



Department for
Business, Innovation,
Science and Trade

Fireworks safety campaign 2026

Stakeholder toolkit

Campaign dates:
15 October to 10 November



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About the campaign

The **2026 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 2025 campaign, this year's campaign theme is '**Think beyond your garden. Know your impact**'.

The objective is to extend awareness beyond audiences simply knowing the safety and legal rules, to increasing **understanding of the effects of fireworks on others** and encouraging more considerate behaviours during key celebration periods.

The campaign seeks to increase awareness and understanding of the impact private firework displays can have on wider communities and amplify the proactive steps individuals can take before, during and after key celebrations.

Target audience:

- Adults (18 to 55 years old) focusing on raising awareness of the impact of private firework displays on others in their community and the proactive, considerate steps they can take during key celebrations.

Campaign dates:

- Main activity: 15 October to 10 November
- Key events: Diwali (8 November) and Bonfire Night (5 November)

How you can support

This toolkit gives you everything you need to help adults think beyond their garden and understand the impact of firework displays on others in their community, from clear, ready-to-use messaging to engaging, shareable campaign assets. By working together, we can help ignite a culture of responsible firework use and consideration for others, ensuring everyone can enjoy their celebrations.

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.

This year's campaign hashtag is #KnowYourImpact. It's recommended to include the other 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

Campaign assets

The following assets and example social media posts are designed for 18 to 55 year olds. They focus on raising awareness of the impact private firework displays have on communities and the wider environment.

The tone of voice is engaging and empowering, encouraging individuals to think about the impact their firework display could have on those around them. Assets (including Welsh language versions) are available to download.

Carousel example social media posts

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

Asset



Example social media post

Your fireworks might be in your garden, but their impact can reach much further.

The choices you make before, during and after your display can affect the people, animals and communities around you.

This firework season, think beyond your garden and know your impact. Follow for more.

#KnowYourImpact #FireworkSafety

Carousel example social media posts

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

Asset



Example social media post

Your firework display might only last a short time, but giving your neighbours advance notice can make a real difference.

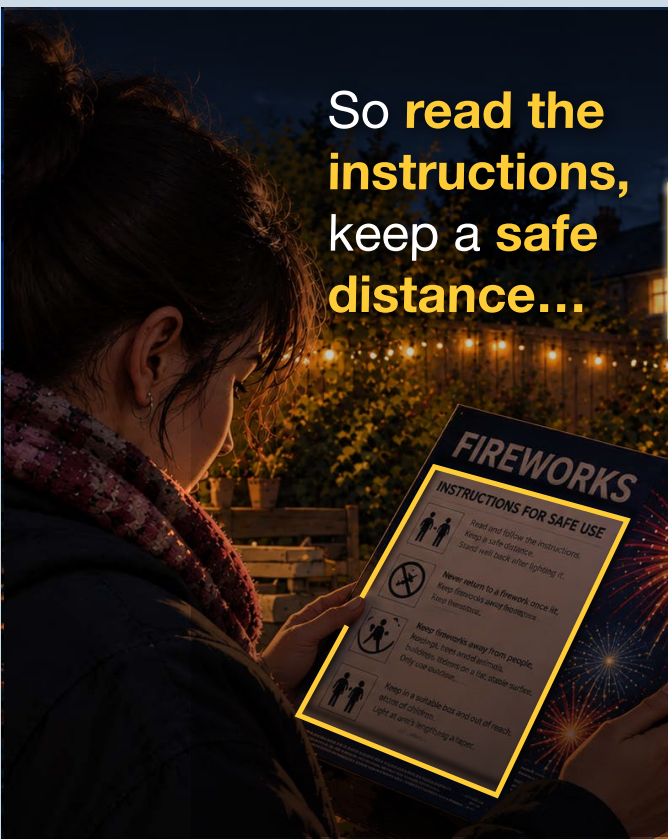
Some people find unexpected fireworks genuinely distressing. Others may simply want time to prepare themselves, their children or their animals.

#KnowYourImpact #FireworkSafety

Carousel example social media posts

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

Asset



Example social media post

Using fireworks safely means thinking about more than just the people watching your display.

Read the instructions, follow the required safety distance and make sure everyone involved knows what to do.

But safety doesn't stop at your garden. Think about how your choices affect the people, animals and spaces around you too.

#KnowYourImpact #FireworkSafety

Carousel example social media posts

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

Asset



Example social media post

The fireworks may be over, but there's one last way to be considerate to your community.

