



Gwasanaeth Tân ac Achub  
Fire and Rescue Service

# North Wales Fire and Rescue Service

## **Annual Equality, Diversity, and Inclusion Performance Assessment Report 2024/25**

ATAL AMDDIFFYFN YMATEB  
PREVENTING PROTECTING RESPONDING

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# Introduction

In 2024, North Wales Fire and Rescue Service (NWFRS) developed a 5-year Equality, Diversity, and Inclusion Strategy (EDI Strategy) to:

- support the delivery of our Community Risk Management Plan
- ensure we fulfil our legal obligations
- uphold Our Values
- continue developing an open and inclusive culture, which reflects the diversity of North Wales

This report provides an update of the work undertaken during 2024/2025 to deliver NWFRS EDI Strategic aims of:

- embedding inclusivity into NWFRS organisational culture
- attracting, recruiting, and retaining talented people
- delivering inclusive services to our community
- developing effective partnerships

It should be read in conjunction with our Annual 2024-25 Equality Monitoring and Gender Pay Gap Reports, which provide statistical information on the impact of our EDI strategy work.

Throughout this report you will see highlights of the teamwork, collaboration, and cooperation between our staff, partner agencies, and members of the public who have all played a vital role in bringing our EDI Strategy to life, and we extend our sincere thanks to each and every one of them for their dedication and support.

We would also like to acknowledge the work started by our staff during 2025 in response to the recommendations made from our Independent Culture Review (conducted by Crest). This work will support the delivery of NWFRS EDI Strategy helping us to create an inclusive workplace culture where everyone can thrive.

## Further information

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

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# Theme 1 – Embedding inclusivity into our organisational culture

## Key Objectives Delivered

**Training and Development: Promote and monitor the uptake of EDI training and development activities, ensuring that all colleagues are aware of their professional and personal responsibilities.**

Completion rates for mandatory EDI e-learning were monitored through quarterly reports reviewed by the Staff EDI Committee. By the end of March 2025, 60% of staff had successfully completed the course. We also launched new training modules covering unconscious bias, creating an inclusive workplace, and autism awareness. Mandatory training on challenging inappropriate behaviour and having difficult conversations was also introduced to help foster an inclusive culture across the service.

**Raise awareness of EDI issues through internal communications, events, campaigns, and staff networks.**

Progress Made – During the year, our 4 Staff EDI Network Groups met regularly to deliver a wide range of EDI awareness campaigns, events, and guidance documents. This included work to celebrate Ramadan, World Religion Day, Race Equality Week, LGBTQ month, Black History Month, International Women’s Day, and Windrush Day.

Our staff shared reflections on their own religion or faith, and how this supported them in their duties. They also attended key events (such as the Asian Fire Service Association Conference) bringing new learnings and insights back to the service to share with colleagues.

Our staff attending the Asian Fire Service Association Conference:



Our 4 EDI Network Groups and Committee organised our first EDI Staff Conference, with a great line-up of speakers who provided engaging presentations to inform, support, educate and inspire our staff.

Our Chief Fire Officer (left) with staff in our first NWFRS Ignite EDI Conference:



We introduced the Staff Cultural Engagement Forum to champion our cultural development journey. Its purpose was to identify and deliver improvement initiatives that reflected Our Values, while creating an inclusive, supportive, and collaborative environment where every individual could thrive and reach their full potential.



Our staff attending one of our Cultural Engagement Forums:

Throughout the year we took pride in promoting the use of the Welsh language within our communities and workplace, and you can read the full details of this work in our [Welsh Language Standards Annual Report 2024-2025](#)



**Inclusive Workplaces and Community Facilities: Designing and adapting our buildings to create accessible and inclusive workplaces, as well as community facilities that are suitable for a modern fire and rescue service.**

Progress Made – A working group was established to start developing plans for our new state of the art training centre, with consideration for accessibility and inclusion a central part of the initial discussions.

Our EDI Officer also attended the Service's Land and Property Committee meetings to embed inclusion and accessibility into all estate building and modernisation projects and activities.

