



North Wales Fire and Rescue Authority Annual Performance Assessment 2024–25

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Mae'r cyhoeddiad hwn ar gael yn Gymraeg

Contents

Legal Requirements For Reporting 4

About North Wales Fire and Rescue Authority 4

About North Wales 4

Resources and Activity..... 5

Staffing 5

What is Expected of the Fire Authority6

Progress Against Improvement and Well-being Objectives.....7

People Principle 8

Prevention Principle.....18

Protection Principle 23

Response Principle..... 26

Environment Principle..... 30

Performance Information Summary 32

All Wales Sector Indicators..... 33

The Dwelling Fire Response Charter in 2024-25..... 34

What Others Said About Us..... 40

Other Information..... 40

Consultations.....41

Glossary and Definitions 42

Have your say..... 44

Welcome to the first annual review of our 5-year Community Risk Management Plan.

This Annual Performance Assessment reflects on our progress during 2024-25, the first year of delivering our new five-year Community Risk Management Plan (CRMP) 2024-29. It marks an important milestone as we continue our journey towards making North Wales a safer place to live, work and visit, while ensuring that our Service reflects the diverse communities we serve.

This has been a year of both progress and change. Alongside increasing operational demands and the challenges posed by wildfires, severe weather events, and modernising our infrastructure, we have placed greater emphasis on building an inclusive, supportive, and engaged workforce. Through new forums and initiatives, we are giving staff more opportunities to share their views, shape our culture, and ensure our values are at the heart of everything we do.

During 2024-25, we completed 20,021 Safe and Well Checks — exceeding our target and helping protect the most vulnerable members of our communities. Working closely with the NHS, local authorities, and voluntary organisations, we have strengthened our ability to identify those at greatest risk and provide targeted prevention and safety support where it is needed most.

We have also made important progress in shaping our future. The Training and Development Centre Project continues to advance, with land secured and construction planned for completion in 2029. At the same time, our Fleet Decarbonisation Plan reflects our commitment to sustainability, introducing Hydrotreated Vegetable Oil (HVO) to reduce emissions across our operations.

This year, we responded to 6,489 incidents, including 1,804 fires, and, sadly, recorded three fire-related fatalities. These figures remind us why our work — across prevention, protection, and emergency response — remains so vital.

As always, we welcome your feedback on any suggestions for improving our reporting. Our contact details can be found on the final page of this report.



North Wales Fire and Rescue Authority



Chief Fire Officer



Fire Authority Chair

Making North Wales a safer place to live, work and visit

Legal Requirements For Reporting

The Authority considers public accountability and transparency to be of vital importance in all aspects of its relationships with local communities, partners, and organisations, and welcomes the opportunity to publish performance information.

Each year the Authority is required to publish an assessment of its performance in accordance with the legislation which can be found [here](#).

About North Wales Fire and Rescue Authority

There are 28 elected members of the [North Wales Fire and Rescue Authority](#). The Service, led by the Chief Fire Officer, is made up of many different departments which all contribute to the running of the fire service. More information about how the service operates can be found [here](#).

About North Wales

Knowing about North Wales today helps the Authority plan to make positive changes for the future. Information about the area which the Service helps protect can be found [here](#).



Resources and Activity

Below is a summary of activity levels during 2024-25.

Fire Stations	Front Line Fire Engines	999 Calls Handled	Fire Service Staff (as on 31 March 2025)
 44	 53	 14,535	 949 (headcount)
Emergency Incidents Attended	Fires	False Alarms	Non-Fire Emergencies
 6,489	 1,804	 3,264	 1,421

Incident data can be subject to minor change.

Staffing

At 31 March 2025	Full time equivalent strength	Headcount of individual staff
Wholetime Operational (WDS)	283.00	283
Retained Operational (RDS/on-call)	364.80	487
Corporate Services	144.08	148
Control	30.75	31
Totals	822.63	949

Please note the 949 headcount figure quoted above, equates to 887 people. This is due to individuals who are employed by the Service in more than one role or position. For example, a control operator could also work as an on-call firefighter.

Over half of the personnel employed by the Authority are categorised as on-call firefighters.

What is Expected of the Fire Authority

Fire and Rescue Authorities in Wales

Fire Prevention	must arrange for fire safety to be promoted in their area. This would include informing people about fire prevention and advising them how best to react if a fire does break out.
Fire Safety Enforcement	have a duty to enforce fire safety in non-domestic premises, for example, hotels, schools, shops and offices. This duty includes exercising powers to issue alteration, enforcement and even prohibition notices if they find that fire safety arrangements in premises are unsatisfactory.
Emergency Response	must make arrangements for receiving 999 calls and for sending trained and equipped personnel to extinguish fires and protect life and property at those fires. They must also make arrangements for rescuing people from road traffic collisions and for protecting them from serious harm.
Planning for and Responding to Other Emergencies	must make arrangements for the mass decontamination of people after chemical, biological or radio-active incidents, and for rescuing people from trains, aircrafts and collapsed buildings. They must also be prepared to assist with large-scale emergencies (including terrorist attacks) elsewhere in the UK. As 'Category 1' responders under the Civil Contingencies Act, fire and rescue authorities also have duties relating to large-scale events that threaten serious damage to the welfare of people, wildlife, the environment and primary supply chains.
Flooding and Inland Water Emergencies	must make arrangements to respond to incidents of flooding or water rescue which pose a direct threat of death or injury.
Equalities	must work towards eliminating discrimination, advancing equality of opportunity and fostering good relations between people with different protected characteristics.
Welsh Language	treat the Welsh and English languages equally, promoting the use of Welsh and complying with defined Welsh language standards.
Continuous Improvement	must set objectives continuously to improve what they do and publish information about their improvement and performance.
Future Planning	must work towards improving people's social, economic, environmental and cultural well-being, as well as working in a manner which seeks to ensure that the needs of the present are met without compromising the needs of future generations.

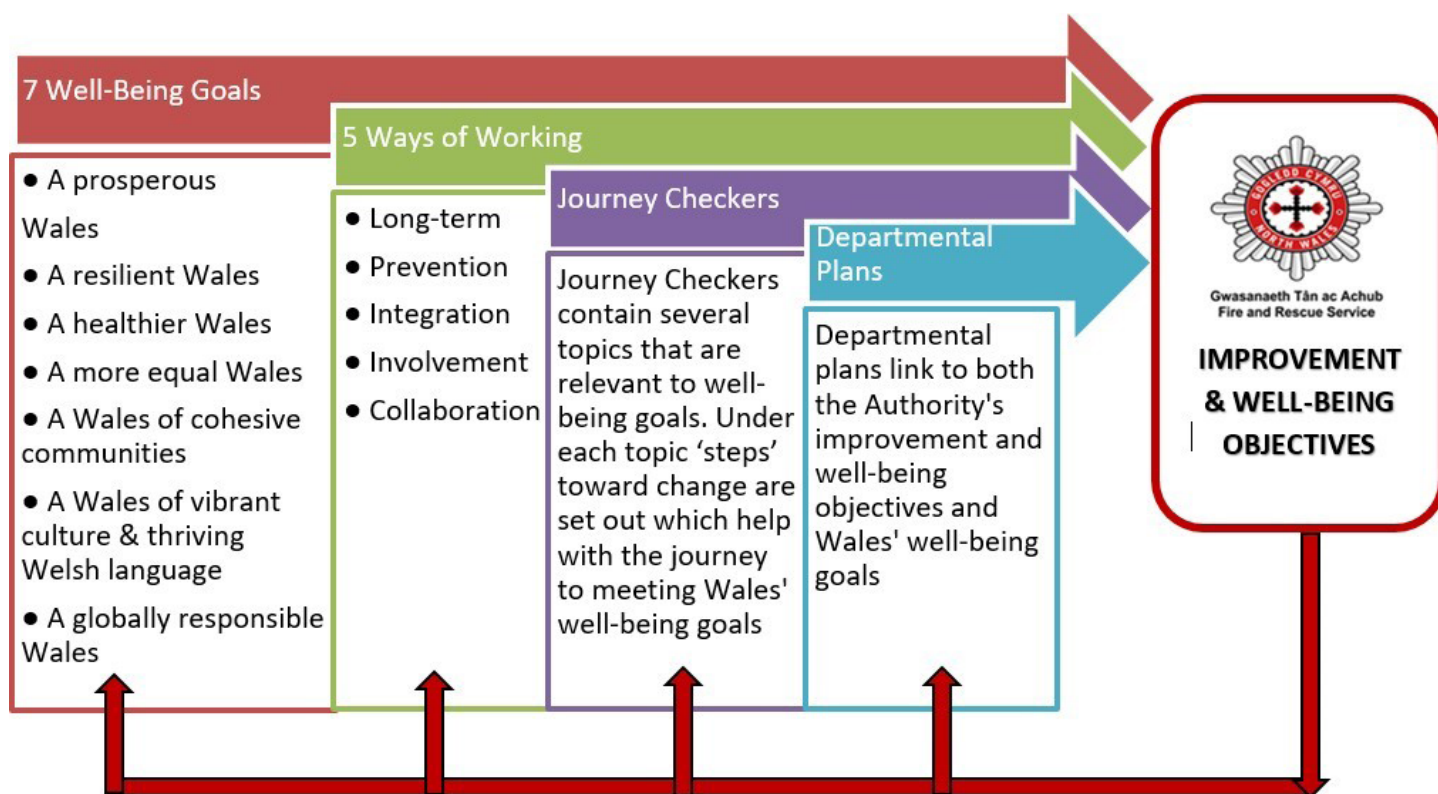
You can read more about our statutory obligations [here](#).

