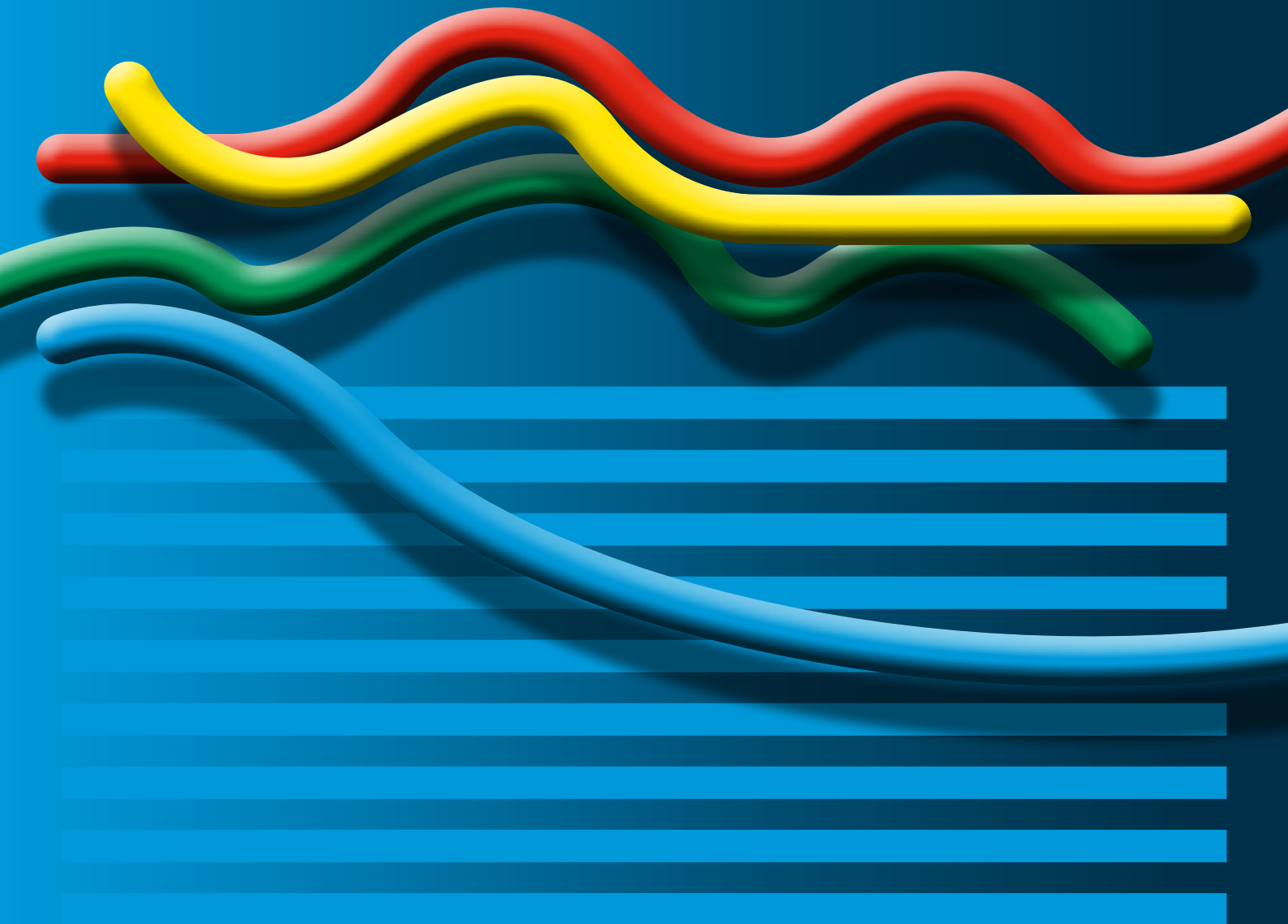


ANNUAL REPORT

FIRST FOR ELECTRICAL
SAFETY ADVICE

2018-19

Electrical 
Safety First
The UK's electrical safety experts



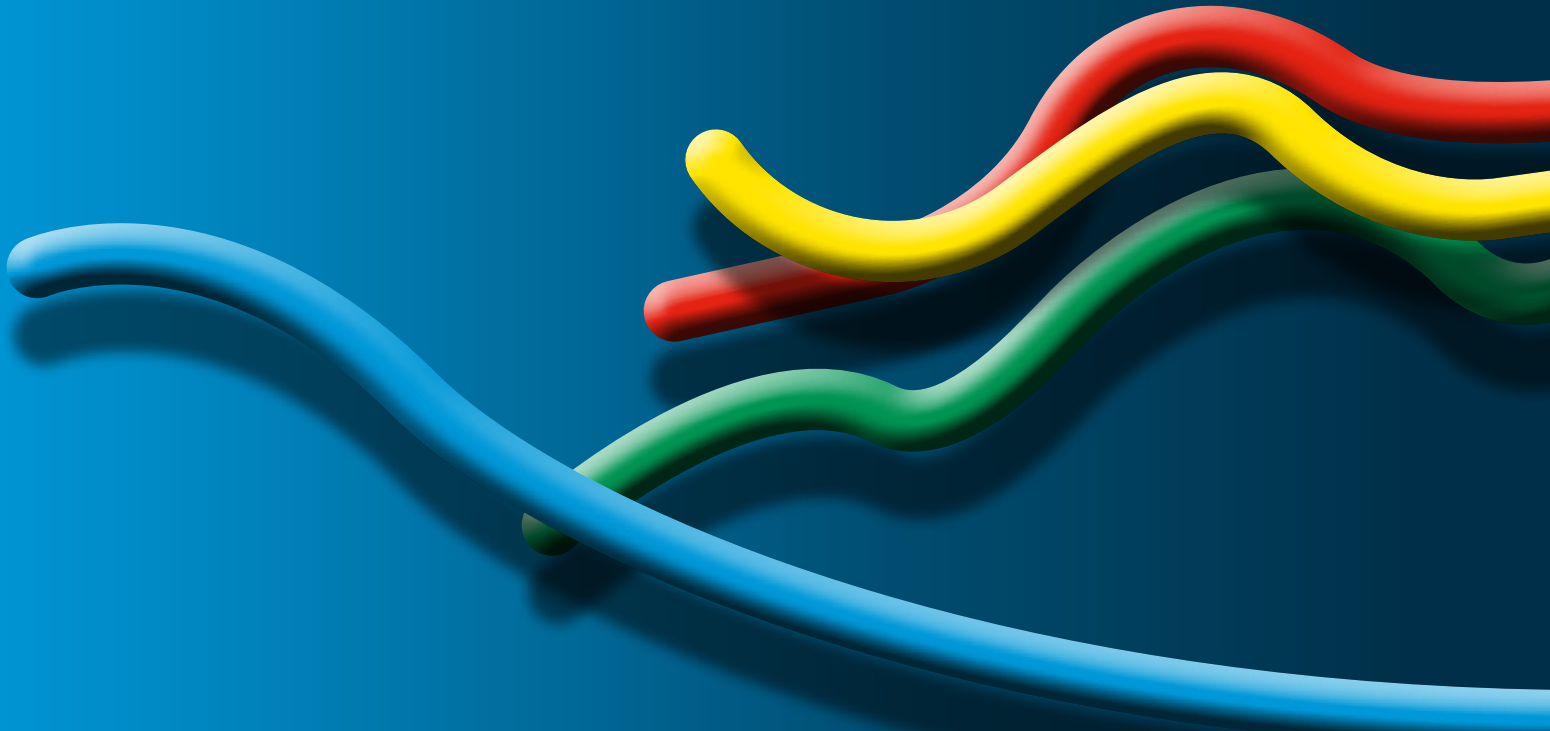
About Us

Electrical Safety First is the UK charity dedicated to reducing deaths and injuries caused by electrical accidents. Our aim is to ensure everyone in the UK can use electricity safely.

We campaign on behalf of consumers and electrical trade professionals to improve safety regulation and make sure that safety messages are appropriate, up to date and well communicated.

We provide expert information and advice to help people protect themselves from faulty, damaged, sub-standard and poorly maintained electrical installations and appliances.

We are recognised by government and industry as the leading campaigning charity and technical authority on electrical safety.



Chair's Introduction

Having served as a Trustee of Electrical Safety First since 2012, it is a privilege to have taken on the role of Chair. I would like to thank Anne Ferguson who handed the role over to me and who continues to play a valuable role on the Board of Trustees.

The Board's ongoing review of the Charity's strategy ensures that it is relevant to the electrical safety issues that consumers are facing. This year we set clear targets and priorities against the strategy that will make it easier to measure and evaluate the impact of our activity and ensure that we are continuing to deliver the Charity's priorities.

As ever, all of our campaigning activity is underlined by robust evidence, whether that is from Government data, our own in-depth research projects or our consumer behaviour surveys. This enables us to target our work more specifically at audiences and geographical areas that are more likely to be at risk of specific electrical hazards.



I would like to extend my thanks to Phil Buckle who, after 12 years with the Charity, ten of them as Chief Executive, will be retiring in September. During this time, he has completely transformed the Charity, creating the campaigning consumer champion that it is today. He led us through our successful rebrand in 2014 and, most recently, has played a major role in the achievement of our key lobbying ask – the introduction of five-yearly electrical checks in the private rented sector in Scotland, and a commitment for the same to be introduced in England and Wales.

My thanks also go to our three longest serving Trustees, David Dossett, Charles Tanswell and Bryn Walker, who are retiring this year after 54 years of exceptional service between them. You can find out more about their contributions to the Charity on page 6.

I am pleased that the Charity remains in a strong financial position to enable it to continue its work and I look forward to working with the Trustees and the whole of the Electrical Safety First team in the year ahead.

Alison Parkes
Chair

Chief Executive's Introduction

The past year has seen the ongoing Brexit negotiations dominate the political and news agendas. This undoubtedly has had an impact on our campaigning activity, as the traditional media has been focussed on events at Westminster and in Brussels. That said, Brexit has given us the opportunity to look at new ways of reaching consumers with our campaign messaging.



