



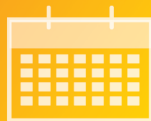
Gwasanaeth Tân ac Achub  
De Cymru

South Wales  
Fire and Rescue Service

South Wales Fire and Rescue Service

# STRATEGIC EQUALITY PLAN

2020/2023



RAISING AWARENESS - REDUCING RISK

# Contents

Foreword ..... 3

Our Vision, Mission and Values ..... 4

Our Area ..... 5

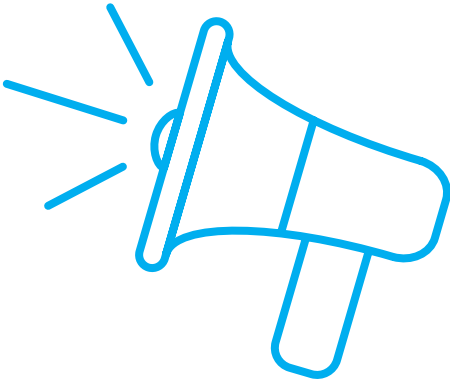
About Us ..... 6

Where our Outcomes came from .....7

Strategic Equality Outcomes ..... 8-10

What’s Next and contacts.....11

Have your say .....12



# Foreword



**Huw Jakeway QFSM**

Chief Fire Officer  
South Wales Fire and Rescue Service

Welcome to South Wales Fire and Rescue Service's (SWFRS) Strategic Equality Plan for 2020/2023, setting out our strategic equality outcomes for the next five years.

The outcomes you will read about in this document will be built into all that we do, with every corporate action we take related to one outcome or more.

This way of working allows us to accurately monitor the improvements we make and to develop the services we provide to all of our communities.

You play a key role in us achieving our vision of **'making South Wales safer by reducing risk'** and we are committed to ensuring you continue to shape the way South Wales Fire and Rescue Service operates now and in the future.

This could be by influencing what we can do to be a more inclusive employer, how we can better deliver services that meet your needs, or by identifying the safety messages which could be of help to you.

As a public service we are proud to serve all of our diverse communities, and I encourage you to please let us know how we can continue doing so.

I invite you to feedback your thoughts on this plan in either Welsh or English, and let us know if you'd like this via paper or another format.

Thank you.



## OUR VISION

“To make South Wales safer by reducing risk.”



## OUR MISSION

**We will achieve this through:**

- **S**erving our communities needs
- **W**orking with others
- **F**acing challenges through innovation and improvement
- **R**educing risk through education, enforcement and response
- **S**ucceeding in making South Wales safer



