



Gwasanaeth Tân ac Achub
Fire and Rescue Service

Strategic Equality Action Plan 2020 -24

Annual Performance Report: Progress against Strategic Equality Objectives 2023-24



**ATAL AMDDIFFYD YMATEB
PREVENTING PROTECTING RESPONDING**

Strategic Equality Action Plan 2020-2024

PROGRESS AGAINST STRATEGIC EQUALITY OBJECTIVES 2023/24

What the Act requires the Authority to do

The Equality Act (2010) requires the Authority to write an equality plan every four years. The Authority's Strategic Equality Plan 2020-2024 identifies five priorities. These priorities are broken down into six equality objectives that the Authority wants to help bring about to make Wales a fairer place to live. The aim of the Equality Act is to ensure that everyone has the right to:

- Promote the equality of opportunity;
- foster good relations; and
- eliminate discrimination.

The categories for the objectives are based on the area headings in the Equality and Human Rights Commission's "How Fair is Wales" document. These headings also align with the North Wales Public Sector Equality Network Strategic Equality Plan; this enables joint objectives to be included in individual public sector organisations' strategic equality plans.

Having identified these objectives, the Authority has a duty to take all reasonable steps to pursue them and to report publicly after the end of each financial year on the progress it has made. The Equality Act lists a number of characteristics which must be taken into consideration when determining the actions to be undertaken. These are the 'protected characteristics':

- Age;
- Disability;
- Gender reassignment;
- Marriage and civil partnership;
- Pregnancy and maternity;
- Race;
- Religion and/or belief
- Sex; and
- Sexual orientation.

Socioeconomic status is not a protected characteristic, but in Wales, public sector organisations show due regard and consideration to ensure people are not disadvantaged and discriminated against as a result of their socioeconomic status.

A number of sources have been used to develop the Authority's strategic equality objectives including equality analysis; combined improvement and risk reduction planning objectives; business plans from Heads of Departments; existing strategies and plans; and outcome of Equality, Diversity and Inclusion (EDI) related campaigns and engagement activities.

Legislation allows for the objectives to be changed at any time, therefore ongoing evaluation is undertaken to ensure objectives remain current. The Authority continuously examines the most effective methods of communication via engagement with all relevant stakeholders. The Authority is required to publish this assessment of its own performance for 2023/24.

Priority 1 – Life and Health

Equality Objective 1

Reduce dwelling fires and associated casualties through a comprehensive prevention strategy that specifically targets people living in North Wales who can be shown to be at greater risk because they may share one or more particular characteristic.

Working to achieve this objective, the Authority has:

- North Wales Fire and Rescue Service (NWFRS) continues to deliver against its annual targets. Partnership Managers continue to progress their work engaging with the most at-risk people in our communities. For example, the Service continues to increase the number of partnerships with community groups, places of worship and charities in the past year. These partnerships enable our staff to connect with people from diverse backgrounds and those who are seldom heard.



- In 2023, the prevention department worked in partnership with Flintshire Council to launch a pilot project which involved installing Stoveguard fire detection devices in homes of 17 ‘at risk’ older people living in high rise buildings. The Stoveguard technology simply turns off the cooker when the sensor detects that a person has left cooking unattended for a set period of time or situations where the cooker gets too hot or when food/oil is burning. The initial intervention in 2022/23 resulted in 218 activations which enables the resident to avoid potential kitchen fires, thus reducing a demand on our operational response.
- Building on the Service’s extensive contacts with care companies that support people living with dementia, another innovative prevention project in Flintshire and Wrexham (East area) was launched in February 2024. The project surrounds a referral system which signposts any person that is diagnosed with dementia in the east area to our service and they will receive free installation of the Stoveguard technology in their homes.
- Like other departments, prevention and protection teams complete mandatory Equality, Diversity and Inclusion (EDI) e-learning to introduce (and refresh) basic knowledge. These teams also complete bespoke EDI training to ensure there is a high standard and consistent service to the community. In addition, operational staff that deliver prevention activities complete bespoke training to ensure there is a consistent and inclusive service

delivery.



