



Electrical  
Safety  
First

# Lithium-Ion Battery Safety Campaign

For supporters of Electrical Safety First's Campaign

December 11<sup>th</sup> 2024

[electricalsafetyfirst.org.uk](https://electricalsafetyfirst.org.uk)

Powering change +  
saving lives.

# Agenda



**Introduction:** Lesley Rudd, CEO

**Campaign Overview:** Wayne Mackay, Head of Policy and Public Affairs

**Legislative Next Steps:** Westminster PA Team

**Q&A**

**Closing Remarks:** Lesley Rudd, CEO

# ESF Attendees



Lesley Rudd, CEO



Wayne Mackay, Head of  
Policy and Public Affairs



Luke Osbourne, Deputy  
Technical Director



Tara Joe, Policy and  
Public Affairs Manager



Ron Bailey,  
Consultant



Henry Cainen, Policy and  
Public Affairs Advisor




# Lesley Rudd, CEO



# Scott's story

## Case study of a devastating e-bike fire

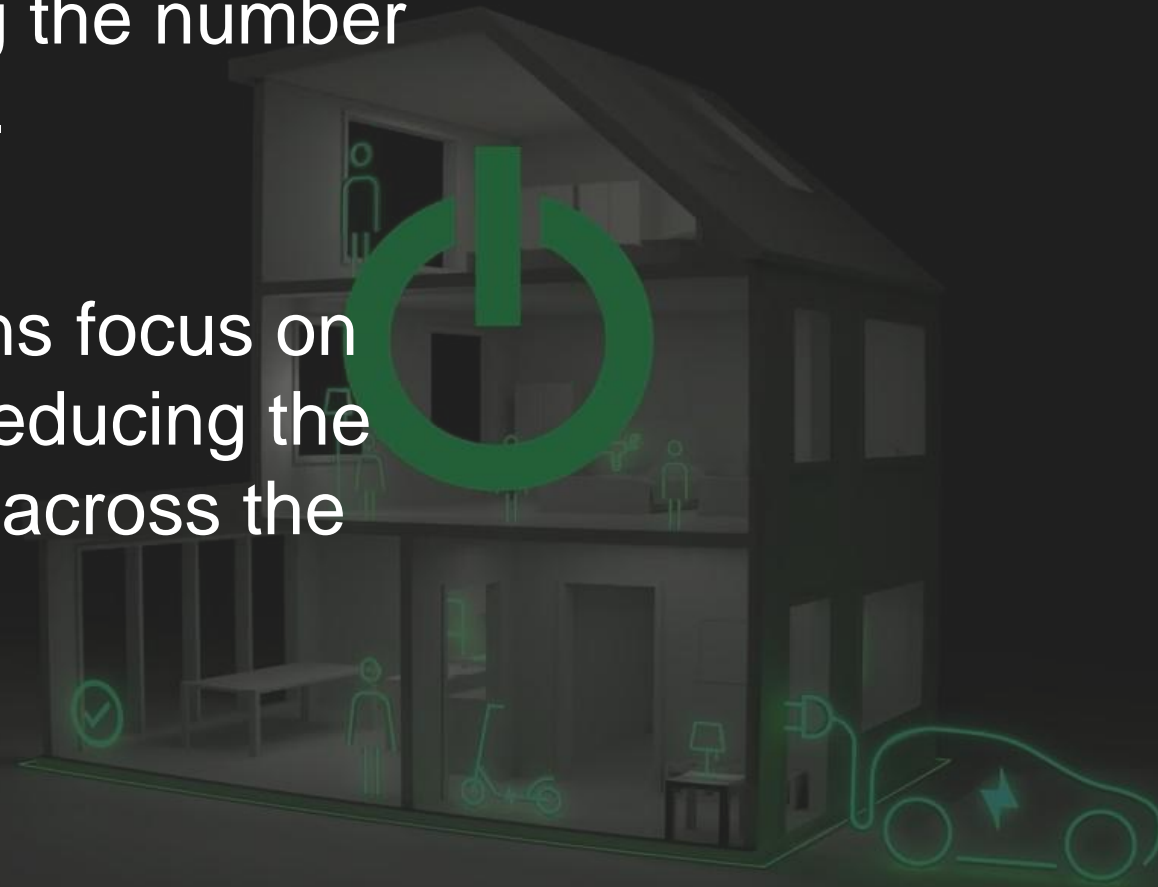




# Wayne Mackay, Head of Policy and Public Affairs

# Who we are

- The UK charity dedicated to reducing the number of deaths and injuries from electricity.
- Our flagship product safety campaigns focus on **regulating online marketplaces** and reducing the number of **e-bike and e-scooter fires** across the UK.



