The Review of the UK's Product Recall System

Andy Fry
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The Scale of the Problem

Fire Statistics Great Britain 2013/14:

- 35,019 Accidental Dwelling Fires
  - 8,273 caused by faults

- 8,536 Accidental Vehicle Fires
  - 4,321 caused by faults

- Also CO poisoning

Challenges – It's a complex problem!

- Persuading people to register
- Products are not always easy for public to identify, e.g. furniture
- Counterfeit goods and low quality imports
- Internet trade makes tracking more difficult
- Limited reach of advertising campaigns
- Second hand products
- Fire investigators not always able to identify specific causes – particularly where fire damage is significant
- Don't know about many fault-related fires

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Action

- Central Co-ordination
- Preventing the need to recall in the first place - robust safety standards and inspection regimes to prevent dangerous products going to market
- Well-informed and empowered businesses and consumers
- Improved market surveillance
- Improved information sharing across agencies
- 'Convenient' and trustworthy arrangements for product registration
- Sustainable solutions for funding new arrangements
- Companies taking greater responsibility, and receiving harsher penalties if they fail to act swiftly
- Making use of social media to gather intelligence and spread messages through networks of consumer champions
- Fire Services encouraging consumers to register products, and promote recalls lists

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