

CONNECTED

THINKING ON ELECTRICAL SAFETY



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INTRODUCTION

Although electricity is an integral part of modern life, a lack of understanding of the dangers it presents can lead to accidents and damage that could, in many cases, be easily avoided. These dangers are heightened by the increasing number of electrical products in people's homes which put a greater demand on the electrics.

Every year, about 70 people die and 350,000 people are seriously injured from electrical accidents. Electrical fires account for almost half of accidental house fires – over 21,000 each year. Despite this, a third of people admit that they do not carry out simple visual checks on the electrics in their homes and over half of British homes still do not have adequate RCD (residual current device) protection.

This report summarises the Electrical Safety Council's work and progress in 2012-13 towards its aim of keeping people safe from the dangers electricity can create. It includes summary financial accounts for the year.

our VISION



Chairman's Report

This is my last report as the Chairman of the Electrical Safety Council as I have come to the end of my term of office. This year has once again been a busy and challenging one for all involved in the Charity and its trading subsidiary, Ascertiva Group Ltd.



I am pleased to say that despite the difficult trading conditions, the Group managed to come in on budget for the year 2012/13 – thanks in no small part to the extra effort made by Ascertiva's Chief Executive Officer and her team. The Director General and his team at the ESC have also achieved a huge amount in the past year – raising the Charity's profile amongst consumers, influencing government and improving industry standards, all well within budget.

The biggest development during the year was the launch of Certsure. This is a joint venture between the Electrical Safety Council and the Electrical Contractors' Association (ECA), bringing together their respective electrotechnical businesses, NICEIC, ELECSA and ECA Certification. One of the first actions

of Certsure has been to link the associated certification schemes under one brand, the Electrical Safety Register, a searchable database containing details for over 34,000 registered contractors covering the whole of the UK, including Northern Ireland.

Until now, the ESC's main source of funding has been from Ascertiva, which incorporates NICEIC. The new partnership with the ECA will, in the coming years, increase this funding and enable the Charity to reach more people with campaigns that aim to raise awareness of the dangers of electricity.

More can also be done to raise awareness of the benefits of using registered electricians and I'm delighted that it will ensure solid industry support for the Charity and its work.

As a registered charity in England and Wales, and in Scotland, I along with my fellow Trustees have overall responsibility for the strategic direction and governance of the ESC. We have reviewed our governance structure to make sure that it is "fit for purpose" now that Certsure is operational. I'm pleased to say that having completed the review there was only a need for some minor amendments to the terms of reference for some of the management committees that report to the Electrical Safety Board.

I would like to thank the Director General of the ESC, and all of the Charity's staff who work so hard to achieve our objectives and the Chief Executive Officer of Ascertiva Group Ltd and her team for delivering a healthy level of gift-aid through the surplus that they generate from the services they provide to the electrical and other industries both in the UK and overseas.

As I step down as Chairman, I would also like to thank the Board of Trustees and my fellow Office Bearers for their support and hard work and also to wish our new Chairman, Bryn Walker, every success.

C J Tanswell

Director General's Introduction

2012-13 was a year in which we saw changes to the both regulatory landscape and to our own offering. The government published its long-awaited changes to the Building Regulations and as the year drew to a close the ESC made final preparations to enter into a new partnership with the Electrical Contractors' Association (ECA) to better support consumers.

The government's consultation into the Building Regulations for England, launched in January 2012, has continued to be a major area of focus for us. During the year we have been closely involved in the review of Part P, the only legal framework in England and Wales that protects householders from unsafe electrical work in the home. The modifications were announced at the end of 2012 – a reduction in the range of electrical installation work that is notifiable and the introduction of third party certification as an alternative to using a building control body. We welcomed the government's desire to make Part P less bureaucratic but we were disappointed with the reduction in notifiable work – both statistical data and anecdotal evidence indicate that kitchens and outdoors are high risk areas, so any electrical work must be of a particularly high standard. Government has committed to reviewing the regulation again in two years' time and we hope they will gather evidence on the safety implications of the amendments to Part P.

The ESC has a role to play in co-ordinating a united industry voice on Part P. We have pledged to work with government, scheme operators and retailers to raise public awareness of Part P and the importance of using competent electricians to carry out domestic work.

Working in partnership is essential if we are to improve consumer safety. To this end we have entered into a joint venture partnership with the ECA to form Certsure LLP. This partnership offers exciting opportunities for the ESC to take forward its consumer safety agenda and

we look forward to working with the ECA and colleagues at Certsure over the coming years.

This year we have also seen progress in regulation in the Private Rented Sector (PRS). In Scotland, the consultation into the introduction of a Tenant Information Pack has continued. We have campaigned for packs to include a recommendation for landlords to carry out periodic inspections every five years and there has been some appetite for introducing these on a mandatory basis. The Welsh Assembly is due to introduce a Private Housing Bill in the Autumn of 2013 and we have secured the support of a number of Assembly Members who will ask for more provision for electrical safety to be included. As Westminster remains reluctant to introduce more legislation, we hope that our work in the devolved assemblies will eventually support our case to improve standards in the PRS in England.

We have also launched a new three year product safety campaign, which will look at the three main issues of safer product design, product misuse and recalls and traceability. It has already drawn considerable media attention, particularly in relation to product recalls and we are talking to manufacturers and retailers about ways to improve the low success rates for electrical recalls, currently only around 10-20%.

To make sure that we are in the strongest possible position to support consumers in this changing legislative environment, we have undertaken a review of the ESC

brand – taking on board feedback from our stakeholders, staff and the public. We need to make sure that we are clearly established as the trusted voice for consumers on electrical safety. Recommendations from the review will be presented to the Board and then implemented during 2013-14.

I would like to offer my thanks to the management and staff of our trading subsidiary Ascertiva Group Ltd for continuing to deliver gift aid to the Charity and for their support of our objectives. With the launch of Certsure in April 2013, there will be opportunities to work closely together on consumer facing campaigns.

I would also like to thank our Trustees whose effective governance continues to support our work. In particular I would like to thank our outgoing Chairman, Charles Tanswell, for his contribution over the last two years and welcome his successor, Bryn Walker, to the role.

Looking ahead, there is still a lot of work to be done, and we will continue to work with government, industry and our stakeholders to achieve our objectives. We are a bridge builder between consumers and industry, ensuring that public safety is always the main priority.



Phil Buckle

ABOUT **us**

The Electrical Safety Council (ESC) exists to help people protect themselves, their families and properties from faulty, damaged, substandard and poorly maintained electrical installations and products.

We are widely respected as a leading campaigning charity and for our technical expertise by government, the electrical industry, manufacturers and retailers, local authorities and consumer organisations.

Our Vision

Is for everyone to be safe from the dangers that electricity can create.

Our Mission

Is to help prevent deaths, injuries and damage caused by electricity by working in partnership with industry, government and others to help reduce the greatest risks.

Our Core Values

Knowledgeable

We draw on a wealth of technical and campaigning experience and a robust evidence base.

Influential

We apply our authority and expertise to achieve measurable and positive change.

