

## **Electrical Safety First Strategy Outline – 2018 to 2023**

### **Foreword**

Since our formation as the [National Inspection Council for Electrical Installation Contracting](#) in 1956, Electrical Safety First remains at the forefront of protecting people when using electricity in their homes. Through our campaigning we are recognised by our stakeholders and partners as a Charity that makes a real difference to people's lives. We will continue to seek positive changes both in the regulations and standards that condition the way electrical products and installations are constructed and to provide grant support to those most vulnerable in our communities.

Our core funding comes from our joint venture and trading subsidiary, [Certsure](#). Also, we will seek to raise money to help us to deliver our mission in other ways that are true to our objects and encourage partners to engage with our work. These include developing opportunities for sponsorship.

Our strategy sets out four key priorities to ensure that the Charity achieves the objects, stated in the Articles of Association adopted 30th September 2010:

*“The objects for which the Council is established are, for the public benefit, to advance health and the saving of lives by promoting the safe use of electricity in all its applications, and protecting and procuring the protection of consumers of electricity against faulty, unsafe and defective electrical installations, products and equipment.”*

To deliver against these priorities we underpin all that we do with a solid base of evidence developed through robust research. We use all types of media, including social, to communicate with the public and our other stakeholders. We draw on the wealth of experience of our people to deliver first-class campaigns and technical information. Our Board of Trustees plays an important role - championing the work of the Charity and keeping our governance framework under review so that our people can operate effectively whilst keeping true to our values.

Our current strategy takes us through to 2023. It serves to guide us on how we help and support consumers to use electricity and products safely

**Sarah Frost**  
Chair Designate

## **Vision, Mission and Values**

Our Vision: For everyone in the UK to use electricity safely.

Our Mission: To help prevent deaths, injuries and damage caused by electricity by:

- Communicating with the public about the risks and ways to prevent them
- Working with industry, government, and other stakeholders, to minimise risk through changes in policy and practices, and delivery of expert information and campaigns
- Underpinning work with solid evidence.

Our Values: Electrical Safety First has five core values which help shape our culture. The values influence our decision making, and the behaviour of the people that represent us.

We will be:

### **Expert**

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

### **Influential**

We apply our expertise and leading industry position to achieve measurable and positive change.

### **Impartial**

We are equitable and inclusive in our relationships with people and stakeholders to improve safety.

### **Inclusive**

We are here for everybody in the UK who wants information and advice about electrical safety.

### **Current**

We ensure that we offer consumers and industry the very latest information and constantly update our advice to reflect this.

## Strategic Priorities

The four strategic priorities which determine the direction of Electrical Safety First and condition our activities for the period of the strategy are:

- 1 To ensure the Charity is the “Go To” organisation for electrical safety
- 2 To campaign for the safety of electrical infrastructure and associated connected devices equipment.
- 3 To contribute to the development of regulations and standards that support the safety of consumers of electrical installations and electrical products
- 4 To protect and develop our income to maintain and increase our impact whilst adhering to the values of the charity

Work-streams support our priorities:

**PRIORITY 1: To ensure the Charity is the “Go To” Organisation for Electrical Safety**

- Develop our political contacts to extend our influence
- Work with like-minded consumer and safety organisations to help deliver safety messages
- Use social media and an accessible website so consumers have access to safety information that can help effect behavioural change
- Use research to inform our campaigns so that they are targeted appropriately
- Be inclusive so that all ethnic, social and age groups have a voice

**PRIORITY 2: To campaign for the safety of electrical infrastructure and associated connected equipment**

- Work with regulators, standards makers and consumer organisations, to maintain and increase the safety of electrical installations in a post Brexit environment.
- Determine priorities in association with stakeholders, in particular through the Electrical Installation Safety Forum , based on current political and environmental issues
- Develop work programmes through relevant research and testing
- Produce guidance and information aimed at stakeholders, primarily industry and government

**The above priorities will be achieved through strategic partnerships and alliances with relevant bodies.**

**PRIORITY 3:** To contribute to the development of regulations and standards that supports the safety of consumers of electrical installations and electrical products

- Work with regulators, standards makers and consumer organisations, to maintain and increase the safety of electrical products in a post Brexit environment
- Determine priorities in association with stakeholders, in particular through the Electrical Safety of Products group, based on current political and environmental issues
- Develop work programmes through relevant research and testing
- Produce guidance and information aimed at stakeholders, primarily consumers and government

#### CURRENT PRIORITIES IN ELECTRICAL PRODUCT SAFETY: 2018-2019

Counterfeit goods

Product Recall and Registration

Misuse/safer use

Substandard products(e.g. e-cigarettes/cheap chargers/hover boards)

Social and economic impact of fires caused by electrical products

Electric vehicles

**PRIORITY 4:** To protect and develop our income to maintain and increase our impact whilst adhering to the values of the charity

- Support Certsure in developing its position in the marketplace to protect and increase our core income stream
- Optimise newly established income streams through the strengthening of existing partnerships and the development of new partnership opportunities
- Develop new market opportunities for the longer term

To achieve our priorities we need to have resilience. We will achieve this through being a sustainable organisation that is supportive of its community and its people.

- We will reinforce our ethos of trust and mutual respect for colleagues, partners and beneficiaries through good governance of the Charity.

- We will seek to develop our staff so that they can maximise their potential to deliver excellent outcomes for the Charity and its beneficiaries.
- We will strive to be environmentally aware and to avoid waste and reduce our operational costs.
- We will seek to support staff to help their local communities through volunteering and fundraising activities.

### **Judging Success**

The Charity measures success through a combination of an increase in public awareness of the charity and its safety messages, evidence of behavioural change in consumers' attitudes towards electrical safety, successful partnerships, achievements in changing legislation and standards to reduce harm, timeliness and efficiencies of operation and good governance. Specific measures linked to the work programme such as our "Road Map" that gives an indication of progress against our priorities are used to report on how we are performing against our three-year rolling business plan.

We report on the success of our activities through the website and printed media such as our [annual report](#).