Progress Against Improvement and Well-being Objectives

This section describes the progress the Authority made towards meeting its long-term improvement and well-being objectives during 2024-25. The Authority is required to publish this assessment of its own performance for 2024-25, and the statutory performance indicators for the same year, by 31 October 2025.

In April 2021 the National Fire Chiefs Council (NFCC) approved the 'Community Risk Management Planning' (CRMP) as a [Fire Standard](#) for English Fire and Rescue Services. Although Fire and Rescue Services are devolved to Welsh Government, all Fire and Rescue Services within Wales have adopted the NFCC guidelines to publish a CRMP.

The Authority have incorporated the NFCC recommendations into its annual reporting cycle, and have updated its previous long-term plan with a new five-year [Community Risk Management Plan 2024-29](#). The Authority's new Five Principles have replaced the existing seven long term improvement and well-being objectives.



During 2024-25, work was undertaken to ensure the well-being objectives were embedded throughout all departmental plans where applicable.

The [Annual Governance Statement for 2024-25](#) provides an overview of the governance arrangements as well as confirming a work plan for 2025-26.

Once approved and published, performance against the forward work plan will be monitored through the Service Leadership Team's Performance Board.



People Principle

Being in the right place, at the right time, with the right skills.

Ensuring a highly skilled workforce by recruiting, developing and retaining a motivated and bilingual workforce that represents and champions the diversity of the communities we serve.

Well-being goals met:



A resilient
Wales



A Wales of
cohesive
communities



A healthier
Wales



A Wales
of vibrant
culture and
thriving
Welsh
language



A more equal
Wales



A prosperous
Wales

Achievements in 2024-25

Action 1: Implement the recommendations for improvement following the 2023 Fire Family Staff Survey.

A Fire Family Staff Survey Project Group was established with the purpose of identifying opportunities to form part of an action plan for improvement, following feedback received.

This group, made up of staff from across the Service, reported on a regular basis to the Service Leadership Team.

An action plan is in progress and is communicated to all staff on a regular basis.

Activities completed so far include:

- Introduction of wearing 'role indicators' as part of the operational uniform.
- The preparation of a new engagement area on the intranet.
- Adjustments to the annual award ceremony.
- Engagement activities with crew manager workstreams.
- New 'Shine a Light' feature in the internal Service newsletter, where colleagues can recognise the work of their peers.

Work continues to set up plans for the future of the group, and new members, in preparation for the next staff survey due Autumn 2025.

Action 2: Adopt the new All Wales Fire and Rescue Service People and Organisational Development Strategy for 2025–2030 that will provide a framework for innovative thinking and working to support continued collaboration and partnership.

The final version of the People and Organisational Development strategy has been approved by the All-Wales Group. Objectives agreed between the three Welsh Fire and Rescue Services included:

- Workforce planning
- Culture and Inclusion
- Health and Well-being
- Innovation and Technology
- Future Leaders

The draft version has been sent to the Assistant Chief Fire Officers for their comments.

Action 3: Introduce a new ‘Staff Culture Engagement Forum: Empowering Culture in our Service’ – to continually evolve and develop our cultural journey.

The workplace culture has been the focus of many of our activities recently, with several key initiatives taking place across the Service, as well as heightened external scrutiny.

During July, the Service, along with Mid and West Wales Fire and Rescue Service, jointly appointed Crest Advisory to facilitate an independent cultural review.

Alongside this external review, volunteers were sought to participate in a new Staff Cultural Engagement Forum, to actively be part of the cultural improvement journey within the Service, to assist with identifying and implementing improvement plans that align with our core values and help to cultivate and facilitate an inclusive, supportive and effective working environment.

There was a great response to this appeal, which enabled the forum to be represented by a wide selection of staff from across different departments, stations and functions.

The Forum established strong links with the Fire Family Staff Survey Project Group and reported directly to the Equality, Diversity and Inclusivity Committee, to ensure every decision made by the Service was rooted in accountability and transparency, with a commitment to excellence and continuous improvement.

The Forum also worked alongside the Transformation Team, other departments, and representative bodies to choose areas of focus and to identify matters that need raising to the Equality, Diversity and Inclusion Steering Committee.

Following the publication of the report from Crest Advisory, a cultural board was set up which is chaired by the Chief Fire Officer. Going forward, it will work closely with staff networks, Staff Engagement Groups, the Fire Family Staff Survey Project Group, as well as the Equality, Diversity and Inclusivity Committee. The goal to ensure the process is as collaborative and inclusive as possible, where everyone has a voice in shaping the future of the Fire and Rescue Service.

Action 4: Provide excellent occupational health and welfare support to ensure that Attendance Management within the Service is a positive and supportive process in order to improve attendance.

A tender process was undertaken during the year to acquire the provision of services of a new occupational Health provider. Notification was issued to all employees about the transfer of health information records from the existing provider to the new, successful company.

Additional HR support was put in place for a short period of time, to minimise any impact and address any decisions that would typically be covered by an occupational health referral.

HR specialists undertook regular station visits, Siop Siarad sessions, Online Training, and meetings to ensure all employees continued to be supported during the transition period.

Work is ongoing with the Health, Fitness, and Well-being team to ensure a comprehensive suite of support is available to all staff. This includes networking with outside organisations such as Mind, the Firefighters Charity, 2 Wish, and other blue light services such as North Wales Police. A new short guide has been created for staff and line managers to utilise following the outcome of the cultural review, as well as video packages produced with the help of Corporate Communications.

Action 5: Ensure a safe and competent workforce through efficient and effective development, maintenance and circulation of operational policies and procedures.

Work with Policies and Procedures continues with six policy suites being authorised to move forward to either consultation or publication at each six-weekly formal meeting of the Service Leadership Team. A further department has engaged in a brand-new policy proposal, while the two departments with the largest set of policy suites (Human Resources, and Finance and Procurement) are close to the completion of their full set of documents. In terms of strategy, timelines are now being established early in the policy development process via the dedicated Process Guide; this involves the identification of a formal Service Leadership Team meeting as a target to approve a policy suite for consultation and is proving successful in focusing the policy owner to undertake in a timely manner.

Work continues with the ICT Department to make the policy interface on the internal H&Wb more user-friendly. Equally, the Welsh language policy area has been populated with the documents that have been returned by the translation service, these now all being on the latest template and in the correct format, ready for proof-reading.

Action 6: Ensure that all relevant operational risk information is collated, recorded, impact assessed and communicated to operational personnel.

Personnel from the Service chaired and attended the 'Renewable Energy Working Group' branch of the North Wales Local Resilience Forum. The purpose of this group is to identify new and existing high-risk sites within the North Wales area. An extraordinary meeting was organised to provide a formal consultation response to a Battery Energy and Storage System site in the Gwynedd area.

Operational risk visits were undertaken as planned and a review of the Port of Holyhead is currently ongoing.

Action 7: Provide opportunities for learning Welsh and promote activities in line with our commitment to being a bilingual organisation.

In November, members of the Fire Service attended a 'Promoting Bilingualism within the Service' conference, which was organised by North Wales Police. The event, which was aimed at encouraging bilingual practices in both public and private sectors, gave an exciting array of discussions, strategies, and case studies showcasing the successful integration of Welsh into the workplace, media, education, and community life.

To improve and help identify Safe and Well Checks completed in Welsh, a new question specific to Welsh language choice was added to the online Safe and Well Check referral form.

The annual Welsh Language Standards monitoring report was approved by Fire Authority members at the meeting on the 21 October 2024 and is available to view [here](#).

We serve a bilingual community, and our one Service operates in two languages, giving our residents the opportunity to work locally in their local language.

Action 8: Consult with key stakeholders to develop a design proposal for the new Training and Development Centre resulting in a final plan being submitted to the Fire Authority for approval.

The Training Centre project was established to respond to operational and financial risks associated with current training arrangements and to provide a fit-for-purpose facility that meets the long-term needs of the Service. The project began in 2022, and the land purchase was completed during October 2024.

At the Fire Authority Meeting on the [21 October 2024](#), the Authority were presented with 4 options to consider:

- Option 1: Maintain existing facilities with minor refurbishments.
- Option 2: Invest in upgrading existing facilities.
- Option 3: Develop a new centralised training centre to meet core training needs.
- Option 4: Develop a comprehensive multi-hazard, multi-agency training centre.

The Authority approved, in principle, option three, and were committed to maintaining the momentum of the development, with a focus on affordability and sustainable financing options.

It was identified that there will be a need for additional resources to support this project and job adverts will be advertised early next year for a Deputy Project Manager and a Project Support Officer.

It is envisaged that the build completion will be during 2029.

Action 9: Deliver the second year of a three-year operational training strategy to all operational staff.