Wait until everything is completely cool, then soak spent fireworks and debris in water overnight before bagging and disposing of them appropriately.

Don't leave your mess for someone else to deal with — especially in shared spaces or neighbouring gardens.

Think beyond your garden. Know your impact.

#KnowYourImpact #FireworkSafety

Static example social media posts

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

Asset



Example social media post

Thinking beyond your garden this firework season starts before you buy.

Before using your fireworks:

- check the category and the safety distance required
- make sure your garden or space is big enough
- choose fireworks that are appropriate for your setting
- think about who may be affected nearby

Choose responsibly. Know your impact.

#KnowYourImpact #FireworkSafety

Visit www.gov.uk/fireworks-the-law for more information.

Asset



Example social media post

Bonfire Night is a time to celebrate, but not everyone experiences fireworks in the same way.

Unexpected fireworks can be particularly difficult for some people, including veterans living with PTSD, people with anxiety or dementia, and autistic people and children with sensory sensitivities.

Let your neighbours know in advance if you're planning a display. A quick heads-up gives people time to prepare themselves, their children or their animals.

It only takes a moment to think beyond your garden.

#KnowYourImpact #FireworkSafety

Static example social media posts

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

Asset

Example social media post



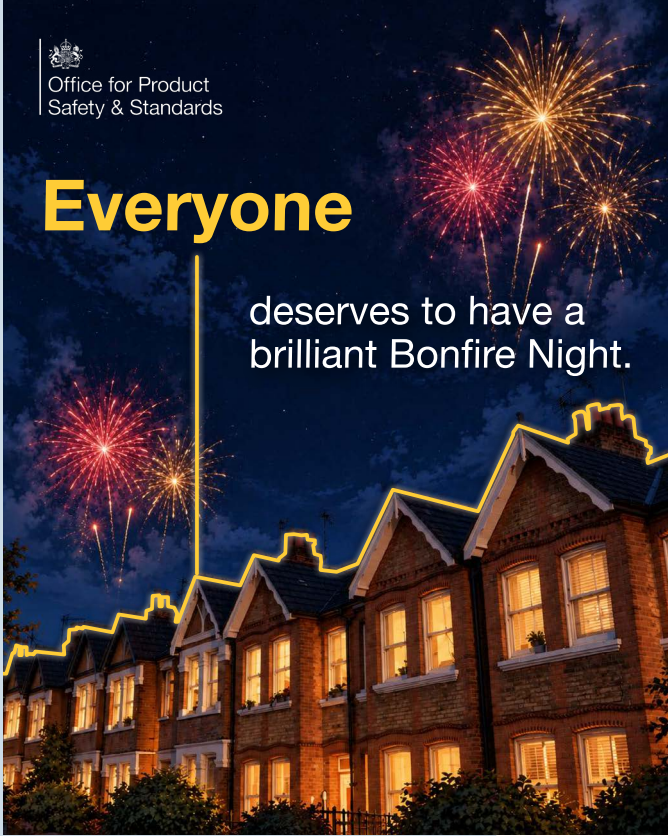
Being a good neighbour doesn't start at the curfew.

The people around you may have work, school, young children or other reasons why late-night fireworks can be disruptive.

#KnowYourImpact #FireworkSafety

Asset

Example social media post



It's Bonfire Night!

However you're celebrating tonight, enjoy it safely and spare a thought for the people and animals around you.