Impartial

We are equitable and inclusive in our relationships with industry and others to improve safety.

Helpful

We are approachable and ready to provide the guidance and leadership expected of us.

Strategic Priorities for 2013 – 14

The Electrical Safety Council has a five year business plan (2011 – 16). Our strategic priorities for 2013 – 14 will focus on:

Raising Awareness:

The Charity will develop and launch a new brand to ensure it is accessible to the public and seen as a consumer campaigning charity. This will help strengthen our reputation with the public and key stakeholders and achieve a greater awareness and understanding of electrical safety.

Safer Places

We will work to influence homeowners and tenants to carry out regular visual checks on

the condition of their electrics, and to take remedial action when necessary. We will also press for government to make 5-yearly wiring checks a mandatory requirement for privately rented homes.

We will also work to raise awareness of the need to use a registered electrician when doing electrical work, and promote the Electrical Safety Register as the place to find a competent electrician.

Safer Products

We will build on our product safety campaign, raising awareness of risks to the public and seeking to change their behaviour; influence standards and systems to improve the recall process; develop and seek support for a central recall database; and seek to improve the safety of products through their design.

Our Strategy

The Charity will review its five year strategy in 2013 to ensure that it remains fit for purpose.

our PEOPLE

The ESC employs 26 people, the majority based in its London office. The skills and experience of the team are primarily in two fields; Technical and Communications/Campaigning. A new Head of Communications joined the team in October 2012. The Charity has invested in Policy and Research over the last year, recruiting a new member of the team to communicate and lobby at the highest levels.

Headcount and turnover remain stable. On average, employees have been with the Charity for almost seven years. There are a number of long servers, offering significant experience of the sector and industry. 27% of our employees have at least ten years' service.

Two-way communication with the management team is encouraged – the Director General has fortnightly briefings with the team, providing an opportunity to give feedback and make suggestions for improvement. Internal newsletters, the intranet and staff opinion surveys maintain this ongoing dialogue.

The Charity continues to recognise Prospect Trade Union and has worked with them throughout the year.

We pride ourselves in being an Investor in People and have been accredited with IIP since 2010.

ESC employee length of service as at 31st March 2013



Absence

Employee absence due to sickness remains very low – the national average is 6.8 days each year – the ESC's average day's sickness absence per employee over the last year was 2.9 days.

Average days absent (sickness) per employee

End financial year	No days absent
2009-10	7.25 days
2010-11	5.33 days
2011-12	6.5 days
2012-13	2.9 days

(Source: CIPD survey 2011)

Building the EVIDENCE base



The Electrical Safety Council maintains a robust evidence base to support its campaigning and technical activities. During 2012-13 the Charity ran its fourth annual consumer survey to measure attitudes towards electrical safety and also carried out specific research into consumer attitudes towards electrical products – focusing on misuse, recalls and substandard and counterfeit goods.

Annual Consumer Survey

The annual survey helps to assess the ESC's progress in raising public awareness and encouraging behavioural change, as well as identifying barriers and motivators for taking action. In 2012-13 the survey was amended to include questions around product safety, to provide baseline evidence to support our new product safety campaign.

Key findings in 2012-13 included:

Lack of awareness of Part P

Just 12% of respondents can correctly define Part P of the Building Regulations (England and Wales), with a quarter unaware that householders are responsible for making sure electrical work in the home complies with Part P.



Increase in people carrying out visual checks

There has been a slight increase in all checks, most significantly in making sure plug sockets are not overloaded (68% up from 60% in 2011-12).

Homeowners and those with RCD protection are still more likely to have performed checks.





Decrease in numbers using registered electricians

A third of respondents who had electrical work done in the home in the last twelve months did not know if the electrician was registered with a government-approved scheme. This drop is not necessarily indicative of an increase in people using unregistered contractors as this has stayed at just 2%. However, there has been a significant rise in respondents saying that somebody else dealt with the electrician – which may reflect the increase in privately rented properties, with a landlord taking responsibility.



Counterfeit Goods

In November, the ESC highlighted the worrying number of people who were prepared to buy counterfeit goods as Christmas gifts, unaware of the safety risks involved:

- One in five intended to buy an electrical item as a festive gift
- Two thirds of those buying an electrical item would go online, where it is even easier for substandard goods to slip through the net
- A third of adults considered getting a bargain a top priority when shopping for Christmas gifts
- One in four people would happily buy fake goods to give to a loved one or friend

Product Recall

In March, we looked at the low success rates for electrical product recalls and public complacency around responding to recall notices.

- Two million adults have purposefully ignored a recall notice
- A third won't return an item if it seems too inconvenient
- Almost one in five wouldn't do without a luxury item like a TV or hair straighteners (17%)

Safer ELECTRICAL Installations



The Electrical Safety Council encourages homeowners and landlords to upgrade the installations in their homes and to carry out regular checks on their properties. We also work with government and industry, seeking to influence standards and ensure that regulations adequately protect consumers.

Achievements

Plug into Safety

An external independent review of the campaign was carried out in May 2012. It highlighted the positive outcomes that had been achieved, but also found that there was no compelling overall case for its continuation. This was based on new data which became available in 2011, enabling a more realistic assessment of the level of RCD coverage in UK homes. This showed that the campaign objective of securing RCD protection in an additional 2.5 million homes is likely to happen organically, albeit over a longer period.

As a result, key aspects of the campaign have been integrated into general work, including media and public affairs. The message, **An RCD can save your life**, is timeless, relevant to all our audiences and will continue to be used.

Visual Checks

The ESC has developed tools to help householders carry out their own checks on the electrics in their homes. Our popular smartphone app has now had over 30,000 downloads.

An online 'Socket Overload Calculator' was developed in response to feedback from Fire and Rescue Services that while overloading sockets is a major cause of accidental domestic fires, it is difficult to explain the risks to householders without a visual representation. The calculator is a virtual tool that allows people to "plug in" typical household appliances and check the impact of the load on a standard four-bar extension lead.

Priorities:

- To conduct a comprehensive review of the Plug Into Safety campaign to ensure it is achieving its objectives
- To influence tenants and homeowners to carry out regular visual checks on the condition of their electrics and take remedial action
- To implement a strategy in Wales to tackle poor electrical installations as part of the Welsh Assembly's private rented sector housing strategy
- Engage with Local Councils to discuss and help improve their own strategies towards the private rented sector
- Review new green policies, including the Green Deal and Smart Metering, with the aim of getting consumer safety concerns acknowledged in their provisions



The Private Rented Sector in Wales

In Summer 2012, the Charity responded to two government consultation exercises on the issue of housing in Wales, with a particular focus on the Private Rented Sector (PRS). The case was made for increased provisions covering electrical safety in rented properties, including mandatory periodic inspection and testing and installation of RCDs in fuseboxes (consumer units). The ESC also presented to the All Wales Heads of Environmental Health Technical Panel, a group made up of representatives from all twenty-two local authorities in Wales.

In February we made contact with more stakeholders and Assembly Members (AMs) and secured more support for provisions around electrical safety in the PRS, in particular from Cardiff City Council.

