

Gwasanaeth Tân ac Achub
De Cymru



South Wales
Fire and Rescue Service

HOW DID WE DO IN 2015-2016 AND WHAT DO WE PLAN TO DO IN 2017-2018?



October 2016

FOREWORD

South Wales Fire and Rescue Service (SWFRS) covers 10 Unitary Authorities. We are one of the largest fire and rescue services in the UK, made up of rural, coastal and urban communities covering an area of some 300,000 hectares.

At SWFRS we have a responsibility to consult with you, the public to help us shape our future priorities. This document puts together details of our performance during 2015/2016 and proposes our aims for 2017/2018. We hope you find this document meaningful and relevant; and invite you to provide us with your views so that we understand your priorities and make sure they represent your needs.



INTRODUCTION



Huw Jakeway

Chief Fire Officer
South Wales
Fire and Rescue Service



Cllr Tudor Davies

Chairman
South Wales
Fire and Rescue Authority

We have several legal frameworks that provide us with rules and guidelines on what services we must provide. These include the Fire and Rescue National Framework, 2016; The Local Government (Wales) Measure 2009 and more recently the Wellbeing of Future Generations Act (Wales) 2015. These provide an opportunity for us to keep people, communities, businesses and the environment in Wales safe from fires and other hazards as effectively and efficiently as possible while improving social, economic, environmental and cultural well-being.

We plan to develop services that meet the immediate needs of our organization and community without compromising the opportunities of future generations. We endeavour to demonstrate that we have applied the following sustainable governance principles in our decision making;

- Balancing short term needs with long term needs;
- Using an integrated approach, balancing social, economic and environmental needs;
- Involving others and taking their views into account;
- Working in collaboration with others; and
- Putting resources into preventing problems.

We aim to ensure that where possible we are able to contribute to the wider, all Wales objectives of;

- A prosperous Wales;
- A resilient Wales;
- A healthier Wales;
- A more equal Wales;
- A Wales of cohesive communities;
- A Wales of vibrant culture and thriving Welsh language; and
- A globally responsible Wales.

Going forward we will also be more closely aligned to the aims of the nine Public Service Boards we sit on. These have a responsibility to prepare and publish an assessment of local well-being, produce a local well-being plan and report annually on its progress. We look forward to playing an active part in the work of the Boards.

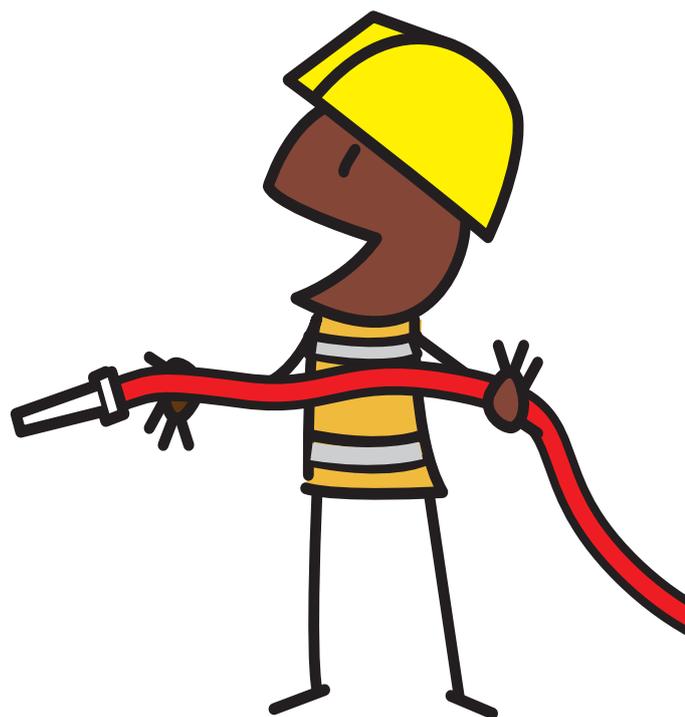
CONTENTS

WHAT HAVE WE DONE THIS YEAR (2015/16) AND HOW ARE WE PERFORMING	5
CASE STUDIES	9
OUR PROPOSED STRATEGIC THEMES FOR 2017/2018	11
Reduce Risk	12
Engage & Communicate	13
Nurture Sustainable Resources	14
Embrace Technology	15
Strengthen Partnerships	16
HAVE YOUR SAY	17

WHAT HAVE WE DONE THIS YEAR (2015-2016) AND HOW ARE WE PERFORMING?