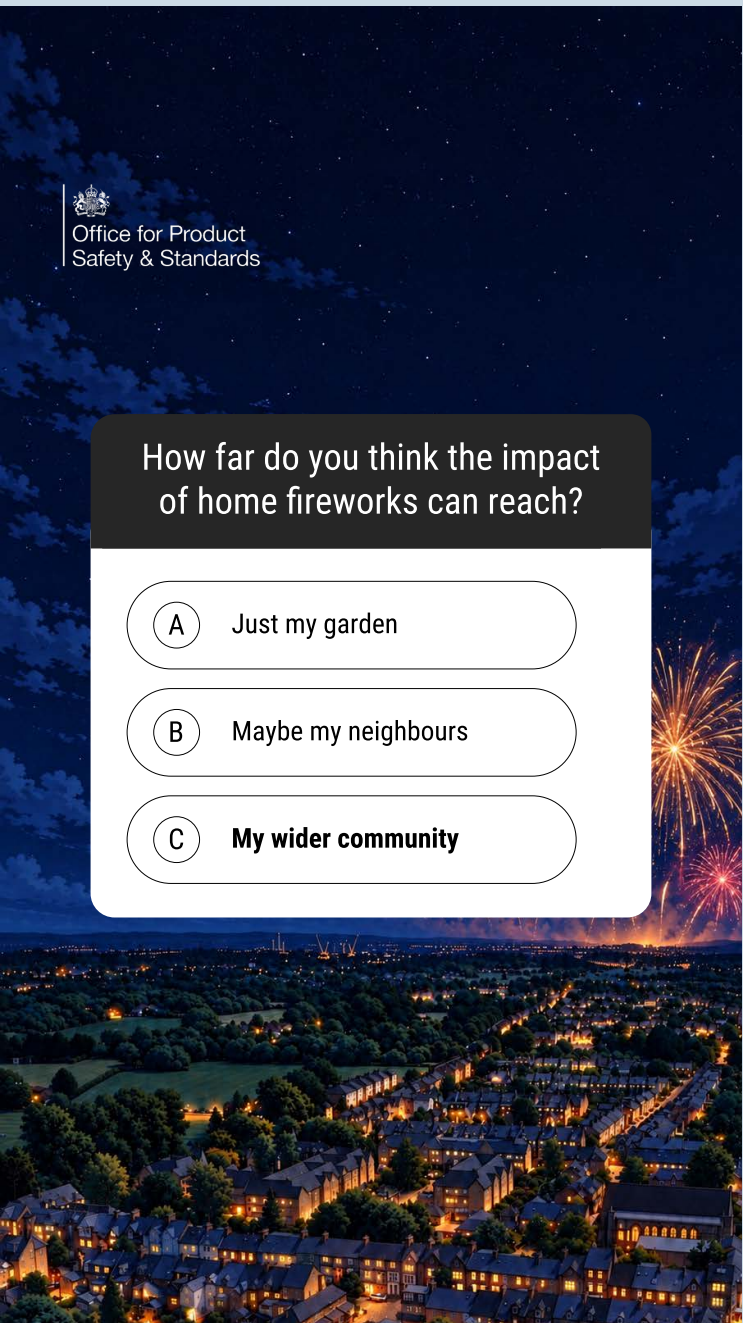
Stick to the midnight curfew, follow the safety instructions, keep your display contained and clear up afterwards.

