



# ANNUAL REPORT

First for electrical safety advice **2017-18**

# 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



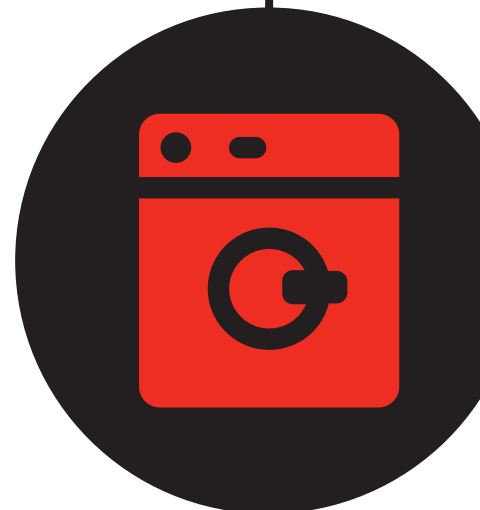
**Having spent my working life tackling consumer issues, with a particular emphasis on safety, and served as a Trustee of Electrical Safety First since 2015, I am proud to now be the Charity's Chair and very much enjoying my year in office. I would like to thank Bryn Walker, who filled the role for the previous three years, for his past and continuing contributions.**

My closer perspective as Board Chair has made me even more appreciative of the huge efforts made by staff to fulfil the Charity's objectives and the significant success achieved within a climate of change. The Chief Executive's introduction which follows provides more detail on the many key achievements and the ongoing challenges faced by the Charity. The Board has continued its role in supporting and questioning as appropriate, including reviewing its own performance in line with the Charity Governance Code.

This year we have revised our strategy for the next five years, setting clearer targets to help ensure that our planned work supports the Charity's priorities. As ever, this activity is underpinned by a solid base of evidence, developed through robust research. Our annual consumer survey has helped to identify people who are most at risk of an electrical accident, including those aged under 35. This is an audience that is harder to reach through traditional print and broadcast media, but we can claim some success in increasing their electrical safety awareness through the effective use of strong digital content and social media to support our communication with the public and other stakeholders.

The Charity balance sheet is healthy and there are exciting plans and enthusiasm for the coming year's activities. I thank my fellow Trustees, Chief Executive and the whole team at Electrical Safety First for their work over the last twelve months and wish the Charity continued success.

**Anne Ferguson**  
Chair





# Chief Executive's Introduction



**The past year has been a challenging one. The announcement and outcome of the snap general election brought inevitable delays to anticipated changes in legislation and there is also still a huge amount of uncertainty over our exit from the European Union and what that will mean for safety standards. Domestic news has been dominated by the tragic fire at Grenfell Tower.**

Despite these challenges, Electrical Safety First has continued to be the expert voice on electrical safety issues, working with stakeholders and the media to share our messages with consumers, and with Government and industry to improve standards.

The devastating fire at Grenfell Tower in June 2017, which is believed to have been started by a faulty fridge-freezer, brought attention to the risks associated with densely populated housing and reinforced the need for regular electrical safety checks. As a result, we called for Housing Associations and Local Authorities to be required to provide free five-yearly electrical checks in tower blocks, and to hold a register of white goods contained within these buildings.

November 2017 saw the publication of the Government's report into Electrical Safety in the Private Rented Sector. Disappointingly, it offered no commitment to the introduction of mandatory five-yearly checks on electrical installations in privately rented homes, which would bring England in line with what has been introduced in Scotland and is being pursued in Wales. However, in July 2018 we were delighted that the Government announced that five-yearly electrical checks **will** be introduced in England. Over the coming year, we will continue to work with Government to

ensure that the implementation of these checks is progressed quickly so that private tenants can have the peace of mind that their installations are safe.


In January, the Department for Business, Energy and Industrial Strategy (BEIS) published their report calling on Government and industry to take action on faulty electrical goods. The Government subsequently announced the establishment of a new Office for Product Safety and Standards (OPSS), which will identify consumer risks and manage responses to large-scale product recalls and repairs. We are keen to work with the new Office towards ensuring that the UK's product safety regime is as effective as possible. It is something for which we have lobbied since it was recommended in the independent review on product safety, which was led by Lynn Faulds Wood nearly two years ago.

**NINETEEN ORGANISATIONS WERE AWARDED GRANTS OF UP TO**

**£5,000**

We hope that OPSS will prioritise important electrical safety issues:

- Given the low success rate of product recalls in the UK, with only 10-20% of faulty goods ever returned or repaired, there are potentially millions of dangerous electrical goods in people's homes. So, we strongly recommend that OPSS establishes a centrally managed product recall database, as at the moment it is extremely difficult for consumers to know if the products they are using are safe.



## FIVE-YEARLY CHECKS ON ELECTRICAL INSTALLATIONS IN PRIVATELY RENTED HOMES TO BE INTRODUCED.

- The BEIS report also recommended that manufacturers of fridges and freezers should use safer materials, as plastic-backed fridges pose a significant fire risk and can cause large, rapidly developing fires, another very welcome recommendation. Electrical Safety First has been working with the London Fire Brigade to develop a new 'voluntary mark' to be used by manufacturers of fridges and freezers to demonstrate that the backing has been made from fire-resistant materials.

