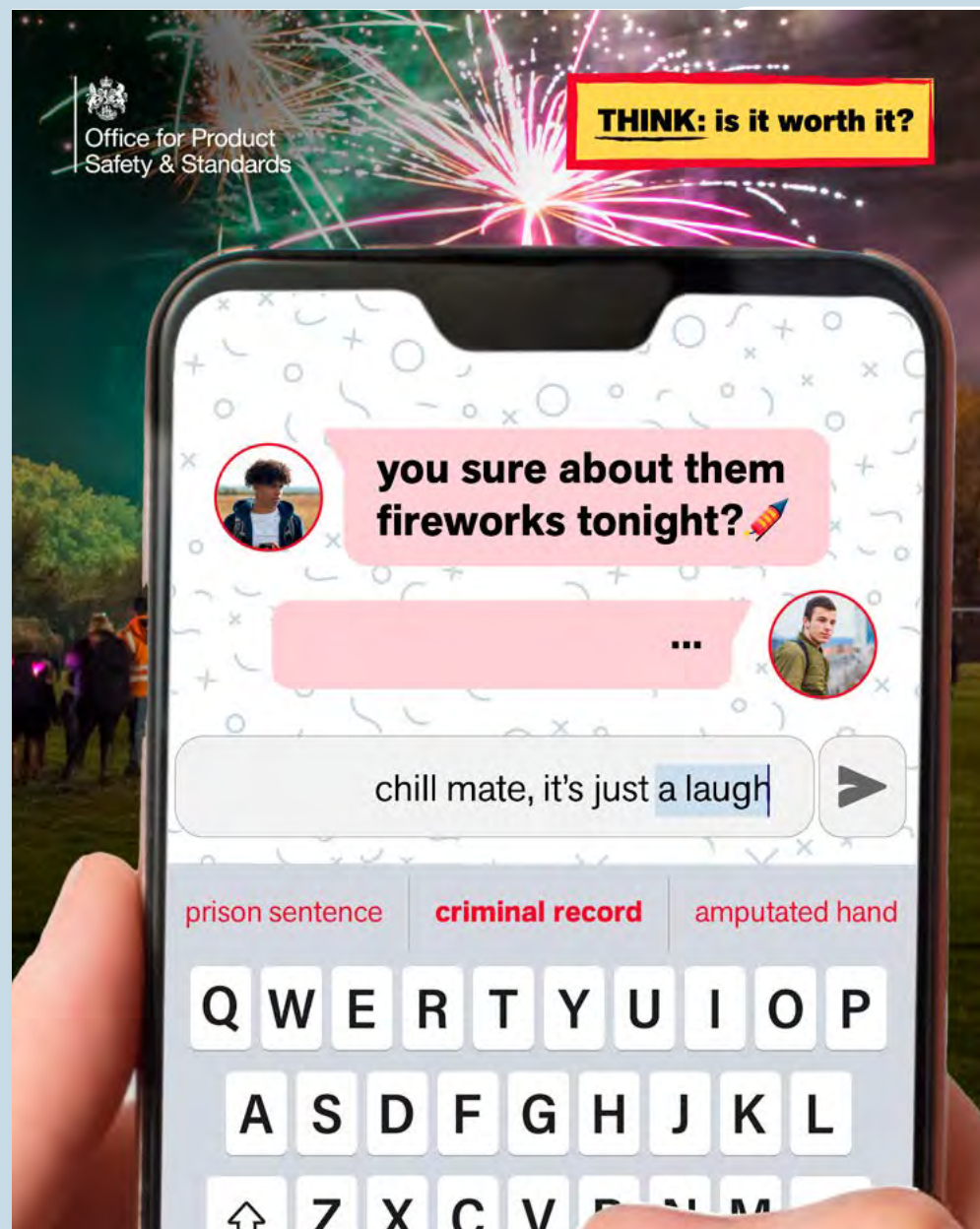
The tone of voice is relatable and empowering — encouraging teenagers to make smart, informed choices and stay in control.

Assets are available to [download](#).

13 to 18 example social media posts

Static assets are available to [download](#).

Launch asset



Example social media post

Fireworks are no joke.

Messing with them can lead to permanent injuries, like amputations and blindness, and a criminal record that could seriously mess up your future – from uni applications to job prospects.

