



Responsible Marketing Procedure

Training Policies and Quality Assurance Documents

Document owner	Jamie Morgan MIET MIFSM	Role	Director / Lead Fire Safety Consultant
Applies to	Online and in-person fire safety training	Version	1.0
Approved date	17 May 2026	Next review	Annual
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Introduction

ESI: Fire Safety is committed to marketing its fire safety training and consultancy services in a way that is honest, clear, fair and responsible. This applies to our online and in-person courses, including fire safety awareness, fire warden / fire marshal training, practical fire extinguisher use, fire blanket awareness and workplace fire safety training.

Our marketing must help customers make informed choices. We will not overstate what a course provides, imply a qualification or accreditation that does not exist, or suggest that a short awareness course replaces the employer's wider legal duties under fire safety legislation.

Scope

This procedure applies to all marketing produced by or on behalf of ESI: Fire Safety, including website pages, brochures, quotations, proposals, social media posts, email campaigns, adverts, course descriptions, training packs and partner communications.

Core Principles

- Marketing will be accurate, proportionate, truthful and capable of being evidenced.
- Course descriptions will clearly state the intended audience, delivery method, duration, learning outcomes and whether practical extinguisher use is included.
- We will not mislead customers into believing that attending a course alone makes a premises compliant.
- Any references to legislation, standards, CPD, professional membership, registers or accreditation will be checked before publication.
- We will use real examples and case studies responsibly, without sensationalism or breaching confidentiality.
- We will avoid offensive, discriminatory, aggressive, unsafe or fear-based marketing that could cause unnecessary distress.
- We will ensure all claims about trainer competence, fire safety experience, course content and certification are accurate.
- Where online training is promoted, we will be clear about any limits compared with practical in-person training.
- Where practical extinguisher training is promoted, we will make clear that it is delivered under controlled conditions with suitable risk controls.



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Course Claims and Certification

Certificates issued by ESI: Fire Safety confirm attendance or successful completion of the stated course. Unless specifically stated and evidenced, they do not claim to be an awarding-body qualification or a licence to practise. Any CPD status, approval or external recognition must be used only where it is current and applicable to the specific course.


Responsibilities

- Jamie Morgan MIET MIFSM is responsible for final approval of course marketing and technical fire safety claims.
- Any staff, associates, designers, marketing agencies or partners producing material for ESI: Fire Safety must follow this procedure.
- Technical course content and legal references must be reviewed by a competent fire safety professional before publication.
- Marketing records, course descriptions and versions will be retained where they support learner enquiries, complaints, quality review or audit evidence.

Review of Marketing Material

Marketing material will be reviewed at least annually and sooner where legislation, guidance, standards, course content, trainer competence requirements or business arrangements change. Particular attention will be given to fire safety law, responsible person duties, fire extinguisher use, fire warden responsibilities and online course descriptions.

Approval and Review

Approved by	Jamie Morgan MIET MIFSM
Position	Director / Lead Fire Safety Consultant
Signature	
Date	17 May 2026
Review arrangements	Annual review, or earlier if legislation, awarding/CPD requirements, course content or delivery arrangements change.