The draft training plan for 2025-26 was reviewed and agreed, before being published on the Service Intranet.

Feedback received on courses undertaken in quarter one has been very positive, and feedback that highlighted areas for potential improvement have been shared with the appropriate manager for action.

Operational personnel have attended the Fire Service College to undertake:

- Breathing Apparatus Instructor Course
- RTC Instructor Course
- Compartment Fire Behaviour Techniques Instructor Course

These skills will improve service course delivery and flexibility within the team of Service instructors.

An audit of the current training strategy implementation has been undertaken by an external provider and the report have been provided to the Service. The report has given a substantial rating across several training areas and the overall performance of the Training and Development Department.

The audit report also highlighted a number of recommendations, and these will form part of the training departmental action plan for 2025-26.

Action 10: Cultivate a workplace environment that embraces equality, diversity and inclusion. This will strengthen our ability to deliver a high-quality service and support to the public during emergencies.

In advance of the service's Community Risk Management Plan 2024-29 consultation, the Equality, Diversity and Inclusion Officer produced an Equality Impact Assessment to identify different equality interest groups. 70 organisations and community groups were contacted during the initial communication to help promote the consultation and encourage people to provide feedback. In addition, 12 focus groups were organised to ensure the service captured feedback from different equality interest groups across North Wales. The offer of 'in person' sessions proved very effective, especially amongst people that don't speak Welsh or English as a first language, and people that are unable to submit feedback online because they either do not use or are unable to use the

internet and social media. The feedback captured helped the EDI Officer to create a comprehensive [Equality Impact Analysis Report](#) which offers assurance with regards to strategic direction, decision making and legal compliance.

In preparation for the service's wholetime firefighter recruitment campaign during June 2024, a range of positive action activities were organised, which involved 'experience days' and 'Firefit' sessions. The campaign set out to target people that are currently underrepresented in the workforce as a way of encouraging a wider and more diverse pool of people to apply for future firefighter roles.

Other activities included:

- Celebrating Windrush day in July, with an organised event at the Rhyl Community Fire Station.
- A Pastoral care session tailored for new trainee apprentice firefighters which took place in July.
- The first of the Women in the Fire Service's 'Walk and Talk' event during August.

The [Strategic Equality Action Plan 2023-24](#) was approved by Fire Authority members at the meeting on the 20 January 2025.

Action 11: Improve the health, fitness and well-being of staff through the provision of advice and information, active monitoring and education.

The Service recognises that it exposes its staff to both physically and mentally stressful situations and supporting them is key to ensuring a safe and healthy workforce. Therefore, a dedicated Health, Fitness and Well-being team work to support staff by promoting healthy lifestyle choices, and by providing advice and support across the domains of well-being.

Following the appointment of the new occupational health provider, meetings were held to share good practice and discuss the possibility of testing a new referral and return to work process.

Discussions were also held regarding the process for when operational staff fail their annual fitness tests. As a result, Occupational Health staff will now implement a scoring system which will ensure appropriate action is taken, allowing quicker intervention where necessary.

The team also work closely with the Human Resources department to reduce periods of sickness due to mental health related illness and to assist those employees who have been off work with mental health issues to aid in their return to work.

Attendance at the Blue Light Mental Health Symposium in January focused on culture, family support and suicide prevention. The keynote speaker shared some useful tools that the Service are now looking to adopt, including a family support toolkit as used by the Ambulance Service, a Hope Programme Online Learning Tool, and the Firefighters Charity Suicide Guide.

Public Services students at Coleg Menai in Llangefni were given a taste of our fitness testing and wellbeing consultation process as part of their assignment work. Many of the students expressed a keen interest in joining the service and some individuals have

confirmed that they will be applying for retained firefighter roles at nearby stations. This was a great opportunity to work within our community to offer health advice, show the standards within our service and promote recruitment.

Other completed actions included:

- Hosting an Older Persons Suicide Prevention Workshop at Rhyl Community Fire Station.
- Organising an internal competition promoting physical activity across the Service.
- Attendance at community engagement events at Porthmadog, Dolgellau and Rhyl fire stations during December offering free blood pressure checks and advice on health and well-being.

Action 12: Review the career progression promotion gateways and implement a comprehensive appraisal process integrating 360-degree feedback.

The requirement for a 360-feedback appraisal process has been thoroughly explored during the year. This will enable staff to identify their strengths and any areas for improvement, leading to enhanced self-awareness, as well as promoting transiency and improving employee retention.

An extensive period of research was undertaken, looking to other Fire and Rescue Services for examples of best practice, and then meeting with a short list of potential suppliers to show case their products and talk through the benefits it would bring to the Service.

Following a comparison of product ability and costings, a decision was made to purchase and proceed with the Appraisal360 software. Further meetings were held with Appraisal360 to progress the implementation of their system, and to ensure they are on a procurement framework.

The 360-software platform is now ready to be rolled out to members of the Service Leadership Team in line with the original plan.

Action 13: Prevention staff will receive training and awareness in Equality, Diversity and Inclusion, Modern Slavery, Child Exploitation and Domestic Violence to provide a more effective service to the communities we serve.

Training sessions continued each month to continuously develop knowledge within the Fire Safety Prevention teams.

Topics included:

- Organised Crime Groups and County Lines
- What is Neurodiversity?
- Solo Protect Training
- Females addicted to Gambling

Mandatory '[Ask and Act](#)' training sessions were undertaken in line with Welsh Government guidelines. This must be completed by all members of staff every two years.

Action 14: Business Fire Safety Staff and Operational Firefighters will be trained in accordance with the National Fire Chief's Council Competency Framework for Fire Safety Regulators working towards registration within the Contextualised Auditor's Register.

A number of Operational Firefighting staff have undertaken Skills for Justice level 2 qualifications, whilst Business Fire staff have undertaken a mix of qualifications to gain the Level 3 Certificate, the Level 4 Certificate, and the Level 4 Diploma in Fire Safety.

There are a number of modules that personnel have completed in relation to these qualifications which includes Building Regulations, and Legal Training for the Diploma.

A member of staff is currently working towards the Fire Engineering Technician qualification, which is a Level 5 qualification.

A number of Continual Professional Development courses have also been provided to ensure continual learning and commitment to the development of staff in the Protection environment.

Notably following Grenfell, fire doors have become an even greater topic than they were before due to those failings, therefore, all staff completed a fire door inspection course.

A number of staff have also completed the Health Technical Memoranda course, which is in relation to the auditing of Healthcare sites, and this was completed in collaboration with South Wales Fire & Rescue Service.

This training is continual to comply with the National Fire Chiefs Council Competency Framework, specifically the Continual Professional Development aspect of that framework.

Action 15: Operational staff will receive relevant training and qualifications to enable them to undertake business safety checks in line with nationally agreed guidelines.

A Meeting was held in Mid Wales for the All-Wales Fire Safety working groups. This was to ensure continuity across Wales for the audit process for operational crews.

Developments have been made to the Fire Safety database system to ensure the input of information is easier for operational crews to complete and therefore being recorded more accurately.

A training package was developed and rolled out across operational staff on how to complete the new 'Short Business Audit Form'.

A Fire Safety door inspection course was provided by an external provider, which gave valuable insight into good and bad examples of fire doors.

One of the Business Fire Compliance Officers successfully completed their Level 4 Diploma (Fire inspectors) qualification.

A training plan has already been developed for next year, to ensure training can be progressed as soon as the year 2025-26 begins.

Action 16: Identify and maximise potential through effective people management and development, leading to a high-performance culture, where people value and respect each other.

Staff took part in the National Fire Chief's Council Middle Leader Programme. This included sessions focusing on:

- The importance of self-awareness, personal Strengths, Weaknesses, Opportunities, Threat (SWOT) analysis, and Joharis window.
- Other Learning styles, such as the 70/20/10 model.
The 70-20-10 model is a framework for learning and development that suggests how individuals acquire new knowledge and skills. It proposes that 70% of learning comes from on-the-job experiences, 20% from social interactions, and 10% from formal training.
- What is inclusive, and role-modelling inclusive behaviours.
- The Shannon and Weaver model of communication
- Janet Starr's 4 levels of listening.

In January, the Service began to trial a new and inclusive approach to interviews for roles advertised both internally and externally. This initiative is part of our ongoing commitment to creating a supportive and equitable recruitment process for all candidates.

Key features of the new interview approach include:

- Relevant Reading Materials: Candidates invited to interviews will receive a link to no more than five key reading documents. These documents will have direct relevance to the interview questions, ensuring candidates are well-prepared and informed.
- Pre-Interview Preparation Time: on the day of the interview, candidates will be allocated a 30-minute period to review the questions and take notes. This will take place in a designated room with a member of staff present for support.
- Evaluation: a link to an online form will be sent to all applicants via email to collect feedback at the end of each recruitment campaign.

The Health and Safety at Work etc Act 1974 is the primary piece of legislation governing workplace health and safety in Great Britain. Work related incidents and near misses are monitored through the Health, Safety & Wellbeing Committee. Whilst it is not currently mandatory, public bodies are encouraged to include a summary of their health and safety performance in their annual reports.

