



Consumer Codes Approval Scheme Meeting: Code Sponsors Panel

Date: 29 September 2014
Time: 11.00 – 13.00
Location: BHTA Offices; New Loom House, Back Church Lane, London, E1 1LU

Present: Ray Hodgkinson (Chair)(BHTA), Stephen Vickers (BAR), Holly McAllister (MC), Mark Cutler (RECC)

Attendees: Sarah Langley (TSI), Karen Bolland (TSI), Rachel Martin (TSI)

Apologies: Paul Sharpe (IPW), Leon Livermore (TSI)

MINUTES

1. Welcome

Ray Hodgkinson welcomed everyone to the meeting and thanked them for attending the BHTA offices on this occasion.

The previous meeting minutes (5 June 2014) were approved by the Panel.

2. Matters arising

i. Comms & Marketing Update

Karen Bolland advised the Panel on the delegate and stand feedback surveys from conference. Ray Hodgkinson noted that a lot of analysis had taken place and was very impressed with it.

Karen advised the Panel that with a limited budget it was unlikely CCAS will have a stand at Conference 2015, but there would still be a presence. Stephen Vickers suggested the ADR Regulations be considered as a theme for the conference in whatever capacity CCAS are represented.

Karen Bolland advised on the intention of a Consumer Campaign to raise awareness of the scheme and its benefits. It was agreed that money would be better spent on this than on a stand at Conference although a definite presence in some form is still requested. BHTA themselves are looking at the possibility of their own stand, depending on costs. Ray Hodgkinson said how worthwhile it had been to make connections with TSO's at the

conference and Karen Bolland offered to assist with an email campaign to link BHTA with TSO's.

The Panel was updated on the success of the recent Comms Sub Group meetings and Ray Hodgkinson requested the minutes be circulated to the Panel.

Karen Bolland informed the Panel that TS Today is now digital and Codes would have regular features. Stephen Vickers asked that dates of forthcoming features are circulated.

It has been decided that rather than surveying Consumers on their awareness of the brand just now, an Omnibus Survey is being costed with a plan to then launch a big Consumer Campaign followed by more detailed research.

Steven Vickers questioned if TSI get any free broadcasting as the OFT did. Karen Bolland will look into this and report back.

Social media channels and blogs have proved successful and another Google campaign is being considered. My Local Services are helping track where consumer traffic is coming from and results will be circulated when received and reviewed.

TSI have been reviewing and updating the Branding Guidelines and these will be circulated once work has finished.

Compliance of Yoshki Click to Verify logo was discussed. Only 5.6% at present. All agreed that a consumer campaign will help and all Codes agreed to continue to encourage their own members to increase this figure.

On the subject of logos and brand awareness, Stephen Vickers informed the Panel that BAR have entered into an exclusivity deal with WHICH. Leon Livermore is also in discussions with WHICH.

Actions: Karen Bolland to;

Circulate minutes of Comms Sub Group meeting.

Circulate list of forthcoming Codes related features in TS Today Digital.

Confirm if TSI get any free / reduced rate advertising for TV or Radio

ii. CCAB Update/Feedback from meeting with Barbara Hughes

Ray Hodgkinson updated the Panel on his attendance at the last Board meeting. Whilst he was made very welcome, he confirmed that the Board had decided not to have him attend on every occasion due to the nature of the business discussed. The Panel are offered the opportunity to put forward an agenda item and Ray will be invited to attend for that item. Ray will continue to meet with Barbara Hughes as a formal link between the Panel and the Board.

At their recent meeting, Ray and Barbara discussed funding issues and Barbara is going to discuss with Christine Crawley, the possibility of revisiting BIS to ask for a continuation of funding.

Barbara Hughes is also going to raise with the Board how government bodies and local authorities recognise CCAS, raising brand awareness and greater communications with Trading Standards.

iii. Partnerships & Sub-contractors

Sarah Langley provided the Panel with an update on the success of the Yoshki launch and reiterated the importance of all Codes policing the use of the correct Click to Verify logo.

Sarah Langley advised that a pool of TSP's are now assisting her with Code Sponsor audits so they will be returning to their authorities and updating them on the work of the CCAS, thus raising our profile. Also, Sarah commented on the benefits of some of the new Codes coming through the application process and how some of these have big organisations and household names as members which will also help to raise the profile and awareness of the brand.

iv. CCAS Finance Update

Sarah Langley shared the budget report provided by Roy Martin. There was much discussion on the amount of information shared and it was decided that Stephen Vickers will meet with Roy Martin to further discuss what information can be presented to the Panel in future and to review the terms of reference for the management of this budget.

Consideration needs to be given to the idea of the budget be to a Jan-Dec format at the end of this year.

Action; Ray Hodgkinson and/or Stephen Vickers and Roy Martin to meet.

v. Performance Measurement & Indicators

Information regarding the Basket of Indicators is requested by the end of November. Steve Brooker is working with Karen Bolland on this information.

vi. Code Sponsors Forum

The Forum is now booked for Tuesday 25th November 2014 and is to be a whole day event with both Christine Crawley and Leon Livermore attending. More details will be circulated in due course.

3. Scheme governance update

Sarah Langley advised the Panel that we now have a steady stream of Codes coming through and the Board has a forward plan and strict deadlines for approving each over the coming months. On average it is expected Codes can complete both Stage 1 & 2 in a year – 18 months, however each application varies.

Ray Hodgkinson noted that he feels very optimistic about the work of the CCAS and the new Codes currently applying.

4. Liaison with Local, Regional & National Approved Trader Schemes

Unfortunately Leon Livermore was unable to attend for this item so it was agreed to add this to the Codes Forum agenda in November.

5. AOB

Holly McAllister from Motorcodes offered to host the next meeting of the Panel and Monday 19th January 2015 11am – 1pm was agreed.