



Consumer Codes Approval Scheme Meeting: Code Sponsors Panel

Date: 20 February 2014
Time: 11.00 – 13.00
Location: TSI London Office, Walbrook Wharf, 78-83 Upper Thames Street, London.

Present: Ray Hodgkinson (vice chair), Paul Sharpe, Stephen Vickers, Mark Cutler
Attendees: Judith Thurston, Roy Martin, Steve Brooker, Sarah Langley, Karen Bolland,
Magda Podeszwa
Apologies: Chris Mason

MINUTES

Meeting Started at 11.00

1. Welcome

Ray Hodgkinson welcomed everyone to the meeting.

The previous meeting minutes (22 November 2013) were approved by the Panel.

Update on actions from the previous meeting:

- The paper on mutual recognition and respect between code sponsors operating in the same area – the work is ongoing, but the paper has not been completed yet.
- Letter from OFT regarding the use of their logo by members of approved codes – OFT have been chased but with no response.

2. Matters arising

i. TSI Conference 2014 update

Judith Thurston presented the Panel with an update on TSI Conference 2014:

- six code sponsors have confirmed their attendance at the Conference 2014. These are: BHTA, Bosch, DEMSA, Institute of Professional Willwriters, Motor Codes and RECC

- the Approved Codes stand is currently being planned. Judith presented the Panel with the initial design
- Judith informed the Panel of a sponsorship opportunity for all code sponsors. TSI has offered a no cost opportunity for CCAS to sponsor the main plenary session on the Wednesday and supply a board level speaker from their scheme membership to join the panel of the nominated session.
The chosen theme for the plenary is: *"Compliance through self regulation and intelligence led surveillance"*
- Judith asked the Panel to supply their nominations to her directly

Action: The Panel to speak to their members for potential speakers and email the nominations to Judith Thurston

ii. CCAS Financial Update

Roy Martin provided the Panel with a financial update on CCAS.

- Roy informed the Panel about the financial meeting that he held with Victor Olowe – member of CCAB, to discuss the finance, audit and risk management aspects of CCAS
- provisions have been added to the CCAS Business Plan to include potential future legal costs; the Panel confirmed the need to set up reserves for the project
- it was agreed that the main three areas to concentrate CCAS expenditure on are: potential legal fees, insurance and marketing
- the Panel reviewed "CCAS Outline Budget requirement 2015" and discussed the progress of new applications. Sarah Langley informed the Panel that the issues were also considered during the last Board meeting. A paper exploring the range of funding options depending on the level of additional income from new applications will be on the agenda for the next Board meeting
- the Panel was advised that from 2015 they will be asked to consider the current level of code sponsors' fees and make recommendations for any revisions to the Board. It was agreed that the fees should be maintained as they are, for the immediate future, as long as there is no change in formula. Ray Hodgkinson requested for the subject to go on the agenda for the next Panel's meeting
- the Panel discussed moving the CCAS financial year to end of December (not April, as is at the moment) – to fit in with TSI budgeting, and agreed that it would be advisable
- Stephen Vickers enquired whether the change of roles within the CCAS team had any impact on CCAS budget. Sarah Langley informed the Panel that discussions are currently being held regarding effective budgeting of the money to cover the resourcing requirement

Action: Fees revision as a new Panel's role in 2015 – to go on the agenda for the next Panel's meeting

iii. Performance Measurement and Indicators

Steve Brooker, member of the Board presented a Performance Measurement proposal:

- Steve informed the Panel that he is currently working on a proposal for a performance measurement framework, which should be ready for the Board's approval in May
- the overall aim of the performance measurement is to support the consumer awareness, recognition and understanding of CCAS
- in order to achieve high level outcomes, performance measurement must be linked to CCAS strategic objectives and populated with relevant data
- Steve informed the Panel that an annual survey on public awareness of the scheme is being prepared as part of the performance measurement proposal
- Steve Brooker asked the Panel what kind of data is being collected by the code sponsors from their members. The Panel confirmed that the results have already been supplied and stressed how difficult the data collection is for each code sponsor. Steve agreed to discuss the issue on sector by sector basis
- Ray Hodgkinson highlighted how difficult trying to acquire any statistical information within a trades association is, as associations are unable to impose data collection on their members. Steve Brooker agreed to meet with BHTA individually
- Paul Sharpe enquired about statistical data regarding CCAS. Sarah Langley informed the Panel that she started working on a project with Citizens Advice trying to establish baseline data which could demonstrate the added value that CCAS is providing to consumers
- the Panel welcomed the idea of cooperation with Steve Brooker as a beginning of a process to establish CCAS data collection and required that this is added to the agenda for future Panel meetings

Action: Performance measurement to be added to the agenda for future meetings

iv. Partnerships and Sub-contractors

Sarah Langley provided the Panel with an update on My Local Services and Yoshki progress:

- Sarah reminded the code sponsors that their members' databases need to be updated at least every six months
- Stephen Vickers remarked that My Local Services rating system is not compatible with code's criteria requirements and asked Sarah to speak to My Local Services regarding the rating display
- the Panel agreed that other code sponsors should be contacted on individual basis regarding any issues with MLS
- Yoshki contract is due for renewal; the renewal terms are currently being negotiated
- Sarah Langley asked the Panel for feedback on any issues regarding Yoshki
- Stephen Vickers informed the Panel that BAR has been working closely with Yoshki on utilising the "click to verify" facility and confirmed that they were satisfied with the results
- Sarah Langley informed the Panel that the Approved Code logo has been officially trade marked

Action: Sarah Langley to contact code sponsors regarding any issues with My Local Services

v. Code Sponsors Elections 2014

The Panel elections were carried out according to the process agreed at the previous meeting.

