

## Sparklers

Firstly the source data for sparkler injury. The most up-to-date information is embedded within the report presented to the working group in 2020. (see attached pdf).

See figure 4 Study 1: type of firework and event. Of the 19 domestic injuries, 9 of them were sparklers, and in total across the arbitrary breakdown of venue there were 13 sparkler injuries. Note I avoid the sole use of percentages in this reply as these make insignificantly low numbers appear dramatic: This was a common trend throughout the working group and subsequent discussion. I use also the word arbitrary too as Private Property should be one category and semi-public and large public displays are the same; a person attends the latter two in the belief the event is “organised”. When injuries occur at organised event, they can involve more people. We are also cautious where the phrase “*firework related injuries*” is used. Speaking to emergency service personnel they have indicated that bonfire injuries that have occurred at firework parties are counted, even though a firework was not involved.

The UK industry view on sparklers is supported globally; this link is to a report from the USA. <https://www.chop.edu/news/health-tip/fireworks-and-sparklers-risks-children-are-real> Note the comment...

***“Some people treat sparklers much too casually, says Duchossois. They allow children to play with them as if they were toys. But sparklers burn at an extremely high heat: 1,200 degrees Fahrenheit — hot enough to melt some metals. The sparks can cause burns and eye injuries, and touching a lit sparkler to skin can result in a serious burn. More than half of the fireworks injuries to children under the age of 5 are caused by sparklers. Among the casualties listed in the Consumer Product Safety Commission’s 2017 Fireworks Annual Report was a 4-year-old girl who died from a sparkler-caused injury.”***

It is worth reading the other reports here <https://www.cpsc.gov/Research--Statistics/Fuel-Lighters-and-Fireworks1>. These detail the type of injury encountered and list the deaths caused in the USA by fireworks. We are not surprised that where fatalities occur the narrative includes the words “illegal firework” or “firework being used in an illegal manner”.

Please see the attached messages we often see on social media and “official” pages offering safety advice Image 3 is from a website first-aid for life and should be putting out the right message— these images clearly convey the wrong message; adults treat sparklers as “ they are only sparklers” and come up with their own bizarre safety solutions. You may have seen the one on Facebook about using a carrot as a handle so that smaller children could safely [sic] hold a sparkler, and if you tried to correct the parent you get nothing but abuse. This is what happens when those with no knowledge about a product are left in charge of creating the safety message. Our work becomes much greater when the message we put out is undermined or contradicted by those who are not best placed to give advice yet have a high standing in the eyes of the public. I have lost count of the times we have had to correct information published by a Fire Authority or a safety campaign website or Trading Standards...and that is simply frustrating.

## Education costing

Second is the costings on educational material. This is not so easy to extract but I will do my best using the BFA (Educational Videos) and Bright Star Fireworks as a single importer and firework supplier in the UK. Some values are £ *nnnn*, as I have had to request the data from our office in China, but include the narrative at this time so you can see that safety carries a cost which every importer meets annually.

The cost to the BFA for the 3 short “Ooh and Aah” videos was around £20,000. It has been hinted at that this is not a lot of money for a multi-million-pound industry but, as the extremely low accident figures within the report show, any campaign does not need to be expensive to be effective and we were already at very low figures to begin with. Industry felt that a video or three would be a good idea to raise awareness and OPSS/BEIS were very receptive to the idea and outcome.

It must be noted that the above is over and above the annual oncosts of firework education that every importer bears to ensure their product is safe and that users have the information to use it safely.

Here are the typical costs incurred by Bright Star in a single year and a brief description of how I have broken out the educational costings embedded within other costs. .