Health and Safety

Safety event reporting statistics during financial year 2024/25



Gwasanaeth Tân ac Achub
Fire and Rescue Service



18% increase in accidents

289 safety events were reported between 1st April 2024 and 31st March 2025, which compares with **307** in total for the comparable period in 23/24. This is a **6%** decrease.



103

Near Misses reported



47

injuries reported



34%

of injuries resulted in time off work



15

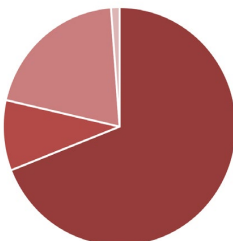
reports of White Fleet vehicle damage



73

reports of Red Fleet vehicle damage

Vehicle Accident Type



Forward: **79%**

Reverse: **11%**

Stationary: **10%**



Prevention Principle

Working with partners to help make communities safer.

Reducing risks to our communities, especially for those people who may be more vulnerable, through our established intervention programmes such as Safe and Well Checks and the Phoenix Project.

Well-being goals met:



A resilient
Wales



A Wales of
cohesive
communities



A healthier
Wales



A globally
responsible
Wales

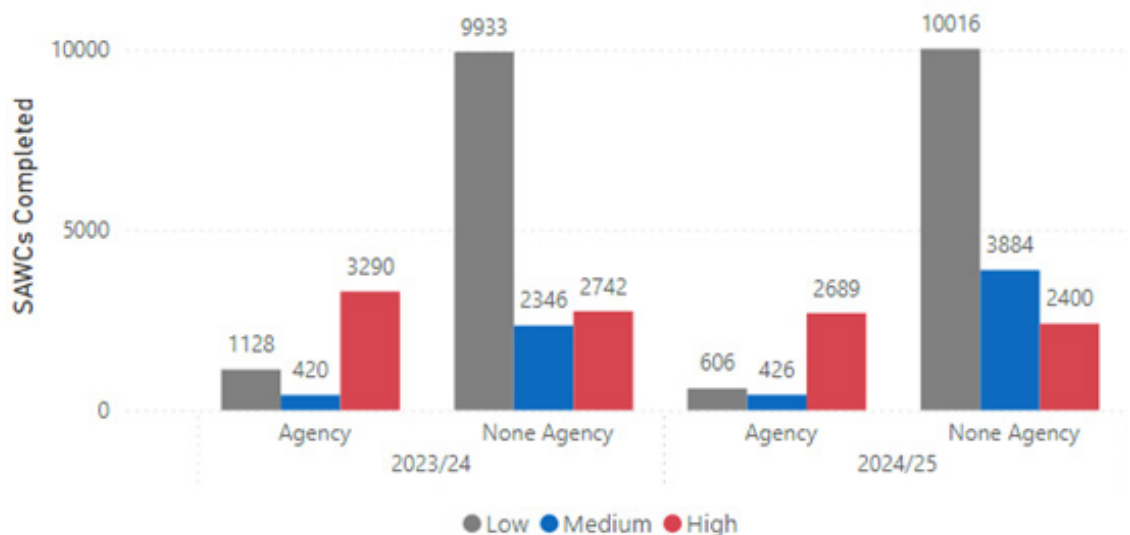
Achievements in 2024-25

Action 1: Deliver 17,500 Safe and Well Checks across North Wales to those identified as being most vulnerable to fire in the home, keeping people alive and safe from fire.

A total of 20,021 Safe and Well Checks were completed by the Service across the communities of North Wales, of which:

- **5,089** (25.4%) were High priority, with **2,689** (52.8% of high priority checks completed) coming from a partner agency.
- **4,310** (21.5%) were Medium priority, with **426** (9.9% of medium priority checks completed) coming from a partner agency.
- **10,622** (53.1%) were Low priority, with **606** (5.7% of low priority checks completed) coming from a partner agency.

A total of **3,721** Safe and Well Checks completed were referred to the Service from an Agency, this equates to 18.6% of the total checks completed.



Action 2: Utilise partnership data to refine our risk-based approach to Safe and Well Checks, targeting those over the age of 65 who are most vulnerable from fire in the home.

A data sharing agreement with all three Fire and Rescue Services in Wales and the NHS has been completed, which allows the NHS to share data sets for people aged 65 and over with the Fire and Rescue Service in their area.

The performance analysts have used this data to create interactive dashboards and maps, which show areas where the most vulnerable people live in local communities. The performance analysts have adapted the maps to identify the following age groups:

- Aged 65 and over
- Aged 75 and over, and
- those aged 85 and over

Our wholetime and day crewed operational fire personnel undertake prevention activity using this information to target households where an occupier is aged 65 and over and may be at more risk from fire happening in the home.

Members of the Prevention Team have also been attending Wholetime Duty and Day Crewed Duty stations to join the duty Watches' daily prevention allocated activity. This will assist in the sharing of information and help promote best practice and has enabled quality assurance to take place on the standard of Safe and Well Checks, as well as on the information issued.

Personnel from the Fire Safety department visited Control operators and delivered a presentation on severe hoarding following a case they were involved with. In this case, the occupier was extremely isolated, embarrassed, and unwilling to engage with services. However, with patience and exceptional communication skills, they were able to build trust and rapport with the homeowner. Through this connection, the individual gradually allowed other agencies to step in, enabling a multi-agency approach to improve the situation. Control teams regularly receive vulnerable adult referrals, and this session provided valuable insight into the real-life challenges faced on the ground.

In this case, the occupier was extremely isolated, embarrassed, and unwilling to engage with services. However, with patience and exceptional communication skills,

they were able to build trust and rapport with the homeowner. Through this connection, the individual gradually allowed other agencies to step in, enabling a multi-agency approach to improve the situation.

Action 3: Work with our partners to deliver effective Community safety interventions targeting our most vulnerable people in our most challenging areas.

The Campaign Steering Group continued to meet monthly to prioritise fire prevention activities within the community. The Corporate Communications departments have promoted these campaigns across all social media platforms.

Prevention staff continued engagement sessions with external partners to help ensure we receive only the most targeted Safe and Well Check referrals.

Examples of partnership engagement included meeting with:

- The Community Mental Health Team located at Ysbyty Alltwn
- Adult Social Services
- Occupational Therapists
- Housing associations, and
- North Wales Police's project "Clear Hold Build" team.

The Service continued with its innovative collaboration with the British Red Cross. Volunteers use specially adapted vehicles, stocked with practical support items such as clothes, blankets, and hygiene packs, and can attend different kinds of emergency incidents to support people involved in crises such as domestic fires, floods or major incidents.

The Service has recently partnered with [Safelincs](#) to provide online advice and guidance to reduce risk of fire in the home. The Online Home Fire Safety Check has been developed with the support of all UK Fire and Rescue Services, and the National Fire Chiefs Council.

During January, Dŵr Cymru declared a major incident when a water main burst at their Bryn Cowlyd Water Treatment works. This affected the water supply to over 38,000 properties within the Conwy area. The Service joined a multi-agency response to help identify vulnerable people. Fire crews including those at Llandudno, Colwyn Bay, Conwy, and Abergel, as well as staff from our Prevention department, were busy out in our communities, helping to deliver bottled water to those in need and assisting at the water pick up points designated by Dŵr Cymru.

Action 4: Develop a new youth initiative to deliver early interventions with effective outcomes, focusing on personal resilience and protective factors amongst the children and young people of North Wales.

Staff from the Prevention, and Phoenix teams have been working together with colleagues from Blue Watch, Rhyl on a two-day intervention course for Denbighshire Youth Services.

This two-day intervention course was provided for Denbighshire Youth Services as part of a six-week programme called 'SKITTLES'.

The course was hosted at Prestatyn, and Rhyl Fire Stations, with the programme aimed at individuals aged 16-18 years who are presented as homeless. The programme aims to engage young people in positive activities, empower them and encourage them to become more involved with their communities. It also looked to provide information, advice and guidance to the young people to help them make informed choices.

There were discussions about the consequences of actions, in particular anti-social behaviour, deliberate fire setting, and hoax calls, as well as talks about safety in the temporary accommodation they live in.

At the end of the six-week programme attendees will have learnt how to develop healthy relationships, achieved a qualification in food hygiene, and basic first aid, and learnt more about fire safety awareness, the consequences of actions and the role of the fire service.

Action 5: Proactively promote road safety education, engaging with partners and carrying out campaigns within the local community, to reduce the number of people killed or seriously injured on our roads.

During April, a successful engagement and education day for motorcyclists was held at Corwen Fire Station. The Biker Brew event brought together representatives from Motorcycle Mental Health, North Wales ROSPA, Bloodbikes Wales, Bikesafe, and North Wales Police Road Traffic Motorcycle officers. The aim was to connect with motorcyclists and offer advice and information in an informal setting over a 'cup of tea / paned'.

All the agencies who attended said they had good engagement with those in attendance, and that they all benefitted.

In July, the Operation Ugain Team delivered educational roadside presentations to drivers exceeding the 20mph limit, and were joined by pupils from Ysgol Eifion Wyn in Porthmadog.

Deputy Head of Prevention said: "Data shows there has been a 32% drop in casualties on restricted roads in Wales since its introduction and separate evidence from insurers show a 20% fall in claims".