- During 2023/24, the Corporate Planning team have started to develop a new data dashboard. The early work on this very exciting development indicates this new dashboard will provide a real time picture of incident data which can be used to inform the service’s decision making including its priorities and planning of future prevention work.
- Through personal data and data sharing agreements with external partners, our service has been able to use protected characteristics to identify groups of people that are at an increased risk of fire in the home. This approach has helped our service target specific groups of people and adapt the ways we communicate with them as a means of keeping them safe. For example, we are working closely with Dementia support groups to promote tailored safety messages to hundreds of people and families living with dementia.



- The Census data and official updates continue to inform our Service of recent changes to its community, population and demographics. This insight plays a key role in aligning the service’s recruitment and prevention priorities and activities.

Priority 2 – Employment

Equality Objective 2

Through our own employment practices, programmes and schemes we aim to increase the employment prospects of people who might otherwise find it difficult to gain equal access to the world of work. We will prioritise action to advance gender equality in North Wales.

Working to achieve this objective, the Authority has:

- Recruitment Information Packs bespoke for each vacancy include information on the Welsh language requirements, the daily duties of the role, and the person to contact for further information. The aim of these booklets is to provide all the information an applicant would require in one place, as well as highlight a point of contact. The booklets are available in different formats to widen access.



- A North Wales Fire Careers page on Facebook advertises upcoming and current vacancies across the Service. All posts are created bilingually in compliance with Service Guidelines and Welsh Language Standards. The page went live in early February 2023 and has gained 302 followers and 182 page likes. A post highlighting what a typical day at the Joint Communications Centre looked like was posted in order to gain interest in the Firefighter Control vacancies and reached 17,989 people with 1,521 people engaging with it. Once the vacancies went live, the post advertising the vacancy reached 24,452 people, and 2,093 people engaged with the post, resulting in 20 applications for the vacancy (compared to 8 received during the previous campaign). Another post advertising a role within our Corporate Communications team through the medium of Welsh reached 1,493 people and 49 people engaged with the post resulting in a successful applicant. The aim of the page is to raise the profile of Corporate Services roles and encourage more applications, however this has now been opened up for use by the Recruitment and Availability teams to raise awareness with regards to our On-Call Firefighter roles.

Service to the community | People | Striving for excellence | Diversity and inclusivity

CURRENT VACANCIES

- ICT Digital Transformation Officer, Conwy – closes 12/06/23
- Digital Engagement Officer, St Asaph – closes 19/06/23
- Senior Finance Officer – Management Accounting, St Asaph – closes 29/06/23
- ICT Infrastructure Engineer, Conwy – 10/07/23



Upcoming Vacancies
please keep an eye on our website and social media for further roles being advertised

Live Fear Free Helpline
0808 8010 800
Call 'Fear' free staff - usual
Homes shouldn't be a place of fear
Help is available 24/7

Cefnogywr Pride Tân
Fire Pride Allies

We are an equal opportunity employer and welcome applications from all sections of the community. We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships. We welcome correspondence and calls in Welsh and English and we will respond equally to both and will reply in your language of choice without delay. Applications submitted in Welsh will be treated no less favourably than an application submitted in English.

Service to the community | People | Striving for excellence | Diversity and inclusivity

CURRENT VACANCIES

- Business Support Administrator – On-Call Duty System, South Gwynedd (Dolgellau or Porthmadog) – closes 07/11/2023
- Head of ICT, Conwy – closes 10/11/2023
- On-call vacancies (Abersoch, Chirk, Conwy, Holywell, Menai Bridge & Rhyl)



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- During 2023/24, the Service developed several positive action interventions (e.g. see posters above) which have helped promote careers amongst talented and diverse people that are traditionally underrepresented in our workforce. Targeted communication to underrepresented groups through social influencers that have developed trust and rapport within specific communities is an effective way to promote careers and specific job roles.
- Positive action activities also include delivering informal career workshops at community centres, careers events, places of worship, leisure centres, colleges and universities. These targeted activities help to ensure people from all backgrounds across North Wales have access to information which enables them to make an informed decision regarding a potential career in NWFRS.