As well as our work with Government, we believe 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. Our credibility and expertise has also been acknowledged by the industry via our participation in a number of awards, where we have been invited to become members of the judging panel.

Electrical Safety First also supports the delivery of project-based fire prevention initiatives in local communities through our Electrical Fire Safety Fund. This year, preference was given to projects that sought to address the risks of fires associated with electrical products and appliances, particularly those that displayed an innovative and creative approach. Nineteen organisations were awarded grants of up to £5,000 – enabling them to tackle the causes of

electrical fires by increasing public awareness of electrical safety and promoting behavioural change.

Looking to the Electrical Safety First team, this year we employed an intern to work as a member of our technical team, providing an insight into the Charity's work whilst offering invaluable work experience towards gaining future employment. This is something that we hope to repeat in the future, as part of our commitment to developing talent.

I would like to thank the team at Electrical Safety First for achieving some excellent results over the past twelve months. Although working remotely for a period of time while our office underwent a complete refurbishment, everybody rose to the challenge, not only managing to keep everything running smoothly but also being awarded "Communications Team of the Year" at the Third Sector Awards.

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

**Phil Buckle**  
Chief Executive

## Communications Team of the Year

AT THE THIRD SECTOR AWARDS.



# Raising Consumer Awareness

**Electrical Safety First's small in-house team develops campaigns to raise consumer awareness of the risks associated with electricity and to encourage behavioural change that will make people safer in their homes.**

Key campaigning priorities and target audiences are identified through analysing the results of the Charity's annual consumer survey and government fire and injury data.

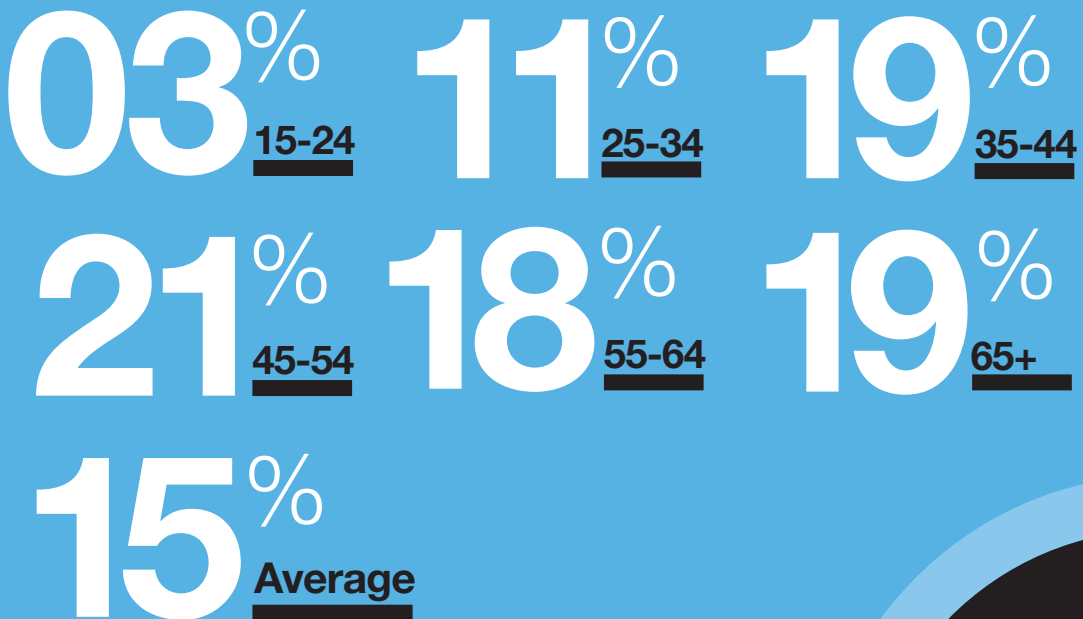
## Annual Consumer Survey

Our annual consumer survey is conducted by Ipsos Mori, exploring general attitudes towards electrical safety, as well as good and bad electrical practice in the home.

The 2017 survey showed that the highest risk groups, and therefore priority target audiences for the Charity's messages, include people aged under 35, tenants (living in both privately rented and social housing) and the less affluent. They are more likely to rely on landlords and parents, to take more risks when it comes to electrical work and buying electrical products, as well as being more likely to look online for their advice.

We have seen a slight increase in awareness of **Part P of the Building Regulations**, with 15% saying they have heard of it (up from 14%). Awareness is higher amongst people aged over 35 who are more likely to be on the property ladder and responsible for any electrical work required in their homes, rather than relying on parents or landlords.

