CASE STUDY

Scottish Fire and Rescue Service DDaT Strategy Case Study

Engagement

The Scottish Fire and Rescue Service (SFRS) recognised that the evolving digital, data and technology (DDaT) landscape, shaped by emerging technologies and changing public expectations, created new opportunities to strengthen community safety and organisational resilience.

SFRS engaged Agile to support the development of its DDaT Strategy to build on the Service's strong digital foundations and evolve its capabilities. SFRS needed to deliver its own Long-Term Vision and achieve contemporary best practice in public service transformation by utilising AI and automation. It also needed to respond to national priorities, including the Fire Framework for Scotland, and the NFCC's Digital, Data and Technology Roadmap.

Challenge

The key challenge was not one of remediation but of optimisation, to fully realise the benefits of past investments and embrace new possibilities. Key areas for strategic focus included:

▲ Creating a more connected data landscape, where insight flows seamlessly across systems and teams.

▲ Enhancing data literacy and digital confidence to support innovation and evidence-based decision-making.

▲ Adapting governance structures to reflect the increased role of AI, predictive analytics and cloud infrastructure.

▲ Improving accessibility to real-time and mobile data for operational teams.

▲ Aligning SFRS systems and policies with national digital standards and ethical frameworks.

Activity

Using the Agile Information Management (AIM) maturity framework we assessed current capabilities across six foundational areas: governance, insight, literacy, platforms, collaboration and compliance.

▲ A series of cross functional, multi-disciplinary workshops

▲ Individual, deep-dive interviews with subject matter experts

▲ A current state and maturity assessment

The discovery work emphasised collaborative design and organisational alignment, ensuring that the resulting strategy would be shaped by operational realities and opportunities, not just technical ambition.

Results

The assessment report outlined the priorities and actions required for SFRS's DDaT services. to continue to be responsive, effective and aligned with the needs of a modern, high-performing fire and rescue service.

Key outputs of the report:

▲ A clear articulation of future priorities across data governance, literacy, analytics, platforms and digital leadership.

▲ Shared themes across the organisation including a desire for more accessible, real-time, high-quality data to support operational response, strategic planning and community risk modelling.

▲ Early identification of initiatives to explore ethical AI, predictive analytics, cloud optimisation and structured innovation pipelines.

▲ Reinforced commitment to embedding DDaT principles across every role and function—not just specialist teams.

Outcomes

The final output of the engagement was a comprehensive, co-designed DDaT providing SFRS with a structred, actionable roadmap grounded in national policy, good practice and the voices of its own people.

▲ Clarity on the most valuable areas for digital and data enhancement, mapped to strategic and regulatory goals.

▲ Strong cross-functional alignment on the next phase of investment in platforms, analytics, and skills.

▲ A blueprint for embedding data-driven thinking in operational, preventative and organisational planning

▲ Real-time data capabilities for front-line and control-room decision-making.

▲ An organisation-wide uplift in digital literacy and competence.

▲ Streamlined processes and systems that reduce duplication and enhance value.

▲ Increased agility to respond to emerging technologies and risks.

At its core, the DDaT strategy is about making better use of what SFRS already had; great people, platforms and partnerships, while being ready to embrace new capabilities that enhance operational effectiveness, service to the public and organisational sustainability.

This positions SFRS to be a modern, connected and insight-led public safety organisation.

Contact us to find out more about how we can unlock the power of your data

Agile ▲