Keep yourself and your mates out of trouble:

- ✓ Always read the instructions
- ✓ Check you have plenty of space

X Never light them in your hand

X Never set them off in public

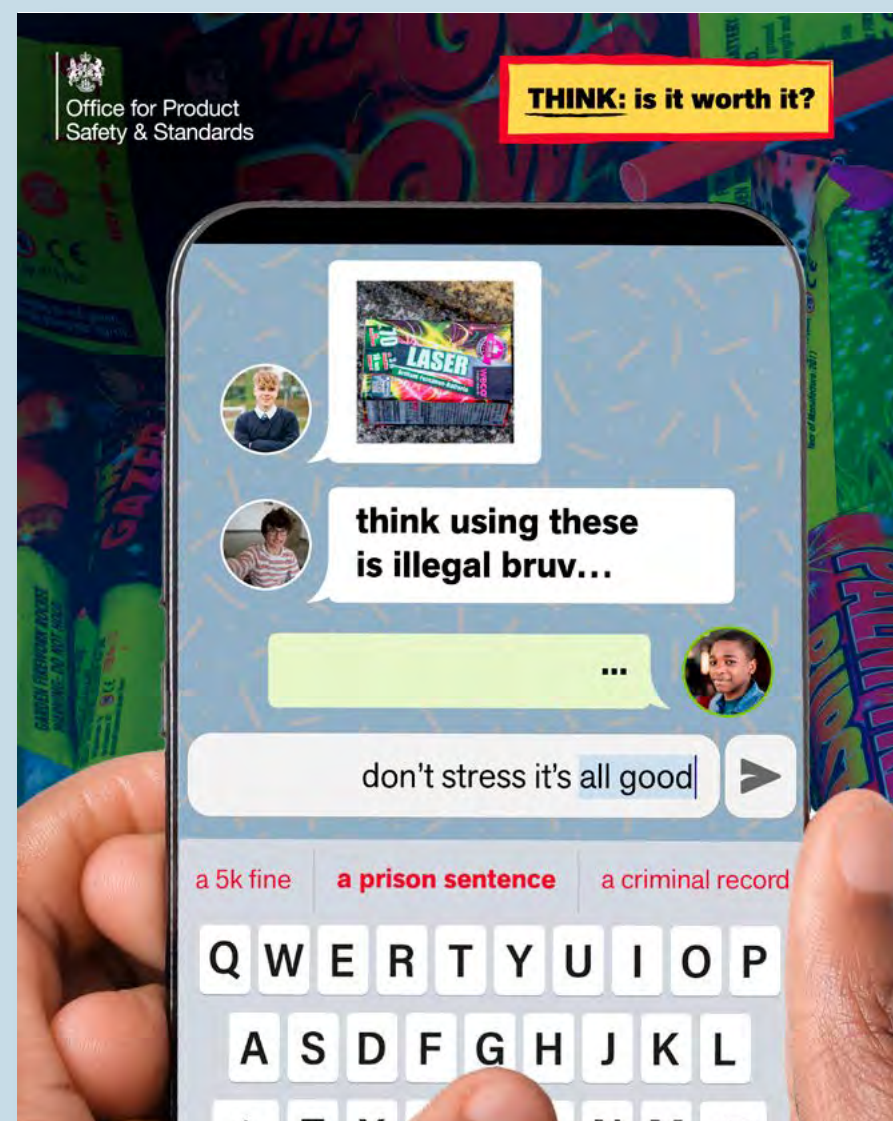
Hit the link in our bio for more info.

#FireworkSafety

13 to 18 example social media posts

Static assets are available to [download](#).

Legal asset



Example social media post

Fireworks are no joke.

Messing with them can lead to massive fines, up to 6 months in prison, and a criminal record that could seriously affect your future – from uni applications to job prospects.