## Part P Awareness by Age Group





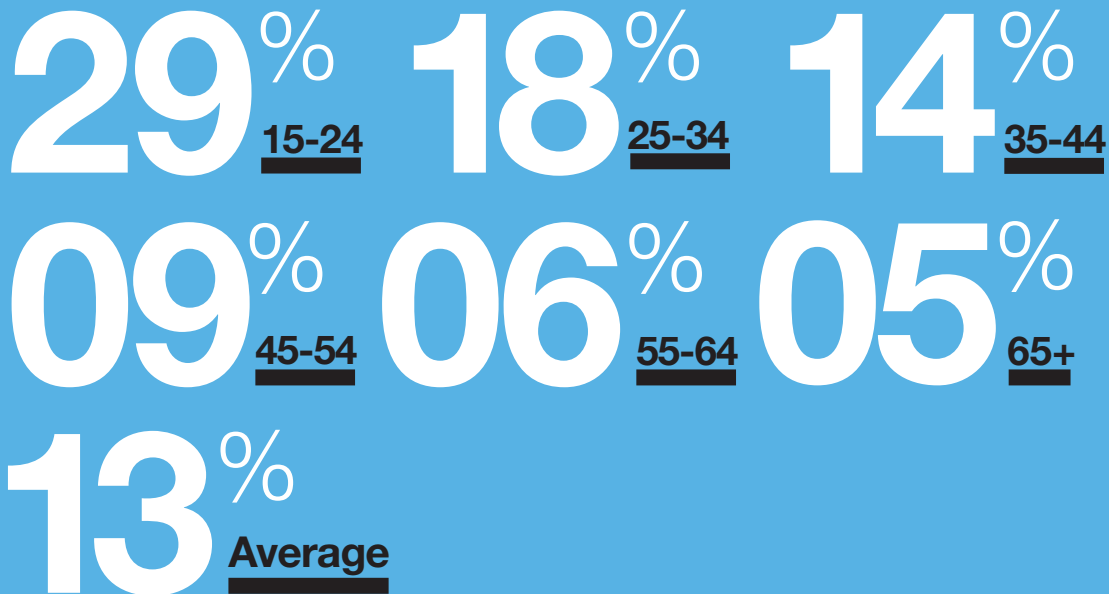
# 1,981

INTERVIEWS WERE CONDUCTED  
FACE-TO-FACE IN RESPONDENTS'  
HOMES (AGED 15+) ACROSS GREAT  
BRITAIN

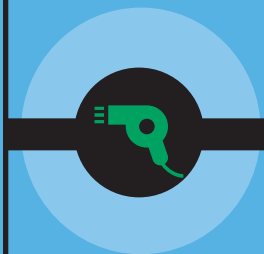
However, there are some clear discrepancies between attitudes and behaviour, particularly when it comes to **product recalls**. High numbers of people say that they would return recalled electrical products, particularly luxury and white goods. This willingness has increased by around three percentage points across all product types. However, this intent does not necessarily translate into action. Just under a third of people (31%) would continue to use a product after it had been recalled, so there is still work to be done.

Younger people (aged under 35) are the most likely to have seen **counterfeit** electrical goods for sale (24% compared with an average of 13%), and also the most likely to have bought them (6% compared with an average of 3%).

## Experience of seeing counterfeit electrical products for sale by age group



Nearly two thirds of the people who have bought fakes have done so online (64%) and over half of these experienced either major or minor problems with them. Price is still the main motivator for buying a fake, and the percentage increases amongst higher risk groups.



# Campaign Highlights

The topic of “electrical safety” is a challenge to communicate as understanding of the risks is generally low. Our messages need to be shared in a creative way that will grab attention without diminishing the seriousness of the issue. As people under the age of 35 are harder to reach with our messaging, the development of shareable digital content is an important part of the Charity’s communication strategy. Half of the people who “like” the Electrical Safety First Facebook page are aged between 18 and 34, so it is a strong channel to use when it comes to engaging with them.

Our general approach is to support media activity with digital content, which is able to take a more quirky approach, while more traditional media relations techniques are used to convey the key messages.

## Halloween – The Calamityville Horror (October 2017)

For Halloween, we paid homage to classic scary movies with our version of a film trailer – but with electrical rather than supernatural dangers lurking in the home. Taking inspiration from classic horror films as well as current favourite *Stranger Things*, the short video warned against easily avoidable mistakes such as using cheap and sub-standard chargers and not using a registered electrician.

The film was promoted on Facebook and reached just under 1.1 million UK adults, with 1,654 social interactions (reactions, shares and comments). The best engagement came from males aged 25-34, a key target audience.

Watch the film at <https://www.electricalsafetyfirst.org.uk/the-calamityville-horror/>

# 1.1 million

UK ADULTS WERE REACHED ON FACEBOOK

## Grenfell Tower and White Good Safety (July 2017)

Following the tragic fire at Grenfell Tower, with a faulty fridge-freezer believed to be the initial source of ignition, we called on the government to introduce a new policy that requires housing associations and local authorities to:

- provide free mandatory electrical checks for homes in tower blocks to ensure tenants are protected from electrical fires
- keep a register of white goods contained and operating in the blocks regardless of the tenure of the property and to ensure that tenants have registered their products.

With five fires a day in England caused by electrical white goods, we also launched a microsite, offering expert advice for consumers on ways to ensure their white goods are safe, a searchable tool to check if any of their products have been recalled and advice on how to register an appliance.

Visit [www.whitegoodsafety.com](http://www.whitegoodsafety.com)





## Counterfeit Apple Chargers (December 2017)

We launched a report detailing the results of testing carried out, supported by Apple, on 50 counterfeit and lookalike UK iPhone chargers. Almost all (49 out of 50) of the chargers tested had the potential to deliver a lethal electric shock and/or cause a fire.

