



North York Moors
National Park

Don't Spark Disaster

Tourism-focussed wildfire campaign

Part of



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Campaign scope and context

- In the wake of the largest wildfire experienced on the North York Moors at Fylingdales Moor and Langdale Forest over summer 2025
- Cause of fire was through cooking using a naked flame such as a campfire or gas.
- Changing climate meaning we are experiencing longer, drier spring and summer months, and an increased risk of wildfires
- Campaign to raise awareness of visitor actions which can lead to wildfires.
- Enhancing our regular Fire Risk messaging.



Partners and Messaging



- Campaign led by North York Moors, Visit North Yorkshire, N.Yorks Fire & Rescue Service and Forestry England. Duplicate campaign happening across Yorkshire Dales.
- Messages to cascade through Tourism Network (NYMNP), Internal staff, volunteers & engagement teams, retailers and local councillors.
- A campaign designed to educate rather than to blame.
- We want actions to be done safer (responsible disposal of BBQs, litter, cigarettes etc)
- Or actions to change (don't BBQ, picnic)

Objectives/Measuring success

- No major moorland fire during 2026
- NYFRS will be called to less moorland fires (2025 vs 2026)
- More people having picnics (annual visitor survey question)
- A better understanding/education in relation to how wildfires spread
- Reach of fire-related comms (clicks on NYMNP web pages, social reach/engagement etc vs 2025)

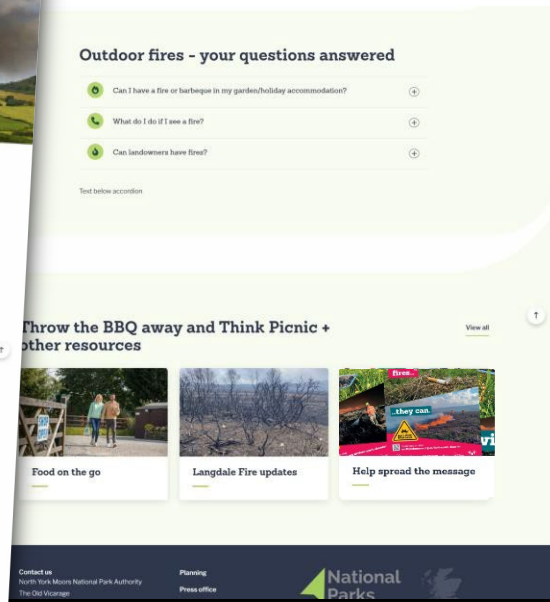
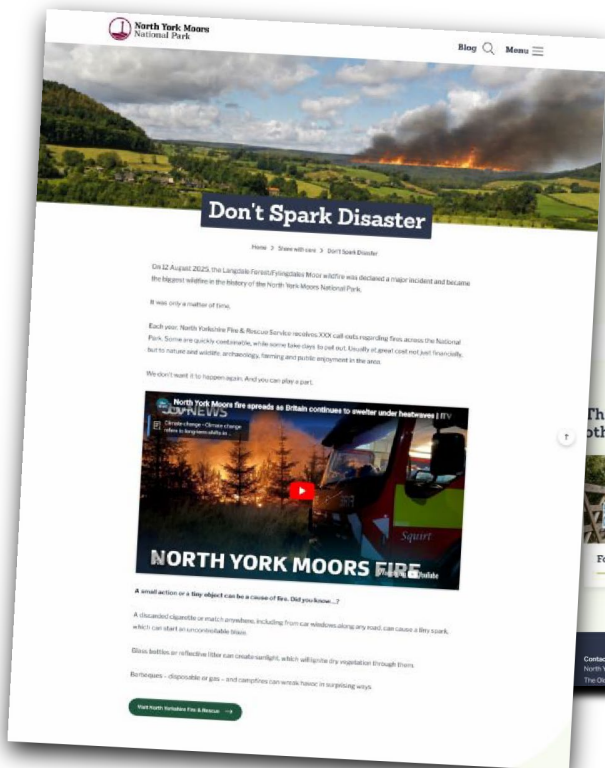
Overview of tactics and resources