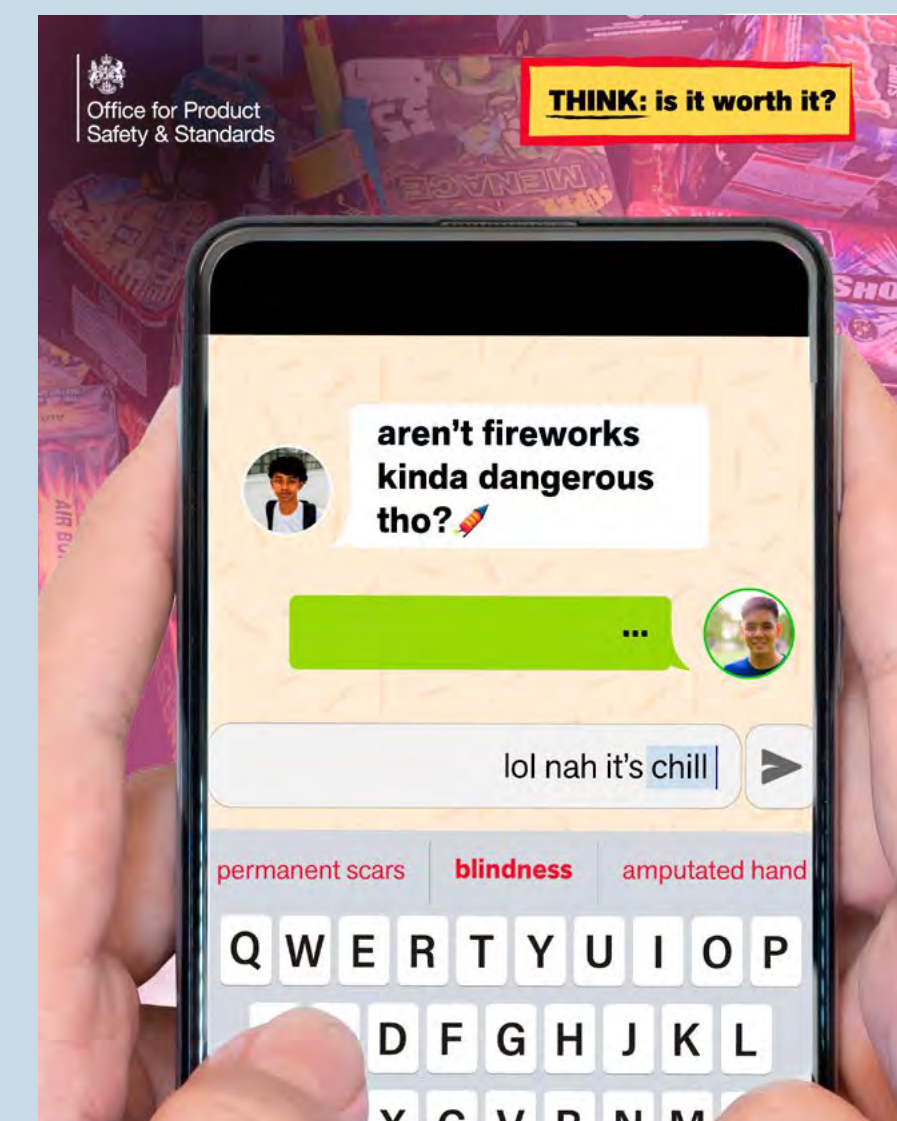
Keep yourself and your mates out of trouble. Remember, it's illegal to:

- buy or carry fireworks if you're under 18
- light fireworks in the streets, or in public spaces
- throw fireworks or set them off dangerously

Hit the link in our bio for more info.

#FireworkSafety

Injury asset



Example social media post

Fireworks are no joke.

Messing with them can lead to serious injuries, from permanent burns and hearing damage to amputations and total sight loss.

Keep yourself and your mates safe:

- always read the instructions
- check you have enough space
- never set off fireworks in your hands
- never light more than one at a time

