# **#ChargeSafe partner toolkit**

Communications messaging and assets for our ‘Charge Safe’ campaign. The campaign runs from 3 December 2024 until 31 January 2025, but assets can continue to be used throughout the year.

## Below are the key campaign messages, which have been split into two phases for sharing on social media.

## Only buy e-bikes, e-scooters and batteries from trusted retailers and manufacturers.

## Check for the CE or UKCA safety marking to make sure your battery and charger meet safety standards.

## Always follow the manufacturer’s instructions. Don’t attempt to modify or tamper with the battery.

## It is recommended that a professional carries out an e-bike conversion.

## Don’t leave your device charging unattended or when you’re asleep.

## Don’t charge or store your battery in the hallway or where it could block your escape.

## Only use the correct charger for your battery.

## **Images**

Assets featured in the suggested posts below can be downloaded from the partner campaign page: <https://www.manchesterfire.gov.uk/your-safety/campaigns/e-scooters-e-bikes-and-batteries/>

## **Accessibility**

Please ensure that all images posted on social media make use of the 'alt text' function and wording that we have supplied.

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| Phase one: Pre-Christmas, buying or modifying. To be used from 3 to 24 December 2024. |
| Suggested copy | **Image** | **Alt text** |
| 💭 Thinking of buying an e-bike or e-scooter? Check for the CE or UKCA safety marking to make sure your battery and charger meet safety standards.Watch this short animation for more fire safety advice.#ChargeSafe | N/A – Charge Safe animation | N/A |
| 🚲🛴Only buy e-bikes, e-scooters and batteries from trusted retailers and manufacturers.Check for the CE or UKCA safety marking to make sure your battery and charger meet safety standards.#ChargeSafe |  | Only buy e-bikes, e-scooters and batteries from trusted retailers and manufacturers. Graphics of CE and UKCA safety markings with green tick. |
| Always follow the manufacturer’s instructions for your e-bike or e-scooter.Don’t attempt to modify or tamper with the battery and always use the correct charger.#ChargeSafe |  | Only use the correct charger for your battery. Always follow the manufacturer’s instructions. Battery and charger and clipboard with green ticks. |
| 🔧It is recommended that a professional carries out an e-bike conversion.Visit @manchesterfire for more e-bike/e-scooter fire safety advice.#ChargeSafe | Or | It is recommended that a professional carries out an e-bike conversion. Green tick next to bike shop.It is recommended that a professional carries out an e-bike conversion. Green tick next to online bike shop. |

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| Phase two: Post-Christmas, charging safely. To be used from 25 December 2024 to 31 January 2025. |
| Suggested copy | **Image** | **Alt text** |
| Make sure you charge your e-bike or e-scooter battery safely. Follow these simple steps to reduce the risk of fire. #ChargeSafe | N/A – Charge Safe animation | N/A |
| ❌Don’t leave your e-bike or e-scooter battery charging unattended or when you’re asleep.✅ You should fit a smoke alarm in the room or garage where you charge or store your device, so you’re alerted quickly if there’s a fire. #ChargeSafe |  | Don’t leave your device charging unattended or when you’re asleep. Graphic of e-bike on charge on a night, with red cross. |
| Don’t charge or store your e-bike or e-scooter battery in the hallway or where it could block your escape.🔥 In the event of a fire – get out, stay out, call 999.#ChargeSafe |  | Don’t charge or store yourbattery in the hallway or where it could block your escape. Image of door blocked by boxes and battery on charge, with red cross. |
| 🛴 Do you have an e-bike or e-scooter? Our advice is to only use the correct charger for your battery and follow the manufacturer’s instructions to ensure safe charging and storage. #ChargeSafe |  | Only use the correct charger for your battery. Always follow the manufacturer’s instructions. Battery and charger and clipboard with green ticks. |