We believe it is essential that current EU legislation surrounding safety standards on electrical products, as well as consumer protection rights, are mirrored in UK law to ensure that consumers are protected from the risk of sub-standard or counterfeit products. The UK will need to take on much greater responsibility surrounding the enforcement and checks on imported goods in order to assess compliance with new customs controls, so it is vital that enforcement bodies, such as Trading Standards, are adequately resourced in order to be as effective as possible as we depart from the EU.

During the year we have continued to share safety messaging with consumers through our awareness campaigns which encourage behaviour change and

the safe use of electrical installations and electrical products. As well as our traditional campaigns, which have secured strong broadcast, print and online coverage, we have looked at innovative ways of reaching wider audiences, including a stunt staged at the University of Birmingham where safety messages were projected onto the walls of the Halls of Residence. Embracing new technology, we have added information about product recalls to popular "virtual assistant" Alexa.

We worked in partnership with high-profile brands in order to reach wider audiences. We worked with Beko on a digital campaign to promote product registration and have been developing a microsite with Dixons Carphone, again to encourage consumers to register electrical products, that will be launched in 2019.

We have also worked with the BBC's heavyweight consumer champion *Watchdog* on an investigation into substandard chargers, appearing on screen as the expert voice.

WE WERE PLEASED TO SEE THE PUBLICATION OF A COMPREHENSIVE STRATEGY FROM THE OFFICE FOR PRODUCT SAFETY AND STANDARDS (OPSS), AIMED AT SUPPORTING BUSINESS AND, MORE IMPORTANTLY, PROTECTING THE CONSUMER.

AS A CONSEQUENCE OF BREXIT WE HAVE MADE IT CLEAR THAT AS THE UNITED KINGDOM MOVES CLOSER TO ITS WITHDRAWAL FROM THE EUROPEAN UNION, CONSUMER SAFETY MUST BE MADE A PRIORITY.

As well as targeting consumers, we have had an influence on leading e-commerce sites. Our campaign highlighted the number of dangerous electrical products that were on sale via online marketplaces. In June, four major marketplaces signed a new 'Product Safety Pledge', ensuring that dangerous products would be removed from their websites within days of notification. We will continue to lobby for more to be done to strengthen policy surrounding online sales.

Despite politicians' understandable focus on Brexit, we have seen some significant success in our key lobbying issues, particularly at Westminster and in the Welsh Assembly.

We were delighted that the Government finally recognised the importance of regular electrical checks in the private rented sector (PRS), protecting both tenants and landlords, with the announcement in July that mandatory five-yearly checks will be introduced in England's PRS. Electrical Safety First has led the charge for this to be made a legal requirement for UK homes and successfully lobbied for these to be introduced in the PRS in Scotland - with Wales and Northern Ireland set to follow suit. Our campaign for the introduction of these checks has been supported by 71% of MPs from all parties.