During August, a Biker Down course was held at Rhyl Fire Station, with Officers from North Wales Police's Roads Crime Unit in attendance to show their support. BikerDown is a free course teaching people how to keep an injured motorcyclist alive until an ambulance gets there should they arrive at the scene of a motorcycle collision. The workshop consists of three modules – managing the scene of the incident, casualty care, and rider skills.

During August, a partnership exercise was held at Colwyn Bay Fire Station as part of our work to help manage the emerging risk of electric or alternatively fuelled vehicles.

Staff from North Wales Fire and Rescue Service joined with colleagues from North Wales Police's investigation unit, officers from the Traffic department, and representatives from Flintshire County Council for an information sharing event.

Action 6: Work closely with external stakeholders to prevent accidental drowning in North Wales, providing consistent guidance for the safe enjoyment and management of activities in, on and around water.

Water safety events took place during April to mark National Drowning Prevention Day, along with members of the Cliff Rescue Coastguard, Mud Rescue Coastguard, and Canoe Wales. Three events were hosted at Llyn Tegid (Bala), Llyn Padarn (Llanberis), and Plas Madoc Leisure Centre (Wrexham).

The aim of all these events was to promote the water safety message, 'Float to Live', to help raise awareness of how people can help themselves if they were to struggle in water, and how to enjoy the water safely. Each of the three events featured a crewed water rescue boat on display and demonstrations on how to use a throw line and perform CPR.

The severe weather during December saw North Wales multi-agency responders working tirelessly to protect our communities and minimise the impact of Storm Darragh.

Representatives of the local resilience forum which includes emergency services, local councils, Natural Resources Wales, and other agencies and partners met regularly in the run up to and during the severe weather to coordinate the response.

With a rare red warning for wind issued by the Met Office during the storm, reflecting potentially life-threatening conditions, the UK Government took the decision to use the emergency alert system for the first time in Wales to warn people about incoming Storm Darragh. About three million people across Wales and south-west England received the alert on their mobile phone. The Met Office's red warning was accompanied by flood warnings from Natural Resources Wales.

Over the course of the weekend, our control operators received 202 calls related to the severe weather, with 188 of these received at the height of the storm's impact. The Service attended a wide range of incidents across the region, including those involving dangerous structures due to the wind, fallen trees, impacted electrical installations, and house fires caused by electrical issues and internal/external flooding incidents – including driving through flood water.

Action 7: Review activity monitoring reports products and develop self-service dashboards to support delivery of our prevention, protection and response activities.

The Authority Performance Monitoring report was changed to reflect the new Community Risk Management Plan and the new 'Five Principles' that have now been adopted.

The Performance Analysts undertook Microsoft Power BI training, which has allowed the creation of interactive dashboards and data visualisation techniques on a range of incident and fire safety data.

These changes to data presentation have led to better analysis and an improved understanding of specific trends.

Self-service dashboards have been rolled out to senior managers, providing them with more up to date information on emergency incidents across North Wales, allowing them to make dynamic decisions.

This work will continue into next year to increase the number of dashboards being used, and research into additional mapping software that can be utilised to improve on current data visualisation tools.



Protection Principle

Making businesses safer together.

Providing businesses with expert guidance on fire protection to help ensure the safety of buildings, employees, and customers, thereby supporting businesses to grow. High-risk buildings are prioritised for inspections, contributing to overall public safety.

Well-being goals met:



A resilient
Wales



A Wales of
cohesive
communities



A healthier
Wales



A globally
responsible
Wales



A prosperous
Wales

Achievements in 2024-25

Action 1: Review our current Risk Based Inspection Programme and ensure we have an informed and rationalised regime that is intelligence driven to identify the relevant risk classification for all our premises across North Wales.

An All-Wales meeting was held to ensure consistency across Wales for the audit process and operational fire crews.

Following a period of testing, a Short Business Audit Form has been developed and is now being used by Fire Safety staff. A training package for the Short Business Audit Form has been distributed to fire station personnel, which has been well received.

Following a review of the Response department, work was undertaken to implement a series of new roles, including eight new Station Commanders. They have now received training to enable them to audit work activity in their own area.

A full roll out to all fire station personnel in the use of this form is expected to be completed next year.

Action 2: Continue to deliver an intelligence led Risk Based Inspection Programme to reduce injury and death from fires in domestic and non-domestic premises.

The Service continued its risk-based inspection programme and support of premises throughout the North Wales area in order to reduce the risk of fire. This is done through auditing, education, and issuing formal notices.

We experienced some challenges in the retention of fully trained Business Fire Safety staff at the beginning of the year, and it has proved a challenge to achieve departmental targets due to the loss of some personnel and as some fire safety audits can take longer

than others due to the complexities of the building, follow-up visits being required, or notices and support having to be provided.

During the final quarter of the year, an All-Wales meeting took place to ensure all three Fire and Rescue Services provided consistency and adhered to the All-Wales Business Fire Safety Group Business Plan 2024-29. This is harder to manage when staff are attempting to gain competency as there are elements of shadowing involved. Only fully competent staff can undertake and complete complex audits.

The Service is part of an All-Wales approach that supports the Joint inspection Team responsible for the audit of tall buildings following the Grenfell Tower fire in 2017.

Action 3: Develop Business engagement through training our staff and share industry advice to reduce incidents of fire.

Development work was undertaken to the fire safety information system to make it easier for operational crews to input their findings following a fire and safety visit.

Further improvements were made to the in-house training package for operational crews to bring the process in line with the new hot-spotting strategy.

Several action days took place towards the end of the financial year, in Bangor, and in Flint as part of a multi-agency collaboration with the Police, Immigration, Compliance and Enforcement Agency, and the Housing and Trading Standards. As a result of this work, several prohibition notices were served.

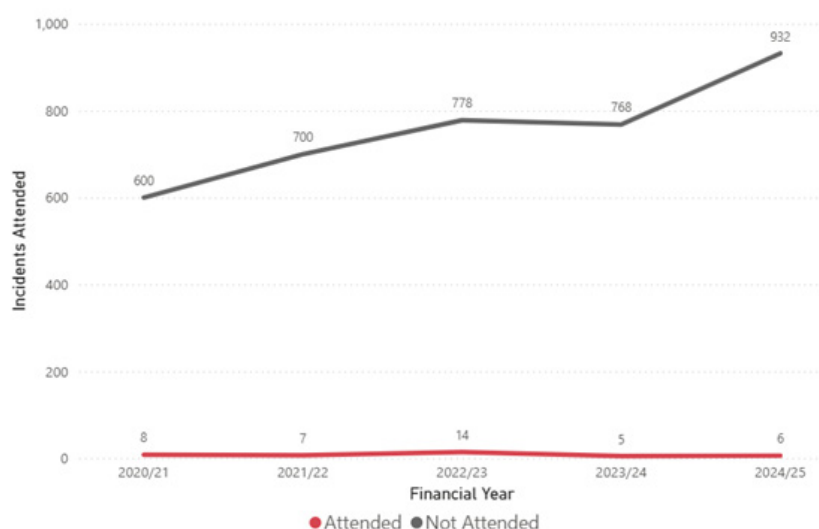
Action 4: Analyse the impact of automatic fire alarms on the use of our resources and their impact in a non-domestic environment.

During quarter two, analysis was undertaken by the Performance Team to look at the rise in commercial automatic fire alarms (AFA), and a report was presented to the Service Leadership Team.

The graph shows the number of Commercial AFA calls attended and not attended during the first half of the last five financial years. It is possible to see that there is generally an upward trend in the number of incidents not attended.

When a call of this type is answered by Control, there are protocols in place which dictate whether an emergency appliance is dispatched, or whether information is provided to the caller.

A trial is currently underway amongst several fire stations, whereby they will undertake a fire safety check of commercial buildings in their station ground area. This is alongside senior fire officers who have received training on how to audit those fire safety forms which have been electronically submitted.



Action 5: Work with local communities across North Wales to reduce the number of Wildfire incidents.

The re-launch of the Wales Wildfire Board's #WildfireWise campaign brought together the three fire and rescue services across Wales, together with their partners, to build on the experience gained over the last decade in dealing with the impact of wildfires.

The campaign encourages the public to be 'Wildfire Wise' and commit to simple precautions and a little extra care to ensure we can continue to enjoy our beautiful countryside and keep our communities safe from the devastating effects of wildfire.

Wildfires continue to present a danger to our environment, economy, and communities, not only here in North Wales but across the country, and so it is important for us to be involved in promoting this initiative. By working together with our communities to share our knowledge, we will hopefully provide a better understanding of the damage they can cause, and what we can all do to limit accidental fires from happening.

The campaign encourages people to be more vigilant when out enjoying the countryside and to be proactive in reporting suspicious activities that can lead to fires through raising awareness about the potential dangers of wildfires. It encourages members of our communities to respect our countryside and play their part in safeguarding our environment and keeping our communities safe. You can learn more about the campaign [here](#).