**Conducting robust equality analysis: Ensuring that the Equality Impact Assessment (EqIA) process is embedded across the organisation to consider the needs of all those impacted by strategic decision making, planning, policy design, training and service delivery.**

Progress Made – During the last year 39 members of staff completed EqIA training, gaining practical skills and knowledge to critically analyse the impact of their work on our people with protected characteristics. This training supported our work to develop a culture of EDI review, reflection and integration throughout our change management, planning, policy design, training, and service delivery activities.



## Theme 2 - Attracting, recruiting and retaining talented people

### Key Objectives Delivered

**Adopt a creative and innovative approach to positive action, removing any barriers in our recruitment processes and maximising opportunities to reach underrepresented groups.**

Progress Made – During the year we analysed workforce data to identify underrepresented groups. This prompted us to introduce a new inclusive approach to interviews, with relevant reading materials and pre-interview preparation time now supplied to all candidates with the aim of creating a supportive and equitable recruitment process.

We also took part in a number of events across North Wales, including Disability Confident, What's Next, and Pride to widen access and visibility, promote career opportunities, and share our fire safety messages to people from underrepresented communities.

Our staff promoting fire safety and careers messages during Colwyn Bay, Llangefni, and Wrexham Pride events:



During our Wholetime Firefighter recruitment campaign, we arranged a number of positive action Fire Fit and Experience Days (pictured below), Facebook films, and Social Media Q&A events to promote Fire Fighting career opportunities to people from underrepresented backgrounds.

Prospective candidates attending one of our Community Experience Days - as part of our wholetime Firefighter recruitment campaign:



Our ongoing commitment to fostering an inclusive culture is reflected in the recruitment and progression of our workforce. Over the past year, 10 additional female employees joined the service, and we saw six female colleagues successfully pass our promotion process to move into manager roles.

This progress was further supported by our positive 2024/25 Gender Pay Gap results where the gap in mean hourly pay had narrowed significantly from 9.30% in 2024 to 5.27%.

**Continuously monitor workforce demographic data to identify trends that help us target underrepresented groups in our recruitment efforts and retention of existing staff in our workforce.**

Progress Made – During the year, our 4 Staff EDI Network Groups met regularly to deliver a wide range of EDI awareness campaigns, events, and guidance documents. This included work to celebrate Ramadan, World Religion Day, Race Equality Week, LGBTQ month, Black History Month, International Women's Day, and Windrush Day.

**Provide cognitive screening, targeted support and adjustments to individual employees at every stage of the employee lifecycle, including physical adaptations and flexible working arrangements.**

Progress Made – We have now provided personalised support to 76 members of staff using evidence-based neurodiversity checklists and cognitive screening tools. This work has helped us to implement reasonable adjustments, or workplace needs assessments to help staff flourish in their work and widen access to career progression.

### **What progress have we made this year?**

During 2024/25 the service maintained steady levels of diversity amongst our workforce, with some noticeable increases in the levels of female staff, and staff from ethnic minority backgrounds. This was reflected in the:

- service increasing the ethnic diversity of the workforce from 29 in 2023/24 to 39 in 2024/25
- service observing an increase in the overall number of female employees from 192 in 2023/24 to 202 in 2024/25 across all roles
- service increasing the number of females in Corporate Services roles from 79 in 2023/24 to 81 in 2024/25 respectively
- number of females in Operational roles continuing to increase from 113 in 2023/24 to 121 in 2024/25
- service maintaining an equal split of female and male Principal Officers
- Service observing a slight increase in the number of employees with a disability from 101 in 2023 to 102 in 2024/25



The breakdown overleaf shows how many staff have decided to disclose personal information in 2024/25 based on some key protected characteristics and those who decline to provide an answer. These percentages are based on individual posts which total 949 and reflect strong response rates in these areas.

Protected Characteristic	Answer Provided	Not Known / Not Stated
Disability	96.0%	4.0%
Relationship status	97.8%	2.2%
Race (including ethnicity)	98.8%	1.2%
Religion or belief	91.4%	8.6%
Sexual Orientation	93.7%	6.3%



# Theme 3 – Delivering inclusive services to our community

## Key Objectives Delivered

**Act as visible EDI champions and role models by participating in community events and festivals, supporting awareness campaigns, and contribute to the shaping of the national EDI agenda.**

Progress Made – In 2024/25, 133 schools were visited, with 11,563 fire safety interactions delivered.

