

# Case Study:

## Fire Safety on Balconies



### Background

Platform's Building Safety team asked if members of our Customer Sounding Board (CSB) could give feedback on a new Fire Safety on Balconies leaflet.

The draft leaflet had been created to provide guidance to customers who have balconies on their properties on how to make sure they are using them in a safe way.

Colleagues had worked to create an informational leaflet but were keen to understand our involved customer's views on whether the information and guidance provided was:

- Clear
- Useful
- Easy to understand

### Customer Engagement

Our Customer Engagement team put together a survey pack for our Customer Sounding Board members, which included:

- Covering email with explanatory information
- Copy of the draft leaflet
- Link to the feedback survey form

### Customer Feedback

45 customers responded to the survey.

95% thought that the information was clear & easy to understand

91% thought that the leaflet contained enough information.

Overall feedback was positive. However, several customers commented that the layout meant that there was a lot of text on the leaflet and that made it difficult to read and might put people off reading it.



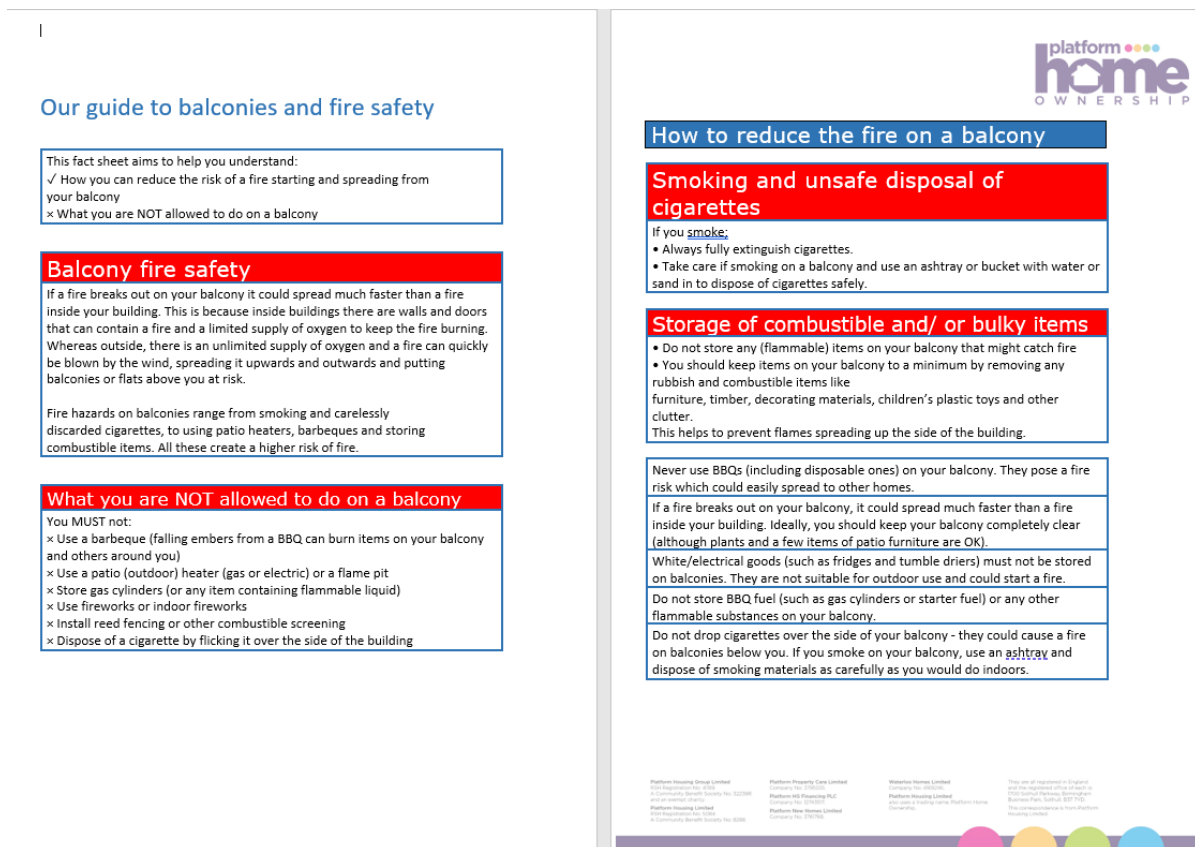
# Outcomes

As a direct result of our involved customers feedback, we:

Redesigned the leaflet to make it easier to read and to include pictograms and pictures to break up the text.

Below you can see side by side pictures of the original document and the final document which was created based on feedback from the CSB.

Original:



Final Leaflet:

# Guide to Balconies and Fire Safety

## Balcony fire safety

If a fire breaks out on your balcony it could spread much faster than a fire inside your building. This is because inside buildings there are walls and doors that can contain a fire, as well as a more limited supply of oxygen which is what keeps a fire burning. Outside on your balcony, there is an unlimited supply of oxygen and a fire can quickly be blown by the wind, spreading it upwards and outwards and putting balconies or flats around you at risk.

### What is **NOT** allowed on my balcony?

 <p><b>Do not</b> use barbecues. Falling embers from a BBQ can burn items on your balcony and others around you.</p>	 <p><b>Never</b> use fireworks of any type.</p>	 <p><b>Never</b> install reed fencing or other combustible screening.</p>
 <p>You <b>must not</b> use an outdoor patio heater (gas or electric) or a flame pit.</p>	 <p><b>Never</b> store gas cylinders or any item containing flammable liquid.</p>	 <p><b>Do not</b> dispose of a cigarette by flicking it over the side of your balcony.</p>



## Reducing risk on my balcony

### Smoking on your balcony

- Always fully extinguish cigarettes.
- Use an ashtray or bucket with water or sand in to dispose of cigarettes safely.

### Storage of combustible or bulky items

- Do not store any flammable items on your balcony.
- Keep items to a minimum by removing any rubbish and combustible items like furniture, timber, decorating materials, children's plastic toys and other clutter.

### White and electrical goods

White/electrical goods (such as fridges and tumble driers) must not be stored on balconies. They are not suitable for outdoor use and could start a fire.

## What can I use my balcony for?

### Try to keep your balcony clear

- Keeping your balcony as clear as possible will help prevent the starting and spreading of fires.

### Items you can keep on your balcony

Plants are **OK** and will allow you to enjoy your balcony.

A few items of patio furniture are also **OK** to keep on your balcony.

If English is not your first language and do not understand the guidance or you have an concern about fire safety on your balcony please contact us <https://www.platformhg.com/general-enquiries> or telephone us on **0333 200 7304**.

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