Dear Mr Betts and CLG Select Committee Colleagues,

**Increasing and measuring Public Awareness of Registered Competent Electrical Installers**

Following the publication of the CLG Select Committee Report entitled: *Building Regulations Certification of domestic electrical work*, we are writing to inform you of the plans we have put in place to tackle your recommendations on Public Awareness.

We acknowledge that public awareness of phrases such as ‘Part P’ and ‘Competent Person Schemes’ is lower than desired and following the agreement reached between all full scope electrical Competent Person Scheme Operators to develop a unified mark, underpinned by a register, upon which all Part P registered competent electrical installers will be listed, a consumer PR and marketing plan and awareness measurement process has been agreed. The new mark will be available for all Part P registered competent electrical installers to use alongside their scheme operator logos from the 30th June 2014. We are also talking to DCLG about including a requirement in their conditions of authorisation to ensure that any future scheme operators and their registrants are required to display the mark.

The unified mark and register will go live on the 30th June 2014 and be will be officially launched by the Minister of State for Communities and Local Government Stephen Williams MP on the 2nd July 2014 in the Palace of Westminster, supported by the All Party Parliamentary Home Safety Group. Official invitations to the launch for all CLG Select Committee members will follow this letter shortly.

Following the publicity planned around the launch of the new unified mark on the 2nd July, a number of targeted consumer facing promotion activities have been agreed. In addition, all full scope electrical Competent Person Scheme Operators have agreed to promote the new mark alongside their existing scheme logos, incorporating it into their consumer facing marketing activities and distributing it to their members making it readily available for them to use as well.

In addition to the consumer campaigns we have already issued a Press Release to the trade press updating them on this advancement and from the 30th June, we will make the mark available to all Part P registered electrical installers so that they can promote it on their literature.

Electrical Safety First (formally the Electrical Safety Council) will run PR campaigns throughout the year to raise awareness of the need to use a registered electrician. It has also been agreed that the Charity will run a purely consumer focused marketing campaign on behalf of the full scope electrical
Competent Person Scheme Operators funded by NAPIT and Certsure, to raise general awareness of the new mark, and the importance and benefits of using a registered, competent electrical installer.

There are currently 7 publicity campaigns planned in until March 2015, which will be supplemented by three major bursts of marketing activity, which will incorporate promotion of the new mark and register. Electrical Safety First will also be promoting the mark on their website and through the electronic applications and promotional materials they distribute.

In January 2015 (six months after the launch of the mark and register), a survey will be carried out to assess the level of consumer awareness. This will provide a baseline on which to gauge the initial impact of the consumer marketing campaigns which will then be monitored via annual surveys commissioned by Electrical Safety First in February/March of each year. This annual survey, carried out independently by Ipsos MORI, was first conducted in 2006, and will continue to be carried out by the Charity annually. Additional questions will be introduced around the awareness of Part P, the new mark and register, and whether householders would choose to use and understand the importance and benefits of using a registered, competent electrical installer.

We will keep you updated with the results from the baseline and annual survey to show the level of consumer awareness. We trust that the details outlined above provide you with confidence in the electrical industry’s commitment to work together to improve public awareness of the benefits of using a registered, competent electrical installer to carry out electrical work in their home.

Yours sincerely,

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