Local Council Engagement

The ESC has been engaging extensively with councils that are showing a proactive approach to improving their housing stock, in particular the London Borough of Newham. The borough's Mayor, Sir Robin Wales, spoke about the scheme at the ESC's Labour Party Conference event in September and Ian Dick, Head of Private Rented Strategy, spoke at November's stakeholder event.

These events were reciprocated when Martyn Allen, the ESC's Head of Technical Development, gave a presentation at Newham's landlord forum in January 2013.

Beyond council engagement, the ESC has had success in engaging with MPs to make them aware of poor electrical safety in the PRS. In an opposition day debate in January 2013, Shadow Minister for Housing Jack Dromey MP called on the government to improve the quality of conditions in the sector. This sentiment was backed up in the debate by Graham Jones MP, who went further by asking the government to regulate for electrical safety certificates and mandate the installation of RCDs throughout the sector.

Green Policies

In 2012, the ESC successfully campaigned, along with Trustmark and other consumer organisations, to ensure that provisions around Competent Persons carrying out ancillary works were included in the Green Deal Code of Practice. The ESC is also represented on a group set up by the Department of Energy and Climate Change (DECC) to advise on what provisions should be included in the government's prospective regulations on minimum energy efficiency standards in the PRS.

The Charity was also successful in helping to ensure that the Smart Meter Installation Code of Practice (SMICOP) included a requirement for meter installers to carry out basic electrical safety checks when installing smart meters.

The issue of safe isolation was brought up during the consultation on Smart Metering Equipment Technical Specification. Under the current system, electricians have to call out the distribution network operator in order to cut off the electricity supply so they can work safely on a de-energised system, such as when changing a fusebox. This leads to unnecessary costs for contractors and, ultimately, their customers. Whilst DECC rejected calls for this situation to be rectified through specification of an integrated isolating switch in smart electricity meters, it did commit to working with relevant parties in order to make alternative arrangements.





Safer Electrical Installations Cont.

Ascertiva

The Charity's trading subsidiary, Ascertiva Group Ltd, continued to support the Electrical Safety Council by providing funding for its charitable objectives.

NICEIC, a division of Ascertiva, continued to offer certification services, Building Regulations Schemes, products and support to electrical contractors and many other trades within the construction industry.

The Approved Contractor scheme (which is operated under license from the Charity) increased its roll of registered electrical contractors again, and now includes **17,804** Approved Contractors – up 1,185 on the previous year.

The Domestic Installer scheme also saw an increase in numbers of registrants, ending the year with **10,084** on the roll – up from 9,200 the previous year. NICEIC remains the largest provider of electrical certification schemes in the market. During the year NICEIC issued 882,546 Building Regulations Compliance Certificates on behalf of Domestic Installers.

One of the key initiatives to come out of the partnership between the ESC and the ECA was the formation of the **Electrical Safety Register**. NICEIC played a significant role in promoting the register to homeowners and specifiers of electrical work to ensure they employ a trusted and safe electrician. In its first two months of operation the website received more than 17,000 visits.

Building on the success of last year's **NICEIC Live** conference and exhibition event, two shows were run in 2012-13. The southern show took place in May at Epsom Downs racecourse with around 500 attendees enjoying a packed programme of seminars. The northern version took place in November at Bolton Arena. Two more events are planned for 2013.

NICEIC's **TechTalks** proved as popular as ever with more than 1,300 contractors attending this year's series of shows. The regional events

provide contractors with information on a range of technical and business subjects, with ten shows taking place in new venues and cities across the UK.

Nearly 2,000 delegates signed up for **NICEIC Training** courses during the last 12 months. The new electrical vehicle training course proved very popular, emphasising the desire for 'green' training amongst contractors. Demand for in-house and bespoke training also increased and clients worked with NICEIC's training team to deliver specifically tailored training requirements.

NICEIC continues to be a scheme provider for the **Scottish Building Standards** Certification of Construction (Electrical Installations to BS7671) Scheme. Currently there are 155 Approved Bodies and 155 Approved Certifiers of Construction registered with the scheme.

Building on the success of its **Jobs for the Girls Campaign** which launched in 2010 NICEIC continued to promote opportunities for women in the electrical sector. Jobs for the Girls now has its own website (www.jobsforthegirls.com) and associated social media sites making it one of the most well supported campaigns in the construction industry. NICEIC also held a series of networking events for women in the industry – working in collaboration with organisations such as WAMT (Women and Manual Trades) and the IET (Institution of Engineering and Technology).

NICEIC launched a new **advertising campaign** to promote the use of its contractors. The ads, which featured the headline 'I am' appeared in national newspapers including The Times, Daily Mail, Daily Express and

Mail on Sunday, along with consumer and trade magazines. It marked a new, fresh approach to advertising and reinforced NICEIC as the name to trust when choosing an electrician.

NICEIC's technical experts continued to be appear on several **national TV and radio** programmes. These included Channel 4's Help My House is Falling Down, and Channel 5's Cowboy Builders. The NICEIC logo was also used in a new comedy/drama series on Sky called 'Starlings' after producers contacted NICEIC as the brand with which they wanted the lead character to be associated. This all helps to raise the profile of the NICEIC name and encourages householders to use an NICEIC qualified electrician in their home.



Funding activities

NQA continued to help its business customers globally to manage risk, improve performance and achieve best practice by providing independent certification, assessment, training and support services.

The NQA brand was refreshed, with a focus placed on prestigious clients such as The Royal Mint, European Space Agency, DEFRA, Prince's Trust, Glenmorangie and Jaguar Land Rover.

The number of certificates issued globally stood at 30,220 at the end of March 2013 – up 1,800 on the previous year. Of these, nearly 11,000 were issued in the UK & Ireland, and 3,700 in Europe and the Middle East. In addition NQA extended its remit to offer MCS product certification for firms producing goods for the microgeneration market, such as solar PV panels and biomass boilers.

NICEIC Microgeneration Certification Scheme (MCS) – Despite reductions in the Feed in Tariff and the postponement of the Renewable Heat Incentive (RHI) NICEIC maintained its position as market leader with 1,699 registrants.

NICEIC Certification issued a total of 19,380 certificates during the 2012-13 financial year.

NICEIC was successful in its application to become a key certification body for the Government's '**Green Deal**' initiative, which tackles energy efficiency in the UK and it can now offer certification to any business wishing to become a Green Deal advisor or installer. It has become the leading certification body in the market for Green Deal installers, registering more than 300 firms in the first three months of the scheme.

Safer PRODUCTS



As approximately nine out of ten accidental electrical fires (89%) are caused by electrical products, mainly through their misuse, improving product safety is a major priority for the Electrical Safety Council. Over the next three years, improving product design and traceability will be a key area of focus, as well as increasing consumer awareness of the risks presented by sub-standard or counterfeit products.