Also in July, the Welsh Government published a report that identified a rise in domestic electrical distribution fires and gave recommendations for ways in which the Charity can work with the Government and Fire and Rescue Services in Wales in order to help reduce these fires. We were pleased to see this commitment from the Welsh Government, particularly with its emphasis on improved data collection, and will be issuing our response to the report during 2019.

In August we were pleased to see the publication of a comprehensive strategy from the Office for Product Safety and Standards (OPSS), aimed at supporting business and, more importantly, protecting the consumer. In this strategy they stated a commitment to the establishment of effective partnerships which was evidenced in September when we co-hosted a major seminar with OPSS, focusing on the new Code of Practice for product recalls (PAS 7100). We look forward to continued collaboration with OPSS.

November 2018 saw the tenth anniversary of our annual Product Safety Conference. The conference was established as we believe that electrical safety in the 21st century has to be a collaborative affair. Helping the industry to stay up-to-date with legislative changes, product innovation and risk prevention ultimately helps to ensure better protection for consumers. This year we looked at how consumer electrical product safety has changed over the last decade and what safety innovations and emerging risks are likely to be a priority in the decade ahead.

This will be the last time that I introduce the Charity's annual report as in September I will be retiring after 10 years in the role of Chief Executive. I would like to thank everybody who has contributed to the Charity's success over those years and wish my successor the very best in continuing to lead the talented and dedicated team at Electrical Safety First towards improving electrical safety for everybody.

Finally, I would like to extend my thanks to the team at Certsure LLP and to our Chair and the Board of Trustees for their support and guidance.

Phil Buckle
Chief Executive

Thank You

This year three of our Trustees are standing down, having served on the Board for a collective 54 years. We would like to extend our thanks to them for all they have done to support the Charity, both as Board members and during their tenures as Chair of the Charity. Our Trustees play an important role in driving the success of the Charity and we are extremely grateful to David, Charles and Bryn for the contribution they have made.



David Dossett chair: 2007-2008

David served as the Chair of the Electrical Safety Council from 2007-2008, having joined the Board of Trustees in 2000. Under his tenure, the Charity made excellent progress in raising its profile in the media, which also resulted in a significant increase in website visitors. During 2008, our first national advertising campaign was approved, with safety messages appearing on television and in print. We also achieved the Investors in People Award for the first time, reflecting on the dedication and commitment of the whole team. David also oversaw the development of the NICEIC Group Strategy, which saw further separation of the Charity and NICEIC Group. In latter years he served on the Certsure management Board and as a Pension Trustee, including a short spell as Chair.

David commented *"I am delighted that the Charity has continued to raise and broaden its profile in recent years and is now the go to place for advice and expertise on electrical safety issues"*.



Charles Tanswell chair: 2011-13

Charles became a Trustee in 2001 and was the Charity's Chair for two years, from 2011-13. The biggest development during this period was the launch of Certsure in March 2013. This joint venture between the Electrical Safety Council and the Electrical Contractors' Association (ECA) brought together NICEIC, ELECSA and ECA Certification. This new partnership would benefit the Charity by increasing its funding and also enabling us to reach more people with campaigning activity.

In light of this new venture, Charles also led the Board of Trustees in a comprehensive review of the Charity's governance structure, making sure it remained fit for purpose.

Charles said *"It has been interesting and challenging to serve as a Trustee of the charity for the past 18 years. During that time we have developed and established Electrical Safety First as the foremost safety organisation campaigning on behalf of all users of electricity and electrical products in the UK."*



Bryn Walker chair: 2013-2017

Bryn joined the Board of Trustees in 2002 and served as Chair from 2013-17, extending his initial two year tenure when his successor had to stand down for health reasons.

In Bryn's first year as Chair, the Charity rebranded as Electrical Safety First, to better reflect its consumer-facing focus. As a part of the process, he led a review of our strategy to make sure that it was relevant to this greater emphasis on campaigning activity. The newly developed five-year strategy looked to engage new partners to increase our income streams, helping to create a sustainable environment in which the Charity can operate. In order to achieve this objective, the Charity has subsequently developed a range of fee-earning consultancy product safety services. Bryn was also the driving force behind the development of our product safety expertise, through his role as the Chair of the Electrical Safety of Products (ESOP) working group.

Bryn said: *"For me it was a pleasure serving the Charity for 17 years and being able to use my knowledge and experience to help address the challenges to ensure the safe use of electricity in the home. The electrical installation and consumer product industries have their characters, who in the past have shaped the regulations and standards. Working with or alongside those individuals will give me lasting memories"*.

Working with the Media

Electrical Safety First runs media campaigns throughout the year, aimed at increasing awareness of electrical safety risks and encouraging behaviour change. The campaigns focus on priority issues identified through consumer research and Government data.

DURING

2018
2019

WE RAN SIX MAJOR PIECES OF MEDIA ACTIVITY, SUPPORTED BY REACTIVE STATEMENTS AND COMMENTS.

15

WE USED CONSUMER RESEARCH TO GAUGE THE NUMBER OF ELECTRICAL APPLIANCES IN UK HOMES, WITH THE AVERAGE BEING 15.

This year the Charity changed the way that it gauges consumer attitudes and awareness and instead of running an annual consumer survey, we started to work with YouGov to analyse the effectiveness of our campaigning activity by running more regular questions on our key campaigning issues. The results will give a clearer idea of the effectiveness of our activity.

Each consumer-facing campaign is also supported with specific research that can target niche audiences, for example students, and give detailed regional data to help identify the areas that are more likely to be at risk of electrical hazards.

During 2018-19 we ran six major pieces of media activity, supported by reactive statements and comments. In July we welcomed the announcement of the introduction of five-yearly electrical checks in privately rented homes, supported the strategy for product safety launched by the Office for Product Safety and Standards (OPSS) in August and expressed concerns for consumer safety standards in post-Brexit Britain.

Highlights of our campaigning activity included:

World Anti-Counterfeiting Day (June)

We monitored three of the UK's biggest e-commerce sites, Amazon Marketplace, eBay and Fruugo, identifying electrical products for sale that were visibly dangerous to consumers, including counterfeit, sub-standard and recalled items. Consumer research revealed that the British public has a high level of trust in these platforms, despite one in three who have bought electrical items from them saying that they received a counterfeit or sub-standard product. The campaign's call to action was for better regulation of e-commerce sites.

As a result of the campaign, the dangerous goods that we identified were removed from sale and Amazon has introduced 'Project Zero', an initiative that enables brands to remove counterfeit copies from the site.

Students (September/October)

To coincide with Fresher's Week, we looked at the risk of electrical fires in student accommodation. Home Office figures showed that over a five-year period, over 900 accidental electrical fires were recorded in halls of residence, with 80% caused by the misuse of equipment or appliances and the majority occurring in the kitchen. As well as generating national broadcast, print and online coverage, we produced press releases with regional data which generated over 170 clippings via the Press Association's newswire.