In 2015/2016 we collated and reported against three strategic performance indicators. These were "Fire and other incidents", "Fire Deaths and Injuries" and "Fires Contained in room of Origin". There were seven individual measures within these indicators which were Total Fires attended, Total False Alarms attended, Total Road Traffic Collisions attended, Total other incidents attended, Deaths and injuries arising from all fires, deaths and injuries arising from all fires which started accidentally and The percentage of dwelling fires which were contained in the room in which they originated.

- The total number of fires attended has increased from 5916 to 6578. However, over the last five years the trend has seen an overall reduction. This is explored further as part of our aim to "reduce risk" throughout this document.
- The total number of false alarms attended has increased from 8196 to 8323. This continues the overall trend of a steady increase.
- The total number of road traffic collisions attended has increased from 1283 to 1322. This continues the overall trend of a continued increase.
- The total other special service calls attended has increased from 2005 to 2101. This continues the overall trend of a gradual increase.
- The total number of deaths and injuries arising from all fires has increased from 57 to 85. This represents a sharp increase against what had been a steady decrease. This is explored further as part of our aim to "reduce risk" throughout this document.
- The total number of deaths and injuries arising from accidental fires has increased from 47 to 77. This represents a sharp increase against what had been a steady decrease. This is explored further as part of our aim to "reduce risk" throughout this document.
- The percentage of dwelling fires which were contained in the room in which they originated has decreased slightly from 84.7% to 84.6% This remains fairly consistent over time.



WHAT HAVE WE DONE THIS YEAR (2015-2016) AND HOW ARE WE PERFORMING?

The table below illustrates our performance over the last two years and compares our 2015/2016 figures with our colleagues in North Wales Fire and Rescue Service and Mid and West Wales Fire and Rescue Service.

	2014/2015	2015/2016	2015/2016 TARGET	NORTH WALES	MID & WEST WALES
The total number of fires attended	5,916	6,578	5,800	2,140	3,392
The total number of false alarms attended	8,196	8,323	7,800	1,995	4,599
The total number of road traffic collisions attended	1,283	1,322	1,200	212	1,079
The total number of other special service calls attended	2,005	2,101	1,950	532	4,478
The total number of deaths and injuries arising from all fires	57	85	52	74	86
The total number of deaths and injuries arising from accidental fires	47	77	45	63	72
The percentage of dwelling fires which were contained in the room in which they originated	84.7%	84.6%	62%	91%	88%

WHAT HAVE WE DONE THIS YEAR (2015-2016) AND HOW ARE WE PERFORMING?

Last year we proposed to prioritise two areas of work; the “reduction of deliberate fire setting” and to “bring together and improve all our engagement activities to identify our communities and local business’ needs to shape our future service provision”. In order to achieve these we planned to address 41 actions. The end of year performance saw that 85% of these had been achieved; the remaining 15% had been partially achieved and will continue in to 2016/2017.

“Reduction of deliberate fire setting”

February 2016 saw the Service launch its ambitious grass fire strategy – “Grass Fires Have Consequences” – with the aim of creating positive behaviour change in relation to deliberate fire setting and anti-social behaviour when it came to grass fires and was fully supported by the Welsh Government.

The campaign consisted of the Service’s mascot, Bernie the Sheep, visiting Primary Schools to highlight the impact of deliberate fire setting to pupils. Over 2,500 Key Stage 2 pupils signed up to the grassroots pledge during this time.

We also developed a high impact short film aged at Secondary School pupils – “Still Laughing”, which was one of the Service’s most successful campaign films with over 14,000 views of the trailer and 7,500 of the full version.

Since the start of this campaign we are pleased to report that the period February to August 2016 has seen a 45% reduction in comparison to the same period in 2015.