Priorities:

- To launch a product safety campaign to make consumers aware of their rights and to encourage them to use their appliances safely
- To engage with policymakers on standards and rules on electrical appliances sold in the UK and EU, based on research
- To review the EU's RAPEX system to analyse trends and issues in order to influence our strategy accordingly
- To evaluate the effectiveness of the ESC's product screening and testing programme

Achievements

Product Safety Campaign

The ESC's Product Safety Campaign focuses on three main areas: safety in design, foreseeable use (misuse), and the recall and traceability of electrical products.

A significant number of electrical fires and accidents arise because people fail to use a product properly or as the manufacturer intended. The ESC is looking to address this 'foreseeable use or misuse' of electrical appliances by working with manufacturers and their associations to adopt a 'safety in design – right first time' approach and by investigating the development of a model for providing user instructions in a format that is easier to follow.

The campaign aims to raise awareness of the safety risks associated with buying cheap or unbranded appliances, as well as reinforcing the importance of buying from reputable retailers.

The campaign's first area of focus was product recall. While the regulations and standards for electrical products in the UK and EU are generally regarded as robust, during the last few years RAPEX (the European rapid alert system for notification of dangerous consumer products), has rated electrical products as the third most frequently 'notified' product group.

Following initial research, the ESC is investigating options for capturing product registration information at the point of sale or immediately afterwards, and ways of communicating to the public the importance of providing that information. This approach, which the ESC believes could dramatically improve registration, traceability and recall processes will need comprehensive industry support.



Reviewing the RAPEX system

As part of the ESC's research into the safe design, use, traceability and recall of electrical products, the available RAPEX data was analysed. The results showed that many product recall notices were incomplete and some were inaccurate. There also appeared to be some confusion as to whether the system is or should be consumer-facing.

The analysis also indicated a high level of non-compliance among lighting products and travel adapters. Cross-comparison of this with data on fires and injuries indicates a high risk associated with health and beauty products and kitchen electrical appliances. Whilst these indications were reflected in the ESC's report *'Safer Products, Better Business'*, further research is required to establish exactly what actions should be taken in order to remedy the situation.



Safer Products Cont.

Product Testing and Screening

An internal review of the ESC's product screening and testing programme showed that it continues to be a cost effective and worthwhile part of the Charity's work, providing support for Trading Standards and other consumer safety organisations during an economic climate in which budget constraints are making them more reliant on the ESC.

During the year, the following product groups were amongst those identified as a priority for safety screening and/or investigation, all of which included an element of sample testing by an independent laboratory.

Overload tests for plugs and adaptors



Simulated overload testing resulted in dangerous conditions, including electric shock hazards and surface temperatures exceeding 200°C.

Action: The ESC presented its research to the relevant BSI Technical Committee and was successful in gaining agreement for the more stringent tests to be included in the 2012 revisions to the UK Standards for plugs and socket-outlets.

Energy-saving devices



An independent laboratory carried out safety and performance testing on a selection of commercially available products. Hazardous safety failures were revealed in all products tested and manufacturers' energy saving claims were shown to be unjustified.

Action: The ESC has been liaising directly with Trading Standards on the findings so that appropriate enforcement action can be taken.

Mobile phone chargers



The EU's move towards a common charger has led to concerns over the potential safety risks with cheap, unbranded chargers entering the market. The ESC's investigation aimed to identify hazards that might arise from overload conditions. All ten samples failed to meet the current product standard for common chargers, half had hazardous safety failures and three of the samples had three or more hazardous failures. All ten samples were purchased online, revealing issues with seller traceability and products not matching the advertised description. One of the samples was considered to be counterfeit.

Action: The ESC continues to raise the issues from this investigation with mobile phone operators and industry representatives.

Ignitability of plastic fusebox enclosures



The London Fire Brigade identified a trend in the number of fires involving fuseboxes with plastic enclosures. The cause was almost unanimously attributed to resistance heating as a consequence of a poor electrical connection.

The ESC investigated the burning behaviour of 15 fuseboxes with moulded thermoplastic cases. The tests showed that irrespective of the material used, component type and placement and the installation process are equally important factors in reducing fire risk.

Action: The findings have been shared with BEAMA (British Electrotechnical and Allied Manufacturers Association) to explore the options in the manufacturing process for making plastic fusebox enclosures more resistant to ignition, and to consider strengthening the fire resistance performance requirements for fuseboxes typically installed in domestic properties.

Providing Direct SUPPORT and Grants



The Home Improvement Grants Scheme and Electrical Fire Safety Fund are in their fourth year in their current form. They provide direct support to vulnerable groups and raise awareness of electrical safety issues in local communities.

Home Improvement Grants Scheme

The Scheme is run with the support of the national bodies for Home Improvement and Care & Repair Agencies: Foundations (England), Care & Repair Scotland, Care & Repair Cymru and Gable (Shelter) in Northern Ireland. Their support means that the scheme reaches every eligible agency in the UK, giving them the opportunity to apply for funding.

A total of £100,000 was made available in 2012-13.

Electrical Fire Safety Fund

This year, 132 applications for funding were received, with grants of up to £5,000 per project being awarded to 33 funded partners, totalling £140,000. The majority of their projects involved product testing and replacement with over 7,000 electrical products being tested and over 8,000 products given out as replacements or as part of other activities to raise awareness.

The two schemes have to date awarded £864,000 in grants, directly benefitting over 110,000 people and reaching over 2.5 million through awareness initiatives. In 2012-13, the Electrical Fire Safety Fund alone reached nearly 1.5 million people – more than its combined total for the previous years.

Funded partners for 2012-13 were announced at ceremonies held in London and Glasgow.

ESC Director General, Phil Buckle, at the London award ceremony



Priorities

- To enhance the effectiveness of the schemes by supporting partners in the adoption of a robust evaluation framework
- To increase visibility of the schemes through the media
- To build partnerships with local political representatives to make electrical safety a part of their strategies

Providing Direct Support and Grants Cont.

Achievements

Evaluation

An evaluation framework was created that was specifically tailored to support funded partners and their projects. The framework has brought a standardised approach to a diverse range of partners and projects, enabling us to measure the effectiveness of projects' activities, as well as the collective outcomes they achieved.

Media engagement

Funded partners were encouraged to undertake media activity to promote their projects and raise awareness of electrical safety issues in their local community. They were provided with a media briefing pack which included template press releases, given advice on how to engage with media and offered direct support through the ESC's in-house media team.



Funded partners for 2012-13 at the London award ceremony





Bob Doris MSP



Karen Buck MP meets the winner of the children's poster competition

Political Partnerships

The ESC has further developed its communications strategy in order to bring a structured and co-ordinated approach to political and parliamentary engagement. Part of this strategy has been to encourage Parliamentarians to support the ESC's policy positions. The engagement programme included surveying Parliamentarians to gauge their views on matters of electrical safety; providing them with regular bulletins about the ESC's ongoing activities; and inviting them to attend meetings and speak at a range of events.