Real engagement with the student population was crucial to this campaign. So we also undertook a marketing stunt in collaboration with the University of Birmingham, identified as a high risk hotspot for electrical fires, to highlight the dangers posed by electrical fires in halls directly to the student population. We produced projections that lit up the sides of halls of residence on campus after dark with students engaging by taking pictures and videos and asking questions as they walked past the various projections on site.

IN THE FIRST THREE MONTHS OF 2019, WE HAVE SEEN A 5% INCREASE IN THE NUMBER OF WEBSITE PAGES VISITED PER SESSION AND A 4% INCREASE IN THE DURATION OF EACH VISIT TO THE SITE.

Product Recalls and Registrations

As part of an ongoing campaign to encourage people to register their electrical products, we used consumer research to gauge the number of electrical appliances in UK homes, with the average being 15. A follow up question revealed that around two thirds of these products were not registered with the manufacturer. Our story was strengthened by two case studies which added a human interest angle to the campaign.

Maxine Smith, a 56-year-old from Ellesmere Port, explained how her recalled and unregistered tumble dryer decimated her kitchen a few days before Christmas. Meanwhile Angela Westbrook from Lincoln shared the story of how her smoke detector raised the alarm as she encountered flames shooting out of her dishwasher. Both electrical appliances had been recalled and neither was registered. These stories brought to life the risk of unregistered electrical items in the home, underlining our call to action and also securing coverage on prominent national BBC news programmes *BBC Breakfast* and *Victoria Derbyshire*, which have combined weekly viewing figures of over 10 million people.

Electrical Safety First Online

When the Charity rebranded as Electrical Safety First in 2014, it launched a new website to reflect its status as a consumer campaigning organisation, prioritising key issues including product recalls and registration, how to find a registered electrician and consumer guidance on safety around the home.

In the four years since its launch, the site has grown exponentially, with the addition of product safety content and high-profile media stories driving traffic to the product recall section of the site. So, in 2018 user testing was carried out to identify any issues with the site's current structure and it was then refreshed to improve the user's experience with clearer navigation and onward journeys, which should lead to an increase in the time users spent on the site and the number of page visits per session. This will ultimately make the site relevant and accessible to more audiences.

Traffic from Search Engine Optimisation increased 12% compared to 2018, with website goals, including clicks through to find a registered electrician, to register a product and to sign up for e-newsletters, increasing by 30%.

500,000

VIEWS OF SOME SHORT VIDEOS THAT GAVE HOUSEHOLD OBJECTS A VOICE WITH “REAL LIFE DOODLES”



Digital Campaigns

In October, we launched a new interactive tool, promoted on Facebook as part of our campaigning activity to target students. Users were invited to ask “How Can It Kill Me?”, allowing them to ask about the lethal potential of fun subjects ranging from a hangover to Rhianna, as well as prompting more serious questions around electrical hazards, enabling us to offer simple safety tips.

Within a week, over 8,000 people had searched over 42,000 times.

<https://howcanitkill.me/question>

The game has now been added to Alexa in order to test its suitability as a platform for sharing messages – with a view to adding product recall and travel adaptor information over the next few months.

We produced some festive content for the Christmas season. A quiz helped people to identify their “Christmas personality” with safety tips included in the results. The most popular were the Festive Chef, with advice around avoiding kitchen fires, and the Christmas angel, with messages about making everything from the tree to yourself look perfect without taking any risks.

We also shared some short videos that gave household objects a voice, with “real life doodles” demonstrating the pressure they might be under over Christmas – from overloaded sockets to overheating ovens. These were very successful with nearly 500,000 plays across Facebook and YouTube, and 1,143 engagements (reactions, comments and shares).

42,000

PEOPLE HAD SEARCHED OVER **42,000** TIMES WITHIN A WEEK



Website statistics 2018-19

3,290,900

TOTAL WEBSITE VISITS (UP 17.89% ON PREVIOUS YEAR)

BEST PERFORMING CONSUMER PAGES:

1. WATTS TO AMPS CALCULATOR

368,095

(7.92% of total traffic)

2. AMPS TO WATTS CALCULATOR

246,857

(5.31%)

3. HOME APPLIANCES RATINGS

83,567

(1.80%)

4. RCDS EXPLAINED

82,133

(1.77%)

5. PLUGS AND FUSES

70,672

(1.52%)

4,648,121

PAGE VIEWS (UP 8.37%)

SITES FOR CHILDREN:

Our **SWITCHED ON KIDS** site for primary age children had **103,495** visitors, **771,483** page views and **43,179** downloads of lesson plans, posters and safety information for parents and teachers.

TWOTHIRTY VOLTS, for teenagers, had **15,882** visitors, **77,342** page views and **5,344** downloads.

2,821,487

UNIQUE VISITORS
(UP 19.83% ON
PREVIOUS YEAR)

BEST PERFORMING TECHNICAL PAGES:

1. BEST PRACTICE GUIDES

40,650

(0.87% of total traffic)

2. WIRING REGULATIONS, NEW,
REWIRED AND SIMILAR
INSTALLATIONS

23,705

(0.48%)

3. WIRE REGULATIONS
HOME PAGE

22,301

(0.48%)

4. WIRING REGULATIONS –
INSPECTION, TESTING,
CERTIFICATION AND
REPORTING

11,955

(0.26%)

5. SMART METERS

9,955

(0.21%)

MOST POPULAR DOWNLOADS:

1. BEST PRACTICE GUIDES (1-9)

54,570

2. LANDLORDS' GUIDE ENGLAND
AND WALES

6,162

3. GUIDANCE ON MINIMUM
PROVISION SOCKETS

2,818

4. LANDLORDS' INTERIM
CHECKLIST

2,041

5. LANDLORDS' GUIDE
SCOTLAND

1,179

Social Media



18,266

LIKES (UP FROM 17,122)



19,584

FOLLOWERS (UP FROM 16,134)



871

FOLLOWERS (UP FROM 471)

Working in Partnership

Improving the effectiveness of electrical continues to be a priority for Electrical just a 10-20% response rate to recall not a quarter of UK adults saying that they new electrical products, we worked with and retailers to increase awareness of product registration.