Huw Jakeway, Chief Fire Officer for South Wales Fire and Rescue Service said, “We could not have done so much without our partners.

We have worked closely with: Gwent and South Wales Police, Natural Resources Wales, the Wildlife Trust, Probation Services and our Local Authorities to ensure our messages were as far reaching as possible”

Garry Davies, Head of Community Safety and Partnerships for South Wales Fire and Rescue Service added “This year’s campaign has been a fantastic success...but we can’t rest on our laurels and there is more work to be done.”



WHAT HAVE WE DONE THIS YEAR (2015-2016) AND HOW ARE WE PERFORMING?

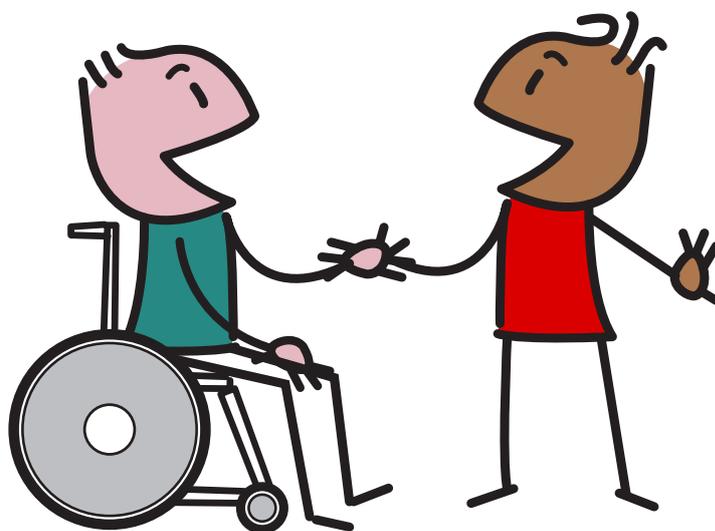
“Bring together and improve all our engagement activities”

Between April and July 2015, we ran the “We are South Wales Fire and Rescue Service” campaign to provide our communities with information on the diverse range of services we provide. We also ran a “What Matters To You” survey asking key questions about our services to help us shape how we deliver them in the future.

We received over 1400 responses to the survey which helped us build a better understanding of the things that matter to you. The aim of section one of the survey was to learn about your experiences of using our services. Section two concentrated on fire safety in the home, while section three sought to get your opinions on how you viewed certain services in terms of importance, and how these services could be provided in the future.

Up to 80% of those of you who have called on our services rated us as very good. However, 3-4% stated that their experience was either poor or very poor; we will explore this further to determine why this was the case and aim to improve.

We intend to maintain our engagement and consultation activities with you as we strive to provide a sustainable, value for money service that you, the communities of South Wales, can be proud of.



CASE STUDIES

We have worked with several partners to deliver community activities to achieve our priorities that have received positive feedback and learning experiences for us and those involved. Examples include:

A Night in the Cells

In October 2015, we were invited to take part in a Crimes and Consequences project. Adamsdown has seen an increased level of anti-social behaviour involving young people. This activity allowed us to build positive relationships with the young people who attended the Halloween activity. We were able to present and discuss issues surrounding the use of fireworks, anti-social behaviour and deliberate fire setting. The young people involved told us that they "couldn't believe the injuries caused by fireworks [could be so severe]". Following this evening we have received further referrals from the area and are in the process of arranging more events.

License to Kill

Deaths on the road is the biggest killer of 17 to 24 year olds in the UK. We have therefore joined with the Police, Prison Services, St Johns Ambulance and others to deliver car crime/ anti-social behaviour awareness initiatives. Throughout 2015 we delivered 7 sessions to over 70 young people. The feedback we've received from youth workers and young people has highlighted the success of these initiatives and that the real life stories that the emergency services, prison officers and service prisoners can talk about has been the most effective way to get them to think about the consequences of their actions.

Megadrive

A multi-agency initiative aimed at 16-17 year olds designed to educate prospective young drivers about the responsibility of driving a vehicle and give them a positive attitude before they get behind the wheel. It aims to develop good driving skills and highlight some of the most risky situations that young drivers may encounter. In 2015 we delivered road safety education to over 1000 young people.