Political engagement included:

- Bob Doris MSP, member for Glasgow, spoke at the ESC's annual funding awards ceremony in Scotland
- Karen Buck MP, member for Westminster North, supported a local primary school in her constituency at which one of the pupils was the winner of the ESC's electrical safety poster design competition
- A number of MPs supported the ESC's Electrical Fire Safety Week by attending our consumer events in Brighton and Newcastle

Chi Onwurah MP at the ESC's promotional event in Newcastle



Electrical Fire Safety Fund

One of the projects funded by the Electrical Fire Safety Fund was the 'Too Hot to Handle' campaign launched by the Royal Society for the Prevention of Accidents (RoSPA) in Northern Ireland, in partnership with Home Accident Prevention Northern Ireland (HAPNI) and the Belfast Health and Social Care Trust.

The campaign ran from October 2012 until March 2013 and raised awareness of the dangers that hair straighteners can pose to children. Straighteners can reach temperatures in excess of 200 °C, hot enough to fry an egg, and can take as long as 40 minutes to cool down. Children are more at risk of suffering horrific burn injuries because their skin can be 15 times thinner than adults.

Campaign activity included targeting health and social care students through workshops, encouraging them to pass on the safety messages to others, organising local events to reach parents, other practitioners and young people through the Child Safety Check Scheme run by home safety officers, and lobbying major manufacturers and retailers to supply heat resistant bags with the hair straighteners they sell.

The campaign reached over 200,000 people and RoSPA are now looking to use the project plan to run a campaign in England.



Grants Scheme

A disabled lady was initially referred to Care & Repair Caledonia by her Community Occupational Therapist for a level Access Shower. Due to her medical condition and limited income a 100% private sector grant was approved to adapt the bathroom. A home safety check was also carried out and it was identified that the wiring in the property was in a poor condition and would benefit from a rewire to bring it up to the current regulatory standard.

With the help of funding from the ESC, this work was carried out within four weeks of the instruction being issued to the contractor and shortly after this the level access shower was installed.

The lady was delighted, saying:

"Now I can sleep knowing everything is safe. The shower adaptation has made a huge difference to my safety and wellbeing and I now can shower independently, what a joy"

RAISING Awareness



Our media campaigns and presence at a range of trade and consumer events over the year have reached a wider audience than ever before. We have taken an integrated approach to our communications, aligning our media, marketing and public affairs activity to achieve our objectives and create an ongoing dialogue with decision makers and influencers.

Priorities

- To work closely with key stakeholders towards achieving the Charity's mission of increased consumer safety
- To develop a social media campaign to increase engagement on Facebook and other channels
- To refine the 'Home Electrical Safety Check' app in line with consumer feedback to improve user experience
- To launch a free 'Safe Isolation' app for industry, based on the ESC's Best Practice Guide No. 2



Achievements

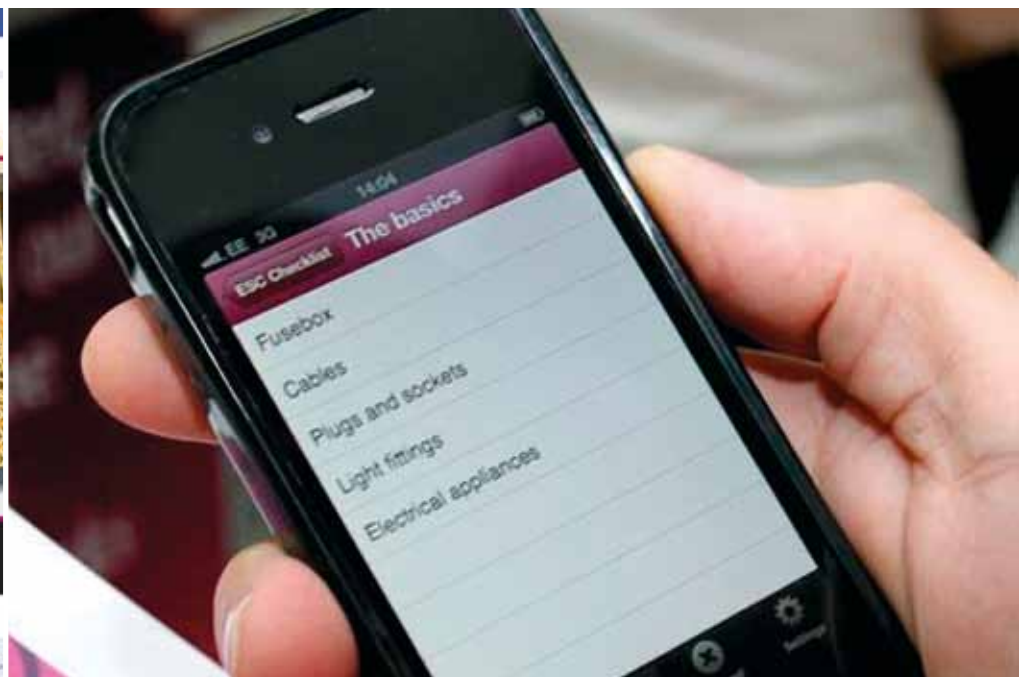
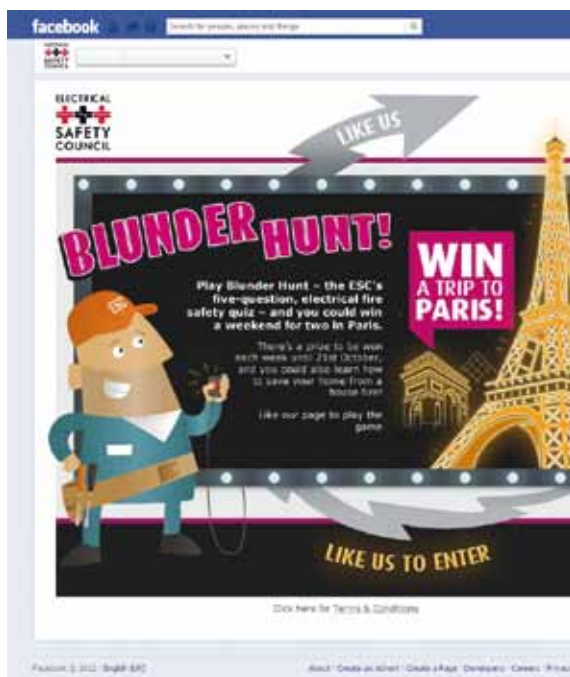
Working in Partnership

In November 2012, the ESC held its second stakeholder event. The keynote speech was given by Clive Betts MP, talking about the DCLG Select Committee which he chairs and its enquiry into Part P of the Building Regulations, which was carried out alongside the government's consultation. Delegates later discussed ways to improve public awareness of Part P as well as the recent consumer landscape review, looking at ways in which the ESC can work together with stakeholders to make sure that people have the electrical safety information that they need.

The ESC's Industry Summit was held in March 2013, attended by scheme operators, electricians, industry professionals and representatives from government and consumer organisations. It was opened by Don Foster MP, Minister of State for Communities and Local Government. The event focused on three significant developments: the changes to Part P (England) and the review of the Building Regulations; what the Green Deal means for contractors; and how smart metering is likely to impact on the safety of electrical installations. The views expressed by the industry representatives at the event have been developed into a white paper for submission to the relevant government departments.