"OUR NAN KNOWS BEST" VIDEO HAD BEEN WATCHED

1,729,457

TIMES WITHIN TWO MONTHS

al product recalls
Safety First. With
otices, and only
always register
th manufacturers
the importance of

REGISTER A PRODUCT IN

97
SECONDS

Nan Knows Best

We worked with Beko on a digital campaign focusing on the Greater Manchester area, which had the highest number of fires caused by electrical appliances per 10,000 people during 2017-18. In the campaign video, a deceptively sweet looking Granny used some rather colourful language to offer simple safety tips that will help to avoid electrical fires and also stress the importance of product registration. The full film along with several cut-down versions was promoted across social media, targeting people on lower incomes and who were living in more densely populated areas. Within the first two months, the videos had been watched 1,729,457 times, with 11,294 engagements with the content (reactions, comments and shares).

Done in 97 Seconds

We have been working with Dixons Carphone on the development of a new microsite, and promotional videos, that will highlight how quickly you can register a product and urge people to take the “97 seconds” needed in order to do so. The videos

include a series of challenges, from assembling flat pack furniture to eating a plate full of burgers, as well as awkward situations that can escalate within 97 seconds, including the realisation that you have definitely booked the wrong gym class! These will be promoted during 2018-19 across social media.

www.donein97seconds.com

Office for Product Safety and Standards (OPSS)

We promoted the PAS 7100, a code of practice on product recalls for manufacturers and regulators, which is available as a free download to small and medium sized businesses. This was done through a blog post on the Electrical Safety First website and articles in the electrical trade press, as well as through banner advertising across the Product Recall, Guidance and Electrical Professional sections of the site.

Working with Government and Politicians

In an uncertain political climate, with Brexit negotiations continuing to dominate, we have still seen major success and progress in some of the Charity's key lobbying issues.

Westminster

The UK Government made two important announcements in July 2018 and February 2019. They will bring forward regulations for mandatory **five-yearly electrical safety checks** in privately rented homes in England, a major lobbying win for the Charity after years of campaigning on the issue. The legislation will protect tenants who live in the private rented sector from electrical accidents, fires and incidents and give them the confidence that their homes are safer. The next steps are to work with the UK Government on an implementation plan for England and to develop guidance for tenants and landlords on their respective responsibilities and rights.

The Charity is responsible for the administration of the **All Party Parliamentary Group on Home Electrical Safety**, which is Chaired by the MP for Swansea East, Carolyn Harris. The group has gone from strength to strength and includes stakeholders from a variety of backgrounds including the Fire Service, consumer groups and Trading Standards. This year the group has focused on online sales and regulation of electrical goods. The group will continue to discuss the merits of increased regulation in order to collectively address this problem and engage with the Government on the potential for new legislation around online sales.



AS PART OF OUR LOBBYING ON OUR KEY POLICY ISSUES WE ENGAGED WITH AROUND 60 POLITICIANS AND HAD 31 MENTIONS ACROSS THE UK AND DEVOLVED PARLIAMENTS.

Wales

The Welsh Government published its review of electrical fires in Wales. We are developing a response to this working with our partners South Wales Fire Service and Care and Repair Cymru, to come up with potential solutions as to how the Government in Wales should be tackling the issues, particularly for those people who are most at risk of electrical fires and other safety issues.

Scotland

We maintained the momentum for our **Inequality Street** campaign, which aims to achieve a common electrical safety housing standard in Scotland. During 2018-19, the campaign focused on highlighting the disparity in electrical safety laws between the social and private rented sectors, with private tenants currently having better protection. Our aim is to achieve legislative change to extend electrical safety checks to the social rented sector.

We participated in two working groups which ensured our other key policy areas were promoted to the Scottish Government and amongst MSPs. The government-led **Electricians Working Group** was convened to explore the challenges of ensuring the safety of electrical installations and to consider options for the regulation of electricians in Scotland. Our involvement focused on maintaining the highest levels of protection and choice for consumers, and we will continue to make this case as proposals are developed by policy makers.

Our expertise was also sought by the **White Goods Working Group** which was set up by the Scottish Fire and Rescue Service (SFRS) to develop a multi-stakeholder campaign to reduce the number and the impact of White Goods fires in Scottish homes. Working with partners including the Scottish Government, Safer Communities and Trading Standards Scotland, the campaign allowed us to promote the importance of registering electrical products to Scottish consumers. We successfully secured the continuation of the group to look at emerging electrical fire issues in the home and will commission new research to examine the economic impact of electrical house fires to support this work.

The SFRS campaign potentially reached:

OVER

620,000

PEOPLE THROUGH A FACEBOOK POSTER CAMPAIGN

OVER

200,000

PEOPLE WITH AN ONLINE VIDEO, PLAYED MORE THAN 70,000 TIMES

11.5 MILLION

PEOPLE THROUGH TV ADVERTISING

We exhibited at the main **political party conferences** and held events and meetings in the Scottish Parliament which allowed us to engage with over 60 elected members on policy issues ranging from older people's safety to issues with product recalls and counterfeit electrical goods.

Northern Ireland

During 2018-19, there remained no devolved government in Northern Ireland which had a significant impact on our policy work. However, we continued to seek opportunities to promote our campaigns to improve housing standards and protect the most vulnerable from electrical accidents in the home.

We exhibited at the Alliance, DUP and Sinn Fein party conferences which allowed us to interact with elected members, as well as provide opportunities for our intern to develop his skills and interests.

We prepared our first piece of research in Northern Ireland which examines the impact of poor electrical safety on vulnerable people in the home. It has produced a range of recommendations to pursue with policy makers when devolution is restored.

Technical Excellence

Our technical team represents consumer interests on standards-setting committees responsible for British, European and international standards, including the committee responsible for the IET Wiring Regulations. We also work in partnership with industry, government and others to facilitate, influence, educate and share best practice to help ensure the safety of electrical products.

Screening

Travel adaptors – testing was carried out to check against compliance to standard BS 8546. Any safety failures were followed up with the relevant brands. Our intention is to carry out a larger scale project in 2019.

Rock salt lamps – we carried out checks to assess the effects of absorbing moisture from air and the risk of electric shock – results proved inconclusive so we will be revisiting to carry out more stringent and longer-term testing.

Following the success of our **plug checker**, we have developed a 3D version that provides a more robust assessment of UK plug compliance to the standard. We will now move from the prototype to a marketable product.

Standards

We participate in a variety of BSI standards committees on product and installation safety. We have been influential in advocating change to the standard for refrigeration products which will improve resistance to fire – to achieve this we have worked closely with BSI's Consumer Public Interest Unit and the London Fire Brigade.

Consultancy

During the year we have worked with a number of small and large manufacturers to provide consultancy services on product safety. This has included training, product investigation and risk assessment – the income generated will be used to support the Charity's consumer campaigning activity.