# Campaign Recap



# The rise of safety concerns

Over

15

Deaths  
reported since  
2020

180

Constituencies  
have reported  
fires

3

Coroner's  
inquiries urging  
Government  
action

# TIMELINE

## RESEARCH

ESF's Technical experts commenced research, testing and review of issues

## ESF BILL

- Developed legislative asks with NFCC & LFB support
- Private Member's Bill in Commons & Lords
- Nearly 100 national supporters

2022

Early  
2023

Summer  
2023

2024

2025

## PARTNER INSIGHTS

Reports of increases in fires by London Fire Brigade and other FRSS

## CAMPAIGN LAUNCHED

Extensive media, social and public affairs activities launched

## PRaM BILL

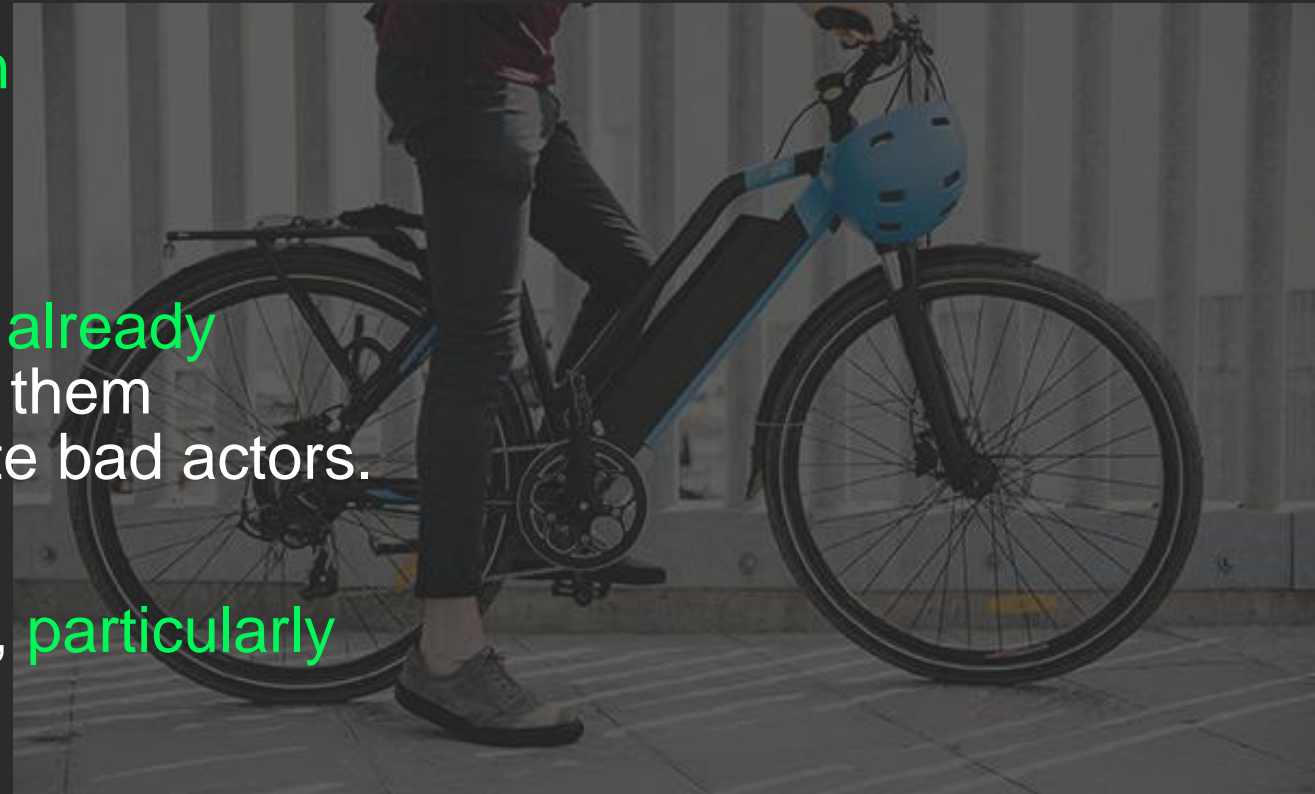
Seek amendments to legislation & assurances on secondary regulations

+

# Regulatory solutions

## 1

- Require third-party certification before sale.
- Most reputable manufacturers already follow these practices; making them mandatory would help eliminate bad actors.
- Enhances enforcement efforts, particularly on online marketplaces.