Number of wildfires attended by financial year:

Financial Year	April to June	July to September	October to December	January to March	Total
2020/21	20	2	0	2	24
2021/22	10	2	1	21	34
2022/23	16	18	1	0	35
2023/24	11	2	0	1	14
2024/25	1	3	1	35	40

New lightweight wildfire personal protective equipment was issued to all operational staff to reduce the impact of fatigue during these sometimes-prolonged incidents.

A working group has been established to identify a suitable vehicle with off-road capabilities which can transport personnel and equipment safely to the scene of the operation.

Action 6: Adopt the 4Ps approach, Prepare, Pursue, Prevent and Protect, when tackling arson, working closely with multi-agency partners and the communities we serve.

The Arson Reduction Strategy has been reviewed, and the Arson Reduction Team has been reorganised, with Arson reduction work redistributed to other areas of the Service.

We continue to work with key partner agencies on any sites of identified high risk from Arson.



Response Principle

Providing an effective emergency response.

Being ready to respond when you need us: to protect what matters to you, to save lives, reduce harm, and protect homes and businesses.

Well-being goals met:



A resilient
Wales



A Wales of
cohesive
communities



A healthier
Wales



A more equal
Wales

Achievements in 2024-25

Action 1: Continue to develop an option with staff, stakeholders and the Fire Authority, that delivers the aims and objectives of the Emergency Cover Review (ECR) for implementation during 2024-25.

The ECR Task and Finish group, chaired by a member of staff and attended by sixteen colleagues working at various levels, areas and departments within the Service, including the Fire Brigades Union (FBU), met on numerous occasions, during which they discussed and researched several emergency response models.

Regular updates on how work has been progressing were provided at the following Fire Authority meetings:

- [15 April 2024](#)
- [17 June 2024](#)
- [15 July 2024](#)
- [20 January 2025](#)

Following the Fire Authority meeting on 20 January 2025, officers were further directed to work with representative bodies on a model that would release sufficient resources that could be used differently to provide a more efficient and effective emergency cover model across North Wales.

A working group of FBU representatives and the Transformation Team revisited an idea that the FBU had suggested earlier in the year, and this has been developed with a draft report expected to go to the next Fire Authority meeting on the 28 April 2025.

Action 2: Support our Firefighters to deliver an effective operational response, through the research and development of modern equipment, risk assessments and guidance.

To help protect staff against toxic fire contaminants the Service has introduced a new Breathing Apparatus washing procedure. A new Breathing Apparatus washing machine is now fully operational at Rhyl fire station, and a schedule of annual washes is now in place.

North Wales Fire and Rescue Service is the first service in Wales to carry out annual and post fire washes. This allows the Service to continue to work towards reducing contaminants exposed to its firefighters.

New particulate flash-hoods are also being distributed to all stations. This garment conforms to the '[Protective Clothing for Firefighters EN13911](#)' – flash hood for firefighters and, in addition to providing a far greater level of protection from contaminants, it meets the requirement for limited flame spread, radiant heat, and convected heat.

Inflatable tents have been purchased and have been placed within all Welfare Units to enable personnel to change into clean fire kit / workwear where necessary at emergency incidents.

Action 3: Cascade the benefits of Microsoft 365 to all of our people in the Service.

The beginning of the year saw the first fire station successfully migrated to 'OneDrive' and 'Microsoft Teams'.

Work continued to migrate all fire stations and departments, and a Cyber Security working group was established.

All planned actions were completed except Control migration, which was postponed due to a spate of wildfires which occurred at the same time the migration was planned. The transformation group was also postponed due to competing priorities, and the intranet development remains on hold while waiting for input from the Fire Family working group.

However, work will continue into the next year to ensure these actions are completed and work continues to progress.

Action 4: Continue to develop and introduce the Emergency Services Network into North Wales to ensure that we have a secure, robust, interoperable and modern communication system across the region.

The Service's ICT Team have been attending the All-Wales Emergency Services Network User Group meetings, which provide regular updates on the progress and status on the Emergency Services Network, along with providing a channel in which the Service can provide input as the project moves forward.

The Service have and are liaising with one of the Emergency Services Network leads for the North Wales area in facilitating access to some of our sites, providing signal information in areas of poor coverage.

The Service has and continues to provide input on areas of poor coverage and has assisted in the collection of signal coverage data to help populate the signal maps which will assist in the design and construction of the Emergency Services Network.

Action 5: Conduct a review of our specialist vehicles, other than fire engines, that respond to emergencies.

During April 2024, the first meeting of the Aerial and Technical response review project working group took place, looking into recommendations of how to develop our Aerial and Technical response capability to ensure that it is fit for purpose and meets the needs of our community now and in the future.

This review has been prompted by our ageing Aerial fleet and technical response units.

The purpose of the group was to research, develop, and evaluate a range of operational special appliance replacement options.

Recommendations for a new Aerial Ladder Platform appliance will be sought from the Service Leadership Team during early next year.

Action 6: Develop a new station management framework to support our managers to deliver an efficient and effective emergency service.

Following on from several consultation events held across the Service area, a new station manager response structure was introduced from the 1 January 2025.

These new roles take over the overall responsibility for station areas, including recruitment and availability, operational assurance, and the delivery of operational preparedness.

With experienced Service personnel moving back into fire stations, it is envisaged that there will be better lines of communication, enhanced service delivery, and partnership working.

A monthly review process has been put in place, reporting to the Service Leadership team.

Action 7: Embed and enhance the Operational Quality Assurance Process.

Operational Assurance at Incidents are completed by attending Flexi Duty System officers who are expected to operationally assure their colleagues and Supervisory Managers at operational incidents; for example, the flexi-duty manager mobilised to an incident will, on arrival, assess the incident. If they do not take over command of the incident or undertake a supporting role as part of the incident command system, they may adopt the role of Operational Assurance Officer. Following the incident, they record the outcome on the appropriate electronic recording systems.

All station-based teams receive operational assurance visits; the content and scope of the latter will be planned by the Operational Assurance Group who consider a range of issues such as current operational issues, specific risks identified, and past performance.

The Station Manager (Incident Command & Driving School) is responsible for the compilation of a mentoring list; this will indicate all incident commanders requiring a mentor to be assigned to them when attending operational incidents. This list is updated and submitted to Control on a monthly basis.

Debriefs are a key component of continuous improvement. Debrief management is essential to ensure a robust and consistent means of capturing the outcomes of the monitoring and review of operational tasks and activities. Hot debriefs continue to be held at the scene following all operational incidents and training scenarios, while the content of hot debriefs held following operational incidents is recorded on the Post Incident Form. Incidents of note requiring a structured debrief are identified by the Operational Assurance Team, by attending Flexi Duty System officers, by the Control Management Team, or by attending Incident Commanders.

Action 8: Introduce the National Fire Chiefs Council National Fire Control Guidance in our Joint Control Centre, to ensure strong and resilient fire control arrangements.

A Strategic Gap Analysis (SGA) has been undertaken by the Control Management Team, and the SGA Tool on the National Chief Council Committee (NFCC) has been updated. The SGA informs us of the areas in which we are Partially Compliant, Compliant, and Non-Compliant. The next step is to formulate a plan to identify changes and how to implement them in the Control Room environment, ensuring alignment with National Occupational Guidance requirements for Operational Fire Crews. The Control Management Team continue to attend National Organisation Guidance meetings with the Response Team, and also Nationally with other Fire and Rescue Services in order to ascertain best practice.





Adopting eco-friendly practices in our daily operations to cut down on carbon emissions and other environmental impacts and raise environmental awareness amongst our staff and our communities.

A globally responsible Wales

This report outlines how the Service proposes to eliminate [Scope 1 emissions](#) arising from transportation.

Action 4: Expand the existing Electric Vehicle Charging Points network across our estate.

The Service began a trial of allowing staff who drive their own electric or plug-in hybrid vehicles to charge them at fire stations. The trial was open to any employee, as part of the Service's commitment to helping colleagues shift to more sustainable modes of transport. The requirements were to simply install the [Clenergy EV app](#) onto a mobile phone, and then a code will be issued allowing access to the EV charger network, where you will be able to charge your vehicle. The cost per kilowatt hour will be set at the price it costs the Service.

The Service will continue to monitor grant funding opportunities as they arise.

Action 5: Continue to retrofit insulation to our building estate.

This work was successfully completed during the period. A survey was undertaken of our estate to determine where roof voids were lacking insulation, and Facilities had insulation fitted at all identified locations. We do not believe there is any scope for further work of this nature.

Action 6: Develop plans and explore funding opportunities to reduce carbon emissions from our buildings to meet the Welsh Government's 2030 Zero Carbon Emissions ambition.

Under Welsh law, the Service is required to mitigate the operational carbon footprint it produces by 2030.

A Fleet Decarbonisation plan was reviewed by Authority members at the meeting on the [15 July 2024](#), with the most notable measure being a proposal to substitute diesel with a sustainable biofuel, Hydrotreated Vegetable Oil (HVO). Following a successful trial, a pilot storage tank and dispenser have been deployed at Deeside Fire Station, with a further eighteen identified sites to follow. The plan also proposes changes in the procurement of cars and vans, as well as staff travel patterns.

Action 7: Monitor and report to the Welsh Government our carbon output on Greenhouse gas in respect of energy, water and waste.