- Human Resources (HR) staff have utilised their own social media channels such as LinkedIn, Facebook and X (formerly Twitter) to promote any upcoming Corporate Services vacancies to gather interest ahead of the vacancies going live. This approach has helped promote career opportunities through the wider networks of other HR professionals and recruitment contacts.



- Attendance at recruitment events has continued and this engagement has allowed the Service to connect with job seekers in our local communities and promote the great opportunities on offer for both Corporate Services and Operational/Control roles. This also gives the HR and Recruitment & Availability teams the opportunity to discuss with potential applicants any barriers they may be experiencing so these can be reviewed and addressed where possible. The photos (See above) provide two examples how the Service has engaged with children and young adults in college and school settings. Specific targeting of people based on their age, race, disability, sexual orientation and geographical location is undertaken to ensure people that are traditionally underrepresented in our workforce are aware of the potential careers available to them.



- HR have also worked with the Corporate Communications department to produce short social media videos. The promotion of various roles within the Service is particularly useful to improve engagement with Welsh speakers and explaining why Welsh language is needed for some roles and removing barriers to applicants where Welsh is not essential as a day one skill.

- Throughout 2023/24, the service has progressed its work concerning initial dyslexia checklists and cognitive screening which help identify employee's strengths, challenges and preferences relating learning and development. This process enables the service to identify, consider and implement relevant adjustments and support, particularly for employees that are neurodivergent.

The collage features three main elements:

- British Dyslexia Association Checklist:** A printed form titled 'Dyslexia (Adult) Checklist' with 15 numbered questions in English and Welsh. The English questions include 'Do you confuse visually similar such as cat and car?', 'Do you lose your place or forget what you are reading?', and 'Do you have trouble finding the main meaning or finding strange places confused?'. The Welsh version is titled 'Rhestr Wirio Dyslexia (Oedolyn)'.
- 'Do-It' Cognitive Profiler Report:** A black and white graphic with the text 'MORE THAN JUST A SCREENER'. Below it, a box labeled 'PERSONALISED REPORT' states 'Instant and personalised'. To the right, a box labeled 'RESOURCES' says 'Downloadable resources based on your unique profile'. Further right, a purple box labeled 'IN WORK SUPPORT TOOLS' says 'To support you in the workplace'.
- Neurodiversity Screener:** A digital interface with a purple header, showing a 'My Neurodiversity Profile' with various charts and sections for 'Memory' and 'Wellbeing'.

- Dyslexia checklists and 'Do-It' cognitive screening is offered to new employers when they start their employment with the service. Checklists are included in new starter packs during their induction and this enables the service to offer appropriate support at the start of a person's career. Naturally, existing employees can access checklists, screening and support is widely promoted through specific campaigns and via the usual media channels including the intranet, workplace and weekly brief updates.
- Throughout 2023/24, the service has supported 32 employees to complete a British Dyslexia Association checklist which indicates whether an employee may experience some barriers with learning and development.
- In addition, 19 employees have been supported to complete the more comprehensive Do-It Profiler screening. This process generates an evidence-based report that offers the individual strategies to overcome their challenges and a list of reasonable adjustments is available for the service to consider and implement.
- In some cases, several workplaces need's assessments have been conducted for individuals to ensure they are able to overcome challenges they experience and reasonable adjustments are implemented as a way of promoting equality of opportunity, widened access and enabling employees to thrive, develop and perform in their respective roles.



