CONSUMER CODES APPROVAL SCHEME
CODE SPONSORS PANEL MEETING

Minutes of Meeting held on 27 November 2017
Small Conference Room, City of London, Walbrook Wharf, 78 -83 Upper Thames Street, EC4R 3TD

Present:	Ray Hodgkinson (Chair)(BHTA), Bill Fennell (TMO) Gerry Fitzjohn (TPO), Ian Studd (BAR), Sarah Langley (CCNH), Faisal Hussain (HIES)
In attendance:	Adrian Simpson (CTSI), Kristie Lockwood (CTSI), Sue Steward (CTSI), Karen Bolland (CTSI), Ken Daly (CCAB)

		Comments/Decision	Action
1.	**Welcome**		
		The Chair welcomed everyone to the meeting and thanked them for attending. The minutes of the previous meeting on 2 October 2017 were approved by the Panel.	
2.	**Service Director Update/Discussion about the BEIS paper**		
		A Simpson began by introducing Sue Steward to the Panel members. Sue will be taking over the role of Service Director for Consumer Codes. S Steward told the Panel that she has been at the Chartered Trading Standards Institute (CTSI) for a year and a half in the Education Team and has been project managing the Qualification review. She explained that she has a lot of project management experience and is looking forward to managing the Consumer Codes Approval Scheme (CCAS). Ken Daly was welcomed to the Panel as the Consumer Codes Approval Board (CCAB) representative. He explained that Barbara Hughes has stepped in as interim Chair of the CCAB until a new Chair is decided upon. K Daly suggested that either a high profile business or political Chair would be good for the CCAB. A question was asked regarding the replacement of Adam Scorer, previous Policy Director for CTSI. A Simpson explained that there are a lot of changes happening at CTSI at the current time and are unsure about a replacement for Adam Scorer at this time.	

K Daly told the Panel that the CCAB is focused on the scheme, and the wellbeing of the scheme. A Simpson added that the Consumer Codes Approval Scheme (CCAS) has its own governance and finances that are separate from CTSI.

R Hodgkinson said that CCAS is still under resourced.

I Studd added that there has been a funding and resource issue for some time.

A Simpson said that without a large cash injection CCAS will be in the same place for some time.

K Daly began a discussion regarding the paper to Department for Business, Energy and Industrial Strategy (BEIS). He added that the CCAB spoke at its last meeting about how the paper needs to highlight the outcomes, and the approach with the paper needs to be done at the right time.

F Hussain added that a big pot of money is needed to raise consumer awareness and to keep that up. He also added that after speaking with Mark from Referenceline, he was unsure how Referenceline would add value for the CCAS. He added that the consumer journey is just 3 clicks and it needs to be mapped out.

S Langley said that it would be hard to compare all the different sectors and what will fit for each code. She added that it is not the same in all sectors, for example in the new build sector each consumer could face significant detriment and lose due to value of each new home.

K Daly said that getting money from BEIS for marketing will have very little impact. It would be better for the Codes themselves and their members to market things. Improvement of the websites and social media marketing can be done at a low cost.

F Hussain further added that Referenceline had developed an app, and with a bit of work to it, HIES members would possibly use it. He also added that it might be worth meeting with Mark from Referenceline again to set out the objectives and what is trying to be achieved.

ACTION – S Steward – Sue to meet with Mark from Referenceline. **SS**

B Fennell began a discussion about the promotion of the CCAS. He mentioned that ex-members of the Motor Ombudsman are moving to Which? and that CTSI are losing out to trusted trader. B Fennell asked what are CTSI going to do about this, what is the value of being with CTSI and what are they doing to get codes to stay with them?

K Daly said that CCAS is a government endorsed scheme at a higher level than Which?

S Langley added that lots of the home sector codes only have a code because Lloyds made it a mandatory requirement. If this requirement is removed, there is a risk that some new build codes will leave the CCAS scheme.

G Fitzjohn added that all The Property Ombudsman (TPO) members display the logo because TPO make them use it.

K Bolland added that an exercise was done recently and it showed that some code members do not have the logos on their websites, which is a basic thing they should be showing.

R Hodgkinson added that the code scheme needs an aggressive approach. For the BEIS paper, figures are needed and those figures need to make BEIS feel confident that CCAS is worth promoting.

K Bolland added that the KPI figures are very powerful data and may help when writing the BEIS paper. The final figures will be ready in April, but there will be a good indication of the figures by January.

The Panel said that a decision about BEIS needs to be made.

A Simpson said that at the very least some form of endorsement is what is needed.

S Langley mentioned about there being a potential opportunity in January if they have any money left over.

The Panel members discussed that CCAS is a government endorsed scheme and it should have had that as part of the logo.

4. Alternate Dispute Resolution (ADR) Update

A Simpson reported that the ADR team are following up with those still not compliant. July 2018 is the deadline given by the CCAB to become compliant. At the moment there are some Code Sponsors that are still trying to get some procedures in place.

A Simpson added that CCAS would struggle with government endorsement if not everyone is ADR compliant.

S Langley said that Consumer Code for New Homes (CCNH) use the ADR and complaints process as a key message to consumers when promoting their Code. CCNH hope things do not go wrong, but if it does, consumers have the reassurance of a clear complaints process and ADR. Consumers want that.