Fire Safety Intervention Scheme

Easter is traditionally a busy time of year for the Service due to increased grass fires. We therefore worked with partners in the 4 local authorities primarily affected. We established open surgeries at fire stations in known areas of concern where young people attended within 48hrs of their involvement in a grass fire incident. Working in line with the principles of the Youth Offending Strategy in Wales and with the sentiment of the Wellbeing of Future Generations Act this new initiative helped to prevent young people from entering the Criminal Justice System, and gave the opportunity to learn and access other more positive activities such as Young Firefighter's (2 year programme) or Firefighter for a day.

In the Bridgend area two young people were identified at the scene of a grass fire. The local PCSO's spoke to their parents giving them the option for the young people to attend a two hour session at the fire station. The

CASE STUDIES

parents took us up on this. At the end of the session both young people apologized for the incident they were involved in and stated that they hadn't thought about the consequences of their actions prior to our intervention, but by understanding how many other people are affected they could see it was not a good choice to make. These two young people will be monitored and offered a further visit to the Fire Station with a view to build better relationships and more understanding.

Crimes and Consequences – Firefighter for a day HMP Parc

We have built a positive partnership with HMP Parc, Bridgend and in particular their new unit, Endeavour. Established to separate first time offenders and military veterans; based on an understanding that many of these people share a mind-set that is conducive in wanting to break free from previous criminal behaviours and lifestyles. We delivered Fire fighter for a day, with the aim of challenging negative decision making processes and to develop healthier attitudes. This was achieved through team building, confidence building and education with the 12 participants.

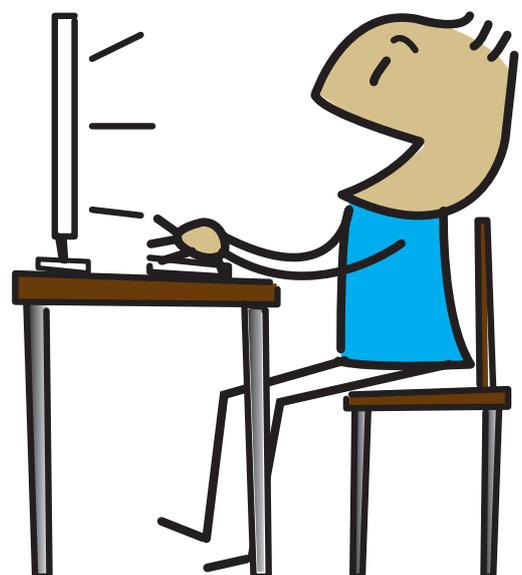
The Crimes & Consequences Team have continued to strengthen the partnership with HMP Parc after successfully delivering the initial programme in November 2015. Since its inception there have been a further 3 sessions held with an additional 45 attendees.

We have now successfully engaged with HMP Eastwood Park, Gloucester to also deliver the programme. This new piece of work is a multi Fire and Rescue Service (FRS) approach with SWFRS as the lead organization working with

both Mid and West Wales FRS and Avon FRS. The first session was delivered in Jul 2016 with a total of 12 attendees.

Hafan Cymru

2015 has seen a healthy partnership grow between the Crimes and Consequences Project and Hafan Cymru in looking at breaking the cycle of young people who have been exposed to domestic abuse then becoming involved in criminal or anti-social behaviour activity due to potential vulnerability and behaviours witnessed within the home. Firefighter for a day was offered to reduce the chances of young people becoming involved in criminal activity and also help re-establish relationships with the parent in refuge.



OUR PROPOSED STRATEGIC THEMES FOR 2017/2018

Longer term our vision is of making South Wales safer by reducing risk. In order to achieve this we aim to deliver against a set of five strategic themes, each containing priority actions. The development of these themes and priority actions has been assisted by taking into account our commitment to build equality, diversity and sustainability into everything we do – from creating a workplace which truly values the diversity of employees, to delivering people centered services to all communities in South Wales.



REDUCE RISK



This means...