Data was submitted to the Welsh Government as intended during the first two quarters of the year. Data was also provided during quarter three but was delayed due to other workloads.

Data has been collated up to January 2025 for both electricity and gas usage.

The supplier invoices for February and March were received during April 2025, and so this data is still being collated.

Full electricity and gas consumption figures, along with their associated costs, will be provided to the Environmental and Climate Change Manager, and the Assistant Chief Fire Officer lead when all data has been received by the Facilities department. This is expected to be in May 2025.



Performance Information Summary

The Fire and Rescue Authorities (Performance Indicators) (Wales) Order 2015 introduced three statutory performance indicators that accompany locally collected sector indicators.

PERFORMANCE INDICATORS:	2024-25	
	Number	Rate
Fires attended	1,804	26.07
False alarms attended	3,264	47.17
Road traffic collisions	255	3.69
Other emergency incidents attended	1,166	16.85
Where the rate is based on 10,000 population		
Fire deaths and injuries	49	7.08
Deaths and injuries arising from fires started accidentally	45	6.50
Where the rate is based on 100,000 population		
Dwelling fires confined to room of origin	308	87.01%
As a percentage of the number of dwelling fires attended		

All Wales Sector Indicators

Sector indicators were introduced for 2015 and agreed to be collected and shared by all three Fire and Rescue Services in Wales.

ALL WALES		2024-25				
SECTOR INDICATORS:	North Wales FRS		Mid & West Wales FRS		South Wales FRS	
	Number	Rate	Number	Rate	Number	Rate
Deliberate fires	538	7.77	1,516	16.62	3,820	24.48
Accidental fires (or motive not known)	1,266	18.30	1,499	16.43	1,588	10.18
Where the rate is based on 10,000 population						
Fire related fatalities	3	0.43	4	0.44	9	0.58
Injuries caused by fires	46	6.65	42	4.60	46	2.95
Fire related fatalities in accidental dwelling fires	2	0.29	2	0.22	8	0.51
Fire related fatalities in deliberate dwelling fires	0	0.00	0	0.00	1	0.06
Fire related injuries in accidental dwelling fires	21	3.03	33	3.62	32	2.05
Fire related injuries in deliberate dwelling fires	2	0.29	3	0.33	2	0.13
Where the rate is based on 100,000 population						
Dwelling fires	354	10.58	447	10.15	631	8.93
Accidental fires in dwellings	338	10.11	412	9.35	582	8.24
Deliberate fires in dwellings	16	0.48	35	0.79	49	0.69
AFA false alarms in dwellings	1,600	47.84	1,601	36.35	2,434	34.46
Where the rate is based on 10,000 dwellings						
Fires in non-domestic premises	144	4.23	131	3.20	261	4.99
AFA false alarms in non-domestic	324	9.53	656	16.01	3,597	68.73
Where the rate is based on 1,000 non-domestic premises						
Dwelling fires attended where a smoke alarm was not fitted	44	12.43%	212	47.43%	215	34.07%
As a percentage of the number of dwelling fires attended						



The Dwelling Fire Response Charter in 2024-25

During 2012 the three Welsh fire and Rescue Authorities jointly developed an all-Wales Charter to ensure that wherever people live in Wales, they can expect to be helped and supported to remain safe from fire in their homes. They should also be able to expect that if a fire does break out, they will receive a prompt, effective and professional emergency response to their call for assistance.

The Charter makes seven specific commitments that the Fire and Rescue Authority will:

1. Take the lead in driving down the number of dwelling fires that occur and in reducing their impact on people.
2. React quickly and efficiently every time we receive an emergency 999 call to attend a dwelling fire.
3. Attend dwelling fires swiftly and properly equipped to deal with them.
4. Deal with dwelling fires effectively, efficiently and professionally.
5. Help to restore normality to communities in the aftermath of dwelling fires.
6. Investigate the causes of dwelling fires and hold relevant people to account when appropriate to do so.
7. Strive to maintain high standards and improve aspects of what we do.

The following pages provide information about our compliance with these commitments during 2024-25.

For consistency, we use a standard narrative for reporting against the Charter each year and only update the figures within the narrative framework.

1. We will take the lead in driving down the number of dwelling fires that occur and in reducing their impact on people.

We are committed to taking the lead in maintaining a downward trend in the incidence of dwelling fires and associated casualties in Wales.

In 2024-25 we provided advice and encouragement to people on how they can prevent fires from starting in their home and how they can keep themselves safe from fire.

Our prevention activity included delivering 20,021 SAWCs to householders, and 11,563 children and young people at key stages 1 - 4 received a fire safety talk.

During 2024-25 we attended 338 accidental dwelling fires. As a consequence of those fires, there were 2 recorded fatalities, but 21 people sustained injuries. The number of accidental dwelling fires in the FRA area has remained consistent, with 338 accidental fires also attended during 2023-24.

The number of accidental dwelling fires in the FRA area remains at their lowest level in the past five years.

2. We will react quickly and efficiently every time we receive an emergency 999 call to attend a dwelling fire.

We are committed to reacting quickly and efficiently when emergency 999/112 calls are put through to us by the operator.

Our emergency fire control facility remains available around the clock every day of the year, with special arrangements in place for a seamless transfer of calls from one control facility to another in the event of serious disruption or a surge in the number of calls coming in at the same time.

Sophisticated mapping and electronic systems help us to: a) identify the location of the reported incident and b) send the most appropriate available resource to attend the incident.

In 2024-25, we handled a total of 14,535 emergency 999/112 calls. We were able to obtain enough information about dwelling fire incidents to alert the appropriate initial response within 90 seconds on 83.3% of occasions and between 91 and 120 seconds on 7.8% of occasions.

However, we know that the speed of call handling – although important – is not the only relevant yardstick. Knowing where our services are needed



requires specialist skills to effectively glean information from callers who may, for example, be unfamiliar with the area they are in, be frightened or in distress, be very young, or have communication or language difficulties.

Another important skill is recognising when a caller is abusing the 999/112 system by falsely claiming that there is an emergency when, in fact, there is not. It is a criminal offence

to knowingly make false calls to the emergency services. Sadly, that does not seem to deter a minority of people who tie up the 999 lines and divert services away from people who may be in a genuinely life-threatening situation. Every time we turn out to one of these malicious false alarms, it wastes both time and money, and places the rest of the community at higher risk.

In 2024-25, we received 99 malicious false alarms. In 35.4% of cases, we were able to establish that these calls were not genuine and so avoided needlessly mobilising resources to attend.

3. We will attend dwelling fires swiftly and properly equipped to deal with them.

Once we have answered the emergency 999/112 call and allocated the most appropriate resources to make up the initial attendance at the incident, our next priority is to get to the incident quickly, safely and properly equipped to deal with it.

Response times can be found [here](#). These times include the time it takes for personnel to turn in to the fire station as well as the travel time. As a result, a number of things can affect the speed of response figures, including the urban/rural geography and the nature of road networks in the area.

Speed of response to dwelling fires is extremely important, but we cannot over-emphasise the importance of preventing those fires from happening in the first instance, and of having at least one working smoke alarm fitted and a pre-planned escape route in case a fire does occur. However, if a dwelling fire has occurred, we ensure that our firefighting crews are properly equipped to deal with it.

We equip our firefighters with high quality personal protective equipment and firefighting equipment. We require them to be operationally fit and healthy and we make sure that their skills are routinely tested and exercised. We also routinely check that the way our crews dealt with incidents was in accordance with accepted firefighting procedures.

We take the safety of our firefighters very seriously, given the nature of the work that they undertake. In 2024-25, our crews attended 1,804 fires in a variety of different types of premises and at outdoor locations. Whilst fighting those fires, 6 operational staff received an injury.



4. We will deal with dwelling fires effectively, efficiently and professionally.

We are committed to dealing with fires effectively, efficiently and professionally. To this end, we equip our highly trained fire crews with the right skills, knowledge, information, firefighting equipment and command support so that whatever the circumstances of the dwelling fire, they will be correctly prepared to deal with it.

In 2024-25, of all the dwelling fires that we attended, 87% were successfully contained within the room of origin, without spreading any further. Although a number of factors could contribute to this statistic that would be outside the control of the attending crews such as how long it took for someone to discover the fire in the first instance, whether

or not internal doors had been shut to help prevent the spread of the fire, and how far away from a fire station the dwelling was located, we still consider this to be a reasonable indicator of our firefighting success.

We recognise the importance of research and equipment improvements, and ensure that we invest time and effort in staying in touch with the latest developments.

We also take very seriously the professional image of the fire and rescue service. We place great emphasis on the personal qualities and attributes of all our operational staff, as well as their physical and psychological fitness and the high standard of their operational and management training.

We encourage all our staff to adhere to a set of core values that was adopted nationally by the UK Fire and Rescue Service. This expresses our commitment to valuing service to the community, people, diversity and improvement.

5. We will help to restore normality to communities in the aftermath of dwelling fires.

We are committed to helping to restore normality to communities in the aftermath of dwelling fires.

A fire in the home can leave people feeling extremely vulnerable.