The results are as follows:

- Post 1 – Chris Mason
- Post 2 – Ray Hodgkinson
- Post 3 – Mark Cutler
- Post 4 – Paul Sharpe
- Post 5 – Stephen Vickers

vi. Google and Facebook marketing pilot

Karen Bolland presented the Panel with a report on new marketing avenues – Facebook and Google campaigns:

- a) Google advertising campaign
 - the campaign started on 29 January 2014 as an initial "display advert campaign" with an aim to raise CCAS brand awareness; from 12 February the campaign was changed to "search with display campaign", which focuses on the search terms used in Google search network
 - the search terms have been matched with sector keywords used by My Local Services
 - search clicks go to TSI directory, then to members' websites (not code sponsors' websites)
 - Karen informed the Panel that the initial results of the campaign were exceeding expectations and the campaign is planned to continue
- b) Facebook advertising campaign
 - the campaign started on 17 January 2014 and will continue until end of March; after this time it will run without paid advertising
 - the campaign is now designed around specific adverts (relating to code sponsors' sectors)
 - TSI Communications and PR teams are supporting the project
 - the campaign has so far achieved fantastic results and is proving to be a successful tool in helping to raise awareness of the scheme

Karen Bolland asked the Panel for their input. It was agreed that Karen would keep the Panel updated, particularly when sector related posts are put on Facebook.

Karen informed the Panel that Twitter and LinkedIn are currently being considered as potential new advertising opportunities for CCAS.

The Panel agreed on the importance of social media advertising and expressed their excitement about the campaigns and their potentials.

It was requested that regular updates on social media advertising should be added to the agenda for future meetings.

Karen Bolland was invited to attend the next Panel meeting.

Action: Karen Bolland to update code sponsors regularly regarding social media advertising

Action: Social media advertising to be added to agenda for future Panel meetings

3. Scheme governance update – Sarah Langley

Sarah Langley provided the Panel with the Consumer Codes Approval Scheme update:

- OFT has been chased regarding the incorrect logo usage letter but has not issued any response
- there is now a procedure in place for monthly checks of potential code sponsors' websites in accordance with the pre-approval protocol; the Board confirmed that they will consider action against those not complying with the protocol
- LAATSN – ongoing project; discussions are currently being held in order to try to bring all local authority assured trader schemes under one framework supported by TSI to avoid consumer confusion;
- a meeting with Barbara Hughes from CCAB has been pre-arranged for 24 March 2014, details to be confirmed. Panel asked Magda Podeszwa to circulate their earlier suggestions for the meeting
- the Panel has been invited to a joint lunch meeting with the Consumer Advisory Panel that will take place on 18 March 2014. Teresa Perchard and Steve Brooker from CCAB will also attend the meeting
- Sarah Langley updated the Panel on prospective code sponsors applications progress and explained reasons for possible delays. Sarah also confirmed that set standards are being maintained in order to ensure that right types of codes are considered for approval
- Sarah Langley confirmed that work on mutual recognition of codes operating within the same sectors was ongoing. The Board had discussed the issues at the last Board meeting and gave a clear steer that there should not be a race to the bottom where there was more than one approved code in a sector
- Sarah also confirmed that the Consumer Advisory Panel are being robust in their recommendations for CCAB
- the Panel discussed CCAS Business Plan 2014, concentrating mainly on "Recommended Key Activities for 2014/15" and work streams flowing from the five strategic objectives (Business Plan Annex 2); Sarah Langley asked the Panel to send her any comments they may have regarding the business plan
- Paul Sharpe wanted to know what the procedure is for a code sponsor who fails an audit; Sarah Langley informed that upon an audit failure, the auditors must notify the Board and the code sponsor; the audit results are then sent to the code sponsor and a letter is issued from the Board; the code sponsor is given time to rectify the areas that failed the audit and provide results for the Board's reconsideration
- Sarah Langley informed the Panel about the upcoming change in Consumer Contract Regulations and confirmed that a guidance note will be issued by TSI; there will also be a BIS/TSI lead training session that code sponsors will be invited to attend
- Top Lines Brief – the codes' monthly update is being reviewed

4. Any Other Business

- the Panel's meeting schedule needs to be arranged so that the meetings are set up before the Board's meetings;

The CCAB Board meetings 2014:

- Tuesday 13 May 2014
 - Tuesday 15 July 2014
 - Tuesday 14 October 2014
 - Tuesday 3 February 2015
- Chris Mason is expected to attend the next Board's meeting (13 May 2014)
 - suggested date for the next Panel's meeting Thursday 8 May 2014, 11:00 – 14:00 (including working lunch);

Meeting concluded at 13:45