



Station 01 Bridgend Overview

Introduction:

Bridgend Fire & Rescue Station serves the main town of Bridgend and a geographical area including several surrounding villages, foremost of which are Aberkenfig, Bettws, Bryncethin, Brynmenyn, Coychurch, Ewenny, Llangeinor, Ogmere, Southerndown, St Brides Major and Wick.

Overview of Performance for 2009/10:

Top 5 Achievements in 2009/10:

New community groups that contacts have been established with greatly exceeded target.

Three pump exercise target exceeded demonstrating commitment to operational development and competencies as well as community involvement.

7.2d in excess of target demonstrating commitment to operational knowledge and educating local risks.



Equality and Diversity:

Bridgend Community Fire & Rescue Station is committed to the promotion and implementation of Equality, Fairness and Diversity to and for all employees, members of the Public, Partnership groups and other Organisations.

To achieve this, personnel at Bridgend will endeavour to:

- Promote the SWFRS Race and Sexual Equality Plan as it relates to the Station.
- Promote and implement the SWF&RS policy on Equality, Fairness and Diversity to the organisation and all external groups/individuals.
- Ensure personnel are familiar with Policy by completion of the training program module.
- Maintain the workplace free from materials (e.g. posters, magazines etc.) that may be considered offensive by way of sexual or racist content.
- Ensure that all personnel have appropriate facilities and amenities appropriate to their sex, race or religious belief.
- Support Organisational efforts in the recruitment of BME, female and LGBT firefighters by locating and targeting local groups and organisations.

In the last year we have contacted the Valleys Race Equalities Council that state the main minority group in the area is eastern European. There is no Sikh community (Permindar Choda - Pearl Street, Cardiff Sikh temple). Awaiting information from FRS Diversity Officer as to other minority groups in area and contacts.

Welsh Language:

The Directorate is dedicated to the aims and objectives of the South Wales Fire and Rescue Service Welsh Language Scheme 2007-2010. In addition to providing Welsh speaking staff for lectures in the Welsh secondary comprehensive, we will endeavour to deliver both school and community safety presentations in Welsh when ever requested to do so.

Sustainable Development:

In discharging the Service's aims and objectives, consideration will be given to minimising the negative impact we have on our natural environment as a result of our activities.

A programme of development to support the aims of Green Dragon will be implemented to ensure positive action is taken to meet the challenges of the environmental and resource management. There is a green champion on each watch. Despite BCBC not collecting recyclable materials from non domestic premises we have arranged locally for collection of paper, plastic, cardboard, tins and cans.



Budgetary and Resource Implications:

Not appropriate

Efficiency Gains:

Not appropriate

Geographical Risk Profile:

The main arterial roadways supporting Bridgend are the M4 to the North and the A48 to the South. The J35, J36 and J37 all allow for excellent access onto the M4 corridor and egress into the industrial and residential areas of the town and surrounding area.

Bridgend town has a diverse range of light and heavy industries, businesses and residential areas, a major hospital with A & E facilities, and numerous homes for the elderly and a prison all sit within the town area.

As the largest town within the Bridgend County Borough it is the administrative home for the Bridgend County Borough Council, which has, its Civic Offices sited at Angel St. The River Ogmore flows through the centre of the town before feeding into the Bristol Channel at Ogmore By Sea.

A main line rail station provides access to the London to Swansea Intercity network. As well as local valley link services to the North and to the Vale of Glamorgan in the South.

Residential areas vary from low socio-economic groups including multi-occupancy housing to larger private housing. Several major residential developments exist in the more affluent areas of Bridgend, and during 2008/2009 a large-scale residential development that was planned in the Coity area extending the residential boundaries Northwards towards the M4 boundary was put onto hold due to the economic downturn

There are three main industrial areas within the station boundaries; these are situated within major industrial estates located at Waterton Cross North, Waterton Cross South and Brackla. Foremost of these, to the South of the town is Waterton Industrial Estate within which the Ford Motor Company operates a major engine manufacturing plant. This site has seen major development occur in the last eighteen months.

Then Bridgend Industrial Estate lies to the North of Waterton Road and has been the major industrial site within Bridgend since 1970's. This estate has a wide ranging scope of industrial units that include retail and manufacturing processes.

The third site to the North of the town is Brackla Industrial Estate, which is the smallest of the three sites.

The headquarters of the South Wales Police Force is located at Waterton Cross North, approximately two miles from the station and the local ambulance station is based at Bryncethin



approximately five miles from the station. A memorandum of understanding exists with the Ambulance service and facilities are available for Ambulance staff to utilise the Fire & Rescue station between the hours of 09.00 and 21.00.

Number of Dwellings in Station Area:

30000

Number of HFSC's completed in Total Prior to April 2010:

% Dwellings in Station Area Received HFSC since HFC's Commenced:

0.00%