Code Sponsors Forum Future Plan

A discussion took place to decide some of the details for the next Code Sponsors Forum meeting.

It was decided that the end of the first quarter would be the best time. The week beginning 19 March.

ACTION – K Lockwood – Create and send a Doodle Poll to all Code Sponsors for Forum date availability. **KL**

6. Governance

B Fennell started the discussion by saying that the number of members to the Panel has improved, but he is not sure what had been achieved. He added that there seems to be something stopping what we would like to be seen.

It was said that it is crucial that the CCAB knows what the Panel and the Code Sponsors want.

G Fitzjohn said that Code Sponsors need to have their ADR in place, but it should be done a lot quicker than 1 July 2018.

R Hodgkinson suggested that CTSI need to come out with a statement saying you need to be approved by 1 July 2018 or you're out.

A Simpson suggested that both the Chair of the CCAB and the Chair of the Code Sponsors Panel need to synchronise the governance and the terms of reference for the Panel.

ACTION – K Lockwood – Review the Terms of Reference Document. **KL**

ACTION – K Bolland – Create and send a Codes insight survey for all Code Sponsors. **KB**

A discussion was had about whether the right people receiving the emails from the email groups.

ACTION – K Lockwood/K Bolland – Review who is receiving the email to CSP/Code Sponsors and the Marketing Group. **KL**

The Panel discussed a re-launch of the new members to the Panel and said about doing this via the Newsletter.

K Bolland said that people do not read the newsletter that is sent out.

S Steward asked if we could find a new way of getting the information out.

A discussion was then had regarding strategic objectives. It was asked what are the top 5 objectives for the Panel.

K Daly suggested that as long as the Panel can come up with what they would like to see from the CCAB, this could be a standing item at the Board meetings.

ACTION – S Steward/R Hodgkinson – Sue and Ray to have a conversation/meeting. **SS/RH**

7. BEIS Report Update and Meeting with BEIS

R Hodgkinson suggested that there might be a few key elements missing from the current draft of the BEIS paper.

S Langley told the Panel about a vital piece of information that went to BEIS for the National Trading Standards (NTS) Ports Safety bid. NTS carried out an investigation which produced the figures that every £1 spent saves £40 when products are imported. It is this sort of compelling statistics on the return on the investment of CCAS that is needed to convince BEIS to provide additional funding to CCAS

A Simpson added that the top people at BEIS are not regulators any longer, they are business people who are looking into a return on their investments.

S Steward said that the Panel would take on board the information from S Langley, the BEIS paper has become stagnant and needs a push to get moving again.

G Fitzjohn added that the case study in the paper is too long and he would send a better case study.

ACTION – G Fitzjohn – Gerry to send some shorter case studies. **GF**

It was also suggested to put K Bolland's KPIs into a one-page infographic.

R Hodgkinson suggested that 'consumer' is missing and more information about consumer detriment in the codes sectors should be added to the paper. He added that using a business who is a code member is far better.

R Hodgkinson also suggested that something about Brexit may need to be included.

A Simpson suggested getting ACE Statistics to do a report similar to the one for NTS Ports Safety.

ACTION – R Hodgkinson – To arrange an exploratory meeting with BEIS, including Barbara Hughes, Interim Chair of the CCAB and Sue Steward. **RH**

	ACTION – S Steward – Feedback this information to Barbara Hughes.	**SS**
8.	**Any other business** R Hodgkinson expressed his thanks to Adrian Simpson for his work with the Consumer Code Approval Scheme over the past year and wish him well with his future endeavours. **Marketing** K Bolland who is the Marketing Lead for Codes told the panel that she sees the Key Performance Indicator (KPI) work as her most important task for the year. She also informed the Panel that K Lockwood and herself have started to look at the CTSI website and how they are trying to get the CCAS section to be made more accessible. K Bolland also reminded the Panel that she is only two days a week support, and that her role is to support the Code Sponsors to get their members to promote the scheme. K Bolland spoke about the Marketing group, and that their next meeting is in January 2018. She expressed that those meetings had been beneficial. It was suggested that the marketing team needs more support.	
	ACTION – S Steward – Look into possibilities for more support with marketing.	**SS**
	F Hussain asked about the marketing plan for CCAS and added that he is from a marketing background and would be happy to try and add value to it.	
	ACTION – K Bolland – Send around the marketing plan after the next Communications and Marketing meeting in January.	**KB**
	S Langley asked about the review process of new codes coming in, is there still an opportunity for existing codes to comment. A Simpson informed the Panel that this is still in place, but there has not been an occasion for this to happen recently. S Langley also asked about the changes that were mentioned during the meeting about the Core Criteria. Have these changes gone out to the Codes. A Simpson told the Panel that the changes are due to go to the CCAB and will then go out to all the Code Sponsors and will then go back to the Board for sign off.	
9.	**Date for the next meeting** The Doodle poll that had already been completed will need to be reissued with new dates as the plan is to align the Panel meeting	

dates to be at least one month prior to the CCAB meeting. If there is anything that needs to be taken to the CCAB for decisions, there will be time for this to happen.

ACTION - K Lockwood – When CCAB dates are set, send out a new Doodle Poll for the Panel dates. **KL**