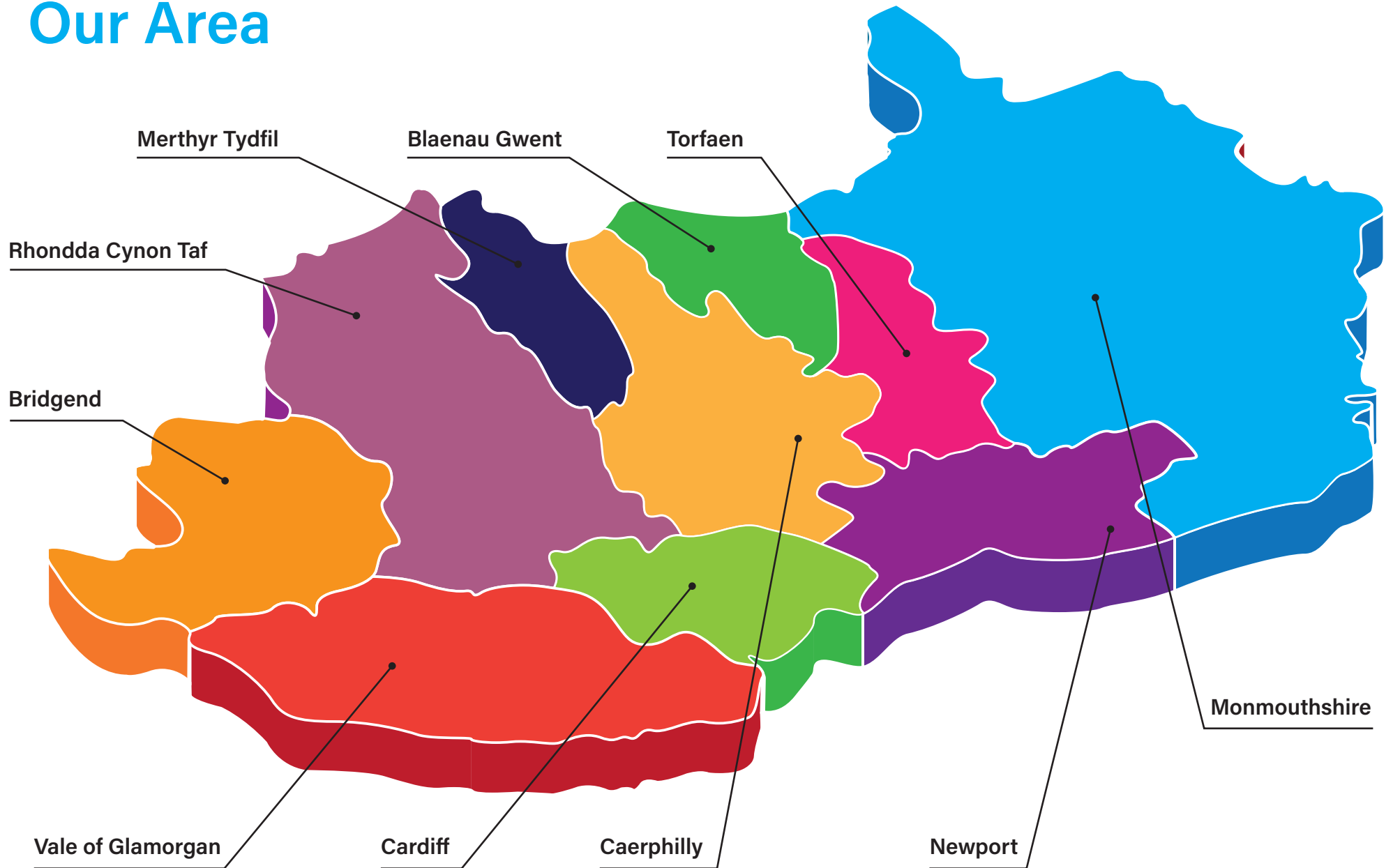
## OUR VALUES

**Define what we stand for; our core rules.**

Whenever you come into contact with the Service, these values should always be evident.

- Caring
- Dedicated
- Disciplined
- Dynamic
- Professional
- Resilient
- Respectful
- Trustworthy