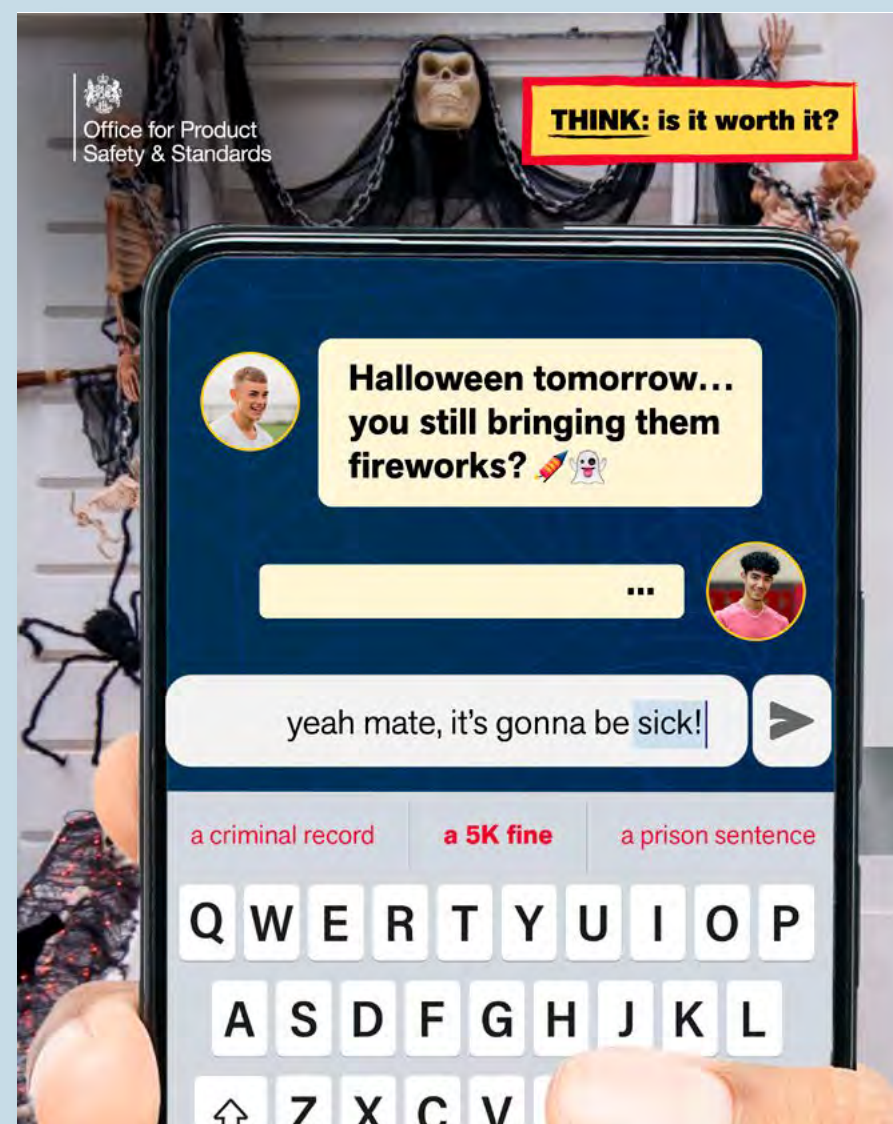
Hit the link in our bio for more info.

#FireworkSafety

13 to 18 example social media posts

Static assets are available to [download](#).

Halloween asset



Example social media post

One wrong move with fireworks this Halloween and you could be facing more than a fright. Think up to 6 months in prison, a £5k fine, and a criminal record that could seriously affect your future - from uni applications to job prospects.

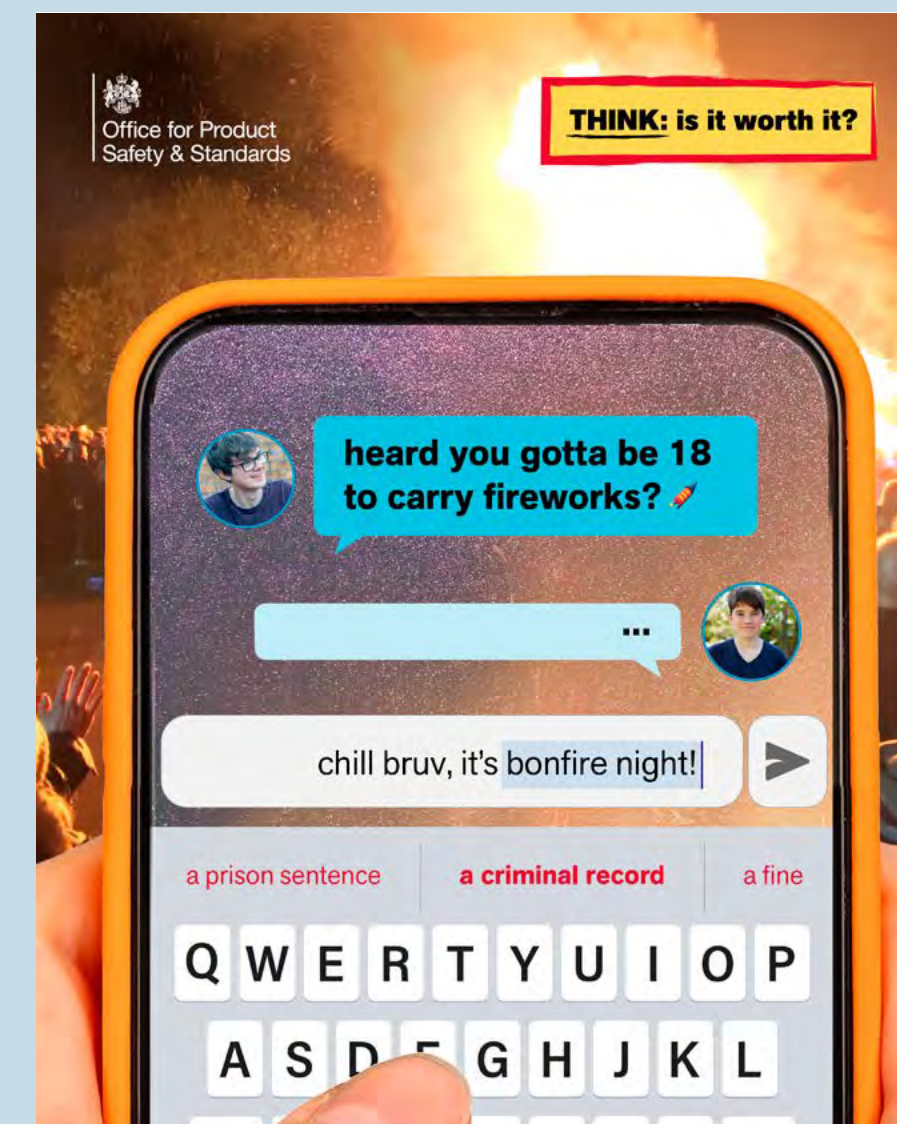
Don't let one night haunt your future. Remember, it's illegal to:

