

Mr G Irvine, Senior Coroner, East London

[REDACTED]

13 January 2023

Dear Sir

Re: Regulation 28 Report to Prevent Future Deaths

I write in response to your letter addressed to Selfridges Group Managing Director, [REDACTED] (since departed from Selfridges Group), received on 15 December 2022. This letter, setting out a Regulation 28 (Preventing Future Deaths) report, requests our response as a retailer which sells e-scooters. I write to you as General Counsel and a director of Selfridges Retail Limited, which trades as Selfridges (and which is part of Selfridges Group).

I confirm that Selfridges and its directors fully appreciate the gravity of the matter addressed in the report and we recognise that receiving this report provides us with an opportunity to consider what role we, as retailers, can play in guarding against future unavoidable deaths in similar circumstances. An avoidable death is always a tragedy and all the more so where this involves the death of a child.

Selfridges is a responsible retailer and, in particular, we recognise our responsibility to ensure that when we sell e-scooters we should make it clear to customers that an e-scooter may not be lawfully ridden on the public highway.

Selfridges first received a communication on this topic in November 2020, in a joint letter from the Mayor of London and the Metropolitan Police requesting retailers provide accurate information to make customers aware that private e-scooters are illegal on public roads, pavements and other public places. In response, Selfridges reviewed where these products were sold, whether offered directly by Selfridges or via concession partners, and addressed this issue to ensure there was a clearly visible message to customers (in stores and on the website).

Since 2020, and particularly in the run up to the peak trading period around Christmas, Selfridges Legal team has reviewed and reminded stores and digital trading teams about this matter and the need for suitable communications to customers.

In November 2022, Selfridges received a similar letter from the Mayor of London and the Metropolitan Police, reminding retailers of the legal position concerning e-scooters, whilst the Government continued to consider whether to alter their legal status. Once again, Selfridges Legal team issued reminders and a guidance note to stores and digital teams to ensure that where e-scooters are sold there are suitable communications to customers, confirming they remain illegal to be ridden on public roads and other public places.

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In addition, Selfridges Technology team was asked to support with exploring what systems-based solutions might be added in future, such as a flag against a product like this to remind all teams dealing with the product that customer safety advisory requirements or other restrictions exist and should be checked and/or observed.

In early December 2022, Selfridges received a further similar letter from the Government's Department for Transport addressed to Selfridges Managing Director. The above actions were already underway.

Following receipt of this Regulation 28 (Preventing Future Deaths) report served by His Majesty's Coroner Mr Irvine on Selfridges, the above actions have been reviewed and the matter has been raised, discussed and noted at a meeting of Selfridges Executive Committee (meeting held in January 2023).

We hope that these steps taken by Selfridges, which are ongoing in nature, demonstrate the seriousness with which Selfridges and its directors take their commitments as a responsible retailer in relation to this matter.

Selfridges looks forward to any forthcoming legislation or guidance addressing e-scooters and their use.

Yours sincerely,

[REDACTED]

[REDACTED]

General Counsel

Selfridges Retail Limited

Copy also to:

1. Sir Mark Rowley – The Commissioner for Metropolitan Police Service
[REDACTED]
2. Andrew Lord – The Commissioner for Transport for London
[REDACTED]
3. Mr Sadiq Khan – the Mayor of London
[REDACTED]
4. The Rt Hon Mark Harper MP – the Secretary of State for Transport
[REDACTED]
5. The Rt Hon Suella Braverman KC MP – the Secretary of State for the Home Department
[REDACTED]