- During 2023/24, the **total number of employees** in the Service has increased from 901 to 906.
- During 2023/24, the diversity of **employees identifying as Lesbian, Gay, Bisexual, Transgender (LGBT+)** has increased from 23 (2.6%) to 28 (3.1%). This equates to a 0.5% increase. In addition, the disclosure rates of LGBT+ staff has continued to increase in the past year and this demonstrates that people are becoming more comfortable and feel confident to be themselves at work.
- During 2023/24, the Service have increased the **ethnic diversity of the workforce** from 29 (3.2%) to 30 (3.3%). This equates to a 0.1% increase. However, there is now a broader range of ethnic groups represented in the workforce compared to 2022/23.
- During 2023/24, the Service have seen a slight decrease in the overall **number of females** from 194 (21.5%) to 192 (21.3%) across all roles. This equates to a 0.3% decrease.
- The Service has sustained the number of **females in Corporate Services** roles which was 79 in 2022/23 and 2023/24 respectively.
- The **number of females in Operational roles** has decreased slightly from 115 (15.1%) to 113 (14.8%) during the past year. This equates to a 0.3% reduction. It is worth highlighting that 50% of the Service Principal Officers are female and females are represented across all levels of management.
- In addition, many **females continue to progress in the promotion process** across Operational, Fire Control and Corporate Services roles and this is positively reflected in the reduction of the Services [Gender Pay Gap](#) in their 2023 report.
- During 2023/24, the Service have seen a slight decrease in **employees with a disability** from 124 to 116 in the past year.

Priority 3 – Education

Equality Objective 3

We will progress an inclusive culture where leaders and staff demonstrate their commitment to promoting equality and support for a fair and inclusive workforce.

Working to achieve this objective, the Authority has:



**Cefnogwyr Pride Tân
Fire Pride Allies**



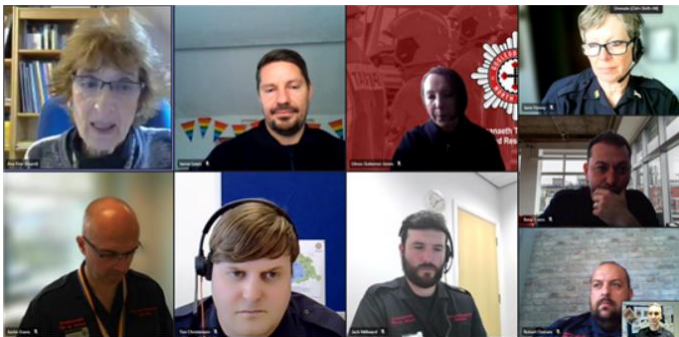
- NWFRS has five established staff networks, namely; Firepride Network, Women in the Fire Service, Neurodiversity Network, Parent and Carers and Religion Ethnicity and Cultural Heritage (REACH). Each network as an appointed Chair and they meet on a quarterly basis. Staff networks add value and they enable staff with specific needs and aspirations to share ideas, offer advice and raise concerns.
- Staff networks continue to play a key role in promoting different awareness campaigns and using these platforms to informally educate the rest of the workforce through sharing their lived experiences, storytelling and offering advice that informs new perspective. Each staff network has a senior leader sponsor who attend meetings, organise events and actively champion inclusion.
- The Corporate Policy Development Managers have continued to support departments to develop new policies and review existing policies. Various people related policies have been developed which each play a part in creating an inclusive culture. In addition, policies relating to new equipment, welfare unit, special appliances have all been reviewed with equality and inclusion of a diverse workforce in mind.
- In 2023, the confidential 'safe call' service was introduced and it is now well embedded. This anonymous feature provides employees with an alternative option should they wish to report any concerns relating to inappropriate, discriminatory behavior or misconduct.
- The continued delivery of specific EDI training for leaders across all levels of the Service and this provision has informed best practice. Training topics include Equality Impact Assessments, Inclusive Workplace Practices, Unconscious Bias and Deaf Awareness. Feedback from staff help to improve training design, content and delivery.



