



Department for
Business, Energy
& Industrial Strategy

Office for Product
Safety & Standards

Product Safety Risk Management in the UK

Will Creswell
Deputy Director, National Capacity

Our vision statement:
Making Regulation Work

The Office for Product Safety and Standards

Created in January 2018 to improve protection for consumers, workers and the environment and drive increased productivity, growth and business confidence.

The Office is responsible for:

- building national capacity for **product safety**, working with local authorities
- developing products that deliver the **Industrial Strategy** vision of simplifying regulation, particularly for small businesses
- working at the **front line** with businesses to improve the business environment
- Preparing for **EU exit** for product regulatory frameworks

'I want to see an approach to product safety regulation that equips the UK for the future, that embraces all the opportunity that innovation and technology brings us. We need to be thinking not only about the challenges of now but where our economy and our society will be in ten or twenty years, as part of delivering the critical ambitions of the Industrial Strategy.'



Kelly Tolhurst, Minister for Small Business, Consumers and Corporate Responsibility

Strengthening National Capacity for Product Safety

Our vision:

A trusted product safety system that delivers protection for consumers, fairness for business & a competitive market place defined by outcomes of safety and public confidence:

- Protecting people
- Enabling business
- Maximising impact

Strategy was published in August

Challenges and opportunities of the product safety system

Changing marketplace: innovation and technology

- constant changes in product design and production methods; disruptive technologies; the ‘internet of things’; artificial intelligence; virtual reality; etc. Regulation needs to keep pace to ensure that it facilitates and supports growth, rather than becoming a barrier to it.

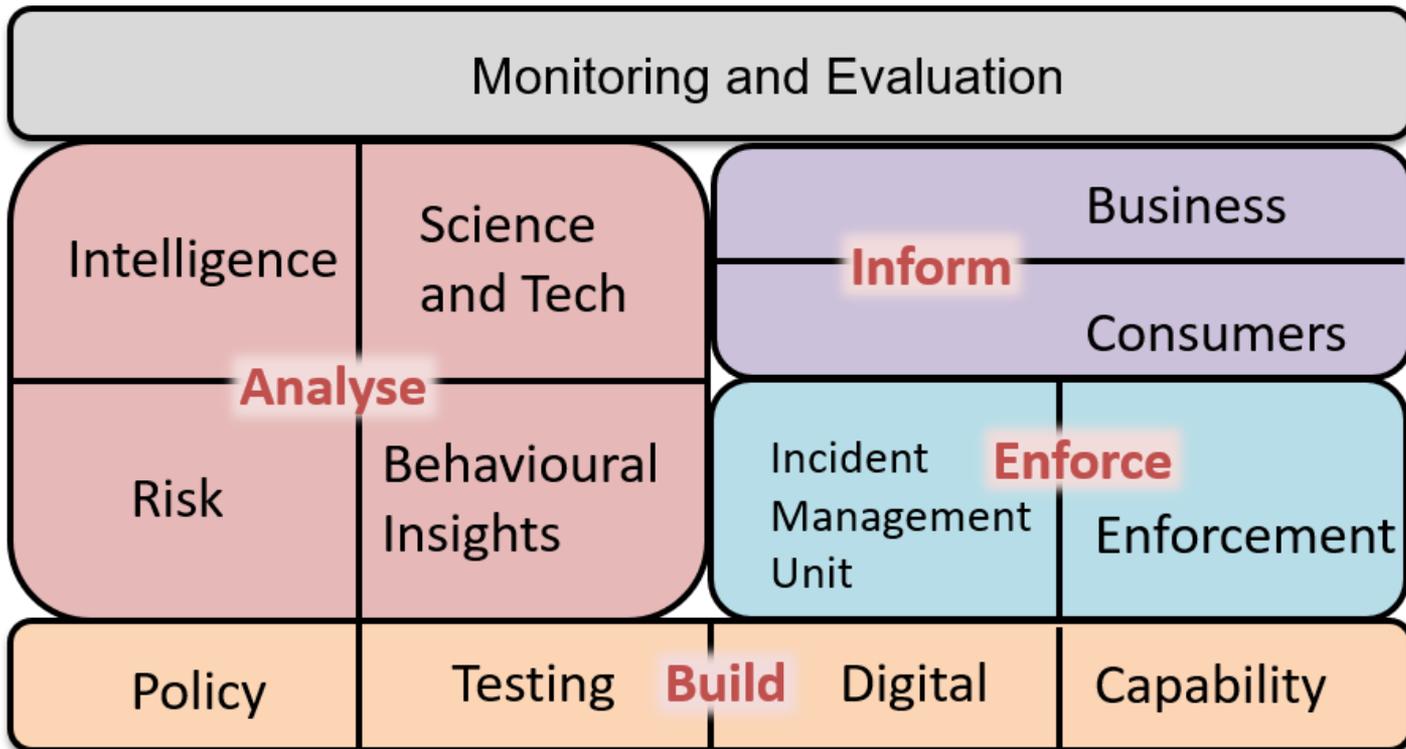
Frictionless trade at the border

- Interventions to intercept unsafe goods at the border need to be risk-based to ensure effective targeting to deliver protection without undermining smooth and efficient trade logistics, which are a key driver of growth and prosperity.

