



Electrical
Safety
First

A Safer Future for an Electric World

Electrical Safety First's Strategy 2023-28

Powering change +
saving lives.

OUR MISSION - WHY WE ARE HERE



We exist to prevent deaths, injuries, and damage caused by electricity



To ensure everyone in the UK can use electricity safely in their home – today and tomorrow.



In a rapidly changing global environment and an increasingly electric world, our mission becomes more vital than ever.



The decarbonisation of heat and transport bring many changes to the future home – from heat pumps to solar panels and EV home charging – creating safety challenges.



New technologies and the rise in shopping via unregulated online marketplaces bring new threats – exacerbated by the rise in the cost-of-living.

OUR AMBITIOUS FIVE-YEAR STRATEGY

A Safer Future for an Electric World is our strategy for 2023-28.

It reflects the increasing importance of electrical safety as the UK aims for net zero emissions by 2050, amid challenging socio-economic circumstances.

It shows how we will use a range of activities, focused on three key strategic priorities, to achieve our mission.



OUR KEY STRATEGIC PRIORITIES 2023-28



**Expanding our profile and audience.
Increasing communication reach, by:**

- Securing regular comment and coverage in national, regional and specialist media.
- Creating a website aligned to our strategy and enhancing engagement with our audiences.
- Developing our social media strategy.
- Creating targeted stakeholder events.
- Establishing new research initiatives.



Ensuring all UK home installations – e.g. the fixed wiring – are safe, by:

- Lobbying and media campaigns to end the UK's tenure lottery.
- Helping develop effective regulation.
- Ensuring electrical safety is recognised in governments' net zero policies.
- Establishing free electrical checks for vulnerable groups.
- Industry collaboration to increase numbers of trained installers to achieve net zero safely.
- Ensure consumers can find trustworthy installers easily.



Collaborating on product safety standards, while responding to the challenges of online shopping, by:

- Campaigning for the UK Government to regulate online marketplaces to ensure an equal level of consumer protection as on the High Street.
- Maintaining and improving product standards.
- Supporting safe and sustainable products, amid challenging socio-economic circumstances and a developing circular economy.
- Empowering consumers with risk-reducing tools.

THE RECOGNISED EXPERT VOICE IN ELECTRICAL SAFETY



**Acknowledged as the expert
voice and campaigning body**

for electrical safety in the UK
by governments, industry, and
the consumer.



**Rigorous research supporting
our policy recommendations**

and amplifying our voice.

THE RECOGNISED EXPERT VOICE IN ELECTRICAL SAFETY

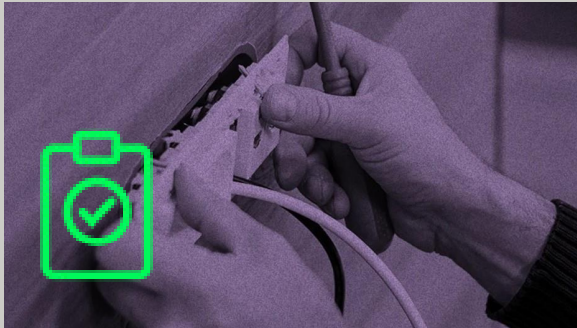


We'll do this through:

- **Enhanced communications** via major campaigns and redeveloped website.
- **Social media** – extending reach to targeted stakeholders.
- **Parliamentary and industry stakeholder events** for awareness and collaboration.
- **New research initiatives** e.g. impact of cost of living - saving safely; preparedness for electrification of heat and transport; the economic cost of fires; injury data.



SAFER ELECTRICAL INSTALLATIONS



Equality, so everyone in the UK has the same electrical safety

in their home, including free electrical checks for the most vulnerable.



Ensure governments include electrical safety in net-zero strategies.



Ensure effective regulation and standards.