Stakeholder engagement

We have continued to develop our relationship with the **Office for Product Safety and Standards (OPSS)** – they have supported our events and we also undertook some project work on e-labelling.

We were invited to speak at the **EU Commission** at several events, including consumer engagement to support product recalls and the benefits of connected technology and Artificial Intelligence.

We also presented at a **European Parliament** meeting to raise awareness of electrical safety issues related to online sales.

We presented papers at the **International Consumer Product Health and Safety Organisation (ICPHSO)** on improving product traceability, as part of International Consumer Product Safety Week.

Other events at which we made presentations were run by ANEC (the European Consumer Voice in Standardisation), the National Consumer Federation, the Association of Electrical Safety Managers, the Anti-Counterfeiting Group, Regional Trading Standards and the Local Government Association.

We were invited to join the **Department for Business, Energy & Industrial Strategy (BEIS)** Smart Meter Safety Advisory Group in order to provide expertise on mitigating risk concerning the smart meter rollout. We continue to represent consumer electrical safety interests through our membership of the BEIS Smart Meter Operational Group.

**WE PARTICIPATE
IN A VARIETY OF
BSI STANDARDS
COMMITTEES ON
PRODUCT AND
INSTALLATION
SAFETY.**

Industry Events

The Charity has long taken the approach that we can best protect the consumer by working with the industry. It's the motivation behind the development of our highly regarded summits and conferences, particularly our annual Product Safety Conference.

Following the launch of the new Code of Practice (PAS 7100) for consumer product safety recalls in the UK, Electrical Safety First and The Office for Product Safety and Standards hosted a sold out event in September, **Mind the Gap – Are you Recall Ready to PAS 7100?** It assessed recall preparedness compared against the Code. It was attended by industry experts across the installation and product supply chain including product manufacturers, retailers, importers, installers, product testing houses, safety advocates and lawyers.

In 2018, we celebrated the 10th anniversary of our flagship product safety conference, which has garnered international recognition via its range of speakers and delegates. November's conference had the theme **Reflecting on the Future**, and looked at how consumer electrical product safety has changed over the last decade and what safety innovations and emerging risks are likely to be a priority in the decade ahead in a post-Brexit era.

In only its second year, the 2018 **Safety Innovation Award** saw six organisations shortlisted for their innovative product or project that was able to demonstrate an improvement to consumer safety. This year's winner was Beko Plc for their innovative design improving the fire safety of fridge freezers, with the award presented at our product safety conference.

In April we hosted an afternoon summit, **How a Connected Home can be a Safer Home**. Leading experts shared their experience on the safety benefits and future potential of connected electrical devices, the challenges and solutions for ensuring smart products are safe and secure, and also the challenges and opportunities for installers.

Event

MIND THE GAP – ARE YOU RECALL READY TO PAS 7100?

Conference

REFLECTING ON THE FUTURE

Awards

SAFETY INNOVATION AWARD

Summit

HOW A CONNECTED HOME CAN BE A SAFER HOME



Thought Leadership – A 21st Century Agenda

Electrical safety in today's world requires a holistic, 360 degree approach- which is why the Charity works in partnership with a range of stakeholders to effect change. While our focus lies in raising consumer awareness of electrical risk, our engagement necessarily extends to politicians, industry, NGOs and an extensive range of pertinent organisations.

A key part of this engagement process involves promoting Electrical Safety First as a Thought Leader – a key industry and political commentator in its field. This year we have commented on topics as diverse as the dangers of counterfeit or substandard after-market parts, to the safety of installations in the smart home and the increasing popularity of electric vehicles.

A significant means of obtaining our objective is through expert comment, blogs, features and opinion pieces, which appear in a wide range of media channels and platforms. Material has been published in media sectors ranging from political magazines, such as *First*, the Local Government publication and housing and property publications such as *Housing Management and Maintenance*; plus various blogs, including ones for older people and the legal profession. We have also maintained our presence in key industry publications, both print and online, including *Kitchens, Bedrooms and Bathrooms*, *Retra's Alert*, *Innovative Electrical Retailing*, *ERT* and *Professional Electrician*.

OUR MOST RECENT PROJECT IS A MAJOR RESEARCH DOCUMENT ON ELECTRICAL SAFETY IN NORTHERN IRELAND, WHICH WILL BE RELEASED IN 2019.

Template releases for parliamentarians have also proved effective, resulting in news of our events and guidance appearing in their blogs and constituency columns in local press, as well as on their own websites. And, through relationships established through our public affairs activity, we are also producing articles for MPs to reproduce under their own by-line.

Further work is also being undertaken with a number of government bodies. It is particularly pleasing that information on the Charity's activity is now appearing regularly in the Intellectual Property Office's annual report; and Electrical Safety First has also been commissioned by OPSS to produce supporting feature material.

A strong evidence base is vital to our campaigns. In addition to regular consumer surveys, we also commission in-depth research, often from an academic body. To ensure these are readily accessible to primary target audiences, which include parliamentarians and significant stakeholders, they are edited and reformatted to ensure ease of access.

Our Thought Leadership strategy is fulfilled through all the routes mentioned above, as well as our programme of events; ensuring we showcase our integrity, objectivity and knowledge. This allows us to connect with the people and organisations who help us to fulfil our mission- to keep people safe by reducing electrical risk.

Certsure LLP

The Charity owns 75 per cent of the certification and training organisation, Certsure LLP (the remaining 25 per cent is owned by the Electrical Contractors Association). It operates the NICEIC and ELECSA brands which offer industry-leading certification services, Building Regulations schemes, training, products and support to the construction industry and beyond. Profits from these activities provide a significant part of the Charity's income.

Its staff provide industry leading **technical advice** to electrical contractors via its technical helpline which answered more than 50,000 calls in 2018/19. It also assesses every electrical business in person to maintain industry standards.

This year, Certsure ranked 97th in the Times Top 100 list. It was the seventh year running that Certsure was named one of the UK's top 100 companies to work for.

Nurturing Future Talent

More than 600 young apprentices took part in the **Apprentice of the Year** contest, which promotes the benefits of apprenticeships in the electrical industry. Now in its fourth year the competition continues to grow and attracts support from employers, colleges and manufacturers.

NICEIC is committed to developing the talent of the future and also operates the **NICEIC Student Membership Scheme** which supports and complements the training and personal development of students undertaking relevant technical competency training, whether full or part-time, or through an apprenticeship within the electrotechnical industry.