- North York Moors National Park's website to lead as the central hub for information and resources (NorthYorkMoors.org.uk)
- Suite of infographics, photos and copy to be made available via website
- Paid social media campaign throughout summer
- Educational video clips to be recorded with N.Yorks Fire and Rescue Services. Showcasing impact of doing things incorrectly.
- Work with influencers/content creators to showcase best practise and to encourage picnic alternatives.
- Out of Home advertising in retailers and community hubs. National Park-run car park and others displaying posters.
- eNews across various databases
- Print: leaflets, pop-up banners, posters etc.
- Presentations to staff, partners, community groups e.g. Headteachers Briefing (Harrogate/Pickering)





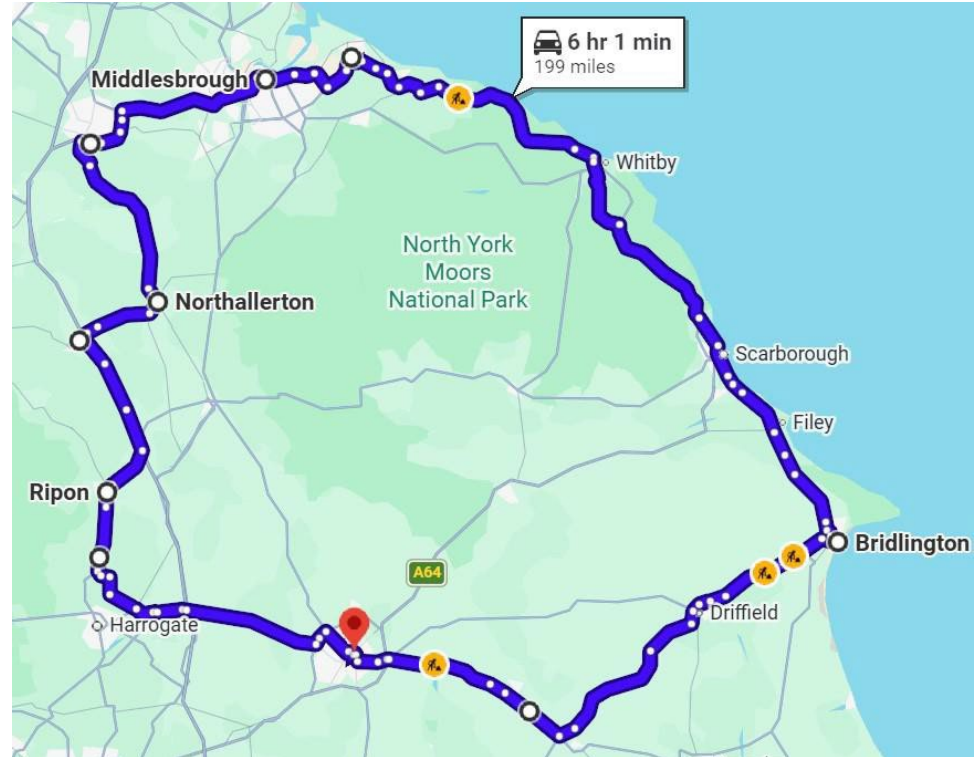
Website – northyorkmoors.org.uk/dont-spark-disaster



- Landing area for area for majority of campaign information
- Headline copy and educational info [graphics & videos]
- FAQ area for public and businesses
- Link to digital and physical resources for businesses
- Discover more about Protect. Prevent. Picnic.

Meta targeting

- Paid campaign across Facebook and Instagram with Optix Solutions
- Mid-June through to Mid-September
- Ability to pause/increase spend depending on weather
- Targeting hours' drive-time from the National Park borders
- All ages broken down into 3 segments for reporting. Interest in short breaks, walking, hiking, camping etc.
- Yorkshire Dales also mimicking.



Video content

- Educational clips about the dangers of BBQs
- Images of last year's fire to show impact
- Alternative options such as picnics
- Target different audiences through influencers/content creators



What can you do to help?

- Support messaging on social media by sharing our posts. Please use community pages!
- Post on your accounts using our emailed toolkit.
- Pick up posters at either National Park Centre, Helmsley HQ, County Hall or Whitby VIC to hand out to businesses or community group you know.
- Be fire aware yourself! Understand the impact and implications of small actions.
- Be alert to any inappropriate behaviour or alert the authorities if you spot a fire, however small.