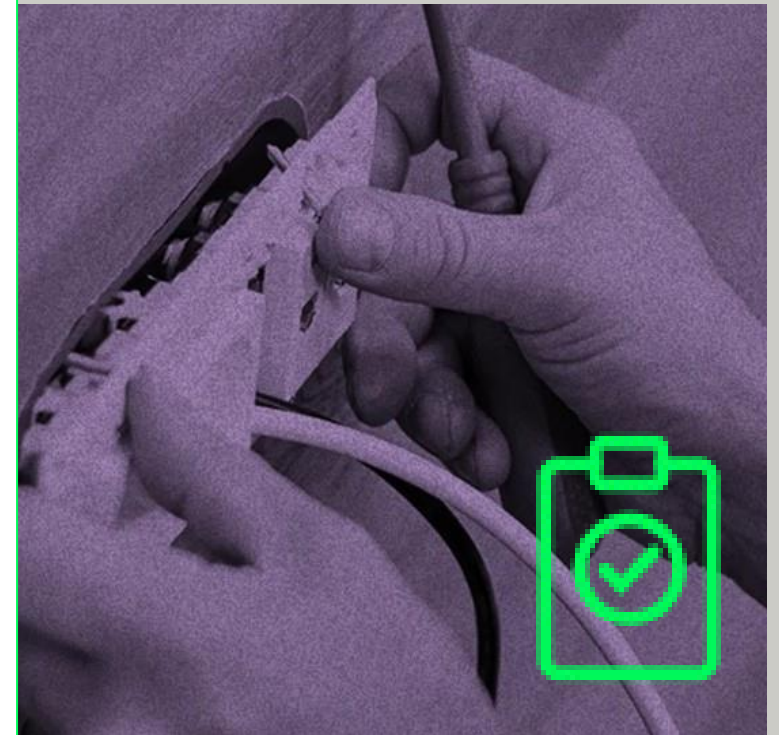
Help grow the number of competent installers

required for future demand. Ensure consumers can find them simply and easily.

SAFER ELECTRICAL INSTALLATIONS

We'll do this through:

- **Media and public affairs campaigns**, based on rigorous research, for regular five-yearly safety checks, to reduce 'tenure inequality'.
- **Multi-stakeholder electrotechnical groups** to improve installation quality, consistency, and reporting – and to grow installer numbers.
- **Engaging with government** for legislation and policy change to housing standards reporting – ensuring we are prepared for future change and demand.
- **Creating media campaigns** raising awareness of policy asks and campaigns.
- **Establishing strategies** to reduce risky charging of electric vehicles.
- **Creating tools** for consumers to find qualified, competent installers simply and easily.



SAFER PRODUCTS



Equal level of consumer protection

when buying online or on the High Street.



Maintaining and improving product standards

while responding to the challenges of online shopping, the circular economy and improving or maintaining standards post EU membership.



Safe and sustainable products

addressing new products and manufacturing processes, and the introduction of 'right to repair'.



Empowering consumers

with tools and advice to reduce electrical risk.

SAFER PRODUCTS

We'll do this through:

- **Consumer and public affairs campaigns** to press for the regulation of online marketplaces.
- **Further development and promotion** of our consumer tools and technologies.
- **Collaboration and investigations** to improve product registration and recall response rates.
- **Working with multi-stakeholder electrotechnical groups and committees** on product standards, to ensure safety and sustainability.



OUR PEOPLE



  	<p>Proactive & reactive media coverage</p>	<p>Social media, website & email marketing</p>	<p>Consumer & industry campaigns</p>	<p>Events, conferences & seminars</p>	Communications	 
  	<p>Government relations</p>	<p>Policy development</p>	<p>Political campaigns & advocacy</p>	<p>Research & data analytics</p>	Public Affairs	 
  	<p>Product testing, investigations and technical reports</p>	<p>Installation safety best practice support & industry collaboration</p>	<p>ESF represented on committees developing standards</p>	<p>Raising awareness via media and events</p>	Technical	 
  	<p>Ensure charity operates on a sound financial footing</p>	<p>Ensure charity is well-governed</p>	<p>Ensure organisational processes run smoothly</p>	<p>People Strategy</p>	Finance, Admin, HR	  



**Electrical
Safety**
First

Thank you

Electrical Safety First is the UK charity dedicated to reducing fires, deaths, and injuries caused by electricity.

Recognised as the leading technical authority on home electrical safety, we campaign on behalf of consumers and work with policy makers and stakeholders to improve electrical safety regulation and reduce electrical risk.

electricalsafetyfirst.org.uk

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