- The Service has developed further guidance documents relating to different religious and cultural observances, festivals and celebrations. The Service has enhanced its suite of inclusive guidance documents through the development of further guides in 2023/24. The guides are readily available on the intranet to enable staff and managers to access evidence-based advice and to promote inclusion amongst their teams.
- The Corporate Policy Development Managers have updated various people policies and procedures throughout 2023/24. The policy development process includes consultation and equality analysis to ensure they are fit for purpose and promote inclusion. These policies underpin the processes and practices that promote an inclusive workplace.
- Further work has been completed to ensure the Service reduces the gender pay gap. Gender pay gap data for 2023/24 has been submitted to the government and the relevant narrative has been included in an annual report which has been published on our website as per the legislative reporting requirements.
- The Equality Monitoring Report 2023/24 includes all employment data identified by the Welsh Specific Equality Duty 2011. This report ensures the Service publish data relating to overall workforce figures, contract type, full-time, part-time, leavers, training received and top 5% earners. This information enables the Authority to monitor the diversity of its workforce and plan positive action activity accordingly.
- Initial dyslexia checklists and cognitive screening for new starters and existing employees have enabled leaders to adopt suitable communication methods and implement reasonable adjustments accordingly. This process ensures the Service can identify an individual's strengths, needs, preferences and challenges at the earliest possible opportunity. In line with the Equality Act 2010, this process is effective in terms of an employee's learning and development where reasonable adjustments are identified that enable employees to thrive and perform to the best of their ability.



- During 2023/24, the Service receive the esteemed Corporate Health Standard ‘Platinum Award’. The award is a significant achievement which and demonstrates a continued commitment to improving health and wellbeing of its employees.
- Best ‘EDI’ practices are organically embedded within the Corporate Health Standard criteria. This enabled the Service to demonstrate some inclusive practices for its employees, but also for the health and wellbeing of the community members they serve.



- Achieving the ‘Platinum Award’ was a genuine team effort. Leaders from across multiple departments worked together to gather evidence and showcase the Service’s work (as can be seen from the screenshot to the left).

• During 2023/24, a guidance document for employees with caring responsibilities was developed. The Service acknowledges care givers have specific needs, aspirations and challenges and the guidance aims to promote equality and inclusion.

- Several people policies have been updated during 2023/24 including Disability Retention, Redeployment Policy and Modified Duties Policy which includes reasonable adjustments.
- The Service believes that its employees are its most valuable asset, and is committed to attracting and retaining talented people. The Service acknowledge that traditional, office-based working arrangements may, in some cases, be incompatible with the increasing demand for a better work-life balance. The Service offer agile working arrangements to enable employees to establish an equilibrium between their working life and other priorities.
- The All-Wales People and Organisational Development Group (PODG) have developed a strategy that provides a framework for innovation, consistency, collaboration and partnership working between the three Fire and Rescue Services in Wales. This shared approach will enable the Service to safeguard employees and its communities and reflect on the priority areas of the Welsh Government’s most current Fire and Rescue National Framework for Wales. In light of continuing budget pressures and increasing public expectations, this strategy supports the search for innovative ways of working to utilise the skills and professionalism of the FRS workforce for the benefit of the public.

Equality Objective 4

Through a comprehensive programme of tailored education and advice provided singly and in collaboration, to empower people living, working and visiting North Wales to continue to reduce their own level of risk from fire and other hazards throughout the different stages in their lives.

Working to achieve this objective, the Authority has:

- The Service's educationalists conducted 216 visits in 2023/24 and 20,837 children and young people were supported to access key safety advice and information.



- Through the school education programme, 202 school groups were engaged throughout 2023/24. This figure can be broken down to 163 primary school groups and 39 secondary schools. This has resulted in 14,941 primary school children and 5,378 secondary school children receiving key lifesaving safety information.
- The Service's educationalists have also delivered to 115 children in additional learning needs settings, 100 via local summer clubs, 95 children have visited the fire station through pre-arranged sessions with local groups and brownies. In addition, the educationalists have supported 196 young people to deliver mock interviews on subjects relating to fire safety and prevention strategies. Additional impacts of this engagement mean that young people are developing their own resilience to ensure they are safer in their home, on the road and in their communities.
- Further work to produce a comprehensive mapping exercise enables the service to identify equality interest groups across North Wales. Individual maps are being created for all 44 fire stations and this intelligence is useful for targeted interventions such as recruitment and promoting key safety messages. This insight also helps the service adopt appropriate communication and engagement methodology for engaging with specific audiences (i.e. geographical locations, people that live alone, different age groups).