In a bid to address the gender gap in construction and trades, NICEIC has always encouraged more women into the electrical industry through its **Jobs for the Girls** initiative. NICEIC also set up a bursary campaign to provide direct funding, advice and training to women who want to get involved in the electrical sector.

18th Edition

2018 saw the release of the latest updated wiring regulations BS 7671:2018, 18th Edition (2018). NICEIC and ELECSA were at the forefront of providing electrical

contractors with everything they needed to know in order to understand the changes. This included the 18th Edition Live Cinema event which was viewed by more than 6,000 electrical contractors across the UK.

NICEIC and ELECSA continued to reach out to more and more contractors through its regional technical conferences for electrical contractors.

Promoting registered contractors

Certsure is committed to raising awareness about the need to use a registered electrician. It ran a series of PR and advertising campaigns which encouraged householders to ditch the DIY attitude and call in a professional, registered electrician.

Working in partnership

Certsure continued to work with some of the biggest names in the home improvement sector to offer the best protection for consumers. It is a founding member of the Consumer Protection Alliance which also includes Gas Safe Register, Which? and the Dispute Resolution Ombudsman.

Training

NICEIC and ELECSA are at the forefront of providing electrical contractors with access to the latest training. As well as offering traditional electrical based courses, the range was expanded to include project management and new technology.

MORE THAN

6000

YOUNG APPRENTICES TOOK PART IN THE
APPRENTICE OF THE YEAR CONTEST

Finance report 2018/2019

The summary group financial statements are not the statutory accounts but a summary of information relating to the consolidated income and expenditure account, consolidated balance sheet and cash flow statement, derived from the full audited Trustees' Report and financial statements of the Charity which were approved by the Board of Trustees on 26th September 2019. The Auditors' statement under Section 496 of the Companies Act 2006 was unqualified. Copies of the full financial statement will subsequently be filed with the Charity Commission, the Office of the Scottish Charities' Regulators and Companies House.

Basis of Summarisation

As noted above, the summary financial statements do not contain all the disclosures required by United Kingdom Accounting Standards and applicable law (United Kingdom General Accepted Accounting Practice). Summaries of certain primary statements have been included with no accompanying notes. The summary consolidated income and expenditure account does not split the funds into unrestricted and trading and amalgamates the following balances:

- Investment income from investments and properties
- Income from charitable activities and other incoming resources
- Investment management and fundraising costs
- Expenditure on charitable activities
- Net investments (losses)/gains on investments and properties

The summary consolidated balance sheet discloses the subtotals only with the exception of fixed assets which splits out the investments in joint ventures separately.

The summary cash flow statement provides the total by main category only.

These summarised financial statements may not contain sufficient information to gain a complete understanding of the financial affairs of the Charity. The full audited Trustees' report and financial statements may be obtained on application to the Charity's head office.

Alison Parkes, Chair

Independent Auditors' Statement to the Trustees of the Electrical Safety Council

We have examined the summary financial statements for the year ended 31st March 2019 set out above and on the following pages.



Respective Responsibilities of the Trustees and the Auditors

The Trustees are responsible for preparing the summary financial statements in accordance with applicable United Kingdom law and the recommendation of the Charities SORP (2015).

Our responsibility is to report to you our opinion on the consistency of the summary financial statements with the full annual financial statements.

Basis of opinion

Our examination involved agreeing the balances disclosed in the summary financial statements to the full annual financial statements. Our audit report on the full annual financial statements of the Electrical Safety Council describes the basis of our audit opinion on those financial statements.

Opinion

In our opinion the summarised financial statements are consistent with the full annual financial statements of the Electrical Safety Council for the year ended 31 March 2019.

Kingston Smith LLP
Statutory Auditor
4 Victoria Square, St Albans, AL1 3TF
1 October 2019

Overall Result


The Charity recorded a net increase in funds of £638k. This was after a pension adjustment representing a cost of £600k. It also includes the share of joint venture profits of £3,903k, the investment gains over the year amounting to £184k as well as £816k of investment income.

Gift Aid of £3,400k (2018: £2,500k) was paid to the Charity from its subsidiaries.

Reserves at the end of the year stood at £26,229k.

Income

Total income of £4,843k included the £3,903k share of profit from Certsure LLP, the Charity's Joint Venture with the Electrical Contractors' Association.



Expenditure

Charitable expenditure for the year amounted to £2,233k (2018: £1,731k). The expenditure in the previous year was reduced by a VAT refund relating to earlier periods.

Fixed Assets

The market value of investment properties rented to tenants by the group has remained flat over the year with no change in value recorded. Formal lease arrangements exist between the Charity and tenants for all investment properties.

Pension Scheme

The pension deficit on the closed defined benefit scheme impacts the Charity's cash flows by the funding arrangements agreed with the Pension Scheme Trustees which, following the 31 March 2017 triennial review, were agreed as £7,600k for 18/19 with further payments of £600k pa to March 2021 and £250k pa thereafter.


Outlook

The Group's financial position remains satisfactory and the Charity intends maintaining its current range of activities.

Cash, Investment Policy and Returns

The Charity holds the majority of its reserves in a long term investment portfolio currently valued at £11.4m which was managed by three investment managers during the year but has since been reduced to two managers. Overall cash and investment balances have decreased to £13,987k (2018: £19,890k) during the year, mainly as a result of the payment to the Pension Scheme referred to above.

The Charity's investment policy has as its objective "to produce returns and be a vehicle for holding the agreed level of Charity reserves". The investment target return is to maintain and where possible enhance the real value of the portfolio without taking unnecessary risks. The objective is to generate a long-term return of inflation plus 3-4% after expenses. This should enable income of towards the lower end of that range (to allow for volatility) to be taken from the fund without diminishing the real value of the portfolio. A total return approach to investment is taken i.e. generating return from income and capital gains and losses.



The investment policy is maintained under on-going review in light of changing Group funding requirements and portfolios are now balanced between equities, fixed interest investments, alternative investments and cash based on an intermediate risk profile. All income generated during the year is utilised to fund Charity expenditure.

The Charity's investments in joint ventures relate to Certsure LLP.

Reserves and Risk Assessment

The reserves policy was reviewed during the year and amended to state that reserves, which are defined as the Charity's and its wholly owned subsidiaries' cash and investment portfolio, amounting to at least two years pure /discretionary charitable expenditure should

be maintained after provision for the next three years' pension deficit payments.

If the Charity reserves exceed the minimum level as they currently do, the policy states that the Trustees will consider the best use of the additional funds. Matters they take into account include the progress of the defined benefit pension scheme to self-sufficiency, the merits of holding or investing the additional amount to fund future spend and the merits of undertaking additional charitable activities.