The ESC has worked with its stakeholders on media campaigns throughout the year – supported by CFOA to highlight the dangers of electrical fires caused by simple “blunders” in the home and then again when stressing the risks of continuing to use products that have been recalled. We worked with Trading Standards on November's 'Hooky Goods' campaign – in response to the increasing numbers of counterfeit products flooding UK markets. Once again the Charity worked closely with DCLG's Fire Kills campaign during September's Electrical Fire Safety Week – with promotional activities taking place in shopping centres in Brighton and Newcastle.

Raising Awareness Cont.



Social Media

In September 2012, the ESC launched its first social media campaign, with a Facebook quiz that asked people to spot the basic blunders that are typical in UK homes – including overloading sockets and adaptors, leaving appliances unattended and using the top of a microwave for extra storage. With a trip to Paris as an incentive to enter, the competition was promoted through a media campaign and on third party websites. Facebook “likes” increased from 80 to over 4,000 – a number that has been retained and is steadily increasing since the campaign.

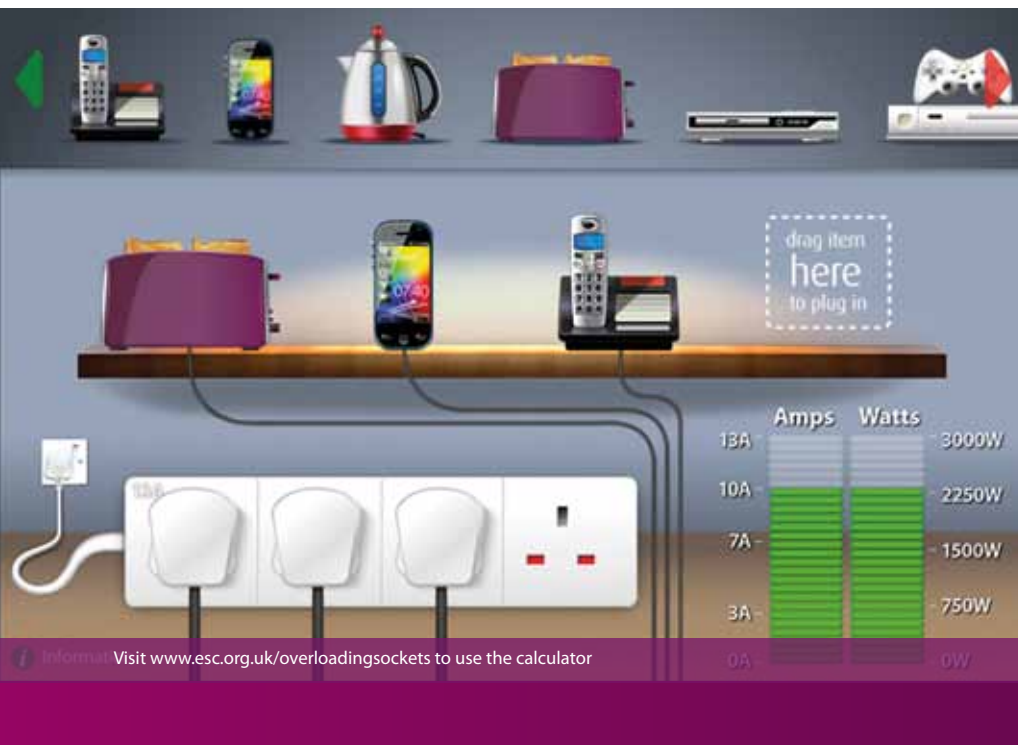
The ESC now has over 2,500 followers on Twitter, predominantly electricians, Trading Standards, Fire and Rescue Services and other consumer organisations. Our LinkedIn group has 450 members who debate the issues that are affecting them as industry professionals, including changes to Part P of the Building Regulations, condition reporting and assessing competency.

Home Electrical Safety Checks app

The free smartphone app has continued to prove popular, now achieving over 30,000 downloads. In 2012 it was updated, following feedback from users, to make the information easier to understand and include clearer images and navigation.

Safe Isolation Procedure app

To help address the dangers of live working, the ESC has developed a free app, available on iPhone and Android devices, on safe isolation procedure. The app is based on the **Best Practice Guide No 2** (Guidance on the management of electrical safety and safe isolation procedures for low voltage installations). Designed to be as easy to use as possible, it takes a step-by-step approach to achieving safe isolation by following a series of illustrations and simple instructions.



The ESC Online

The ESC website had 407,056 unique visitors in 2012-13, a 26% increase on the previous year. The increase has been steady across the year with particular sections of the site performing particularly well due to media and marketing activity.

Investment has been made in Search Engine Optimisation (SEO) that has seen the ESC rise to the top of search rankings for keywords including “electrical safety”, “RCD”, “fusebox” and “product recall”. The Charity receives a grant from Google Adwords each month, allowing expenditure of up to US \$10,000 each month in paid search.

Online tools have been developed and added to the site, also available to be displayed on third party websites. The online socket calculator has been made available for partner organisations to display. In March, we developed an online product checker to help people find out if an electrical product that they own is under a recall notice. Over 250 recall notices have been issued for electrical products in the last six years, but with an average success rate of just 10-20%, it is clear that people do not know about recalls or do not fully understand the importance of the need to act on them. The online tool was launched as part of a media campaign and in the month following its launch, it had over 50,000 unique page views – more than the entire site has in an average month. It can be found at www.esc.org.uk/recall



Raising Awareness Cont.

Publications

In the Winter 2012 edition of **Switched On** the ESC asked for feedback from readers regarding a move to an online version of the magazine. With two thirds of those surveyed in favour of the change, it was decided that the Autumn 2013 would be the final print copy of the magazine. However a paper copy will still be available on a subscription basis for those who do not have access to or prefer not to read an online version.

The ESC continues to offer a range of consumer leaflets covering general electrical safety issues as well as more specific advice around issues including online shopping, product and fire safety.

In September 2012 the ESC produced a condensed version of the popular Landlords' Guide – simplifying the information provided and directing readers to further information, where required. This booklet has proved the most popular publication with over 10,000 copies distributed at events and via umbrella organisations.

A Visual Checklist for primary age children was developed, to enable them to carry out basic visual checks in the home. This has been distributed to schools throughout the UK as well as to Fire and Rescue Services for use in their school visits.

The ESC's literature is always popular with stakeholders and partners and this year has seen over 250,000 leaflets distributed as a result of promotions and mailouts.

The ESC worked with 120 B&Q warehouse stores to display materials promoting the use of RCDs when carrying out DIY and gardening activity. Around 120,000 leaflets were distributed during a six week period. Many stores showed an encouraging increase in the sales of plug-in RCDs and RCD protected fuseboxes.

Electricians have also been using the ESC's Home Safety Packs which promote the safety benefits of RCDs. The packs have been picked up in their thousands by electricians who then go on to distribute the leaflets to their customers. During the last year 21,500 packs containing 565,000 leaflets have been distributed.



Helpline

During the year the Electrical Safety Council received 561 calls to the Helpline. The Charity also received 4,414 emails, more than double the amount for the previous year. These covered topics including condition reporting, landlords' responsibilities, Part P, product safety and general technical advice.