Priority 4 – Personal Safety

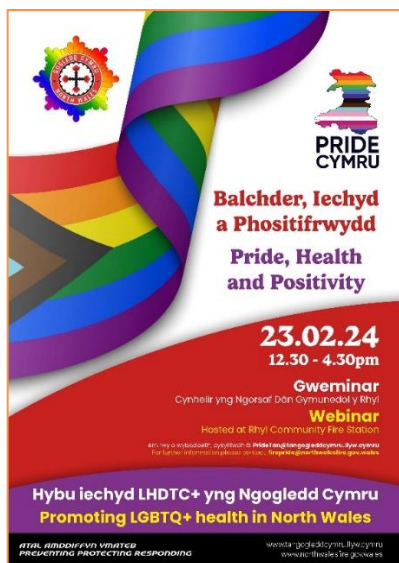
Equality Objective 5

Reduce the risk of death or injury from fires in North Wales by the provision of effective prevention and protection services and emergency response.

Working to achieve this objective, the Authority has:



- The service has continued to deliver Welsh Language Training to new starters and continued professional development to advance the Welsh language skills of existing employees. One third of our workforce are fluent Welsh speakers which enable our service to communicate key safety messages, attend community events, receive emergency calls and to effectively respond to emergencies to people who speak Welsh as a primary language.
- In addition to the standard level two Welsh Language Training for employees, the service offers advanced training for those wishing to enhance their language skills even further. Various employees across all levels of the organisations are progressing through the levels and further coverage of these developments will be highlighted in the next annual review.
- To promote inclusion, employees are supported to develop their Welsh language skills through multiple methods including in-person training, online coaching sessions, written materials, CD's and audio clips which can be accessed on service devices or downloaded onto alternative platforms.



- The Service’s Firepride Staff Network organised a community event in February 2024. The hybrid event hosted at Rhyll Community Fire Station and online brought community members, fire and rescue staff and external agencies together. The focus of the event was to champion inclusion, highlight issues concerning access to services and sharing best practices to improve service delivery in the future. Through collaboration and engagement, the service develops a rapport with community groups that are seldom heard and feedback that we do receive informs our recruitment activities, work planning and service delivery.



- Our partnership managers have worked closely with various partner agencies to organise further Dementia Walk and Talks events throughout 2023/24. In partnership with the National Trust and several care companies, over 50 people living with dementia have attended two ‘walk and talk’ sessions at Bodnant Gardens in Conwy and Erddig in Wrexham respectively. This specific engagement helps target people in the ‘at risk’ category where key safety advice can be provided to people living with dementia, carers and the wider family members. Many Safe and Well visits are scheduled through this engagement opportunity.



- In June 2023, as part of the service's Gypsy, Roma and Traveller History Month campaign, the prevention team engaged specifically with travellers, boat dwellers and other people that live on boats along the Llangollen Canal. Due to the dynamic and transient lifestyle of people and families that live on canal boats, promoting key safety messages to this community can be challenging. However, the prevention team have worked with partner agencies such as the Canal and River Trust to identify specific times of the year that boats travel and reside in North Wales, thus creating an opportunity to offer Safe and Well Checks (SAWC) which includes providing key safety advice and installing fire detection devices if required.



- In December 2023, the prevention team expanded their well-established Christmas fire safety campaign to include travellers and other people that regularly reside on canal boats in North Wales. This specific engagement has built on some initial engagement with this community in June 2023. The engagement has extended the number of travellers that have now received a SAWC.
- In 2023/24, 40 bespoke SAWC's were conducted to individuals and families that live permanently live on canal boats in North Wales.

Priority 5 – Participation and Communication

Equality Objective 6

By being open and accountable about what we do and what our plans are, encourages more people to involve themselves in the process of determining the way Fire and Rescue Services are delivered in North Wales, and aim to increase the range of representative voices that contribute to that process.

Working to achieve this objective, the Authority has:



- As part of the Emergency Cover Review (ECR), the Service launched the largest public consultation in its history between 21 July 2023 and 22 September 2023. To promote active participation and inclusion, community members were able to provide feedback through a variety of methods including attending in person consultation sessions, complete online questionnaires, provide feedback via telephone or send their completed questionnaires via post.



