



Gwasanaeth Tân ac Achub
Canolbarth a Gorllewin Cymru

Mid and West Wales
Fire and Rescue Service

CRMP 2040 DROP-IN-SESSIONS ENGAGEMENT REPORT SUMMARY



www.mawwfrs.gov.uk

This document is also available in English



CRMP ENGAGEMENT STATS

49% WERE FAMILIAR
WITH THE SERVICES
PROVIDED BY
MAWWFRS

PRIMARY RESPONSIBILITIES

21% PREVENTING FIRES AND PROMOTING
PUBLIC SAFETY INITIATIVES

67% FIRES

48% RTCS

IMPORTANT AREAS OF FOCUS

69% RESPONSE
TIMES

28% PREVENTION
INITIATIVES

26% SUPPORT FOR
VULNERABLE
INDIVIDUALS

24% PREPAREDNESS FOR
CLIMATE RELATED
EMERGENCIES

SURVEY

728 RESPONSES

**15% WERE STAFF
RESPONSES**

SOCIAL MEDIA REACH

TOTAL REACH **52,287**

TOTAL IMPRESSIONS **54,627**

TOTAL ENGAGEMENT **2,954**

MAIN CHALLENGES

43% RESPONSE TIMES

24% RECRUITMENT AND RETENTION

12% FUNDING AND BUDGET CUTS

ENGAGEMENT

3,856 WEBSITE VISITS

3,856 WELSH CONSULTATION VIDEO VIEWS

5,083 ENGLISH CONSULTATION VIDEO VIEWS

38 SOCIAL MEDIA POSTS

34 ENGAGEMENT DROP-IN-SESSIONS

35% HAD AN
AWARENESS OF HOW
MAWWFRS IS FUNDED



Reshaping

**Mid and West Wales
Fire and Rescue Service,**

Together





The need for change - Modernising our Fire and Rescue Service.

As well as our front-line service, we know we need to transform many areas of our Service.



Changing nature of risks and emergencies

The communities of mid and west Wales are changing, as are the types of incidents the Service responds to. Attendance at fire related incidents have reduced, which is in part due to a focus on prevention and protection. The impacts of climate change can be seen with an increase in the incidence of wildfires, flooding, and natural disasters attended over the last few years.



Community needs

Between 2011 and 2021 the general population grew by less than 1%.

The number of people living over 65 grew by 18%.

Over the last 5 years MAWWFRS attended 15,209 special service calls and 5,028 medical response calls.

The number of flooding, rescues, and having to protect property from water damage has also increased over the last few years.



Improved safety and prevention

Attendance at deliberate fires has continued to reduce over the last few years.



Improving our organisational culture

MAWWFRS must improve its organisational culture to ensure it operates within the standards expected of a modern-day Fire and Rescue Service.



Reducing our carbon footprint

The Service needs to ensure it works in an environmentally friendly and sustainable way, delivering its part in enabling Wales to achieve Net Zero. MAWWFRS needs to explore alternative fuels for the fleet of appliances and needs to ensure that its buildings are regenerated to minimise their carbon footprint.



Technology

Technological advancements have transformed the capabilities and effectiveness of modern Fire and Rescue Services' and can help to improve the overall effectiveness of the Service and reduce the risks to firefighters and communities.



We asked - methodology

It is recognised that engaging and consulting in line with best practice leads to better outcomes, allowing the experiences of others to be heard, providing valuable insights that can support effective decision making.

The first stage in a wide-ranging engagement process was to consult with key stakeholders to assist in defining any issues or challenges the Service may face in delivering the CRMP 2040.

Between Monday, 28th January 2025 and Thursday, 13 March 2025, a wide-scale public engagement exercise, was conducted via a series of 34 drop-in-sessions, the aim of which was to gather the views of the public, key stakeholders, and staff, on the issues and challenges we are facing as a Fire and Rescue Service. We hosted numerous events through internal and external venues to ensure we capture all areas of the communities we serve across mid and west Wales. Further information can be found within the full engagement survey report.

How were responses analysed?

The questions in the survey were free text and therefore generated detailed responses.

For most questions, a simplified version of Braun and Clarke's '6-step Framework for Thematic Analysis' was used to analyse responses. Responses to each question were read and 'themed' individually. They were then triangulated and initial themes refined and grouped into the high-level themes set against each of the changes outlined in this report.



Key findings from what communities told us:

**728 responses to the survey were received
721 English responses and 7 Welsh responses.**

49%
of respondents were
somewhat familiar with the
services provided by Mid and
West Wales Fire and Rescue
Service.