FINANCE **Report 2012-2013**

The summary group financial statements are not the statutory accounts but a summary of information relating to the group income and expenditure account, statement of total recognised gains and losses, 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 5 December 2013. The Auditors' statement under Section 496 of the Companies Act 2006 was unqualified. The audit report made under Section 498 of the Companies Act 2006 was also unqualified. Copies of the full financial statements will subsequently be filed with the Charity Commission, the Office of the Scottish Charities' Regulator and Companies House.

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.

Charles Tanswell, Chairman

Independent Auditor's Statement to the Directors of the Electrical Safety Council

We have examined the summarised financial statements of The Electrical Safety Council.

This statement is made solely to the directors, as a body in accordance with the terms of our engagement. Our work has been undertaken so that we might state to the directors those matters we have agreed to state to them in this statement and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity's directors as a body, for our work, for this statement, or for the opinions we have formed.

Respective responsibilities of directors and auditor

The directors are responsible for preparing the summarised financial statements in accordance with the requirements of section 427 of the

Companies Act 2006 and regulations made thereunder and recommendations of the Charities Statement of Recommended Practice.

Our responsibility is to report to you our opinion on the consistency of the summarised financial statements with the full financial statements and directors' report and its compliance with the relevant requirements of section 427 of the Companies Act and the regulations made thereunder. We also read the other information contained in the summarised annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

Basis of opinion

We conducted our work in accordance with Bulletin 2008/3 'The auditors' statement on the summary financial statement' issued by the Auditing Practices Board for use in the United Kingdom. Our report on the full annual financial statements describes the basis of our opinion on those financial statements.

Opinion

In our opinion the summarised financial statements are consistent with the full financial statements and the Directors' Annual Report of The Electrical Safety Council for the year ended 31 March 2013 and complies with the relevant requirements of section 427 of the Companies Act 2006 and regulations made thereunder.

BDO LLP
Statutory auditor
5 December 2013

Finance Report 2012-2013 Cont.

Overall Result

The Group recorded a surplus of £1,898K which includes a curtailment gain of £3.1M arising on the closure of the defined benefit pension scheme.

The significant increase in the contribution from joint ventures arises from the gain arising on the disposal of Unitek (part of the US joint venture).

Gift aid of £3,037K (2012: £3,476K) has been generated by the Charity's subsidiaries.

Reserves have reduced from £7,341K to £6,398K mainly as a result of the pension deficit payment and other accounting charges relating to the pension deficit. These reserves are wholly unrestricted

Income

Total incoming resources at £35,521K were in line with the previous year and comprised £20,117K of charitable income and £15,404K from trading activity and investment income.

Income from both charitable activities and subsidiaries' trading activities was broadly consistent with the previous year.

The Charity's income, comprising interest on bank deposits and investment income of £226K, was in line with the previous year despite a decline in bank deposits.

Expenditure

Total outgoing resources were £33,623K, a decrease of 7% reflecting primarily a curtailment gain arising as a result of closure to future accrual of the final pension salary scheme.

Charitable expenditure incurred in the Charity amounted to £2,718K.

Professional advisory fees incurred in relation to the establishment of the joint venture Certsure and the consultation on the changes to the pension scheme accounted for 19% of the Charity's total costs.

Almost all of the Group's trading activities are conducted in Ascertiva Group Limited with the exception of the joint venture activities in China undertaken by SNQA. The Group owns 50% of SNQA through its subsidiary National Quality Assurance Ltd.

Governance costs of £211K represented less than 1% of total resources expended.

Fixed Assets

The majority of the Charity's tangible fixed assets comprise the land, buildings, furniture, equipment and IT hard and software used in the Group on a daily basis. Capital invested in new fixed assets amounted to £384K and is mainly accounted for by the expenditure on IT and office equipment.

Pension Scheme

The pension scheme was closed to future accrual benefit on 28th of February 2013 and employees who were active members at the closure date were offered enhanced employer contribution rates in the group's stakeholder scheme.

The underlying FRS 17 pension deficit now at £11.7M increased by £300K in the year, despite curtailment gains of £3.1 M, arising on the closure of the scheme to future accrual, and a special deficit payment of

£1.8M. This deficit is calculated under current accounting standards and is of a long term (as well as variable) nature.

The pension deficit impacts the Charity's short and medium term cash flows by the funding arrangements agreed with the Pension Scheme Trustees. These comprise £7.7M of deficit payments made since July 2009 of which £1.8M was made in the year under review with a further £8.7M committed over the seven years commencing 1 April 2013.

Outlook

The Group's financial position remains satisfactory and a loss is budgeted for the current year as the Charity intends maintaining, as far as possible, its current range of activities.

Cash, Investment Policy and Returns

Group cash and investment balances excluding joint ventures have increased to £14,431K (2012: £13,833K) reflecting in part good investment performance.

The Charity's investment policy has as its objective "to enhance, in so far as is reasonable, with the avoidance of undue risk, the real value of the capital." A total return, over the medium term, in excess of that available on cash deposits has been targeted as a benchmark: in effect an absolute return strategy whilst capital preservation is also essential.

An investment portfolio of £7.6M of funds with a long term investment horizon is managed by two fund managers Cazenove and HSBC. Good growth in the financial markets has resulted in a return of 10.9%, £826K was

delivered on the portfolio, comprising £655K of capital gains and £171K of income.

The investment policy is maintained under ongoing review in light of changing Group funding requirements and during the year under review the allocation to cash was reduced and the funds with HSBC were transferred from an absolute return product to a specialist charity fund.

The balance of the Charity's investments relates to its investments in its trading subsidiaries and joint ventures.

Reserves and Risk Assessment

The previously agreed reserves policy was that reserves amounting to two years' "pure"/discretionary charitable expenditure be maintained after provision for: designated investments in fixed assets which cannot be easily liquidated, and funding of the next three years' pension deficit payments commitments.

Subsequent to the establishment of the joint venture and its 50:50 governance arrangements the definition of available reserves has been modified so that available reserves now constitute cash and realisable investments which the Charity directly

controls, namely the Charity's and those of its wholly owned subsidiaries. The updated reserves policy, approved by the board, is that reserves, which are defined as the Charity's and its wholly owned subsidiaries' cash and investment portfolio, amounting to two years' pure /discretionary charitable expenditure be maintained after provision for the next three years' pension deficit payments.

Charity reserves are currently approximately 132% (or 15.8 months expenditure) of this target.