The Charity shared the findings in a consumer media campaign which highlighted the serious risks associated with buying fake electrical products, particularly chargers, and called on social media companies and online marketplaces to do more to prevent the sale of fake electrical goods.

The campaign was very well received by broadcast, print and online media. An interview for *Sky News Radio* was syndicated across their network (200+ stations), and the story was also covered by national media including *The Sun*, *Daily Mirror* and *Telegraph*, as well as key regional radio and print titles. It was also featured on the popular *LADbible* website and even attracted international interest from Canada and New Zealand.

Three short films shared on social media highlighted the risks of using counterfeit and substandard chargers. These reached over 40,000 people within a week of the campaign's launch.

Find out more at [www.electricalsafetyfirst.org.uk/fakechargers](http://www.electricalsafetyfirst.org.uk/fakechargers)

## Topical Digital Content

As well as supporting our media campaigns, Electrical Safety First reacted to popular breaking news with topical and quirky content. We offered Prince Philip a 'to do' list for his retirement, gave some advice to the Queen for her birthday and even included "Donald Trump" in a short video about spotting fakes! And for Valentine's Day we offered advice to make sure that the right sparks would be flying!

## Influencing Behaviour Change

We can see from the 2017-18 consumer survey that there is positive behavioural change, particularly in relation to product registration and responding to product recalls, amongst people who have some awareness of Electrical Safety First, and therefore likely to have been exposed to our campaign messages.

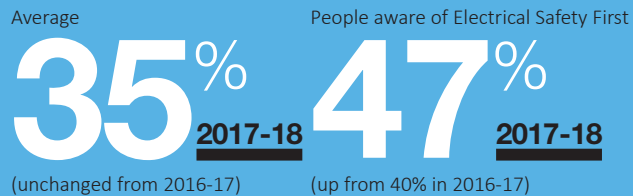
The significant increase in the number of people who would respond to a recalled phone charger highlights the greater awareness of the risks associated with these products.



USING SEASONAL HOOKS, WE OFFERED CHRISTMAS COOKING TIPS AND A FESTIVE FAIRYTALE THAT REACHED OVER

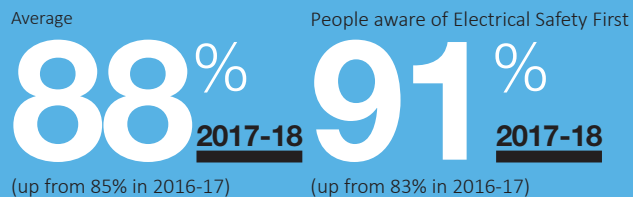
**80,000**  
PEOPLE

**Product Registration – Percentage of People who say they “Always” or “Often” register new electrical appliances:**

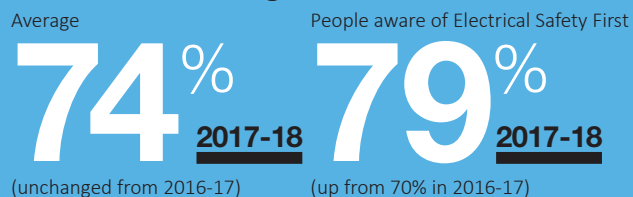


**Product Recall – Percentage of People who would respond to recall notices**

**Washing Machine/Tumble Dryer**



**Mobile Phone Charger**



# Electrical Safety First

**Electrical Safety First's website continues to be an important source of information for both consumers and electrical professionals.**

We saw a surge in visits to the site during the summer, following media coverage of the Grenfell Tower fire. These were prompted by links from websites like [bbc.co.uk](http://bbc.co.uk) and [telegraph.co.uk](http://telegraph.co.uk), as well as significant mentions in August, following a letter sent to the Prime Minister and co-signed by London Fire Brigade Commissioner Dany Cotton, London Mayor Sadiq Khan, the Fire Brigades Union, the National Fire Chiefs Council and Electrical Safety First.

We launched a new blog in August 2017, enabling us to share messages in a more accessible way than on the more factual website pages. So far the blog has had just under 10,000 visitors, with 1,895 people reading the behind the scenes story of our Halloween campaign, 'The Calamityville Horror'.

Over half of all visitors now use a mobile (42.7%) or tablet (11%) to access the website.

## TOTAL WEBSITE VISITS

# 2,791,559

(12.24% up on the previous year)



### Search Engine Optimisation (SEO)



Traffic from SEO has increased by **21%** in 2017-18 compared to the previous year, with paid advertising generating over **510,000** visits to the website, a **12%** increase on 2016-17.

We continue to use Google's Grant scheme, with a monthly spend of up to \$40,000 – this is a donation offered to charities to enable them to compete with commercial organisations when it comes to buying advertising space.

As a result of this, the Charity ranks in the top five for 88 out of 185 keywords relating to electrical safety, meaning that when somebody searches for these terms, a link to our website content will appear in the top five search results. Electrical Safety First has a number one ranking for terms including "find an electrician", "electrical fire safety" and "electrical safety in the home".