Making South Wales safer by reducing risk is our primary aim as a Fire and Rescue Service. We do this through our education, prevention, protection and response services. Our priority actions under this theme will focus on prevention, as we believe that preventing fires and other emergencies is the correct approach. Evidence confirms that our proactive preventative activities have been extremely influential in the longer term reduction of emergencies. As a result demand is decreased, costs are reduced and our communities suffer less from the effects.

We will do this by...

Reducing the number of deliberate fires (01); obtaining and sharing information where possible with other agencies to reduce risk and improve community wellbeing (02); and exploring and understanding the reasons behind fire related injuries and in particular the increase in these in 2015/2016 (03).

We propose to do this because...

While we have seen an increase in refuse and grass fires, keeping South Wales attractive, viable, safe and well-connected is our main priority. Preventing and reducing fires enables us to protect our natural environment, thus supporting the rural economy and community wellbeing now and for the future. Ensuring we have as much information as possible from other agencies about those who may be vulnerable to the risks of fire in our communities is also vitally important to help us reduce those risks wherever possible. This is a fundamental duty and ensures we protect our current and future generations in so many ways.

This year has seen an unusual increase in the number of deaths and injuries and hospital admissions arising from all fires. While some high level information can be ascertained from the statistics, it is necessary for us to do some more detailed analysis to understand more fully the reasons behind this increase.

ENGAGE & COMMUNICATE



This means...

As our role within society changes and public expectations on the Fire and Rescue Service increases, we recognise that the delivery of public services has to change. Our staff are the backbone of our Service, their commitment to and involvement in making our communities safe is the foundation on which we build our Service.

In addition to this we recognise the need for a team approach and appreciate the importance of engaging, consulting and involving all stakeholders to jointly shape our future services. This approach will ensure we consider the diversity of our communities and staff in our future planning.

We will do this by...

Undertaking engagement to obtain views on service delivery, risk and priorities (04)

We propose to do this because...

Delivery of public services has to change as our role within society changes and public expectations on the Fire and Rescue Services increase.

We believe our workforce is diverse, equally valued, and all should have access to development as well as professional opportunities.

Being involved in our communities aids us in understanding those at greater risk of vulnerability and allows us to adapt our activities to suit the needs of communities and individuals. We should get the right data/information at the right time from the right people to meet the needs of all our communities.

NURTURE SUSTAINABLE RESOURCES



This means...

The Service has a wide variety of sustainable resources, from staff to budgets; buildings to vehicles; equipment to fuel. It also covers many of its working practices, such as procurement, operational procedures, energy consumption, asset maintenance and disposal and research and development. Next year, we propose our priority action area should focus upon our staff. Having a workforce that is diverse, equally valued, and all have access to development as well as professional opportunities.

We will do this by...

Ensuring that we attract, develop and retain a suitably resilient workforce that reflects our communities and is capable of delivering our services (05).

We propose to do this because...

We endeavour to encourage an innovative organisation that uses resources efficiently and proportionately while ensuring they are in the correct location according to risk. We have a responsibility to recognise and act on the principles of sustainable development.

When purchasing, to support our workforce in delivering services to you we will use the Wales Procurement Strategy and procedures to ensure fair and transparent processes are used to support local businesses and improve equality and diversity.

EMBRACE TECHNOLOGY



This means...

Utilising technology to enhance our processes and systems to make them future proof because we recognise it plays a vital role in continuous improvement. From our operational firefighting techniques and equipment to our back office support systems we intend to maximize technological advances to support and improve service delivery.

We will do this by...

Ensuring ICT systems and services are available to enable efficiency and support service delivery (06)

We propose to do this because...

Our technological development will make a positive contribution to the wider well-being of our staff and the communities we serve.

We believe we have a duty to get the right data and information at the right time from the right people in order to ensure we meet the needs of all our communities. We also believe that effective use of ICT and appliances will ensure that operational resources are best placed to respond effectively to incidents.

STRENGTHEN PARTNERSHIPS



This means...

We have a well established and proud history of collaborative work with other agencies to deliver measureable improvements whilst securing greater efficiencies. However, we recognise that to meet future demands, collaborative working will become even more important. This will include contributing to local strategic priorities and assisting in improving community wellbeing through our involvement in key partnership groups.

