

WANT IT COULD

GO WRONG

Louise Baxter MBE



WATT COULD GO WRONG

Agenda

- Who are we



- The **WATT COULD GO WRONG** campaign

- Consumer Vulnerability and how we can help you connect and support all consumers



- Future Campaigns



- What's the Ask

#BUYSAFE
#CHARGESAFE
#STORESAFE

- What do you need from us



A Bit About Us

**WATT COULD
GO WRONG**

Trading Standards professionals with over 25 years of combined experience.

We are experts in consumer regulation, consumer education, consumer vulnerability and business advice and guidance.

This is Adam



This is Louise

amazon alexa
ENABLED

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The issue

MyLondon

Brixton e-bike fire sees mum and three kids flee for their lives as house bursts into flames

Luke Donnelly

Tue 11 March 2025 at 3:57 pm GMT · 3-min read



-Credit:LFB

A [Brixton](#) mum and her three kids fled for their lives after an e-bike fire resulted in their home erupting in flames overnight. Firefighters rushed to the maisonette in Willington Road shortly before 2.25am this morning (Tuesday, March 11).

Most of the second floor was damaged by the fire, while the third floor was affected by heat and smoke. The family were able to escape their home before emergency services arrived but were treated by paramedics for smoke inhalation.

The woman was taken to hospital by ambulance crews. [London Fire Brigade](#) believes it was caused by the failure of lithium batteries pm the converted e-bike which was being charged.

Why This Campaign Matters

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The Growing Risk:

2020, there were 77 reported incidents

2021, there was 159. So that was at over double

2022, there was 227.

2023 there were 338!

Counterfeit and unsafe batteries lack critical safety features, increasing fire hazards.



Why This Campaign Matters

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Overcharging or using incompatible chargers.

Charging batteries near flammable materials.

Damage from drops or improper handling.



Why This Campaign Matters

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Fatal Fire in London

Near-Miss in Manchester

Preventable Incident

Warnings issued in Edinburgh

#STORESAFE



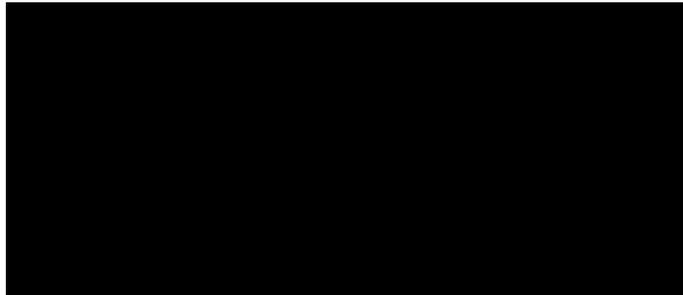
The Campaign

**WATT COULD
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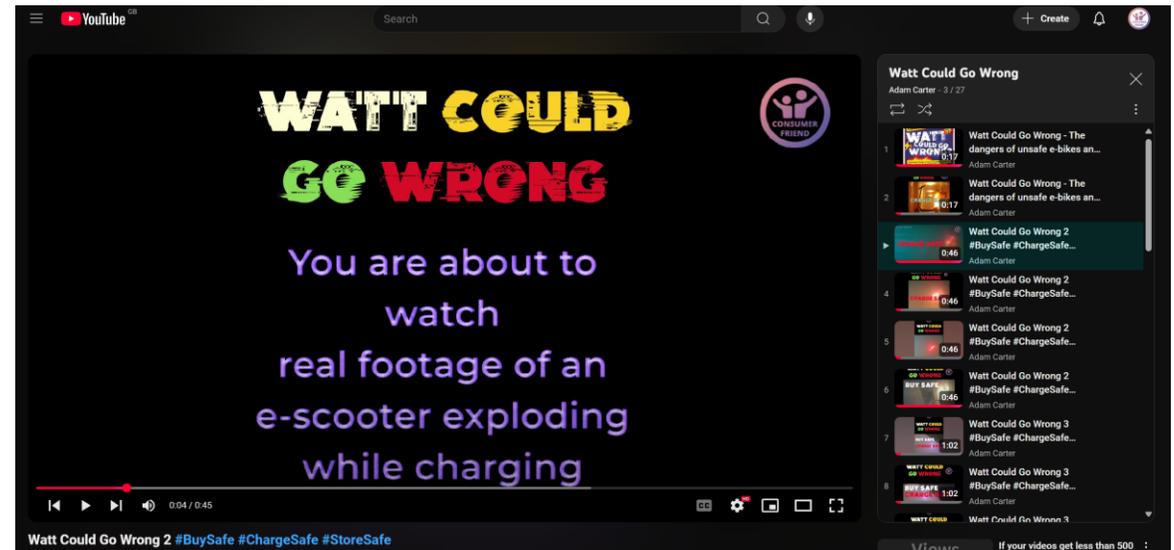


Other videos

**WATT COULD
GO WRONG**



- 8 video, each in 4 different aspect ratios
- Available as download (Dropbox) or on YouTube
- Social media pack to be sent out after webinar