#KnowYourImpact #FireworkSafety

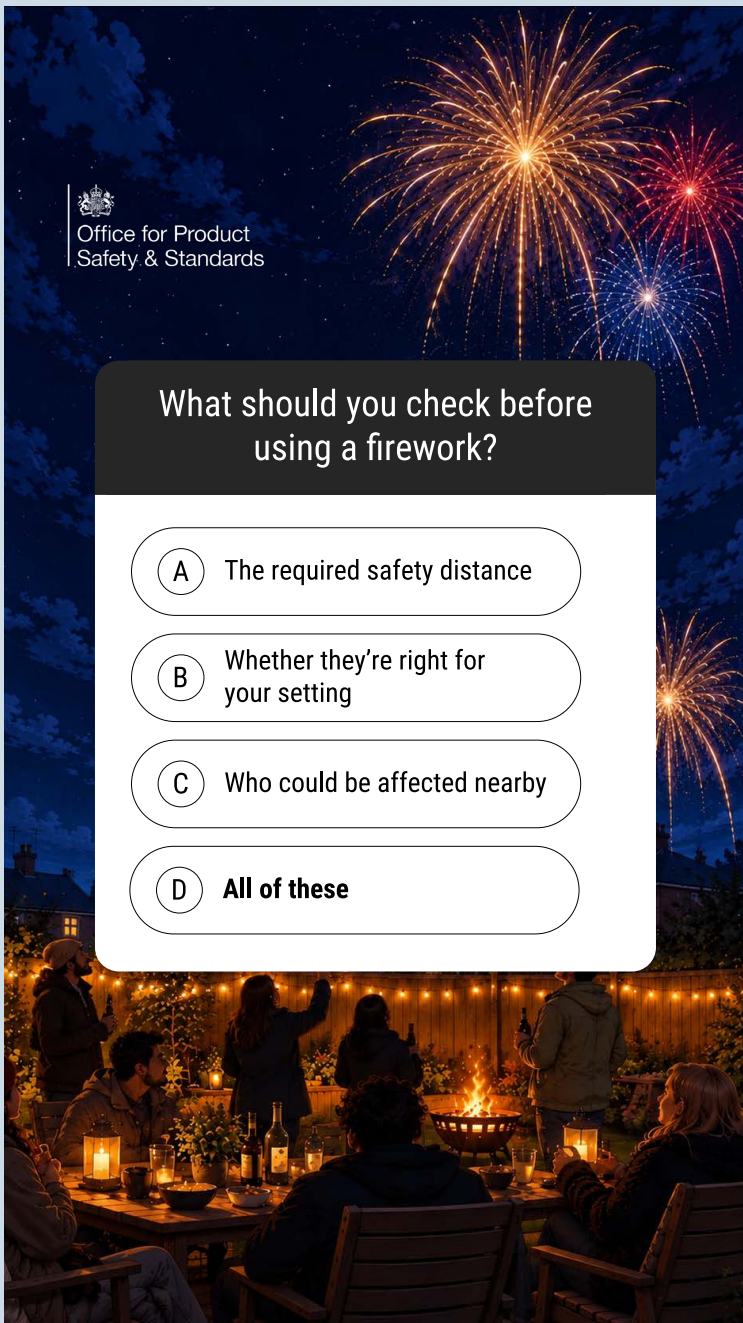
Story poll example social media posts

Assets are available to [download on GOV.UK](#).

Launch story



Buying and using story

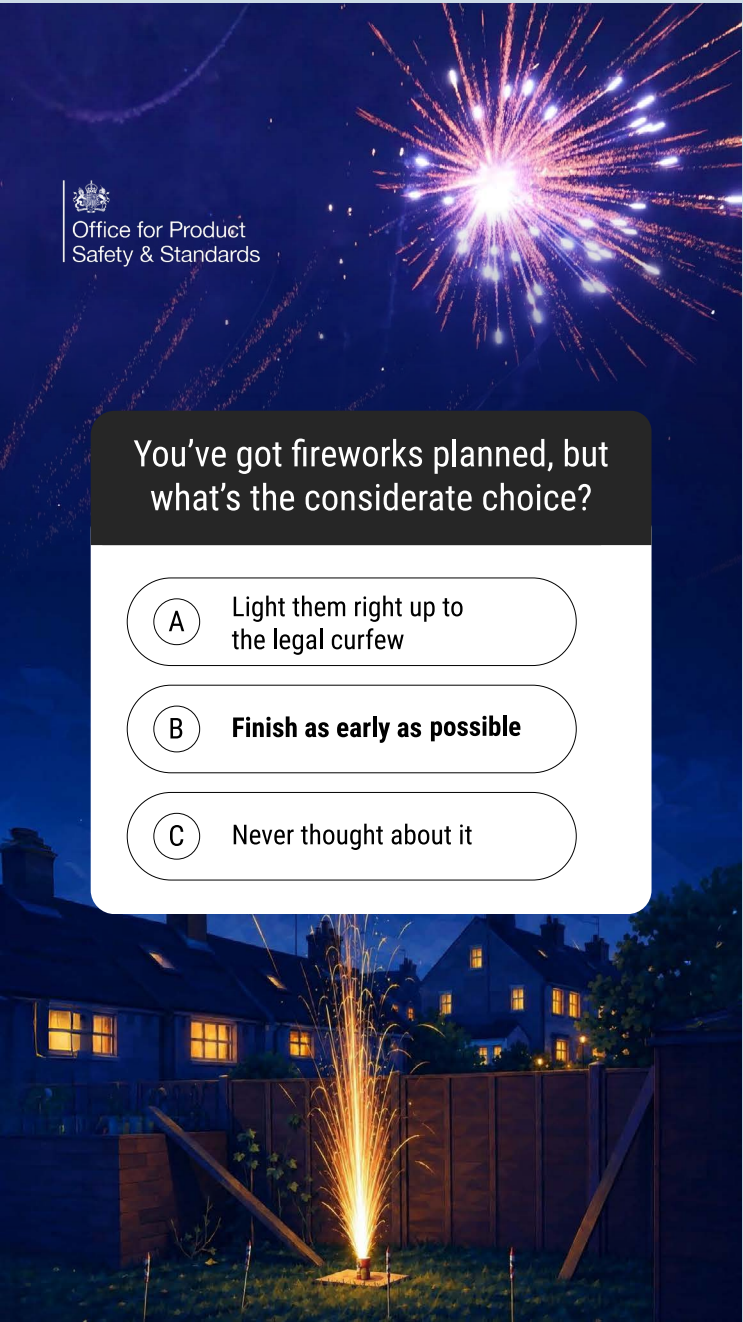


Polls shown are not downloadable and are for visual purposes only. Polls will need to be created in-app when posting.