We will do this by...

Working with others to be more efficient and effective (07).

We propose to do this because...

Cohesive working as part of a well-connected community can deliver wider improvement than working alone, therefore ensuring greater opportunity to keep residents, businesses and visitors of South Wales safer.

We believe we have a duty to get the right data and information at the right time from the right people in order to ensure we meet the needs of all our communities. We cannot do this alone; we must work with others to achieve this.

HAVE YOUR SAY

At South Wales Fire and Rescue Service we are always looking at ways to improve our services and also to present information that is meaningful. In order to do this we want to ensure that your views are considered.

We would be grateful if you could answer these short list of questions and respond to us using this [link](#).

Alternatively, to contact us go to our website www.southwales-fire.gov.uk or telephone us on **01443 232000**

or write to us at:

**Engagement, Transformation & Performance,
South Wales Fire and Rescue Service,
Forest View Business Park,
LLANTRISANT, CF72 8LX**

Alternatively you can email us at:

haveyoursay@southwales-fire.go.uk

How to find out more

Our Website contains more detailed information on topics within this document. We welcome your comments or suggestions for improvement, if you have any please contact us.

Alternative versions

If you would like this information in an alternative language or format such as large print, Braille or audio please contact us.



HAVE YOUR SAY

Consultation ends 31st January 2017

Your Local Authority Area	
---------------------------	--

Are you responding as an individual or on behalf of an organization or group?	Individual <input type="radio"/>	Organisation <input type="radio"/>	Group <input type="radio"/>
If a group are you able to tell us the name?			

1.	Do you agree with our priorities?	Yes <input type="radio"/>	No <input type="radio"/>
2.	Do you understand them?	Yes <input type="radio"/>	No <input type="radio"/>
3.	Are they meaningful?	Yes <input type="radio"/>	No <input type="radio"/>
4.	Is there anything missing?	Yes <input type="radio"/>	No <input type="radio"/>
5.	Any other comments		

Please tick your answers:

Age					
18-24 <input type="radio"/>	25-40 <input type="radio"/>	41-59 <input type="radio"/>	60-70 <input type="radio"/>	over 70 <input type="radio"/>	prefer not to say <input type="radio"/>

Language		
Are you a Welsh Language speaker?	Yes <input type="radio"/>	No <input type="radio"/>
Do you speak another language?	Yes <input type="radio"/>	No <input type="radio"/> If so, which:

Disability			
Do you consider yourself to have a disability?	Yes <input type="radio"/>	No <input type="radio"/>	prefer not to say <input type="radio"/>

Ethnicity/Race				
<input type="radio"/> Asian	<input type="radio"/> British Asian	<input type="radio"/> Indian	<input type="radio"/> Pakistani	<input type="radio"/> Bangladeshi
<input type="radio"/> Chinese	<input type="radio"/> Black	<input type="radio"/> African	<input type="radio"/> Caribbean	<input type="radio"/> Black British
<input type="radio"/> British	<input type="radio"/> Asian/White	<input type="radio"/> Black Africa/White	<input type="radio"/> Black Caribbean/White	
<input type="radio"/> English	<input type="radio"/> Gypsy/Traveller	<input type="radio"/> Irish	<input type="radio"/> Polish	<input type="radio"/> Romanian
<input type="radio"/> Scottish	<input type="radio"/> Welsh	<input type="radio"/> Other	<input type="radio"/> Prefer not to say	

HAVE YOUR SAY

Belief/Non-belief

- Atheist Buddhist Christian Jewish Muslim
- Sikh No Religion Other prefer not to say

At birth were you described as

- Female Intersex Male prefer not to say

Which of the following describes how you think of yourself?

- Man Woman In another way prefer not to say

Sexual orientation

- Heterosexual/Straight LGBTQ Other prefer not to say

If you would like further information about our initiatives, please contact us:

www.southwales-fire.gov.uk

01443 232000



SWFireandrescue



@SWFireandrescue

Croeso i chi gyfathrebu â ni yn y Gymraeg neu Saesneg
You're welcome to communicate with us in English or Welsh