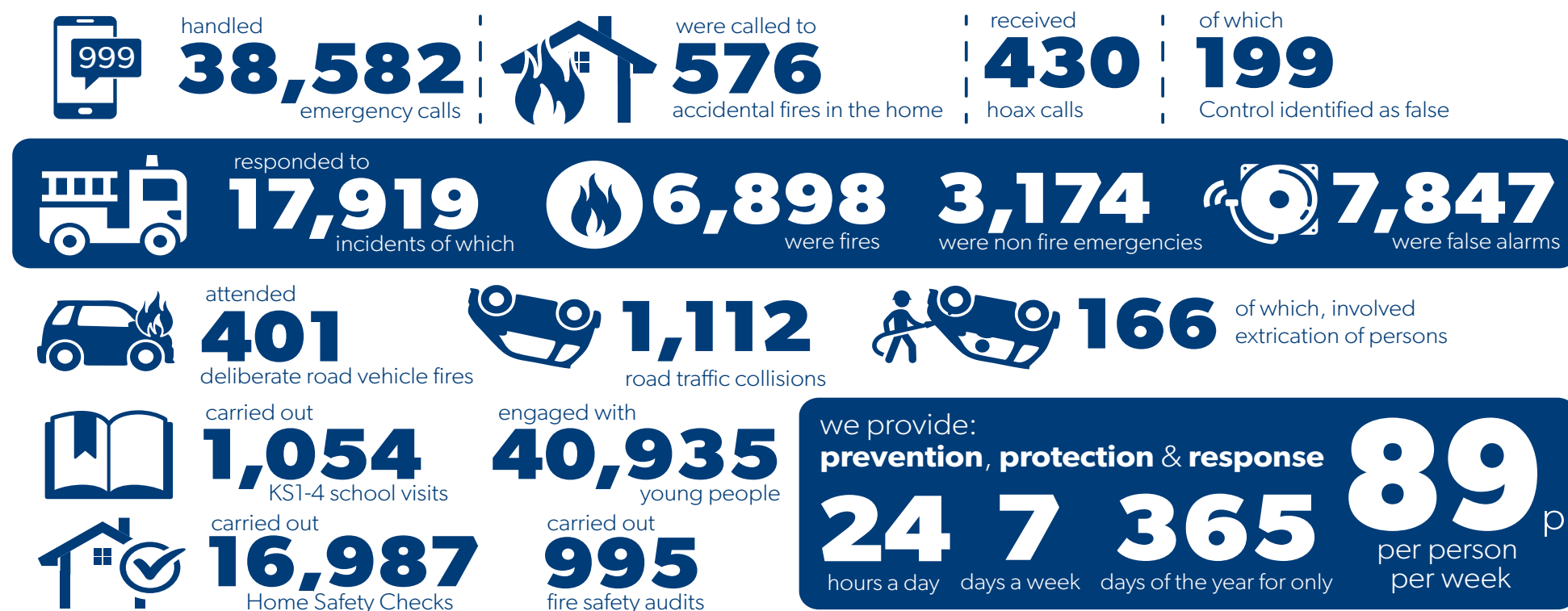
# Our Area



# About us, Who we serve, What we did



## In 2018 - 2019 South Wales Fire and Rescue Service:



# Where our outcomes came from

We want to make sure our outcomes can support real and meaningful change and improvement.

Therefore we have:

- Developed a table which sets out key legislation alongside our Strategic and People Plans
- Identified common themes which fall into three clear categories (Services, People and Infrastructure)
- Used these common themes to develop our final Strategic Equality Plan Outcomes

<b>SWFRS Strategic Plan 2020/2030</b>	Ensuring we provide an efficient, effective and relevant response to our communities.
<b>People Services Plan</b>	Foster a values-based culture focused on diversity, inclusivity, wellbeing, and positive engagement.
<b>Wales Specific Equality Duties</b>	Authorities have a duty to collect a range of equality information to contribute to this evidence base.
<b>Welsh Government Objective</b>	The needs and rights of those who share Protected Characteristics are at the forefront of design and delivery.
<b>Wellbeing of Future Generations Act Wales (2015)</b>	A Wales of Cohesive Communities. A More Equal Wales.
<b>SWFRS Strategic Equality Plan</b>	What we do: Services, People and Infrastructure.

# Strategic Equality Outcomes - Services

## What we will do

Make sure under-represented groups and marginalised communities are involved at the outset of design and delivery.

### We will do this by:

- Exploring new ways of working in order to improve service delivery
- Building our relationships with external groups and seeking their input into how we can better serve them
- Working with local authorities, charities, health bodies, and other organisations to combine resources to reduce 'consultation fatigue.'
- Involving marginalised communities by asking for feedback on what we're doing
- Communicating with those we serve, letting them know what we are doing, and why
- Collecting and analysing relevant data to make sure we are not accidentally excluding a group (or groups)

### We will know we've done this when:

- Decisions by Senior Management Team explicitly include equality considerations
- Assessments for equality risks are competently carried out, with improvements noted and actioned
- Links between data, feedback, and changes are clearly made, jargon free, and easily visible to our communities
- Feedback from marginalised communities and under-represented groups show we have improved
- Events and consultations which we do in partnership with others, have increased
- Results of engagement are widely shared



# Strategic Equality Outcomes - People

## What we will do

Become an employer that all our communities can see themselves being a part of.