Harnessing the power of data – product registration and recall

- The digital era has transformed how consumers interact with business. Challenges such as consumer concern over how data is used, and for businesses, how to encourage product registration.

Safety & Standard's strategic approach

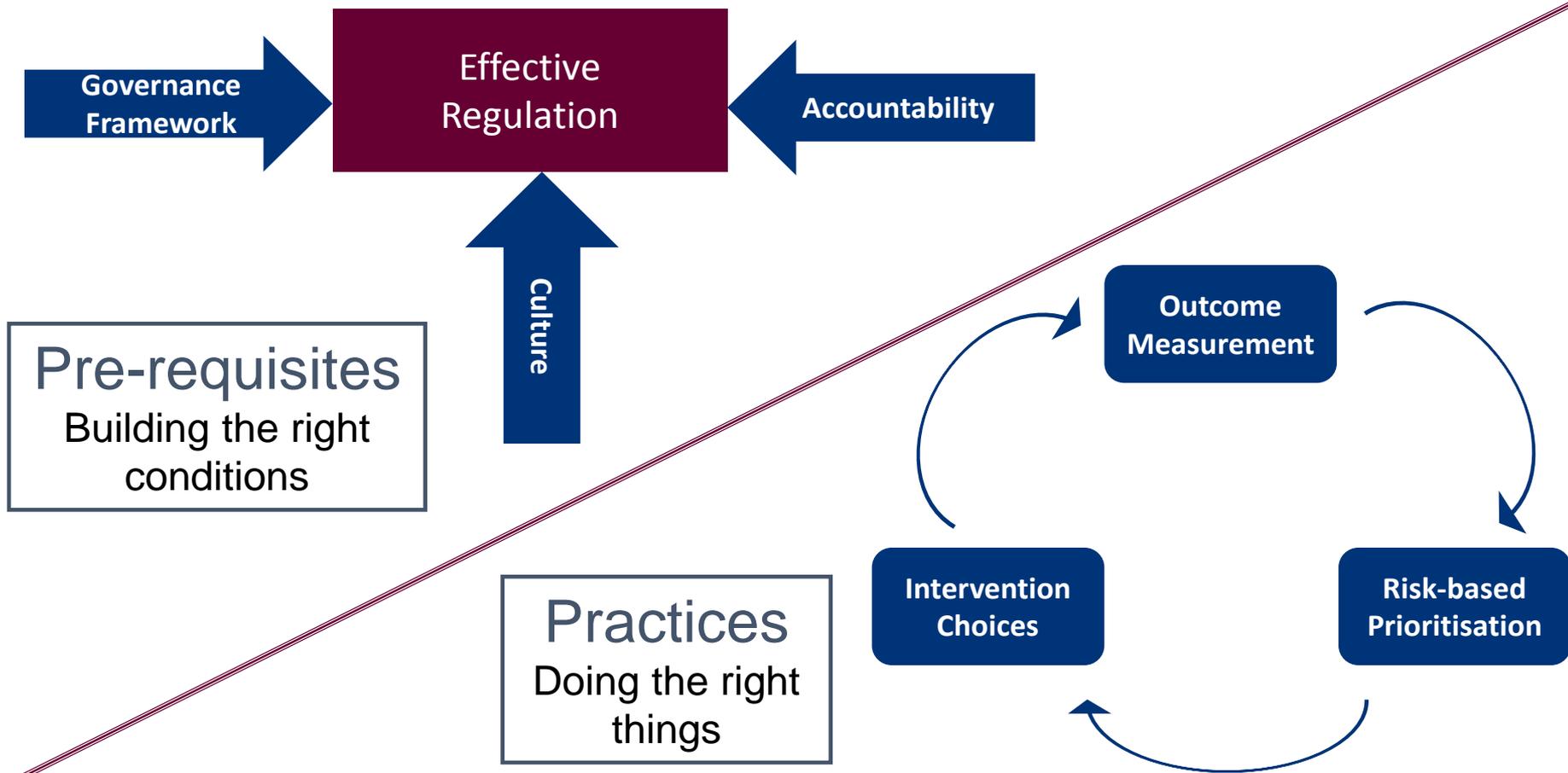


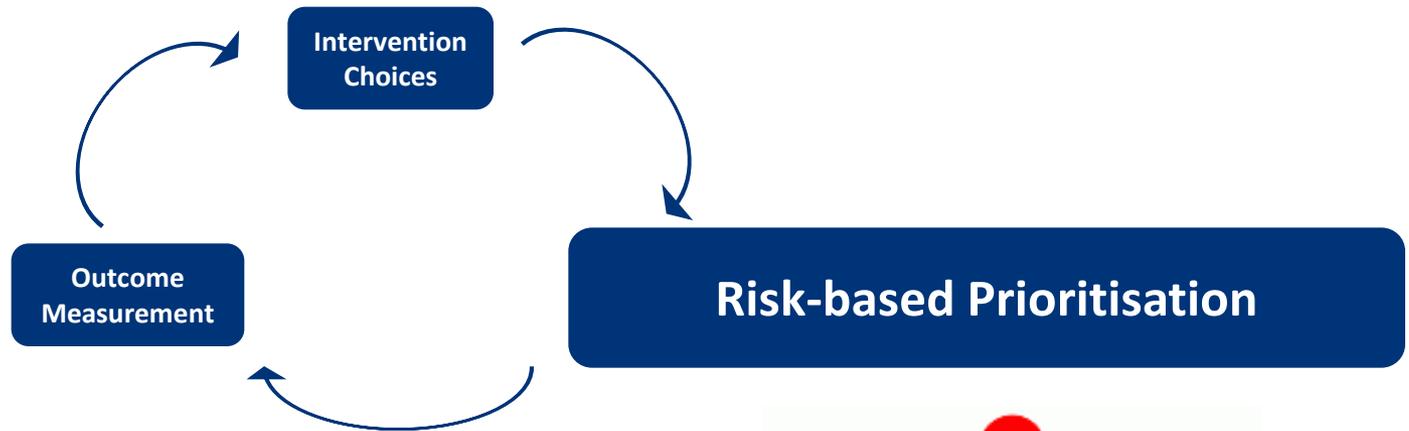
Regulators' Code

Statutory Code implementing Hampton principles. Six areas:

- Regulators should support those they regulate to **comply and grow**
- Regulators should engage with those they regulate and **hear their views**
- Regulators should base their regulatory activities on **risk**
- Regulators should **share information** about compliance and risk
- Regulators should ensure clear **information, guidance and advice** is available
- Regulators should ensure that their approach to their regulatory activities is **transparent**

Effective regulatory systems need the right pre-requisites and practices





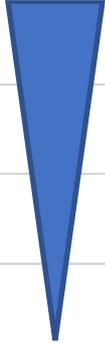
How do we decide what to focus on?

- What data is available?
- What risks exist to achieving outcomes?
- How are these risks prioritised?
- Is prioritisation process transparent?
- How are resources allocated?



Risks

The Classification of Risk within the Legal Framework

Probability of damage during the foreseeable lifetime of the product		Severity of Injury			
		1	2	3	4
High 	>50%			Serious Risk	
	>1/10				
	>1/100				
	>1/1000		Medium & High risk		
	>1/10,000				
	>1/100,000				
	>1/1,000,000		Low Risk		
	Low	>1/10,000,000			

Businesses have to respond proportionately to all product safety risks identified

Serious risk might result in full product recalls from consumers homes, port interventions and clearing all stock in the production chain.

High Risk products may also result in a recall but may be dealt with by consumer instructions, modifications and sales withdrawal.

Medium to low risk products may still be recalled but are more likely to be dealt with by sales restrictions, consumer instructions or design modifications

Low risk products are likely to be dealt with by future design modifications and an increase of incident monitoring

