



FOR IMMEDIATE RELEASE

## **Heart health campaign calls for defibrillator mandate in King's Speech**

Campaign backed by 74% of the public urges Government to act

- The JumpStart campaign has today published details of a submission it made to No. 10 Downing Street earlier this spring, calling on the Government to mandate the inclusion of Automated External Defibrillators (AEDs) in all new vehicles sold in the UK.
- The details were released in Westminster today ahead of the State Opening of Parliament on Wednesday, when the King will set out the Government's legislative agenda for the coming session.
- The proposals have attracted wide interest and support from parliamentarians across the political spectrum.

JumpStart is calling for a change in the law to make AEDs a mandatory safety feature in all newly manufactured vehicles. The campaign argues that with more than 37 million vehicles on UK roads, the majority of which are parked in residential areas at any given time, mandating defibrillators in new cars would create a mobile network of life-saving devices accessible around the clock.

More than 40,000 people in the UK suffer from out-of-hospital cardiac arrest every year, with a survival rate of less than one in ten. Evidence shows that early defibrillation can improve survival rates by up to 70%, when a device is used within three to five minutes. Despite this, public-access defibrillators are used in fewer than 10 per cent of cardiac arrest cases, with an estimated 80% of out-of-hospital cardiac arrests occurring in or near the home.

Polling commissioned by the campaign shows that 74% of the British public\* support the proposal.

The campaign, funded by philanthropist Jonathan Harris CBE, has spent the past nine months building political, industry and public support for the measure. JumpStart has engaged with the Department for Transport, the Department of Health and Social Care, and No. 10 Downing Street, and has secured support from parliamentarians across both Houses.

In February 2026, JumpStart held a parliamentary dinner to build cross-party support for the proposal, and the campaign has since engaged with major automotive manufacturers and healthcare organisations.



The proposal would also incorporate AED maintenance checks into the existing MOT testing framework, ensuring that devices remain in working order. This follows recent evidence that many current public-access defibrillators are inaccessible or faulty due to poor maintenance.

Jon McLeod, Campaign Director, said:

"With Parliament now prorogued and the King's Speech just days away, this is the moment for the Government to act. Our proposal is simple, practical, and backed by three-quarters of the British public.

Mandating defibrillators in new vehicles would turn the UK's car fleet into a life-saving public health resource, putting a defibrillator within reach in communities across the country, around the clock. We are asking Ministers to seize this opportunity and include this measure in their legislative programme."

- ENDS -

### Notes to Editors

- JumpStart is a UK campaign seeking to mandate defibrillators in all new vehicles, starting with passenger cars.
- \*This data comes from a poll conducted by FindOutNow on 05 December 2025, which surveyed a nationally representative sample of 1000 GB adults, with quotas of +/-% for age, gender, region, socio-economic grade and 2024 General Election vote. FindOutNow are members of the British Polling Council and Market Research Society and abide by their rules.
- It is led by DRD Partnership and Mishcon de Reya on behalf of their client, Jonathan Harris CBE, who conceived of the idea.
- AEDs are simple to operate and are designed for untrained members of the public to use with spoken guidance.
- This campaign follows [recent changes made to the Highway Code](#) by the Driving Standards Authority. The Highway Code now includes additional information around CPR and how to use a defibrillator. Questions on these topics now form part of the driving theory test.
- The campaign is exploring legislative, regulatory and pilot-based routes to implementation.
- More information can be found at [www.jumpstartcampaign.co.uk](http://www.jumpstartcampaign.co.uk).
- Further data on the impact of cardiovascular disease in the UK can be found [here](#).