Be a place of work where all employees feel valued.

### We will do this by:

- Addressing internal and external barriers to us becoming a truly inclusive employer of choice
- Attracting higher numbers of applications from people in under-represented groups
- Building trust and valuing all staff
- Reviewing our current internal culture
- Listening to feedback from under-represented groups
- Upskilling current and future employees
- Enhancing terms and conditions wherever possible
- Promoting opportunities for progression
- Supporting and retaining our staff
- Providing fit for purpose recruitment selection and promotional activities

### We will know we have done this when:

- Views, actions, and comments which go against our Aims & Values are addressed
- Positive feedback is received in relation to morale from all sections of the organisation
- Data from job applications show an increase across all Protected Characteristics
- In-House support services have been used more than in the previous year
- Implementation of an appraisal system that meets both the needs of the Service and the employee

# Strategic Equality Outcomes - Infrastructure

## What we will do

Make sure we carry out our Legal Duties under the Equality Act (2010) and related Welsh legislation.

Improve the infrastructure to better support a 21st century inclusive employer.

### We will do this by:

- Publishing reports ahead of their deadlines
- Working with others to share learning and resources
- Lobbying for creative solutions to future proof a 21st century Fire Service
- Researching equipment, working patterns, and technology which support inclusion and enhances what we do
- Improving compliance with the Equality Act (2010)
- Supporting Welsh businesses/suppliers (where possible)
- Continuing to implement Welsh Language training

### We will know we've done this when:

- Reports are on our website (in both English and Welsh) before the legal deadlines, and referenced in the Corporate Plan
- Benefits of our partnership working are measurable and tangible to the marginalised communities we serve
- Monitoring shows improvement in the fulfilling of our requirements under law
- Feedback from staff and communities evidence improvements
- Successful contracts and tenders show an increase in local businesses/ suppliers used

# What's next?

Our Equality Report and Strategic Equality Plan will be published on an annual basis. Here you will see how we are progressing with the five outcomes, and what we look to do in the following year.

Published on our website annually by March 31st and promoted on our social media.

Check out our diversity page for further information.

[www.southwales-fire.gov.uk/who-we-are/equality-and-diversity](http://www.southwales-fire.gov.uk/who-we-are/equality-and-diversity)

# Contact us

Diversity Unit,  
South Wales Fire and Rescue Service Headquarters,  
Forest View Business Park, Llantrisant, CF72 8LX

[diversity@southwales-fire.gov.uk](mailto:diversity@southwales-fire.gov.uk)

# Alternative versions

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

# Welsh Language

We are eager to effectively serve those who choose to live their lives via the medium of the Welsh Language. As a result of the Welsh Language (Wales) Measure 2011, the South Wales Fire and Rescue Authority has been issued with a Welsh Language Standards Compliance Notice by the Welsh Language Commissioner. This Compliance Notice is published on our website and gives details about what services citizens can expect to receive in Welsh. We seek to engage with Welsh speakers and learners in order to improve the overall standard of service provided, including services that are provided in Welsh.

# Have your say

We are always looking for ways to improve our services and to present information that is meaningful. In order to do this we want to ensure that your views are considered when delivering our activities and presenting information to you.

## Write to us

Service Performance and Communications  
South Wales Fire and Rescue Service Headquarters,  
Forest View Business Park,  
Llantrisant,  
CF72 8LX

## Call us : Website

01443 232000

[www.southwales-fire.gov.uk](http://www.southwales-fire.gov.uk)



@SWFireandrescue



@SWFireandrescue



@sw\_fire\_and\_rescue

We welcome correspondence in Welsh and English – we will respond equally to both and will reply in your language of choice without delay.

**Gwasanaeth Tân ac Achub**  
De Cymru



South Wales  
**Fire and Rescue Service**