Risk management processes are embedded in the day-to-day operations of the Charity and risk registers are reviewed regularly by management to ensure completeness and that the risk ratings and impacts remain appropriate.

Summary Group Financial Statements

Summary Consolidated Income and Expenditure Account including Other Comprehensive Income for year ended 31 March 2019

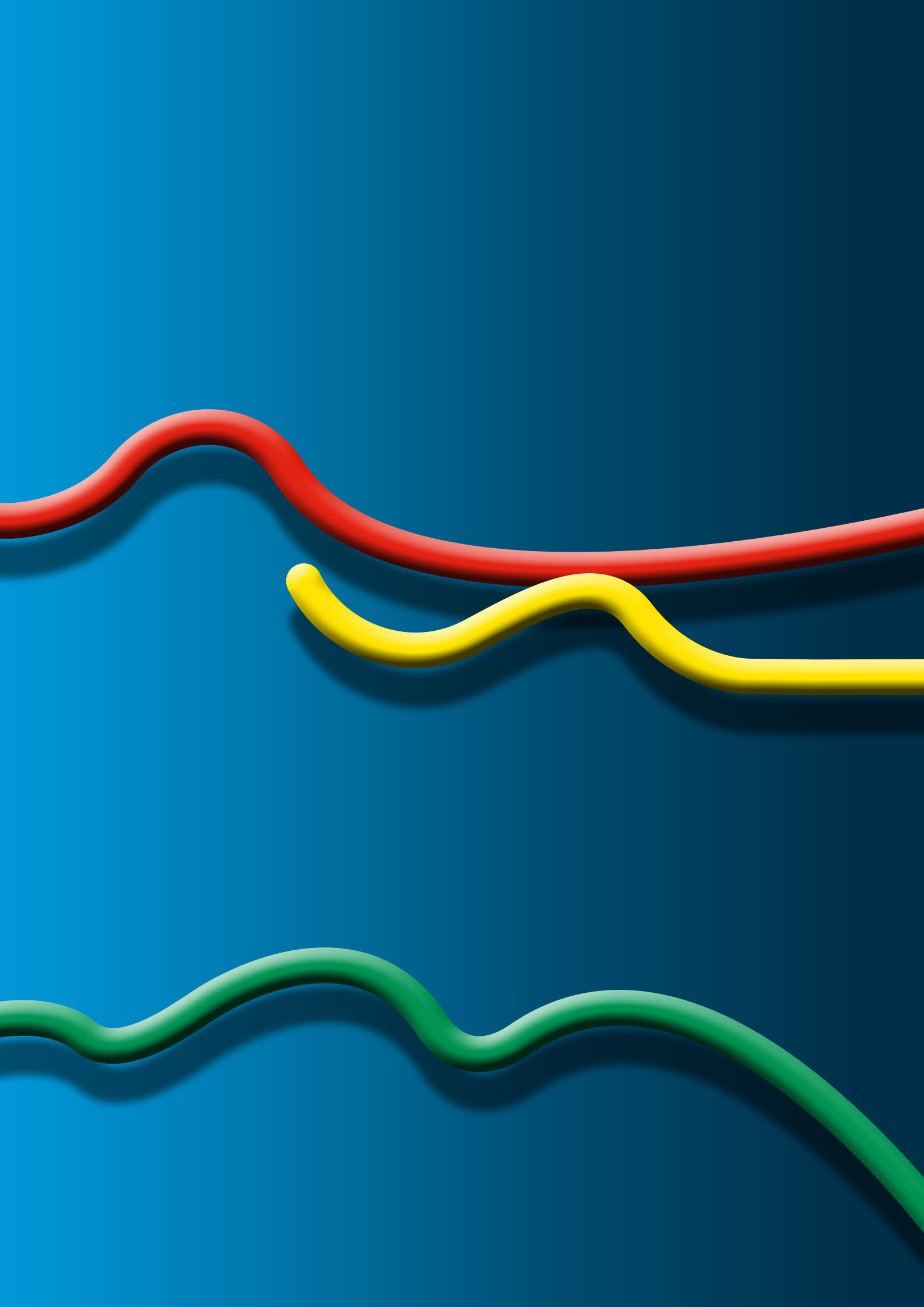
	2019 £'000	2018 £'000
Income from investments	816	695
Share of profits in Joint Ventures	3,903	2788
Other income	124	542
Total income	<u>4,843</u>	<u>4,025</u>
Expenditure on continuing trading activities	-	50
Expenditure on discontinued trading activities	5	(69)
Other expenditure on raising funds	152	121
Expenditure on charitable activities	2,233	1,731
Other (credits) / expenditure	1,399	(5,182)
Total expenditure	<u>3,789</u>	<u>(3,349)</u>
Pension adjustment	(600)	7,900
Net investment (losses) / gains	184	(162)
Net movement in funds	<u>638</u>	<u>15,112</u>
Fund balances brought forward at 1 April	25,591	10,479
Fund balances carried forward	<u>26,229</u>	<u>25,591</u>

Summary Consolidated Balance Sheet at 31 March 2019

	2019 £'000	2018 £'000
Fixed assets and investments	17,846	17,806
Investments in joint ventures: Share of net assets	3,903	2,788
Current assets	2,741	9,231
Creditors: amounts falling due within one year	(561)	(534)
Net current assets	2,180	8,697
Pension asset / (liability)	2,300	(3,700)
Reserves	<u>26,229</u>	<u>25,591</u>

Summary Cash Flow Statement for year ended 31 March 2019

	2019 £'000	2018 £'000
Net cash (used in) operating activities	(9,664)	(1,889)
Net cash provided by investing activities	3,615	3,634
Net (decrease) /increase in cash in the year	<u>(6,049)</u>	<u>1,745</u>



PRINCIPAL PLACES OF BUSINESS

Electrical Safety First Registered Office

45 Great Guildford Street
London SE1 0ES

Telephone: **+44(0)203 463 5100**

Email: enquiries@electricalsafetyfirst.org.uk

Scottish Office

The Walled Garden
Bush Estate
Midlothian EH26 0SD

Telephone: **+44(0)131 445 9223**

Facsimile: **+44(0)870 040 0560**

Certsure LLP Registered Office

Warwick House
Houghton Hall Park
Houghton Regis
Dunstable LU5 5ZX

Telephone: **+44(0)1582 531000**

Facsimile: **+44(0)1582 531010**

NICEIC Certification

Whitting Valley Road
Old Whittington
Chesterfield S41 9EY

Telephone: **+44(0)1246 261126**

Facsimile: **+44(0)1246 261127**