35%
of respondents were
somewhat aware of how
MAWWFRS is funded.

**The three primary responsibilities for MAWWFRS were
listed as follows by respondents:**

67%
responding
to fires.

48%
responding to road
traffic collisions.

21%
responding to
flooding.



Key themes

Some of the main themes in relation to the **general awareness and perception of MAWWFRS** highlighted by respondents were:

- Community connection and trust.
- Rural safety and emergency response.
- Community engagement and education.
- Evolving role in emergency services.
- Perceptions of service quality.
- General awareness of the services provided.

Some of the main themes in relation to the **funding of MAWWFRS** highlighted by respondents were:

- Financial constraints, including budget cuts.
- Long-term financial sustainability.
- Public awareness and understanding.
- Impact of the cost-of-living crisis.
- Geographical needs.
- Increasing demand for services.

Some of the **primary responsibilities of MAWWFRS** highlighted by respondents were:

- Emergency response being the Service's core function.
- Prevention.
- Medical assistance.
- Complexity of community needs.
- Resources and funding.
- Community engagement and awareness.

Some of the **important areas of focus for MAWWFRS** highlighted by respondents were:

- Response times.
- Prevention and Protection.
- Firefighting technology.
- Community relationships and partnerships.
- Climate change.
- Staff mental health and well-being.



Some of the **main challenges facing MAWWFRS** highlighted by respondents were:

- Staff welfare and mental health and well-being.
- Response times, particularly in rural areas.
- Ageing buildings and the maintenance of them.
- Ageing population.
- Organisational culture.
- Financial constraints.
- Challenges with the recruitment and retention of firefighters, in particular On-Call firefighters.
- Community engagement and support.

Some of the **new and emerging risks that MAWWFRS** should be considering highlighted by respondents were:

- Climate change and environmental concerns, such as the severity of storms with flooding and wildfire incidents.
- Embracing Artificial Intelligence (AI) and modern technology.
- Financial constraints.
- Risks of ignoring the disadvantaged within society.
- Staff welfare, mental health and wellbeing and low morale.
- Electric vehicles and dealing with incidents.
- Ability to deal with bariatric patients.
- Increased attendance at medical calls.
- Cyber security attacks.
- Changing demographic and population challenges, including an ageing population.
- Lithium batteries.
- Adequate training to reflect the role of a modern-day firefighter, in line with new and emerging risks.
- Rural service delivery, such as response times and closing/downgrading of stations.
- Ambulance response times.
- Increased amount of traffic and the maintenance of road infrastructures.
- Cost of living crisis.
- Ageing buildings, including student accommodation.
- Wholtime shift pattern changes.
- Criminal activity, such as arson.



Some of the **community vulnerabilities that MAWWFRS** should be considering highlighted by respondents were:

- Preventative measures and risk management.
- Focus on vulnerable populations.
- Response times in rural areas.
- Importance of community engagement and partnership working such as having close working relationships with social services.
- Fire safety education to keep people safe.
- Bariatric patients.
- Reduction in hospital services and a lack of available Ambulances.
- Time taken to respond on rural roads with large vehicles.
- Trips and falls with elderly residents with an ageing population.
- Grass and woodland fires affecting rural homes.
- Flooding.
- Hoarding.
- Increase in suicides.
- Seasonal influx in visitors and increased traffic.
- Engaging clearly with the public when there may be issues such as disabilities, hard of hearing, learning difficulties or those where English is their second language.
- Mental health and community well-being.
- Road safety.
- Recruitment and retention challenges.



Additional comments and feedback

(The responses below appear exactly as they were written by the respondents)

Feedback received from respondents was generally positive, recognising the good work the Service does.

- *The fire brigade is a wonderful and absolutely essential service. Thank you for everything you do.*
- *Thank you for all your help.*
- *Keep up all your hard work.*
- *Mid and West Wales firefighters are a well-trained and highly professional organisation. They give a second to none service.*
- *Become more visible regarding the good work of the service. Can't remember the last time I heard a good news story regarding the service.*
- *From my experience, we (the public) enjoy an excellent service.*
- *I'm extremely grateful for the services provided to our community and would like to thank you for your dedication.*

A large volume of responses received stated there should be no loss to any Service provision, such as the downgrading of Stations or Station closures, particularly in rural areas. Emphasising the need for all Stations across the Service area to be equipped to deal with all types of incidents.