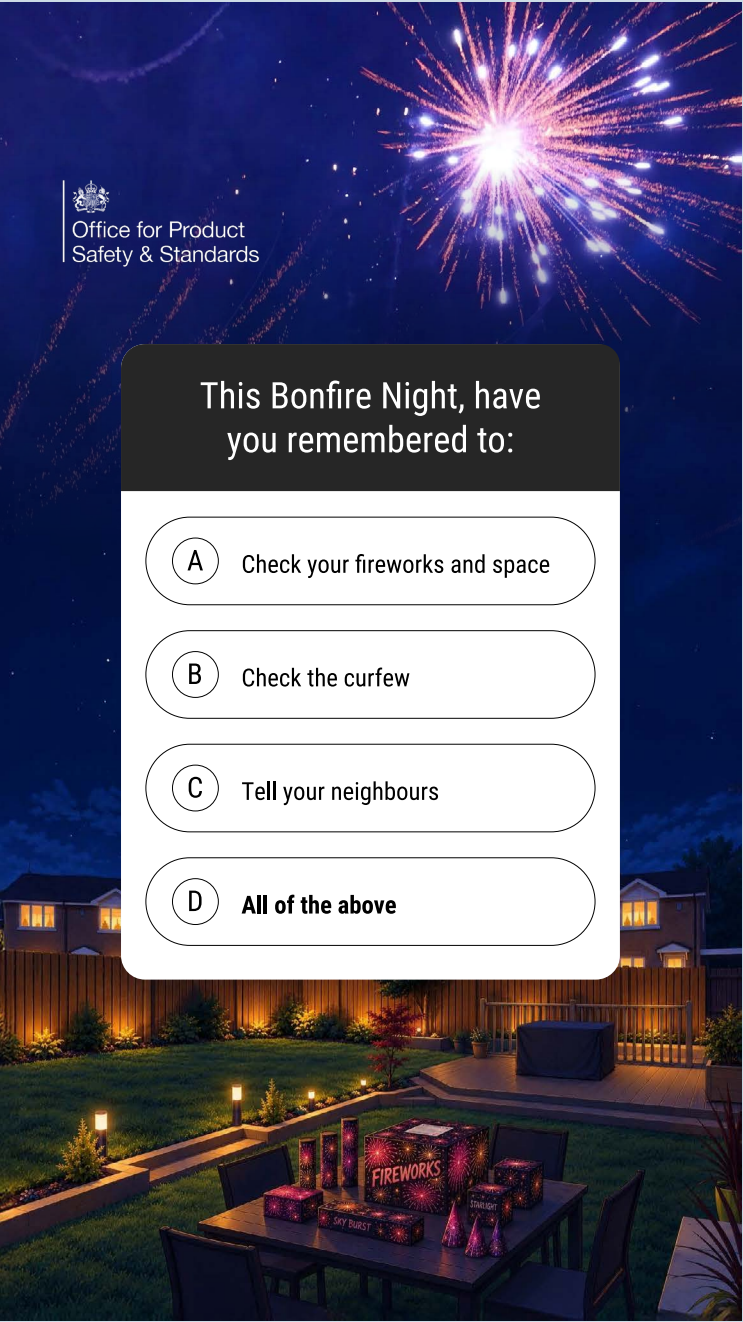
Story poll example social media posts

Assets are available to [download on GOV.UK](#).