When people have lost their possessions, they will have need for practical as well as emotional support. When people have been injured or killed in the fire, the experience can affect whole communities as well as the individual and his or her immediate friends and family. For this reason, the fire and rescue service's role in supporting communities does not end when the fire was extinguished and everyone was accounted for.



In all cases, the cause of the fire will be investigated and carefully recorded. Every detail of how and where the fire started, how far it spread, any special circumstances, and any particular factors that contributed to the fire will be recorded as a source of future learning, research and monitoring.

If there are reasons to believe that a fire was started deliberately in a dwelling, either by someone living there or by someone else, this will be followed up with the police and other relevant agencies.

In some premises, such as blocks of flats or houses occupied by a number of different tenants, the post-incident investigations might indicate that a landlord had failed to ensure the necessary level of fire safety. Our specialist fire investigators might then be involved in a criminal investigation and court proceedings.

If a fire is found to have started accidentally, we might undertake some form of community safety activity or campaign in the vicinity, offering advice and reassurance by way of free SAWCs.

6. We will investigate the causes of dwelling fires and hold relevant people to account when appropriate to do so.

We always investigate the causes of dwelling fires. In many cases the cause and origin of a fire will be very clear and straightforward, but in others a more in-depth, forensic investigation will be required to ascertain the most likely cause of the fire. In 2024-25, 19 dwelling fires were recorded as having an unknown cause.

If a crime is suspected, the investigation of the fire will be conducted with the police. People suspected of deliberately setting fire to a dwelling are likely to face criminal prosecution, although in some cases this may not be the only course of action available, for example if the fire was started by a young child or by a person attempting suicide.

In 2024-25, we attended 354 fires in dwellings, of which 16 were found to have been started deliberately.

In some residential premises, such as flats and houses of multiple occupation, the communal and shared areas are covered by regulations that require whoever is responsible for those premises (such as the landlord or the premises manager) to have good fire safety arrangements in place.

Failure to do so can lead to the closure of the premises and prosecution of the responsible person with the prospect of imprisonment and/or an unlimited fine.

As an enforcing authority, we ensure that responsible persons fulfil their obligations under this legislation, and can select from a range of enforcement options available to us, depending on the seriousness and risk posed by the contravention.

In 2024-25, no enforcement notices, prohibition notices, formal cautions or prosecutions were concluded during the year.



7. We will strive to maintain high standards and improve aspects of what we do.

We continuously strive to maintain high standards and improve aspects of what we do.

Under legislation, Fire and Rescue Authorities are classed as 'Welsh Improvement Authorities' and are expected to routinely review and continuously improve their own performance through a formal process of setting, implementing and reporting against annual improvement objectives.

We do not limit our improvement activity to this formal annual process; high standards and continual improvement form an integral part of our everyday running of the Fire and Rescue Service.

Examples of improvement activities that go on include:

- Responding positively to peer reviews, audits and inspections.
- Responding positively to consultation responses, feedback from stakeholders, complaints and compliments.
- Learning from our experiences, such as from post-incident debriefs, reports of accidents, or 'near misses'.
- Contributing to working groups, sharing good practice, and learning from research undertaken.
- Taking opportunities to learn from, and with, other organisations through partnerships, committees, boards and professional associations.
- Planning for potential challenges in order to maintain our operations, such as through business continuity management processes.
- Planning for potential challenges to future service delivery, such as through local resilience forums.
- Continuously developing the technical and professional skills of our staff.
- Maintaining and renewing our physical and computerised assets such as our equipment, vehicles, buildings and technology.



What Others Said About Us

Audit Wales – Well-being Objectives

Their report can be found [here](#).

Other Information

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External information sources used in compiling this document:

- [Wales Fire and Rescue Incident Statistics](#)
- [Wales Future Trends Report \(2021\)](#)

Intervention in the event of failure or potential failure to comply:

The Welsh Government has powers of intervention:

- under section 22 of the Fire and Rescue Services Act 2004 if it considers that a Fire and Rescue Authority is failing, or is likely to fail, to act in accordance with the National Framework. In such cases, section 23 – Intervention Protocol would apply.
- under section 29 of the Local Government (Wales) Measure 2009 if it considers that a Fire and Rescue Authority is failing, or is at risk of failing, to comply with the Measure. However, in all but the most exceptional circumstances, Welsh Ministers may only intervene after they have offered voluntary support to the Authority under section 28 of the Measure.

Consultations

Each year the Authority seeks the opinions and views of the North Wales public and other stakeholders as part of its process of developing its strategic plans and objectives.

Public consultations are listed below:

Title	Consultation	Publication	For year
Community Risk Management Implementation Plan 2025-26	Autumn 2024	Spring 2025	2025-26
Community Risk Management Plan 2024-29	Spring 2024	Summer 2024	2024-29
Emergency Cover Review	Summer/Autumn 2023	Winter 2023	2023-24

Recent staff surveys are listed below:

Title	Consultation	
Crest Advisory Cultural Review	Autumn 2024	23 August – 11 October 2024
Fire Family Survey	Autumn 2023	18 September – 16 October 2023
Fire Family Survey	Autumn 2021	18 October – 08 November 2021



Glossary and Definitions

Fires

All fires fall into one of three categories – primary, secondary or chimney.

Primary Fires

These are fires that are not chimney fires, and which are in any type of building (except if derelict), vehicles, caravans and trailers, outdoor storage, plant and machinery, agricultural and forestry property, and other outdoor structures such as bridges, post boxes, tunnels, etc.

Fires in any location are categorised as primary fires if they involve casualties, rescues or escapes, as are fires in any location that were attended by five or more fire appliances.

Secondary Fires

Secondary fires are fires that are neither chimney fires nor primary fires. Secondary fires are those that would normally occur on open land, in single trees, fences, telegraph poles, refuse and refuse containers (but not paper banks, which would be considered in the same way as agricultural and forestry property to be primary fires), outdoor furniture, traffic lights.

Secondary fires do not involve casualties, rescues or escapes, and will have been attended by four or fewer fire appliances.

Chimney Fires

These are fires in occupied buildings where the fire is confined within the chimney structure, even if heat or smoke damage extends beyond the chimney itself.

Chimney fires do not involve casualties, rescues or escapes and will have been attended by four or fewer fire appliances.

Wildfires

A grassland, woodland and crop fire where the incident was attended by four or more vehicles, or the Service was in attendance for six hours or more, or where there was an estimated fire damage area of over 10,000 square meters.

Special Service Incidents (other emergency incidents)

These are non-fire incidents which require the attendance of an appliance or officer and include:

- Local emergencies e.g. flooding, road traffic incidents, rescue of persons, 'making safe' etc.
- Major disasters.
- Domestic incidents e.g. water leaks, persons locked in or out etc.
- prior arrangements to attend incidents, which may include some provision of advice and inspections.

Fire Deaths (fire related)

This is where a person whose death is attributed to a fire even if the death occurred weeks or months later. There are also occasional cases where it becomes apparent subsequently that the fire was not the cause of the death. These figures are therefore subject to revision.

Fire Injuries

For consistency after April 2009 across the UK, fire casualties are recorded under four categories of severity:

- The victim went to hospital, injuries appear to be serious.
- The victim went to hospital, injuries appear to be slight.
- The victim was given first aid at the scene only, but required no further treatment.
- A precautionary check was recommended – the person was sent to hospital or was advised to see a doctor as a precaution, but having no obvious injury or distress.

False Alarm (general guidance)

Where the Fire and Rescue Service attends a location believing there to be an incident, but on arrival discovers that no such incident exists, or existed.

Note: if the appliance is 'turned around' by Control before arriving at the incident it is not classed as having attended and does not need to be reported.

Malicious

These are calls made with the intention of getting the Fire and Rescue Service to attend a non-existent incident, including deliberate and suspected malicious intentions.

Good Intent

These are calls made in good faith in the belief that the Fire and Rescue Service really would attend a fire or special service incident.

Automatic Fire Alarm (AFA)

These are calls initiated by fire alarm and fire-fighting equipment. They include accidental initiation of alarm equipment or where an alarm operates and a person then routinely calls the Fire and Rescue Service as part of a standing arrangement, with no 'judgement' involved, for example from a security call centre or a nominated person in an organisation.

Have your say

We are always looking for ways to improve our service and to present information that is meaningful. In order to help us to do this we want to ensure your views are considered when delivering our activities and keeping you informed. So, if you have any comments about this assessment, or how we might improve our future annual performance assessments, we would very much like to hear from you.

Other versions of this document are available

- In paper and electronic formats.
- In Welsh and English.
- In accessible formats through our website.

Write to us



North Wales Fire and Rescue Service (NWFRS) Fire and
Rescue Service Headquarters
Ffordd Salesbury
St Asaph Business Park St Asaph
Denbighshire
LL17 0JJ

Call us



01745 535 250

Send us an email



Corporateplanning.helpdesk@northwalesfire.gov.wales

Visit our website



www.northwalesfire.gov.wales

Or follow us on



X (previously Twitter): [@northwalesfire](https://twitter.com/northwalesfire)

Facebook: www.facebook.com/northwalesfireservice

Instagram: [@northwalesfire](https://www.instagram.com/northwalesfire)

Please ring 999 only in an emergency