Summary Group Financial Statements 2012-13

Summary Group Income and Expenditure Account for year ended 31 March 2013	2013 £'000	2012 £'000
Fees and operating income	35,295	35,504
Cost of generating funds	(14,885)	(14,851)
Charitable expenditure	(19,866)	(20,495)
Governance costs	(211)	(508)
Other resources credited/(expended)	1,339	(379)
Operating surplus	1,672	(729)
Investment income	226	220
Group surplus /(loss)	1,898	(509)

Summary Statement of Total Recognised Gains and Losses for year ended 31 March 2013	2013 £'000	2012 £'000
Surplus/(loss) for the financial year	1,898	(509)
Share of profits in joint ventures	1,304	914
Pension adjustment	(4,800)	(6,800)
Net investment gains/(losses)	655	(44)
Net movement of funds	(943)	(6,439)
Fund balances brought forward at 1 April	7,341	13,780
Fund balances carried forward	6,398	7,341

Summary Consolidated Balance Sheet for year ended 31 March 2013	2013 £'000	2012 £'000
Fixed assets and investments	15,045	14,870
Investments in joint ventures: Share of net assets	1,040	1,586
Current assets	11,713	12,610
Creditors: amounts falling due within one year	(9,700)	(10,325)
Net current assets	2,013	2,285
Pension liability	(11,700)	(11,400)
Reserves	6,398	7,341

Summary Cash Flow Statement for year ended 31 March 2013	2013 £'000	2012 £'000
Net cash (outflow) from operations	(1,748)	(1,856)
Returns on investments	2,076	671
Net purchase of tangible fixed assets	(384)	(840)
Net financial investment	(138)	(119)
Net (decrease) in cash in the year	(194)	(2,144)

Governance

The Electrical Safety Council (the Charity) is a company limited by guarantee, and is governed by its members who also comprise its Board of Directors.

Patron

Baroness Tonge

Board Members

C J Tanswell * (Chairman)

B F Walker *

W H Wright *

S Bratt

P Canning (appointed July 2012)

N Carter (appointed July 2013)

D P Dossett, MBE

R Gainsford, OBE (appointed July 2012)

D Johnson

R Jones, MBE (resigned September 2013)

E N King, OBE (resigned September 2013)

B Lovewell (appointed September 2013)

N McGuinness

R Miguel (resigned September 2013)

A Parkes (appointed July 2012)

E Taylor (appointed September 2013)

Senior Management Team

P Buckle

Director General

M C Clark

Technical Director

J O'Connell

Deputy Director General & Company Secretary

M Allen

Head of Technical Development

J Bradley

Principal Engineer

E Apter

Head of Communications

Ascertiva Group Ltd Directors

Principal Trading Subsidiary

A Robinson

Chair

E Clancy

Chief Executive Officer

W H Wright

Non Executive Director

C J Tanswell

Non Executive Director

M Sibley

Finance Director

Committees

Electrical Safety of Products Committee

B F Walker (Chairman), ESC Trustee

S Curtler (Secretary), ESC

M Allen, ESC

P Buckle, ESC

P Canning, ESC Trustee

M C Clark, ESC

L Crane, BRC

G Cronshaw, IET

A Ferguson, BSI

I Filmer, BSI

A Gordon, CE Compliance Solutions

R Harris, BIS

C Heemsker, TSI

J Hodge, BASEC

R Jefferis, Intertek

P Leshirley

S MacConnacher, AMDEA

M Mullins, BEAMA

C J Tanswell, ESC Trustee

Standing Committee on Technical Matters

M C Clark (Chairman), ESC

J Bradley (Secretary), ESC

P Cook, By invitation

G Cronshaw, IET

J Elliott, ESC

D W M Latimer, By invitation

J A McLean, By invitation

M Onyett, By invitation

P Sayer, BEAMA

D Start, By invitation

C J Tanswell, ESC Trustee

A Wells, NICEIC

B F Walker, ESC Trustee

W H Wright, ESC Trustee

Finance and Management Committee

C J Tanswell (Chairman)

J O'Connell (Secretary)

P Buckle

D Johnson

E N King, OBE

B F Walker

W H Wright

Technical Committee

W H Wright (Chairman), ESC Trustee

J Bradley (Secretary), ESC

M Allen, ESC

F Bertie, NAPIT

P Buckle, ESC

B Cairney, SELECT

M C Clark, ESC

G Cronshaw, IET

G Digilio, ECA

J M R Hagger, BCA

Dr J Hodge, BASEC

E N King, OBE, ESC Trustee

D W M Latimer, By invitation

K Morton, HSE

M Mullins, BEAMA

D Start, By invitation

C J Tanswell, ESC Trustee

B F Walker, ESC Trustee

A Wells, NICEIC

Campaigns Committee

B F Walker (Chairman), ESC Trustee

L Carney (Secretary), ESC

E Apter, ESC

P Buckle, ESC

K Butler, BEAMA

M Hamilton-Russell, CFOA

R Jones, ESC Trustee

S Kuyser, TSI

S Merrill, RoSPA

A Rousseau, ESC (resigned August 2012)

D Smith, ENA

M Smith, Ascertiva

* Office Bearer

COMMITTEES and councils



The Electrical Safety Council is represented on a number of committees and councils that develop British standards, such as those relating to the requirements for electrical installations, fire detection and emergency lighting systems. It also participates in European and international standards work as well as providing experts for working groups and teams.

Its membership includes the following:

- BASEC Certification Committee
- BEAMA Technical Committee
- CENELEC Working Groups
- ECA Electrotechnical Committee
- Electrotechnical Assessment Specification
- Institution of Engineering and Technology
- Joint BSI/IEE Technical Committee
- NAPIT Technical Sub-committee
- SELECT Technical Committee
- The British Standards Institution
- The International Federation for the Safety of Electricity Users (Fisuel)

Independent Certification Councils

Ascertiva's activities are monitored by an Independent Certification Board (ICB). It provides assurances that Ascertiva's certification activities are carried out fairly, independently and that there are no conflicts of interest which could influence its certification decisions. The ICB oversees Ascertiva's impartiality, processes, policy implementation, complaints, appeals and communications.

This board comprises the chairmen of three councils which monitor the certification activities of each of Ascertiva's main businesses:

- the Electrical Contracting Certification Council (for electrical schemes);
- the Management Systems Certification Council (for management systems); and
- the Personnel Certification Council (for personnel schemes).

Membership of Independent Certification Councils

Management Systems Certification Council (MSCC)

D Bell (Chair)
S Dickens
P Jervis
J Joshi
I McKay
C Miller
R Nunn
J Piggott
D Port
I Richardson

Electrical Contracting Certification Council (ECCC)

P Overall (Chair)
S Akram
M C Clark
R Ferris
A Foster
S Haley
M Onyett
C J Tanswell
B F Walker

Personnel Certification Council (PCC)

J Darlaston (Chair)
P Balmer
M C Clark
A Grimsley
R Searle
D Shears
S Wright

Principal Places of Business

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London EC4Y 0DH

Auditors

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55 Baker Street
London W1U 7EU

Bankers

HSBC
28 Borough High Street
London SE1 1YB

Investment Managers

Cazenove Fund Management
12 Moorgate
London EC2R 6DA

HSBC Global Asset Management

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London SW1A 1HL

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Registered Charity (England and Wales) No. 257376 (Scotland) No. SC039990

The Electrical Safety Council is a UK charity committed to reducing deaths and injuries caused by electrical accidents at home and at work.



Corporate member of
Plain English Campaign
Committed to clearer communication

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December 2013



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ELECTRICAL

SAFETY
COUNCIL