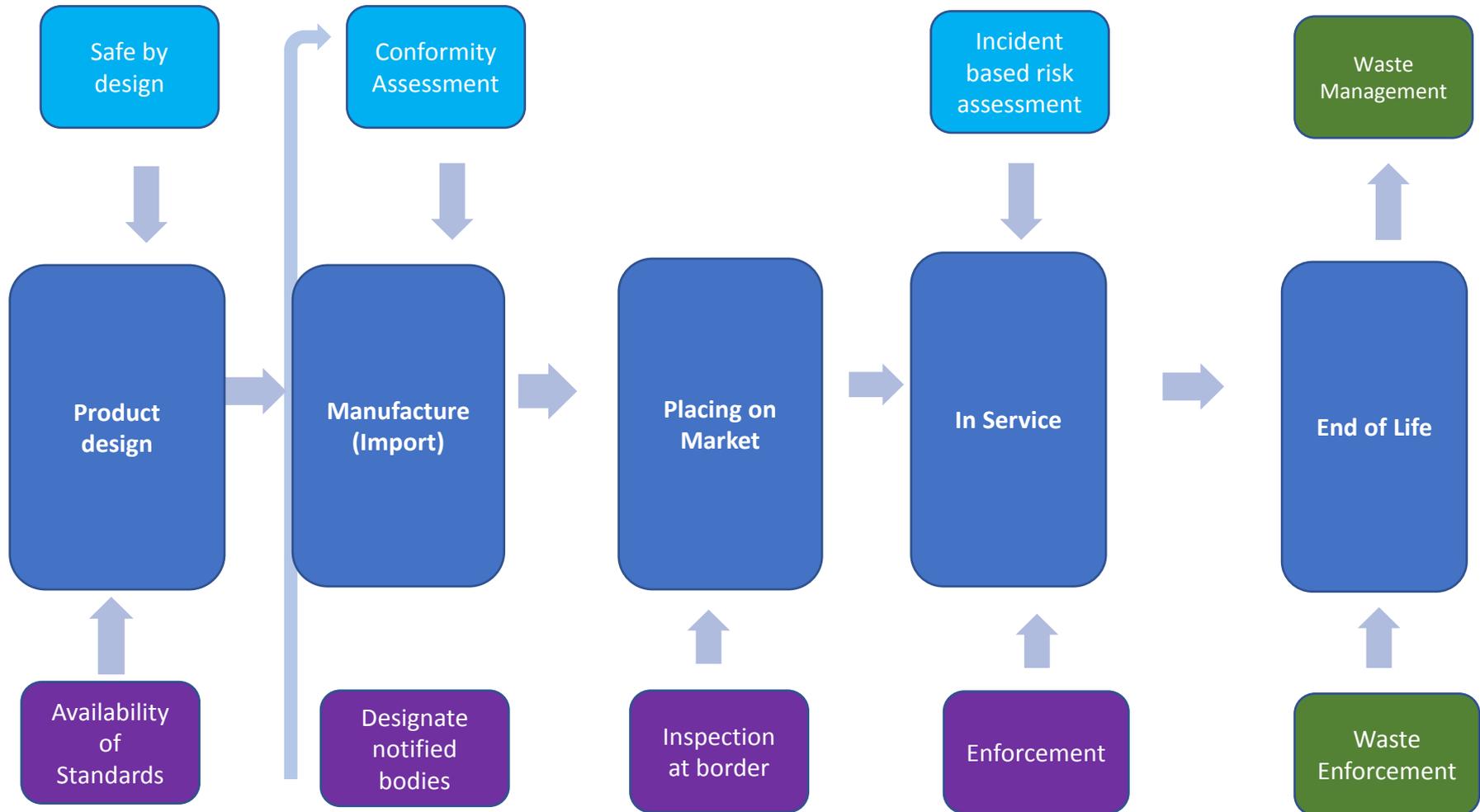
Grenfell Tower – product safety response



- Parliamentary briefing and press handling
- Consumer advice, call centre set up, Product Recall site
- Scientific testing of appliance model
- Industry liaison and co-operation
- Investigation of regulatory offences
- Review of standards for electrical appliances

Fire broke out in a domestic appliance within Grenfell Tower in the early hours of the 14 June 2017. After bringing the blaze under control, London Fire Brigade investigators identified the model of fridge/freezer where the fire started and the Met Police released information to the public on 23 June.

We need to strengthen the system across the product life, intervening at the most effective point



Structure

We are building our product safety capacity with an emphasis on risk through analytical capability



Strategic Research Programme

Current Products Challenge

Understanding safety issues with existing technologies

Safety Solutions Challenge

Evaluating new solutions for improving product safety

Technology Foresight Challenge

Identifying safety issues with new technologies

Regulatory Compliance Challenge

All techniques to improve regulatory compliance

Behavioural Insights Challenge

Improving outcomes through a better understanding of behaviours and motivations

Research underway



Product Safety literature review and consumer engagement survey



Internet of things and malicious device control



Virtual and augmented reality



Using AI to identify online adverts for potentially dangerous goods



Using behavioural science to encourage people to register household appliances and improve effectiveness of product recalls



Indelible and electronic labelling of products



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