- As part of the pre-consultation and full consultation, specific engagement with different equality interest groups enabled the Service to capture feedback from people across all protected characteristics, geographical areas and social backgrounds.

- As part of the ECR, Equality Impact Assessments were conducted at different stages of the project and a full Equality Analysis Report was produced at the end of the project. This insight helped to assess the potential impact of decision making on employees, community members and other external stakeholders, with the Service achieving a good practice award from the Consultation Institute on all stages of the consultation process



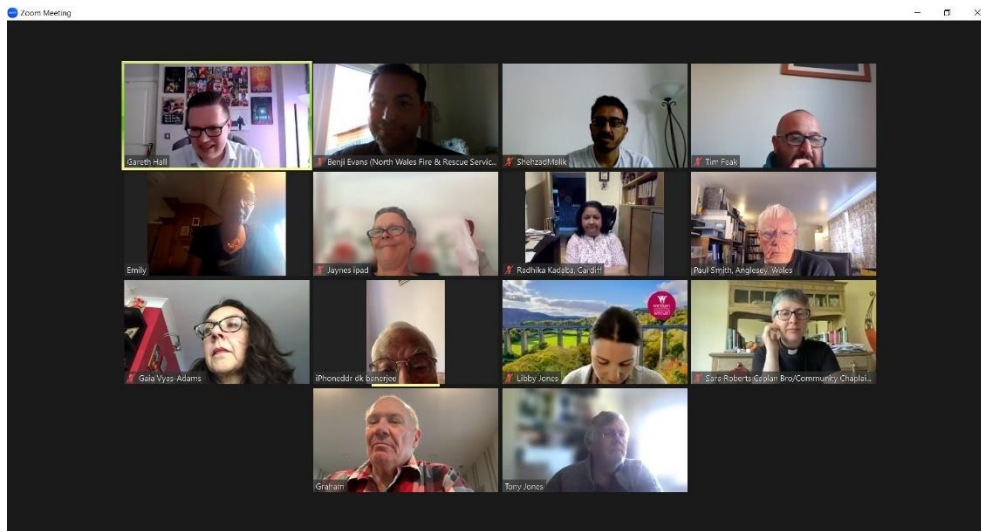
- During 2023/24, our Service received various Freedom of Information (FOI) requests relating to its Equality, Diversity and Inclusion (EDI) work. Some requests relating to gender equality, Lesbian, Gay, Bisexual and Transgender plus (LGBT+) communities, harassment cases and some were specific to expenditure on EDI activities. The Service active publish information as a way of being open and transparent, although responses to FOI enables our Service to further demonstrate how their EDI work is helping them work towards strategic objectives.



- In March 2024, our Service launched its public consultation on the Community Risk Management Plan (CRMP) 2024-2029. The consultation involved capturing feedback from people across all age groups in community settings, youth groups, charities and educational institutions. The feedback identified a strong support for many of the service's proposed

workstreams and projects relating to the five principles namely; people, prevention, protection, environment and emergency response.

- NWFRS staff have been actively participating in the North Wales Public Sector Equality Network and All Wales EDI Group which meet bi-monthly and quarterly respectively. These forums help to share best practice and resources and collaborate on organising training, events and other engagement related activities. Strategic planning, develop new equality action plans and recruitment into the public sector have been a key focus for all public sector organisations during 2023/24.



- During 2023/24, representatives from the Service attended the North Wales Interfaith Forum. This forum enables the Service to connect with religious and humanistic groups to communicate our proposed plans, key safety messages and this dialogue often involves receiving feedback. Reaching out to people who celebrate and observe religion also enables our Service to promote key fire safety information relating to preparing and cooking foods, lighting bonfires, lanterns, candles and oil burners surrounding religious events, festivals and observances.