New pages have been added to the website for key UK cities so that when people search, for example, for "Find an electrician in Manchester" they will be directed to the Electrical Safety First website. This will be expanded in 2018 to cover the whole of the country, which should have a significant and positive impact on visitor numbers.



## SOCIAL MEDIA

Social media has been effective in sharing our messages with the hard to reach younger audience:

Facebook – **17,137** Likes

Twitter – **16,298** followers

YouTube – **1,611** subscribers

Instagram – **484** followers

Pinterest – **259** followers

LinkedIn – **963** members

## UNIQUE WEBSITE VISITORS

# 2,354,718

# Online

## PAGE VIEWS

# 4,289,131



Pages



### Best Performing Consumer Pages

1. Product Recalls – **108,245** visitors (2.52% of total traffic)
2. Find an Electrician – **97,869** (2.28%)
3. Advice for Landlords – **96,662** (2.25%)
4. RCDs Explained – **92,733** (2.16%)
5. Watts to Amps Calculator – **78,708** (1.84%)

### Best Performing Technical Pages

1. Best Practice Guides – **63,652** (1.48% of total traffic)
2. Wiring Regulations Landing Page – **57,388** (1.34%)
3. New, Rewired and Similar Installations (Wiring Regulations) – **52,213** (1.22%)

### Most Popular Downloads

1. Best Practice Guides (1-9) – **54,825**
2. Landlords' Guide England and Wales – **6,519**
3. Landlords' Interim Checklist – **2,338**
4. Landlords' Guide Scotland – **1,942**
5. How Safe is Your Home? – **1,411**

# Engaging with Government

The political landscape has been one of uncertainty over the last twelve months, with the snap election, inquiry into the Grenfell Tower fire and ongoing Brexit negotiations meaning that our priorities did not always receive the anticipated attention and response. However, we have still made progress in a number of key areas.

## Westminster

### Housing and mandatory electrical safety checks

We continued to keep up the pressure on the Government through Parliamentary Questions, meetings with MPs and civil servants on our key ask for mandatory electrical safety checks in the private rented sector. The Government decided to delay making a further decision with regards to the checks following the Grenfell Tower fire in June. However, we are delighted that in July 2018 the Government announced that five-yearly electrical checks will be introduced for privately rented properties.

### BEIS Select Committee

The Business, Energy and Industrial Strategy (BEIS) Parliamentary Select Committee has considered undertaking an inquiry into the safety of electrical products for some time and thanks to our lobbying we achieved a one-off Parliamentary committee session in October on the topic. The Committee held the session in order to ascertain the issues surrounding product recall and safety.

### Electrical Fire Safety Week

At our Parliamentary reception event, which was held in the House of Commons in November, we highlighted the high number of fires across the UK that were caused by electricity. We asked the MPs who attended the event to help ensure the message on the dangers that electricity can pose is communicated to their constituents. We provided a template press release that MPs adapted to post on their websites and blogs, and to generate local media coverage around their support for the campaign.

During 2017-18, Electrical Safety First was mentioned 38 times in Westminster. This was in House of Commons, Westminster Hall and House of Lords debates, and House of Commons and House of Lords Written Answers.

# 28

POLITICIANS ATTENDED  
OUR ELECTRICAL FIRE  
SAFETY WEEK EVENT



## Wales

We launched our report with Swansea University, *How Can We keep Older People in Wales Safe?*, at the National Assembly for Wales. The event was sponsored by our key supporter in Wales, Mike Hedges AM and attended by the new Minister responsible for older people, Huw Irranca Davies AM. Notable BBC Wales broadcaster Beti George gave a keynote speech on supporting people with dementia at home, from her perspective as a carer of someone with Alzheimer's. The report calls on the Welsh Government to introduce a policy of free electrical safety checks in Wales for all households with people aged over 80.



## Scotland

We achieved further policy success in Scotland as a result of our **Inequality Street campaign**, which aims to achieve a cross-tenure electrical safety standard for housing in Scotland. The Scottish Government accepted our call for mandatory RCDs in all privately rented homes with draft legislation to be laid in the Scottish Parliament this year.

We also commissioned new research on the owner-occupied sector to help make the case for much needed electrical safety measures in what is the largest and most unregulated tenure of housing in Scotland.

We once again exhibited at the main political party conferences and held events in the Scottish Parliament which allowed us to engage with over 50 elected members on policy issues ranging from older people's safety to product recalls and counterfeit electrical goods.

We continued to work on a new research project which examines electrical safety in the owner-occupied sector. This will be ready for dissemination in 2018.



## Northern Ireland

Despite the political impasse in Northern Ireland, we continued to seek opportunities to promote our campaigns to improve housing standards and protect the most vulnerable from electrical accidents in the home.

This included achieving support from the Department for Communities for mandatory electrical safety checks in the Private Rented Sector but ministerial sign-off (currently not available) is required to commence legislation.

We commissioned and completed our first piece of housing research in Northern Ireland. Looking at electrical safety issues amongst vulnerable and disabled people, the research will be launched in 2018. It supports our calls for regular electrical safety checks and recommends a range of other safety measures.

We exhibited at the Alliance, DUP, SDLP and Sinn Fein party conferences for the first time, which allowed us to interact with elected members. We also attended the Green Party in Northern Ireland's annual event.