- *Each station should be able to attend any incident not just a specific incident.*
- *It is vital that local stations remain in place. We need to keep response times to a minimum and provision of these essential services need to be delivered quickly and locally.*
- *Please train all retained stations to the same level they are currently. It would be absolutely ridiculous to wait for an hour for a fire engine to turn up in an emergency.*
- *Don't close any fire stations especially in rural areas where response time could be crucial.*
- *I would not like to see a diminishing of the service they provide.*
- *It is absolutely vital the rural stations are funded, embraced and supported.*
- *Local resources are key in firefighting and prevention.*



Respondents also acknowledged the challenges of recruiting and retaining On-Call firefighters, together with the training requirements and the commitment needed to undertake the role of an On-Call firefighter.

- *Recruiting more fire fighters to keep stations available 24/7.*
- *To focus on recruitment.*
- *Improve the recruitment system.*
- *More support required from service in recruiting new retained ffs and ensuring those in service can continue to serve.*
- *Focus on training.*
- *Thorough training given for things like electric vehicles, Petrochemicals, marine firefighting.*
- *More incentives for encouraging retained staff to stay in the service. - Money and benefits.*
- *Peripatetic firefighters to support on call fire stations.*
- *The school education and awareness programmes were acknowledged as being beneficial to communities.*
- *The initiative of going into schools to educate children on how to be safe and savvy is very good.*
- *More access to fire safety training to responsible persons at community premises.*
- *More awareness programs.*



Lessons Learned

The Service recognises that engaging and consulting in line with best practice leads to better outcomes, as it allows the experiences of others to be heard, providing valuable insights that can support effective decision making.

Listening to the views of staff, communities, partner organisations, trade unions, elected members and people across mid and west Wales is extremely important.

MAWWFRS will therefore continue to ensure that the views of all stakeholders are fully considered in helping to re-shape Mid and West Wales Fire and Rescue Service, together, by ensuring that staff, communities, partners organisations, trade unions and elected members have a clear understanding of the risks and priorities to ensure MAWWFRS continues to deliver the best possible service for the communities of mid and west Wales.

A high level of engagement was achieved at public libraries, leisure centers and universities. These venues will be considered for all future engagement events to engage with as many stakeholders as possible.



Next Steps

Scoping

The following suggested next steps are planned as part of the appraisal of options, which involves a process of scoping. Scoping involves the process of engaging interested parties to discuss how the issues highlighted within this paper that need resolving should be tackled, and what ideas and suggestions they have.

Information and details from the issues paper will be scrutinised and an informed decision will be made regarding whether the solutions to the issues are for public consultation or for determination within the Constitution. Only issues that are for public consultation will be put forward to stage 3, the balanced rooms. The process of scoping is important to assist the public in understanding where and when they can have influence within the decision-making process.

Balanced rooms

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Information and details from the issues paper will be scrutinised and an informed decision will be made regarding whether the solutions to the issues are for public consultation or for determination within the Constitution. Only issues that are for public consultation will be put forward to stage 3, the balanced rooms. The process of scoping is important to assist the public in understanding where and when they can have influence within the decision-making process.





Thank you

MAWWFRS is extremely grateful to all those who took the time and effort to provide their views on how it can improve as a Fire and Rescue Service and will continue to review its engagement methods to ensure it continues to communicate with stakeholders in a meaningful and effective manner.

We would like to thank everyone who took the time to provide us with their valued feedback, whether that was by completing the online questionnaire, writing to us, attending one of our live webinars or engaging with us on our social media platforms. Further information on our consultation response can be found in our engagement survey report.

We welcome your comments and suggestions and encourage you to provide us with your views on how we can improve the service we provide to the communities of mid and west Wales. Please get in touch by emailing crmp@mawwfire.gov.uk



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Mid and West Wales
Fire and Rescue Service



Addasu

Gwasanaeth Tân ac Achub
Canolbarth a Gorllewin Cymru,
Gyda'n Gilydd

Reshaping

Mid and West Wales
Fire and Rescue Service,
Together

EIN GWLEDIGAETH

Mid and West Wales Fire and Rescue Service

OUR VISION

To deliver the best possible service for the communities of Mid and West Wales

#MIDWEST #FIREANDRESCUE

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EIN GWELEDIGAETH

I ddarparu'r gwasanaeth gorau posibl i
gymunedau Canolbarth a Gorllewin Cymru.

OUR VISION

To deliver the best possible service for
the communities of Mid and West Wales.

#EichGTACGC

#YourMAWWFRS



CRMP 2040 DROP-IN-SESSIONS ENGAGEMENT REPORT SUMMARY

HOFFI DILYN RHANNU



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Our Safety
Messages