# Regulatory solutions

## 2

- Supply disposal guidance and chemical information with each sale.
- Reduce fire risks by minimising improper battery disposal.
- Improve medical response to chemical exposure after thermal runaway.



# Regulatory solutions

## 3

- Government standard for e-bike conversion kits. **There is currently not one.**
- Measures to ensure safer charging.



4...?



# Risks of unregulated online marketplaces



**85%**

of survey  
respondents trusted  
the safety of  
products on OMPs

**60**

listings of e-bike and  
e-scooter chargers  
from third party  
sellers on OMPs were  
found to be illegal

# Delivery riders

**44%**

purchased  
aftermarket  
chargers from  
OMPs

**55%**

purchased  
conversion kits  
from an OMP

**59%**

use more than  
one battery on  
their e-bike

**Disproportionately impacts** on low-income  
workers in high-density housing

# Online Marketplaces



- Duties on Online Marketplaces
  - Redress Responsibilities
  - Scrutiny



# Westminster Public Affairs Team

# Campaign support

- Nearly **100** national organisations
- + **500** parish and local councils





# Political support

## In parliament



WE SUPPORT  
A BILL THAT CAN  
SAVE LIVES.

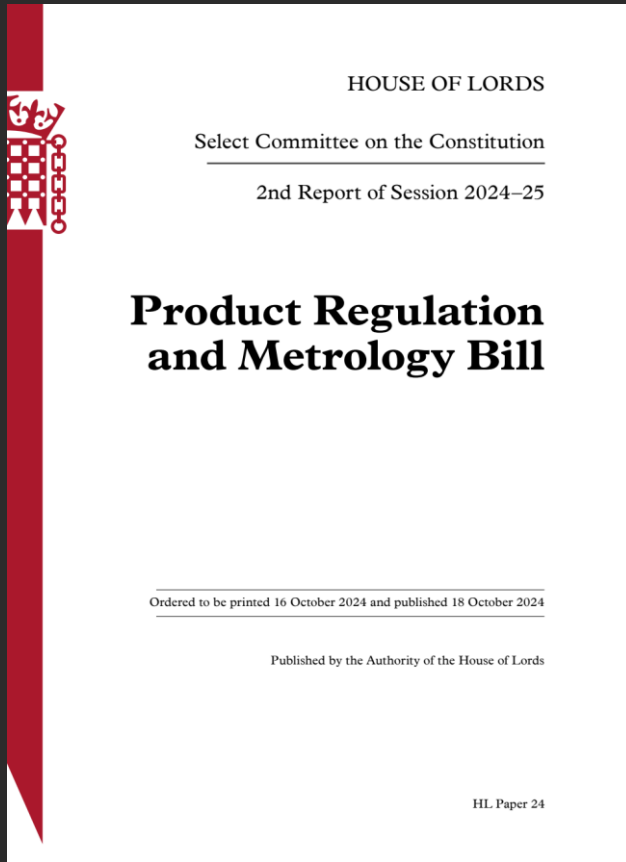


The call for tighter regulation is urgent and the Government must introduce third-party certification to improve the safety of e-bikes, e-scooters, and their batteries.



# Next steps

## Product Regulation and Metrology Bill



- **Strengthen this legislation** to address the scale of e-bike and e-scooter battery safety issues, and better regulate online marketplaces
- **Collaborate with coalition partners**, Peers, and MPs to amend the Bill in both the Lords and Commons.
- Ensure the secondary regulations are developed with a **focus on consumer protection, safety, and thorough stakeholder consultation**.

# A busy 2025!

- All of this results in a **very busy upcoming 2025.**
- We will **need all your help** and support to get our campaign commitments across the line in the Product Regulation & Metrology Bill, and subsequent secondary legislation.



# Q&A



# Lesley Rudd, CEO



# Thank you, Happy Christmas!

**Electrical Safety First** is the UK charity dedicated to reducing fires, deaths, and injuries caused by electricity. Recognised as the leading technical authority on home electrical safety, we campaign on behalf of consumers and work with policy makers and stakeholders to improve electrical safety regulation and reduce electrical risk.

[electricalsafetyfirst.org.uk](https://electricalsafetyfirst.org.uk)

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