DURING 2017-18, ELECTRICAL SAFETY FIRST WAS MENTIONED 38 TIMES IN WESTMINSTER.

# Providing Technical Expertise

**This year our Technical team continued to act as an expert voice for consumers, as well as working closely with Government and industry to improve standards.**

Electrical Safety First is a member of the BEIS smart meter operations group which advocates solutions for installers, and advises on other electrical consumer safety issues. The Charity was featured on the BBC's Watchdog programme, highlighting the serious fire risk that can arise if smart meter installers loosen consumer meter tails in fuseboxes.

We gave evidence to the BEIS Select Committee on product safety and participated in the working group on product safety and recalls and on the development of PAS 7100 (Code of Practice on consumer product safety related recalls and other corrective actions), also presenting at its launch event. The PAS is the culmination of work started by Electrical Safety First in 2014, aiming to tackle inadequate and unsatisfactory product recalls. The Charity held several roundtable discussions to highlight its concerns and the outputs from those discussions and from our product safety conference were fed into the review of the UK recall system and subsequent Lynne Faulds Wood report.

**Research** – we launched our report into fake Apple Chargers in December, revealing that 98% of the chargers that we had tested had serious safety issues.

**Commercial services** – we continue to build on the consultancy services that we offer, working for large and small organisations to provide product investigations, training and advisory services in a confidential environment.

The aim to implement a scheme to allow registered electricians to **remove and replace cut-out fuses** when replacing consumer units (fuseboxes) remains an issue. The current arrangement for electricians which requires them to contact their customer's energy provider is inadequate and a burden on consumers so a scheme that would allow electricians to work safely and efficiently remains a key objective to address this longstanding issue. Although some progress has been made, it is necessary for energy supply companies and electricity distribution network operators to support and sponsor a change to the legal process governing access and to address liabilities.

**Standards – Fridges and Freezers** – we continue to work on several initiatives to influence improvements on fridges and freezers' ability to resist and contain fire. These include pushing for a voluntary mark to easily identify products with demonstrable fire resistant backing, advocating a change to the product standard and investigating the failure mode and lifespan of motor capacitors.



# 98%

**OF THE CHARGERS THAT WE HAD TESTED HAD SERIOUS SAFETY ISSUES.**

OVER  
**150** 

**QUESTIONS AND ANSWERS ON  
THE WIRING REGULATIONS ARE  
PUBLISHED AND REVIEWED  
QUARTERLY.**

### **Best Practice Guides**

Two new Guides have been published:

- Portable and Stationary Appliance Testing in Private-rented Accommodation
- Minimum Provision of Socket-outlets in the Home.

**54,825**

**COPIES OF THE BEST PRACTICE  
GUIDES WERE DOWNLOADED  
DURING THE YEAR**

**The Wiring Regulations Advisory Group (WRAG)**, established in 2011 and run by the Charity, continues to be an excellent source of information for electrical installers. It provides answers to questions on Standard BS 7671 (IET Wiring Regulations) which are posted on the Electrical Safety First website. The WRAG is a multi-stakeholder group and was set up to provide 'industry- agreed' interpretation and clarification to requirements in BS 7671.

### **Stakeholder engagement**

During the year, Electrical Safety First was invited to present at a number of events. Highlights included:

#### **Forum for European Electrical Safety (FEEDS)**

In May we presented at an event sponsored by the European Copper Institute in Brussels to outline some of the successes of the Charity's activities, ahead of the launch of a white paper on 'Residential Electrical Safety' which also features some of our work.

#### **FACT and Industry Trust**

In addition to undertaking an investigation into the safety of power supply units for Internet Protocol TV (IPTV) Boxes, which enable people to watch online content on their TVs, we were invited to give a presentation of our findings at a Police Scotland event,

which was attended by over 200 delegates, as well as to the Industry Trust Board. We also worked with FACT to highlight the issues in a report to media.

#### **Intellectual Property Office (IPO)**

Our efforts to raise awareness of the safety issues associated with counterfeit electrical products were recognised on numerous pages in their IP Crime and Enforcement Report, published in September

#### **Regulatory Delivery (BEIS)**

In November we were invited to join a panel discussion on 'The Policy and Legal Landscape for Technical Regulation' at a two-day event held by the Regulatory Delivery team within BEIS. The event was attended by representatives from business and regulatory sectors.

#### **ICPHSO (International Consumer Product Health and Safety Organisation)**

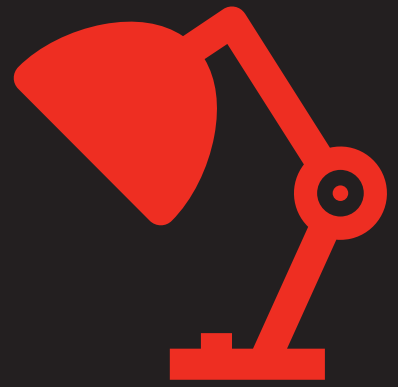
In November the Technical Director developed and led a panel discussion at the annual symposium in Tokyo, on 'Standards Development – What Do We Do in the Meantime?'. The session covered the approach needed for demonstrating due diligence and compliance with safety legislation in the absence of an applicable standard.

