

21 February 2023

John A. Gittins
H.M. Coroner
H.M. Coroner's Office
County Hall
Wynnstay Road
Ruthin
LL15 1YN

Dear Mr Gittins

**Re. Report for the Prevention of Future Deaths
Inquest of Emma Louise Powell**

I am writing on behalf of Tesco Stores Limited ('Tesco') in response to your letter dated 28 December 2022 in relation to this matter.

First of all, please can I express on behalf of Tesco our sadness at the death of Miss Powell. Tesco work hard to ensure we only sell products that are safe whether that be our own-brand or branded lines and to learn that any of our customers have died whilst using one of our products is very upsetting.

Tesco sell two paddleboard products which are branded from a single supplier and are not Tesco lines. We only sell these in a limited number of our large Extra and Superstores that are at 'waterside' locations. Following your letter (and in fact before we received it, based on the media reports on your Hearing) we have been working with our supplier to review the products and information, including safety warnings, accompanying them. Based on this review, we have concluded that the products are safe and have appropriate instructions. However we have agreed with the supplier that a sticker will be added to the front of the product packaging with the following information:

- The British Canoeing information identified as part of your inquest:

SUP LEASHES

BRITISH CANOEING

QUICK RELEASE BELT SYSTEM
For use on any moving or flowing water where there is a risk of snag/entanglement.
COILED

CALF LEASH
For use on lakes/canals/reservoirs/bays/surf where there is **NO** risk of snag or entrapment.
COILED - General SUP
STRAIGHT - Surf

ANKLE LEASH
For use on lakes/canals/reservoirs/coastal bays/surf where there is **NO** risk of snag or entrapment.
COILED - General SUP
STRAIGHT - Surf

Your Environment...
Where are you paddling? What are the conditions? Depending on where you're paddling and the conditions you face, you might need to wear your leash in a different place for safety and security. Take a look at the diagram to see which leash system suits the environment you paddle.

Coiled or Straight?
Leashes can be coiled/curly or straight. The type of leash is important depending on the environment you paddle.

2022

- **IMPORTANT PLEASE READ BEFORE USE: Life saving devices such as Life Jackets OR Buoyancy aids should be used at all times and checked before each use.**
- **Contains calf leash. IMPORTANT: not to be used in fast flowing water or where there's a risk of snagging/entrapment.**

Please note this sticker is currently being designed (we have had to seek the permission of British Canoeing and obtain a high resolution image, both of which we now have), but it will be approximately A5 in size. The sticker will be included on all product units which will be delivered to stores for sale in Spring / Summer 2023. We also have a limited number of units (c. 600) which were delivered to stores in 2022 so do not display the new sticker. Small numbers of these units are currently sold on an ad hoc basis and arrangements have been made for stores to receive and affix the stickers to these units, once the stickers are available. We anticipate stickers being ready for distribution to stores by April 2023.

Working with British Canoeing, they have updated the graphic to include a QR code that takes the user to wider safety information on their website.

We believe that placing this sticker on the front of each product box is the best way to inform customers of the steps they can take to manage the risk of snap / entrapment, by positioning and/or using a leash appropriate to the environment they paddle in. By securing the sticker on the box, the information is made available to both the customer who purchases the product in-store, and to other users who may not have been in-store but otherwise receive the product after the point of sale.

We have also agreed to share information about what we have done and the support we have received from British Canoeing with other retailers via the British Retail Consortium's Product Safety Committee.

Regards



Technical Director, Home & Clothing
For and on behalf of Tesco Stores Limited