1. Advertising catalogue production is £40,000. Within the 50-page catalogue a full 3 of these pages are dedicated to information on the safe use of the fireworks. Against each item on every page there is further information with regards to sound level, safety distance, explosive content and includes a QR link to the product in use. All of this allows the customer to make an informed decision. If we were to remove all that safety information, the pure sales catalogue would be 25 pages. **Best estimate on educational cost here is £20,000 per year.**
2. Bright Star produce Poster Packs which are sent to every retail customer. These packs include the safety information which is in the catalogue but also copies of the mandatory signage required to sell Category F2 and F3 fireworks to the public, and loose-leaf copies of the Firework Code. **The annual cost of these is £12,000.**
3. Every product has safety instructions in a legislated and defined format. The average label has four sides, of which at least one is dedicated to safety. Bright Star spend £ 180,000 just on labelling each year, it can be argued that  $\frac{1}{4}$  of that cost is safety information to the consumer. **Estimated annual cost £ 45,000.**
4. As mentioned above, the labelling must be in a defined and legislated format, therefore it must be checked for compliance. This is part of the batch-testing process, during a typical batch test lasting 2 hours, it would not be unusual to see the label testing take 30 minutes of that time. Fonts must be measured, labels have to be cross checked with what the legislation says, and then the labels photographed, and a report created. Compliance testing is easily £200,000 per year, again it can be argued that the warnings and **instructions account for £50,000 of that cost.**
5. Retailer specific training. Bright Star supply fireworks to The Range group of stores. All staff at these stores who will be selling the product are trained in

the nuances of firework sales and the safety critical information that is to be conveyed to a customer. Annual training seminars are held, and a detailed Firework Sales Handbook created. We must be clear that the staff selling fireworks in a large retail outlet are not “just cashiers”; they have been trained at a cost. There are 170 Range stores, and each has around 8 trained staff members (some have more, very few have less). Typical training takes 5 hours and assuming minimum wage that is an educational cost of **estimated to be around £60,000**. This cost is borne by the supplier not the retailer.

Based upon the above, Brights Star spend in the region of **£187,000** on getting the educational message to customers in one form or another! They are just one of many importers so I can confidently say the industry spend on safety messaging will easily exceed £1million per year. Bright Star are not unique in what they do. Black Cat Fireworks have the same for their supermarket customers and they host the helpline for enforcement officers to call for advice and information which they do not charge for. I couldn't put a figure on it but days of consultant rates won't be cheap at the busiest time of year. We mustn't forget also the “education” to enforcement via the various committees and working groups the industry sits on. The BFA and importers maintain websites with educational material in them and links to legislation and safety advice. Again, hidden costs that are difficult (impossible) to calculate. The key point is industry is very active promoting safety and educating the public and these are costs borne every year and not just as one-offs.

## Examples of poor sparkler messaging



The header of the Kids Pass app features a yellow background. On the left is a white square with a hamburger menu icon. In the center is the 'KIDS PASS' logo, with 'KIDS' in blue and 'PASS' in pink. On the right is a white outline of a person's head and shoulders with the word 'Login' below it. Below the header is an orange banner with white text: '✓ UP TO 40% OFF CINEMA ✓ UP TO 57% OFF DAYS OUT ✓ KIDS EAT FREE NATIONWIDE ✓ OVER 5000 EXCLUSIVE OFFERS'.



Bonfire Night in 2018 isn't just about toffee apples, sparklers and a 30 second firework display! This November take your family for a Bonfire Night to remember, complete with twilight roller coasters, sensational live music, and the biggest firework display you've ever seen!



## DRAYTON MANOR

TRY NOW

[kidspass.co.uk](http://kidspass.co.uk)



kentlive.news




SHARE



Enter your postcode

Go



 **Bonfire Night events are being confirmed - but loads of places ask people not to bring their own sparklers**

**Sign up to FREE email alerts from KentLive - Kent What's On**





Autumn in the UK usually heralds the start of firework season. There are



AA

🔒 firstaidforlife.org.uk



---

# 14 things you never knew about Bonfire Night

What is Bonfire Night - and why do we celebrate it every November?



Remember, remember the 5th of November, Gunpowder, treason and plot! So goes the infamous Bonfire Night chant telling the tale of [Guy Fawkes](#) and his foiled plans to bring down the Houses of Parliament and the King of England.



100 years later, it's one of the biggest (and