2023 Sat 09:01:03



CHARGE SAFE

Camera 04

BUY SAFE



CHARGE SAFE



Other materials

**WATT COULD
GO WRONG**

Podcast

A **WATT COULD GO WRONG** bonus episode of the popular Consumer friend Podcast has been created. In this episode, Adam and Lou (the couple behind Consumer Friend) talk to Geraldine Cosh, a **product safety expert** with over 20 years of experience. Available at www.consumerfriend.org.uk/podcast



Blog

A **WATT COULD GO WRONG** blog has been created on the Consumer Friend website for social media posts to get signposted to if desired, it contains information on how to **#BuySafe** **#ChargeSafe** and **#StoreSafe**. **This is available** at www.consumerfriend.org.uk/blogs/watt-could-go-wrong



Training Video

**WATT COULD
GO WRONG**



Please use for free its on the
YouTube channel



What's The Ask?

Please share, like, subscribe the video, podcast, social media posts on all social media platforms and with as many consumers, tenants as you can.

Follow Consumer Friend on all platforms and share our posts.

Host the video and information on your websites, we can help with this.



**WATT
COULD
GO
WRONG**

Download the social
media pack at:

www.consumerfreind.org.uk/campaign



Consumer Vulnerability and Inclusive Design in Social Housing

Consumer Vulnerability

- Why Are We Here?
- Social housing is more than just buildings – it's about people!
- Some tenants need extra support – financial struggles, mental health, disabilities.
- We have legal obligations to make sure housing is fair and accessible.
- So... are we doing enough to support the most vulnerable? 🤔



The Housing Ombudsman Defines vulnerability as...

A dynamic state which arises from a combination of a resident's personal circumstances, characteristics and their housing complaint. Vulnerability may be exacerbated when a social landlord or the Housing Ombudsman Service does not act with appropriate levels of care when dealing with a resident's complaint... if effective reasonable adjustments have been put in place, the vulnerability may be reduced.

Housing
Ombudsman Service



Our Definition

Consumer vulnerability in a broad sense, refers to any situation in which a person may be unable to engage effectively in a market and as a result, is at a high risk of getting a poor deal.

This can be something as severe as becoming a victim of a crime or just not getting the best deal for them at the time.



Consumer Standards



CONSUMER
EMPOWERMENT



Vulnerability in the UK

9.8 million



people living with a disability

944,000

People living with dementia



1m by 2030
1.6m by 2050

1 in 6 adults

Have experienced a 'common mental health disorder' like depression or anxiety in the last week



18% of children

Aged between 7 to 16 had a probable mental health condition in 2022



3 million



people living with a cancer

3.5m by 2025
5.3m by 2040

80,057

People divorcing in 2022



938,350

House sales took place on 2022

577,160

Deaths in the UK in 2022, leaving millions coping with bereavement



23% of us

Suffer anxiety when dealing with service providers



1 in 7 people



In the UK have some form of neurodiversity

Two broad types of consumer vulnerability

- Situational
- Market place



Situational Vulnerability

Health

Life events

Resilience

Capability

Circumstance

Consumer Vulnerability

Why Should We Care? ❤️ It's not just the right thing to do, it's smart business!