- buy or carry fireworks if you're under 18
- light fireworks in the streets, or in public spaces
- throw fireworks or set them off dangerously

Hit the link in our bio for more info.

#FireworkSafety

Bonfire night asset



Example social media post

Don't let tonight ruin your future.

Messing with fireworks can lead to massive fines, up to 6 months in prison, and a criminal record that could seriously affect your future – from uni applications to job prospects.

Keep yourself and your mates out of trouble. Remember, it's illegal to:

- buy or carry fireworks if you're under 18
- light fireworks in the streets, or in public spaces
- throw fireworks or set them off dangerously

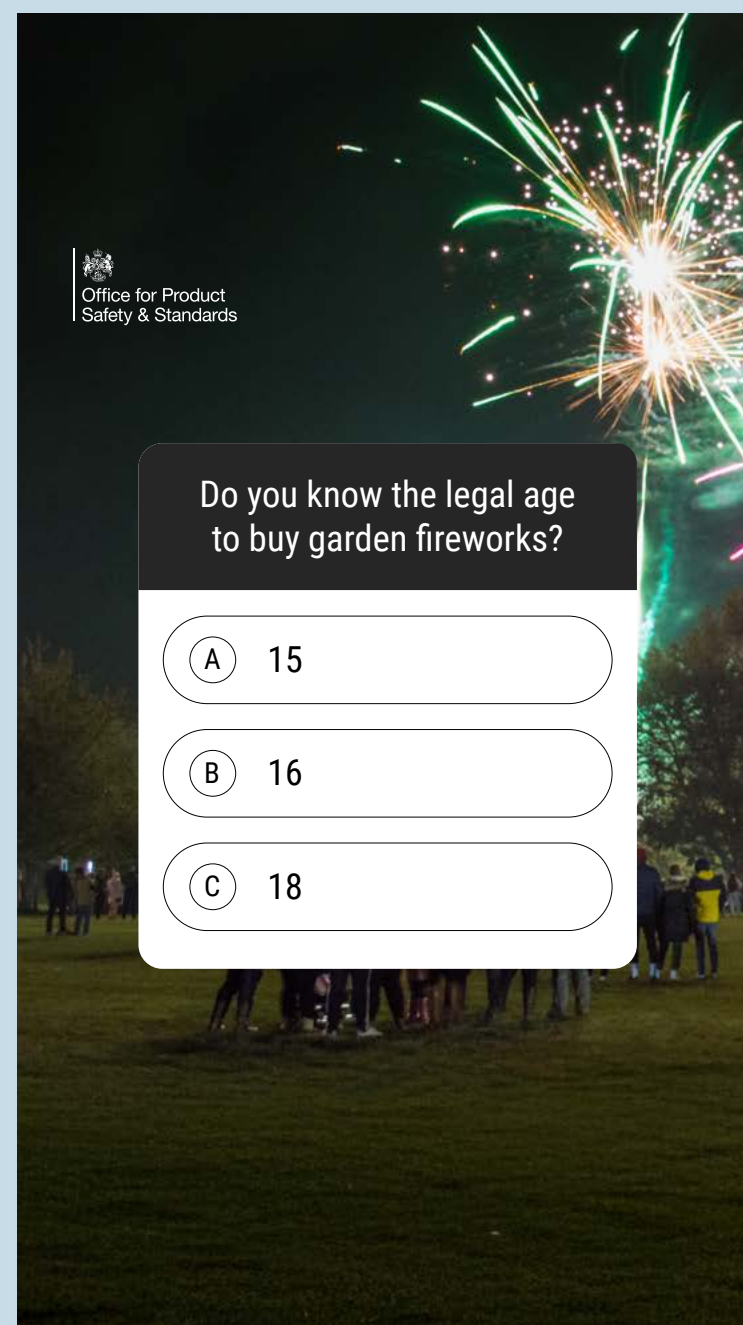
Hit the link in our bio for more info.