Curfews and respect story



Bonfire night final checks

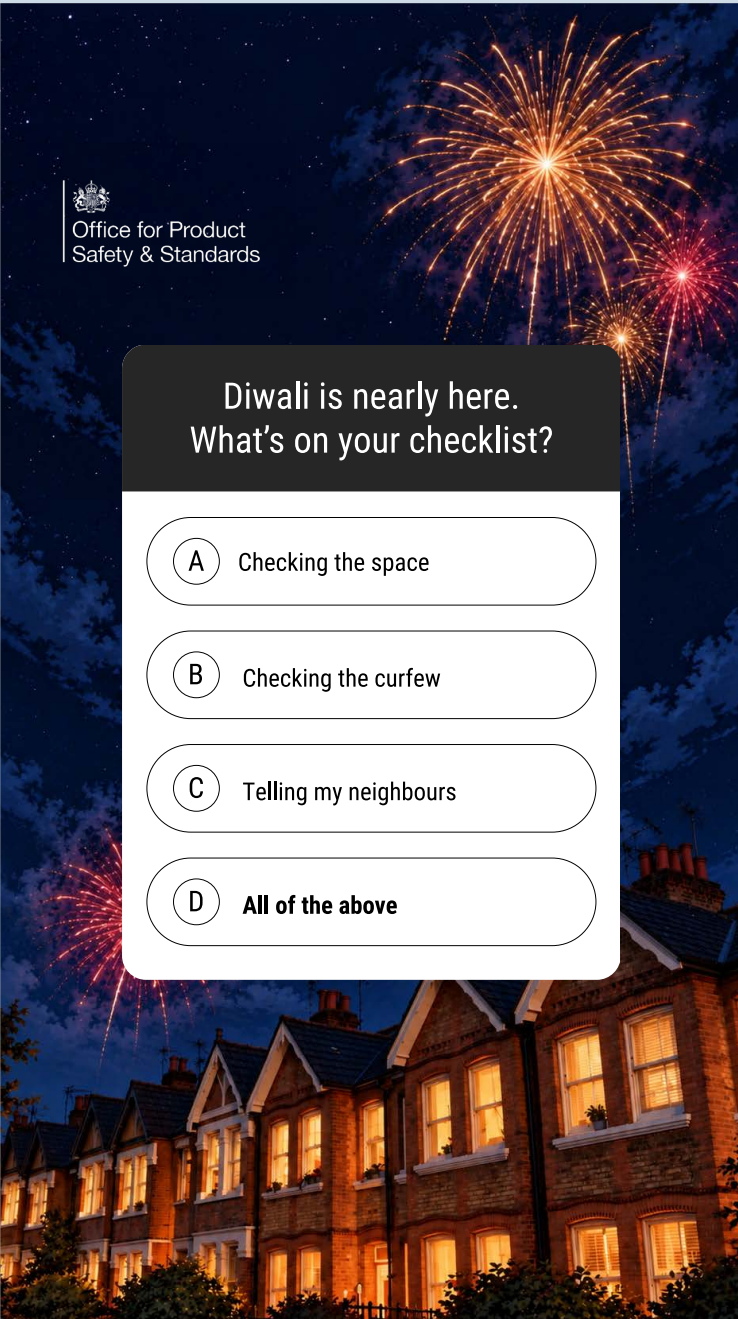


Polls shown are not downloadable and are for visual purposes only. Polls will need to be created in-app when posting.

Story poll example social media posts

Assets are available to [download on GOV.UK](#).