#### **National Consumer Federation (NCF)**

We presented at the NCF Congress on Brexit to highlight our concerns regarding how the UK's exit from the EU could impact on the electrical safety of products and installations. In December, we were invited to present a paper on 'Enforcement and Product Safety' at the NCF consumer congress, *BREXIT: Transposition of laws – what's the point if enforcement is weak?* We were invited to join the NCF Enforcement Group, which was established as a multi-stakeholder initiative for the purpose of developing a consumer vision for enforcement post-Brexit with the aim of ensuring consumer protection is maintained and enhanced in areas of weakness.

#### **ANEC (European Voice in Standardisation)**

We presented a paper on fires caused by household appliances and how to mitigate risks.



# Taking the Lead and Setting the Agenda

**Electrical Safety First has been established as a key industry and political commentator through our Thought Leadership strategy. Its primary aim is to create opportunities to position the Charity as a leader in its field, with the expertise and ideas required to deal with the complex demands of the 21st century and to ensure that issues considered peripheral or still on the horizon, can be reviewed and addressed in a timely and effective manner, before they become 'problems'. Consequently, we have addressed diverse topics ranging from the dangers of counterfeit or substandard after-market parts to the safety of installations in the smart home.**

Our objective is largely achieved through expert comment appearing in a wide range of media channels via feature articles, blogs, opinion and comment pieces. Material has been published in an array of media sectors, including political magazines, such as *First*, the Local Government publication and *The House*, parliamentary magazine. Articles have also appeared in housing and property publications (such as *Social Housing, Housing Management and Maintenance, and Planning and Building Control Today*); industry publications, both print and online (including *Kitchens, Bedrooms and Bathrooms*, *Retra's Alert*, IER and ERT).

This year, we have increased our direct provision of material and articles for parliamentarians. This information is reproduced in their blogs and columns in their local press and has proved very effective in extending our reach and highlighting our expertise.

We held our annual Product Safety Conference in November, **Improving Product Safety in an Ever-changing World**. The event offered a range of presentations from industry experts that covered issues concerning consumer product safety, and discussions enabling everyone to participate. For the second consecutive year the conference was awarded sponsorship from the EU Parliament for its themes and agenda reflecting the complexity of a global economy and modern production processes.

This year's conference was organised by a steering group, which enabled us to compile the agenda with input from experts from industry trade bodies, Trading Standards and product testing houses. The event continues to grow in impact, with more sponsors than ever before and attracting representatives from new organisations as well as those who have already attended in previous years.

Electrical Safety First also hosted a smaller scale event in April 2017. **Risk mitigation of lithium batteries and drones** hosted a total of 64 delegates. Lithium batteries are now used extensively in mobile phones, hover boards, e-cigarettes, drones and, more recently, in home energy storage systems. A panel of experts discussed the safety issues of lithium-type batteries and looked at how to reduce hazards and ensure compliance with safety standards. The event also examined the current regulatory landscape and the safety risks that drones present.







# Certsure LLP

# 41<sup>st</sup>

CERTSURE RANKED 41ST IN THE TIMES TOP 100 LIST, UP AN IMPRESSIVE 11 PLACES ON LAST YEAR'S POSITION OF 52



**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). Certsure is an important means of delivering the Charity's objectives - 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.**

Certsure ranked 41st in the Times **Top 100 list**, the highest position achieved so far. It was the sixth year running that Certsure was named as one of the UK's top 100 companies to work for.

### **Developing Future Talent**

Now in its third year, more than 600 young apprentices applied to take part in this year's **Apprentice of the Year** contest – double the number in the previous year.

The new **NICEIC Student Membership Scheme** has been set up to support and complement the training and personal development of students undertaking relevant technical competency training, whether full-time, part-time or through an apprenticeship within the electro-technical industry.

# 600

**YOUNG APPRENTICES APPLIED TO TAKE PART IN THIS YEAR'S APPRENTICE OF THE YEAR CONTEST**

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. This year NICEIC 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 of the wiring regulations**

Certsure was at the forefront of providing electrical contractors with everything they needed to know in regard to the latest update to the wiring regulations BS 7671:2018, 18th Edition (2018), providing updates on the latest developments and training packages to suit all contractors' needs.

Certsure continued to reach out to more and more contractors through its successful technical conferences for electrical contractors. In July 2018 it also held a world first industry event – hosting a live seminar on the 18th edition changes which was then beamed to 40 cinema screens across the UK.

### **Training**

We continue to provide electrical contractors with access to the latest training. As well as offering traditional electrical-based training, the range of courses was expanded to reflect the changing demands from consumers with courses in smart home technology and renewable energy.

### **Promoting registered contractors**

Certsure is committed to raising awareness about the need to use a registered electrician. It ran a series of high profile PR and advertising campaigns throughout the year, including its **Ban the Bravado** campaign which encouraged householders to ditch the DIY attitude and call in a professional, registered electrician.

### **Working in partnership**

Certsure continued to work in partnership with some of the biggest names in the home improvement sector to offer the best protection for consumers. Besides its work with the Consumer Protection Alliance (Gas Safe Register, Which? and Dispute Resolution Ombudsman), Certsure also worked in conjunction with the John Lewis Partnership on a new trusted homes project.

