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South Wales  
**Fire and Rescue Service**

# Strategic Improvement Plan 2025-2040

Courage to act,  
Compassion to care

This document is also available in Welsh

# How to use this document



This is an easy read document. But you may still need support to read it. Ask someone you know to help you.



Words in **bold blue writing** may be hard to understand. You can check what the words in blue mean on page 22.



Where the document says we, this means **South Wales Fire and Rescue Service**. For more information contact:

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

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# Introduction



We are South Wales Fire and Rescue Service.



We want to keep the people of South Wales safe from fires and other dangers.



We help people by putting out fires. We also help with other problems like road accidents and when people are in danger in water.



This document is about the things we plan to do from 2025-2040.



It tells you what we want to do to make our service better.



We have made this plan by working with our staff, **communities** and partners.

### **Community/Communities**

A group of people living or working in the same area.



Your views are important to us. They help us make better plans for the future.

# How we made this plan



From 31 October 2024 to 24 January 2025, we asked the public, our staff and partners about our plans. We asked them these questions:

- Have you read our Annual Improvement plan?
- We asked if you agree with our 8 plan areas.
- What could we do better to improve our **culture**?

## Work Culture

This is how people think and act at work. A good work culture helps create the right setting for people to do their jobs well.

- What would good look like for us having a better **culture**?
- Any other feedback.



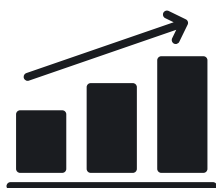
We received 65 replies. We also spoke with 80 staff from South Wales Fire and Rescue Service from different job roles. These helped us make this plan.

# What we plan to do 2025 – 2040



## 1. Working in the best way.

Working together to be good at what we do.  
We will:



- Look at how we do our work to find ways to make it better.



- Have plans to:
  - o Stop **emergencies** happening in the first place.

### Emergency/Emergencies

An emergency is when something happens like a fire, flood or vehicle accident and we need to act fast to put things right.



- o Respond to **emergencies**.



- o **Protect** life and buildings.

### Protect/Protecting

Keeping someone or something safe.



## 1. Working in the best way.



- Act on new laws and issues that affect us.



- Make it safer for people living in our area.



- Look at choices for the locations where we train our firefighters.



- Review the documents that our staff use to carry out their jobs.



- Create a team that will help improve the quality of our work.



## 2. Preventing emergencies

### Prevent/Preventing

To stop something from happening to keep you safe



Finding ways to reduce **emergencies** so there is less need to call for our help.



- Reduce fires in the home by:



- o Using better information



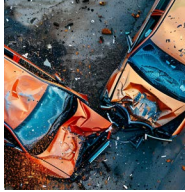
- o Giving advice to the people we serve



- o Helping those most at risk first.



## 2. Preventing emergencies



- Reduce the number of deaths and people badly injured in road accidents by:



- o Using better equipment, tools and information



- o Giving advice to younger people.



- Reduce the number of fires set on purpose by.



- o Working with the people who live in areas where fires are set on purpose



- o Working better with our **emergency** service partners.



## 2. Preventing emergencies



- Improve safety in and around water by:



- o Working better with our **emergency** service partners



- o Supporting businesses and the public who live and work near water.



### 3. Protection

Focus on **protecting** life and property.

We will:



- Give firefighters more information on buildings



- Work with our partners to see what work is needed to make high-rise housing safe



- **Protect** businesses by hiring more staff to keep their buildings and staff safe.



## 4. Responding to **emergencies**

Making sure we respond quickly when you need us.

We will:



- Try to arrive at **emergencies** earlier using better information. We will place our most important equipment and **vehicles** in the right areas to better respond.

### **Vehicles**

Cars, vans, motorbikes, trucks and fire engines.



- Look at the number of fire engines we send to each type of **emergency**.



- Look at improving our **On-Call** firefighter staffing.

### **On-Call**

These are firefighters who are called in as and when they are needed.



## 4. Responding to emergencies



- Learn from **emergencies** we attend to help us be better in the future.



- Reduce the number of times we send fire engines to calls which turn out to be **false alarms**. We will use the time saved for staff training and lowering risks for the areas we serve.

### False Alarm Calls

False alarm calls are when we leave to attend to an emergency but when we arrive there is no emergency.