#FireworkSafety

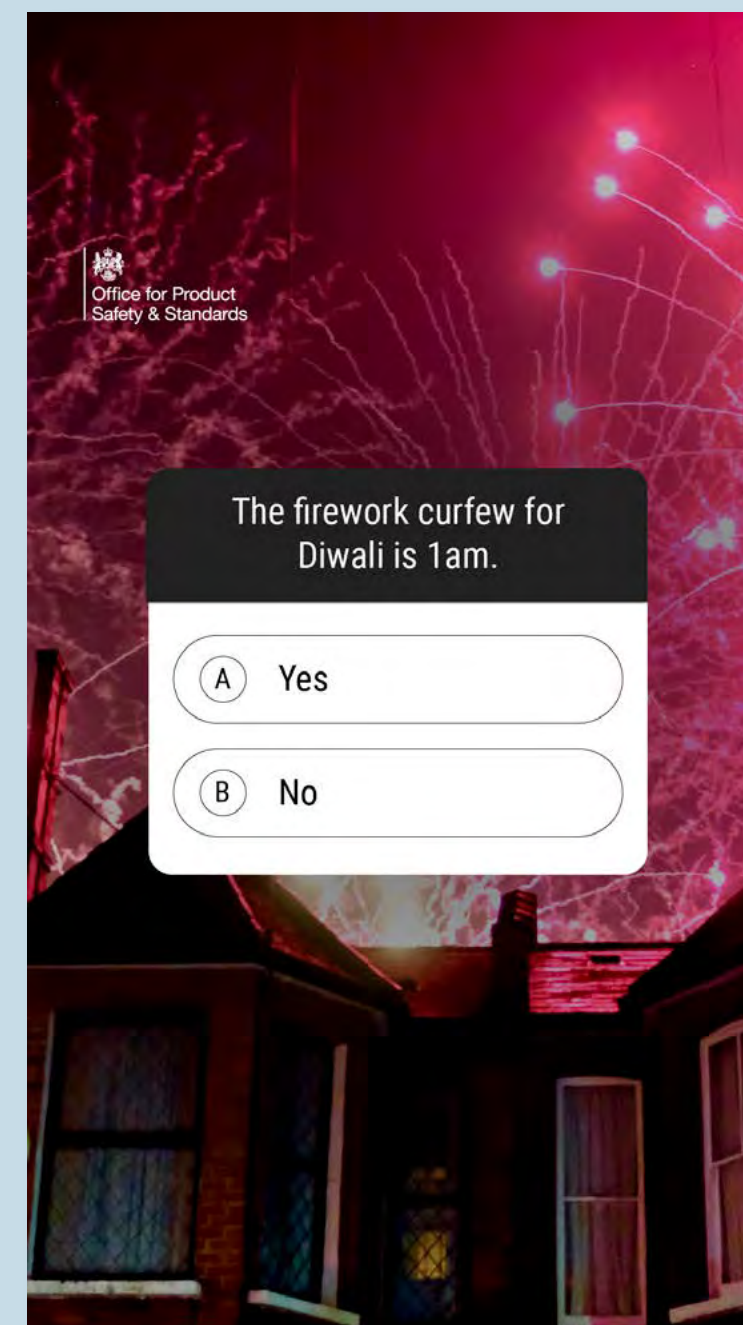
13 to 18 example social media posts

Story assets are available to [download](#).

Launch story



Diwali story



Halloween story



Polls shown are not downloadable and are for visual purposes only. Polls will need to be created in-app when posting.



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Thank you