A key area of focus was our work to deliver over 20,000 Safe and Well Checks, which uses a risk-based approach to reaching the most vulnerable members of our community (due to age, disability, health, or social isolation) to provide fire safety advice and support.

Staff from our Prevention and Station teams also worked in partnership with a number of local schools (including Ysgol Morgan Llwyd, Ysgol Treffynnon and Ysgol Friars) to deliver our Phoenix Programme – engaging 203 young people who may be struggling behaviourally, socially, or educationally in teamwork, skill-building and fire safety.

Pupils learning new skills on the Phoenix Project:

Our Education staff also worked in collaboration with North Wales Police to deliver the “Olivia’s Story” a powerful road safety campaign to 800 young people.

In addition, they also delivered bespoke education programmes to Occupational Therapists, carers outreach groups, homeless support groups and university students.

Our Prevention and Station teams also attended various events and visited local communities across North Wales (including the STAND North Wales Disability Roadshow; Bangor University Freshers Fair; and The Royal Welsh Show) not only helping to build visibility and connections, but also to promote our fire safety and recruitment messages with harder to reach members of our communities.

As part of our Gypsy, Roma and Traveller (GRT) History Month and Christmas Fire Safety campaigns, our Prevention Team engaged with 42 Travellers, boaters, and boat dwellers along the Llangollen Canal to deliver Safe and Well checks.

Our staff in Bangor University Freshers Fair, the Royal Welsh Show and at Llangollen Canal:



**Engage and consult with our communities in an inclusive manner, seeking diverse perspectives and feedback on our strategic objectives, proposals and plans.**

Progress Made – In 2024, we actively engaged and consulted with community groups, college students, and charities from across North Wales to gather feedback from underrepresented communities on our new Community Risk Management Implementation Plan.

**Provide department-specific training and guidance to ensure that colleagues understand the importance of EDI in their day-to-day roles.**

Progress Made – During the last financial year our frontline staff began accredited autism and ADHD awareness training through Neurodiversity Wales, giving insight into barriers, communication preferences, and inclusion strategies to support members of the public and their colleagues.

A number of staff from across the service also completed training to improve their understanding and confidence in communicating with members of the public or colleagues who have a hearing impairment.

Our Rhyl Station hosted Women in the Fire Service's 'Walk and Talk' events; we promoted Diwali safety advice on our website and through local community groups and multi-cultural hubs; we promoted Lunar New Year fire safety messages with the Chinese and other Asian communities; and arranged for staff to represent the service in the annual Holocaust Memorial Service organised by Bangor University. All these activities help to build visibility and connections within our diverse communities.





# Theme 4 – Develop effective partnerships

## Key Objectives Delivered

**Stay engaged with external benchmarking and relevant organisations to maintain our leadership and best practice standards in EDI.**

Progress Achieved – In March 2025, we enrolled in the accredited Autism Awareness training programme for frontline teams. Over the next financial year, we will ensure staff complete this training, positioning our service to achieve ‘Autism Accepting’ status from Neurodiverse Wales.

We also formed a Disability Confident Task and Finish Group to prepare for reaccreditation from Level 1 to Level 2 during 2025/26. This work will connect us with other public services and employers and enabled us to join the North Wales Disability Confident Network to share best practice and organise joint recruitment events.

**Play an active role in the All-Wales Fire and Rescue EDI group and working in collaboration with the other Fire & Rescue Services across the UK to promote efficiencies and share best practice.**

Progress Made – We have actively attended quarterly All-Wales EDI meetings with other Welsh Fire and Rescue Services, where we shared training content and approaches to Equality Impact Assessments. We also exchanged policies and practices to strengthen collaboration.

Our EDI Officer and colleagues engaged with national forums, including The National Fire Chiefs Council working groups, The Asian Fire Service Association, The North Wales Interfaith Forum, and The Welsh Local Government Association Equality Officers Network. This work not only helped to share information and best practice but also promoted inclusion across the wider sector.