# Finance report 2017/2018

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 27 September 2018. The Auditor's statement under Section 496 of the Companies Act 2006 was unqualified. Copies of the full financial statements 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.

Anne Ferguson, Chair

## Report of the Independent Auditor to the Members of the Electrical Safety Council on the Summary Financial Statements

### Opinion

The summary financial statements, which comprise the summary consolidated balance sheet as at 31 March 2018, the summary consolidated income and expenditure account and summary cash flow statement for the year then ended, are derived from the audited financial statements of the Electrical Safety Council for the year ended 31 March 2018.

In our opinion, the accompanying summary financial statements are consistent, in all material respects, with the audited financial statements on the basis described in the 'Basis of Summarisation' section of the Finance report.

This statement is made solely to the members, as a body in accordance with the terms of our engagements. 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.

### Summary Financial Statements

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). Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements and the auditor's report thereon. The summary financial statements and the audited financial statements do not reflect the effects of events that occurred subsequent to the date of our report on the audited financial statements.

### The Audited Financial Statements and Our Report Thereon

We expressed an unmodified audit opinion on the audited financial statements in our report dated 16 October 2018.

## Directors' Responsibility for the Summary Financial Statements

The directors are responsible for the preparation of the summary financial statements on the basis described in the 'Basis of Summarisation' section of the Finance report.

### Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are consistent, in all material respects, with the audited financial statements based on our procedures, which were conducted in accordance with International Standard on Auditing (ISA) 810 (revised) – Engagements to Report on Summary Financial Statements.

Moore Stephens LLP  
Statutory Auditor  
150 Aldersgate Street, London  
16 October 2018

### Overall Result

The Charity recorded a net increase in funds of £15,112k. This was after a pension adjustment representing a gain of £7,900k and also a credit (reduction) of £5,900k to expenditure as a result of a change to the inflation index used to increase pensions in payment. It also includes the share of joint venture profits of £2,788k, the investment losses over the year amounting to £162k as well as £695k of investment income.

Gift Aid of £2,500k (2017: £2,814k) was paid to the Charity from its subsidiaries. Reserves at the end of the year stood at £25,591k.

### Income

Total income of £4,025k included the £2,788k share of profit from Certsure LLP, the Charity's Joint Venture with the Electrical Contractors' Association.

### Expenditure

Charitable expenditure for the year amounted to £1,731k (2017: £2,206k). Overall expenditure was a credit due to the pension adjustment previously referred to which is included under "Other credits / expenditure".

### Fixed Assets

The market value of investment properties rented to tenants by the group has remained fairly flat over the year with an increase of £3k 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, have been 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 £11.2m and managed by three investment managers. Overall cash and investment balances have increased to £19,890k (2017: £18,339k) during the year.

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 once any income required has been taken to maintain and where possible enhance the real value of the portfolio without taking unnecessary risks. 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 ongoing 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 agreed reserves policy was unchanged at the year end and stated 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 should be maintained after provision for the next three years' pension deficit payments

Charity reserves are currently in excess of this target and the Charity Trustees have considered how best reserves should be used long term in fulfilling the objects of the Charity being mindful of the remaining contributions due under the Pension Scheme recovery plan. It has been agreed that consideration should be given to the best use of any additional funds taking into account the progress of the 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.

# Summary Group Financial Statements

## Summary Consolidated Income and Expenditure Account including Other Comprehensive Income for year ended 31 March 2018

	2018 £'000	2017 £'000
Income from investments	695	690
Income from continuing trading activities	-	-
Share of profits in Joint Ventures	2,788	3,258
Other income	542	576
<b>Total income</b>	<b>4,025</b>	<b>4,524</b>
Expenditure on continuing trading activities	50	50
Expenditure on discontinued trading activities	(18)	37
Other expenditure on raising funds	70	63
Expenditure on charitable activities	1,731	2,206
Other (credits) / expenditure	(5,182)	695
<b>Total expenditure</b>	<b>(3,349)</b>	<b>3,051</b>
Pension adjustment	7,900	(9,400)
Net investment (losses) / gains	(162)	1,459
Net movement in funds	15,112	(6,468)
Fund balances brought forward at 1 April	10,479	16,947
<b>Fund balances carried forward</b>	<b>25,591</b>	<b>10,479</b>

## Summary Consolidated Balance Sheet at 31 March 2018

	2018 £'000	2017 £'000
Fixed assets and investments	17,806	17,467
Investments in joint ventures: Share of net assets	2,788	3,258
Current assets	9,231	7,344
Creditors: amounts falling due within one year	(534)	(490)
Net current assets	8,697	6,854
Pension liability	(3,700)	(17,100)
Reserves	25,591	10,479

## Summary Cash Flow Statement for year ended 31 March 2018

	2018 £'000	2017 £'000
Net cash (used in) operating activities	(1,889)	(2,017)
Net cash provided by investing activities	3,634	4,796
<b>Net increase in cash in the year</b>	<b>1,745</b>	<b>2,779</b>

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.

## PRINCIPAL PLACES OF BUSINESS

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