Happy tenants = fewer complaints

Better communication = stronger communities

Proactive support = fewer evictions & crises

Legal compliance = avoiding penalties

Inclusive services = a positive reputation



Consumer Vulnerability

How Do We Support Vulnerable Tenants? 🛠️

Communication

Training

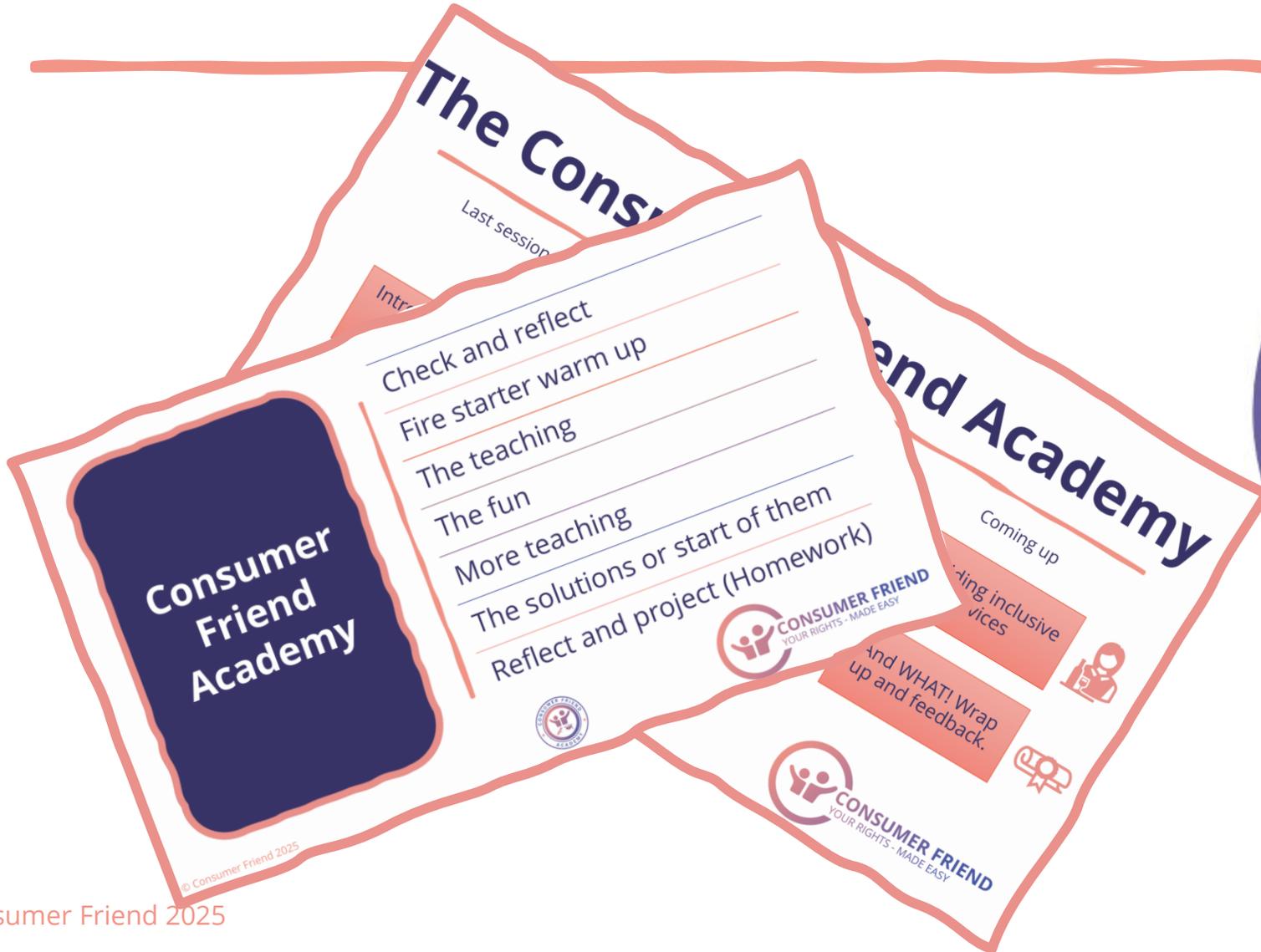
Adapting

Listening

Small changes = BIG difference!



Consumer Friend Academy



Future Campaigns

- Would You Risk It!



What's the Ask?

- Please share, like, subscribe the video, podcast, social media posts on all social media platforms and with as many consumers, tenants as you can. #BuySafe.
- Follow Consumer Friend on all platforms and share our posts.
- Host the video and information on your websites, we can help with this.
- Consider consumer vulnerability and how we can support you to provide inclusive services and assist all your consumers.



What Do You Need From Us?

What consumer issues are your tenants facing?

What do you and your teams need more support, campaigns or training on?

What format would work for you?



What If.....

...we changed the way we think.....
A new way of thinking is truly
overdue.....

What if we start to think, NOT about the perceived failings of a person, not what is wrong with a particular person, but we should be asking, what can we do differently, what is wrong with my service or my business if this person can't access it!





Any last
questions?

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