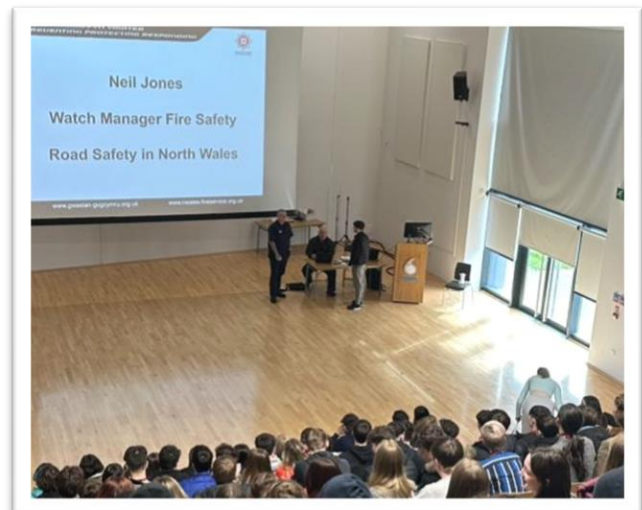


- Staff from the Service's Firepride Staff Network have actively attended pride events across North Wales throughout 2023/24 including Pride Cymru's partnership event (January 2023), Colwyn Bay Pride (May 2023) and North Wales Pride in Caernarfon (June 2023). This engagement has enabled the Service to connect with LGBT+ communities,

communicate key information, but more importantly, consult and capture feedback from one of the most disadvantaged groups of people in our society.



- Deputy Chief Fire Officer, Stewart Forshaw and Firepride Chair, Jamie Lewis received the Pride Cymru award for Outstanding Contribution by a public service in February 2024. The award recognises the service's commitment to LGBT+ inclusion both as an employer and service provider.
- Representatives from our Service attend various external forums and networks to ensure regular feedback is captured from equality interest groups. This feedback informs our initial design and service delivery. External engagement includes attending voluntary, community and public sector forums, disability and dementia support groups.



- In collaboration with road safety partners and other Fire and Rescue Services in Wales, our Service delivers a road safety intervention called 'Olivia's Story' which involves a real-life story of a young person who lost her life in a road traffic collision. The road safety provision aims to reduce the number of people killed and seriously injured on the road, and in particular, young drivers. North Wales Police deliver Oliver's Story to all secondary schools

and our Service deliver across further education colleges, and to apprentices in workplaces, such as Airbus. In 2023/24, over 1,000 young people have received this intervention.



- Increased engagement with ethnic minority groups across North Wales have enhanced our ability to reach seldom heard people. By actively attending community-based events organised by ethnic minority groups and other equality interest groups goes some way to develop a rapport with people that often don't often have a voice. Representatives from our Service attended several religious events and other multicultural events during 2023/24. These events enable staff to engage with people from an African, Caribbean, Portuguese, Eastern European background and various other ethnic minority groups that attended.

Screenshot of the North Wales Fire and Rescue Service website homepage. The main banner features a group of firefighters in uniform and reads: "We are recruiting Full-time Firefighters at North Wales Fire and Rescue Service!". Below the banner, it states: "The application portal is open NOW until noon, Monday, July 22". A red button says "Find out more >". The website header includes the logo, contact number 01745 535 250, "Contact Us", "Cymraeg", "Accessibility", and a BSL logo. The navigation menu includes "Home", "About Us", "Keeping You Safe", "Fire and Rescue Authority", "Contact Us", and "News". Social media icons for Twitter, Facebook, YouTube, and Instagram are visible on the right side.

- In 2023/24, further accessibility improvements have been made to our website and its contents to ensure we maintain the standards required and community members find information accessible. The website translates content into 79 different languages and British Sign Language (BSL) videos have been updated to promote specific information relating to our prevention services. Our staff have received website accessibility training to ensure that we maintain standards going forward.
- In accordance with the requirements of the Equality Act 2010, our annual Gender Pay Gap (GPG) report and employment information is published in respect of

employees and applicants between 1st April and 31st March each financial year. GPG reports are readily available on the service's website.



Gwasanaeth Tân ac Achub
Fire and Rescue Service



To promote equality of access and inclusion, please contact us if you require this report in large print, alternative language or format.

Telephone - 01745 535 250

Text Message – 07507 303678

Email - enquiries@northwalesfire.gov.wales