- Work with partners and other **emergency services** to improve how we respond to major incidents.

### Emergency Services

Services to call in an emergency these include, Police, Fire and Rescue and Ambulance.



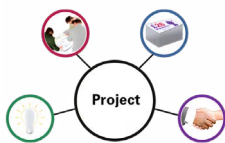
## 5. Looking after our **environment**

Doing our work in a way that helps the planet.

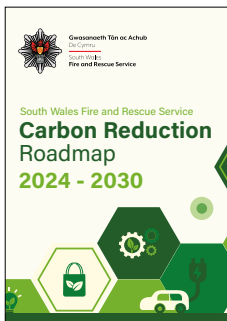
### **Environment**

The environment is where we live. It includes the land, the sea, the air, and everything that lives in and on it. For example: plants, animals, and fish.

We will:



- Introduce new ways of letting you know what we are doing to **protect** our planet.



- Update our **Carbon Reduction Plan**.

### **Carbon Reduction plan**

The plans we have to show how we will look after our planet.



- Have short, medium, and long term **environmental** plans.



## 6. **Communicating** better

Getting better at **communicating** with staff, partners and **communities**.

### **Communicating**

Communicating means how we give people information. It includes things like speaking, writing, events, videos and social media

We will:



- Create a new **Media and Communications** plan.

### **Media and Communications**

Ways of sharing information such as TV, radio, newspapers, and the internet



- Make our documents easier to read.



- Work with young people and inform them on fire, water and road dangers.



## 7. Valuing our people

Supporting the **diverse** people who work for us and training them well.

### Diverse

Diverse means we are not all the same. For example, people in Wales:

- come from different backgrounds and cultures
- have different abilities
- believe different things
- have different sexual identities
- make different choices about how they live their lives
- are different ages.

We will:



- Employ more firefighters and look after their health.



- Ensure that all staff behave in the right way at all times.



- Recruit more staff in our business fire safety team to better **protect** premises and people in South Wales.

## 7. Valuing our people



- Train our staff in the new **safeguarding** guidelines.

### **Safeguarding**

Protecting people from harm and abuse and keeping them safe



- Offer more training to **Community** Safety staff to make them better at their jobs.



- Create more training, development and opportunities for our staff including our fire cadets.



- Improve firefighter health and safety by learning from reports and information published.





## 8. Using **technology** well

Using better **technology** and information to improve our service to you.

### **Technology**

Is equipment, devices and machines that help us solve problems and make our lives easier. For example, smart phones, computers and the internet.



We will:

- Make sure that firefighters have risk information for every **emergency** they attend.
- Buy a new system to help our Business Fire Safety Department be better at what they do.
- Review the **technology** we use to visit businesses.
- Create better training for leaders.



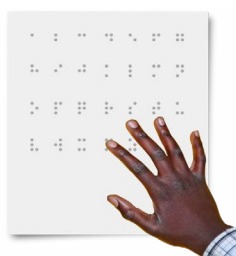
## 8. Using **technology** well



- Develop different ways of working and thinking about how we use **technology** to improve our service.



- Review our information, communications, and **technology** systems to make them better now and for the future.



### Other formats

If you would like this information in a different language or format, such as Braille or audio, please contact us.



## Have your say

We want to hear your views about our activities and information. It will help us make our services better.



### Write to us:

Performance, Planning and Risk  
South Wales Fire and Rescue Service  
Forest View Business Park  
Llantrisant  
CF72 8LX.



**Email us:** [hys@southwales-fire.gov.uk](mailto:hys@southwales-fire.gov.uk)



**Call us:** 01443 232000



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



**Facebook:** [@SWFireandrescue](https://www.facebook.com/SWFireandrescue)



**X:** [@SWFireandrescue](https://twitter.com/SWFireandrescue)



**Instagram:** [@sw\\_fire\\_and\\_rescue](https://www.instagram.com/sw_fire_and_rescue)



You can contact us in Welsh or English.  
We will reply in the language you have used.

## Hard words

### **Carbon Reduction plan**

The plans we have to show how we will look after our planet.

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To stop something from happening to keep you safe.

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**Technology**

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Cars, vans, motorbikes, trucks and fire engines.

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