



Electrical Safety First

The UK's electrical safety experts

A Safer Future for an Electric World

Electrical Safety First's Strategy 2023-2028



Our Mission

– why we exist

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 will 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 **online shopping** via unregulated online marketplaces, also 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 ESF's 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



Be the Recognised Expert Voice in Electrical Safety

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.



Safer Electrical Installations

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.



Safer Products

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.

Be 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.

Be 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 their 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.
- ✓ **Establish 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 maintaining or improving 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

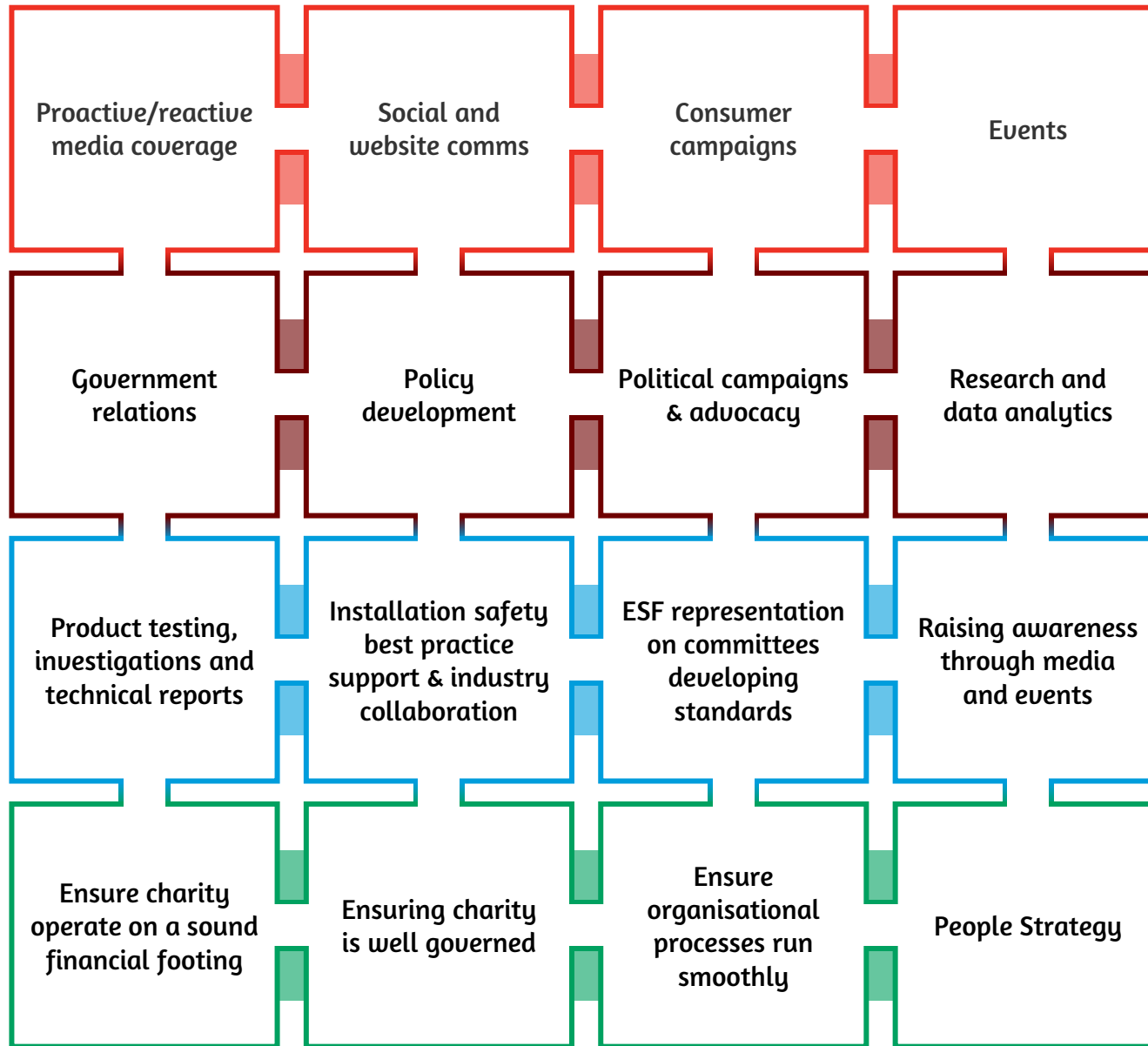


We'll do this through:

- ✔ **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

In delivering our priorities, our people are our most important resource. So we will create opportunities for continuous development and ensure Electrical Safety First is a great place to work.



Electrical 
Safety First
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Thank You

A Safer Future for an Electric World