



Red Cord Campaign – Salisbury

A short, practical education initiative
Presented by: Kez and Anna

What is the Red Cord Campaign?

The Red Cord Campaign is a targeted educational initiative designed to raise awareness about the correct use of red cords and the risks created when they are tied up, shortened, removed, or obstructed. Red cords are a safety feature. When they are not usable, they no longer provide protection for the people who rely on them.

Why this matters

Most red cord issues are not deliberate. They usually stem from a lack of awareness or misunderstanding. This creates avoidable safety risks, particularly for disabled people, older residents, and children. This campaign focuses on education and prevention, not enforcement.

What the campaign aims to achieve

- Educate the public about correct red cord use
- Prevent unsafe practice before harm occurs
- Engage residents, schools, and local businesses
- Increase visibility of red cord safety as a community issue

What the campaign involves

Simple, proportionate activity including printed information cards and stickers, brief awareness messaging online, and informal community conversations where appropriate.

Costing (Salisbury only)

The full campaign can be delivered for under £500. This includes printing and materials, distribution in community settings, optional small-scale online promotion, and basic contingency. It is a low-cost, high-impact approach to improving community safety awareness.

For further information:
Kez and Anna
Disability Interest Group – Salisbury

THE RED CORD CAMPAIGN

KEEP EMERGENCY RED CORDS UNTIED & ACCESSIBLE!



SHOW YOU CARE!

Leave red
emergency cords
untied and hanging
freely to the floor.



Ensure they hang
flush to the ground,
not caught or looped
out of reach.



Do not cut or tie up red cords –
someone's life could depend on it.



DID YOU KNOW?



Red emergency cords
are vital life-saving
devices for disabled
people in accessible toilets.



In an emergency, time
is critical – even losing
a few seconds to reach
an out-of-reach cord
can endanger a life.



Tampering with red cords
can cause serious harm
and is a violation of
safety regulations (BS 8300)
and accessibility guidelines.

Do not tie up or shorten this cord. UK
accessibility standards require
emergency pull cords





Accessibility
Matters CIC



“If it’s tied, help’s denied.”



(Equality Act / BS 8300 friendly)

“Do not tie up or shorten this cord. UK accessibility standards require emergency pull cords to be reachable from the floor in case of a fall.



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