Diwali prep

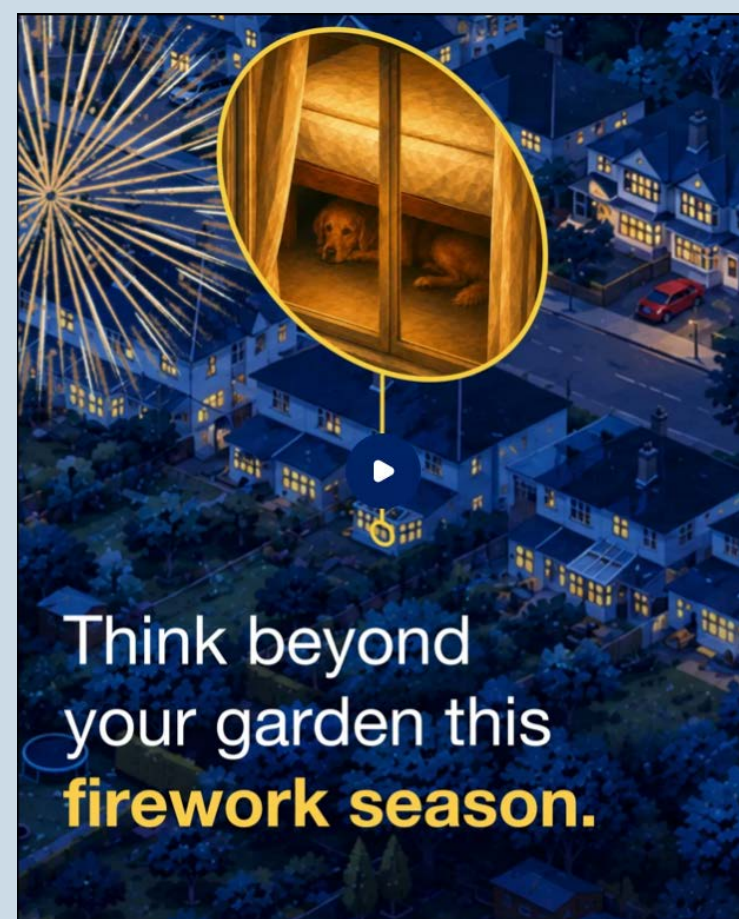


Polls shown are not downloadable and are for visual purposes only. Polls will need to be created in-app when posting.

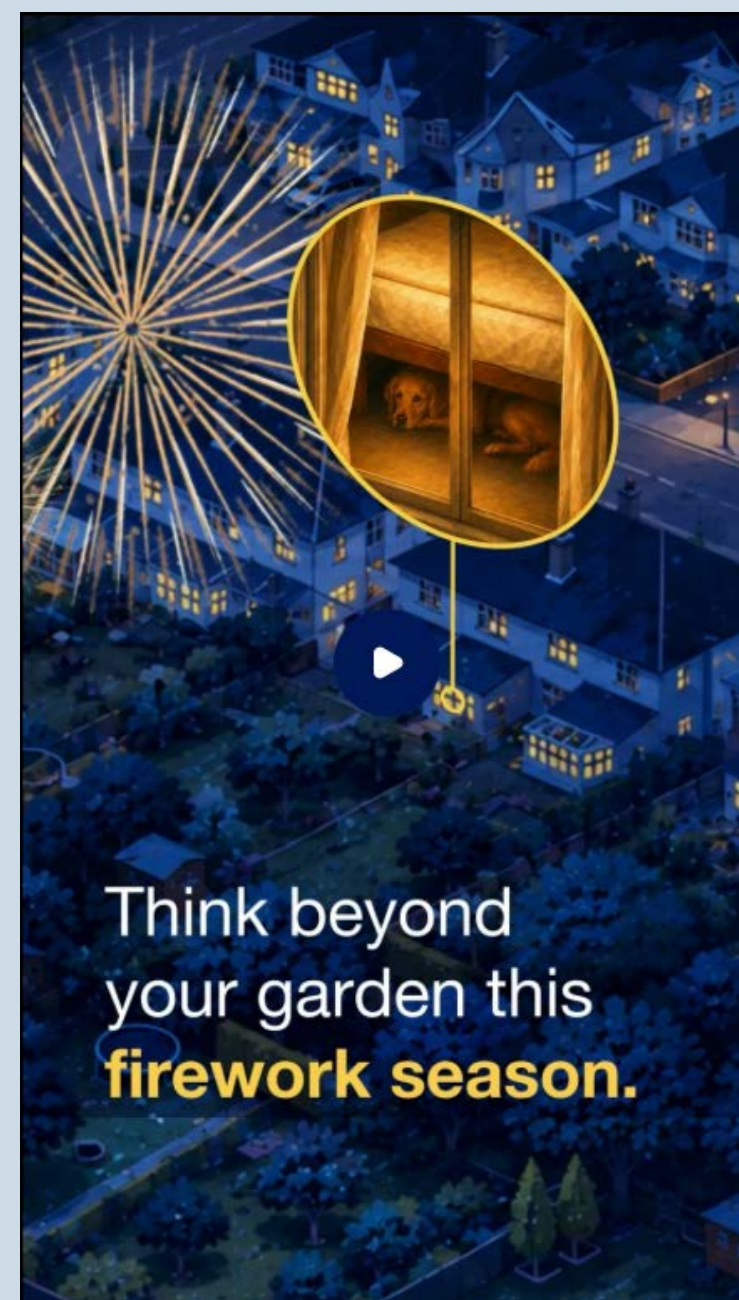
Video example social media post

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

Asset



1080 x 1350px



1080 x 1920px

Example social media post

You've planned your display, checked your fireworks are right for your space, and thought about using them safely.

But have you thought about your neighbours?

Letting them know in advance gives them time to prepare and can make a real difference to people and animals nearby.

Think beyond your garden. Know your impact.

#KnowYourImpact #FireworkSafety



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Thank you