



Consumer Codes Approval Scheme Meeting: Code Sponsors Panel

Date: 5 June 2014
Time: 11.00 – 14.00
Location: TSI London Office, Walbrook Wharf, 78-83 Upper Thames Street, London.

Present: Chris Mason (chair), Mark Cutler, Paul Sharpe, Sarah Lepak
Attendees: Andy Foster, Karen Bolland, Sarah Langley, Magda Podeszwa
Apologies: Ray Hodgkinson, Stephen Vickers

MINUTES

Meeting commenced at 11.00

1. Welcome

C. Mason welcomed everyone to the meeting and informed the Panel about leaving Motor Codes and joining the International Federation of Automotive Engineering Societies (FISITA) as Chief Executive. Therefore, Chris resigned from his post as chair of the Code Sponsors Panel (the discussion is scheduled later on the agenda).

The previous meeting minutes (20 February 2014) were approved by the Panel.

2. Matters arising

i. CCAB update – Barbara Hughes

B. Hughes briefed the Panel on the latest Board meeting.

The Panel were informed that the following issues were discussed during the last Board meeting:

- Communications and Marketing Plan to be presented at the Board's next meeting (15 July)
The Panel agreed that the code sponsors' members should be encouraged to engage more in the scheme's marketing, for example by correct display of the Approved Code logo.

S. Langley was asked to provide the code sponsors with a letter for their members, detailing the CCAS benefits and highlighting the incentive to display the correct logo.

- it was suggested that the code sponsors subgroups could be created, particularly with regards to the marketing area; the groups would work on informal basis and meet between the Board and the Panel's meetings.

The Panel strongly approved the proposal, suggesting that the marketing subgroup should pilot the project.

It was agreed that the idea should be discussed with K. Bolland later on in the meeting

- the Panel enquired whether it would be possible for a Panel's member to attend the Board meetings on regular basis, in an observer capacity. The Panel believes that this would allow them a better insight into the scheme's activities and should strengthen the relationship with the Board.

B. Hughes confirmed that she is willing to continue to be the first point of contact for the Board and attend the Panel's meetings to provide regular updates on CCAB, as well as to meet with the code sponsors on more informal basis, if needed.

The Panel's suggestion to have an observer at the Board's meetings will have to be considered by the Board.

- B. Hughes encouraged the code sponsors to contact her in case of any issues and informed that M. Podeszwa will circulate Barbara's new contact details

Action: S. Langley to provide the code sponsors with a letter for members, detailing the CCAS benefits and highlighting the incentive to display the correct logo

Action: M. Podeszwa to circulate B. Hughes new contact details

ii. Liaison with Local, Regional and National Approved Trader Schemes – A. Foster

A. Foster provided the Panel with an update on approved trader schemes.

There are many various schemes in operation, some private, some endorsed by the Government and some working within the public sector.

TSI was asked by the Government to investigate how schemes could work together more effectively.

As a result of TSI meetings with trading standards approved scheme operators, a way forward has been identified based on mutual recognition of those who comply with the minimum standards.

The agreed five core criteria for any scheme would be:

- Robust vetting and checking
- Ongoing monitoring and audit
- Consumer feedback mechanism
- Complaints handling processes
- Independent alternative dispute resolution

A public discussion paper, containing the draft criteria, will be issued by TSI shortly.

The Panel agreed that, as the proposal aims to reduce the consumer confusion, the code sponsors should definitely get involved in the consultation process.

A. Foster asked the Panel to respond publically to the consultation paper, but to contact him or S. Langley directly, if they needed a private conversation.

iii. Code Sponsors Panel chair resignation; re-election of chair and vice chair; new Panel member election

C. Mason informed the Panel that he had asked Holly McAllister to join the Panel in his place, until his permanent successor has been appointed.

R. Hodgkinson and S. Vickers had sent in their candidatures for the chair position. After discussion, the Panel agreed to elect R. Hodgkinson as the Code Sponsors Panel's chair and S. Vickers as the vice chair.

The Panel confirmed that the chair and vice chair posts will be up for election in 2015.

- Post 1 – Ray Hodgkinson
- Post 2 – Stephen Vickers
- Post 3 – Mark Cutler
- Post 4 – Paul Sharpe
- Post 5 – Holly McAllister/Chris Mason's successor

A. Foster congratulated C. Mason on his new position and formally thanked Chris for his work as the Panel's chair, stating that the first year was very challenging and Chris fulfilled the role remarkably. The Panel also thanked Chris for his support and leadership.

iv. Partnerships and sub-contractors

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

- an update meeting with My Local Services had been arranged for 19 June; the code sponsors were asked to contact S. Langley with any Directory any issues
- A. Foster informed the Panel that the contract with Yoshki had been renewed for at least three years
- Yoshki logo verification facility is scheduled to go live on 16 June; the code sponsors had been issued with a "Website logo guidance document" and will be contacted before the launch with regards to the communication protocol.
The Panel was briefed on the gradual verification process and informed that, if it proves necessary, the interim stage (with a small purple "ts" mark in the bottom left hand corner of the verification screen to indicate issues) may be extended
- the Panel approved the suggested process

v. CCAS Financial Update

S. Langley informed the Panel that the "CCAS Budget Forecast 2014/2015" with revised financial projections was presented to the Board at the May meeting.

The Board resolved to sign off the budget.

S. Langley also advised that trading standards professionals are being considered as an additional resource, to support the Service Director. The job advertisement for the post is due to be issued shortly.

There are several new codes in the pipeline. Three to four new codes are likely to be approved by the end of this financial year.

At present, the team is working mainly with organisations which approached TSI, but equally as new priority areas had been established by the Consumer Advisory Panel, specific sector organisations will be approached to see if they would be willing to explore code approval.

The Panel asked about the yearly membership evaluation and was advised that the process is ongoing and S. Langley will confirm the current status with TSI accounts and inform the code sponsors.

Action: S. Langley to update the code sponsors with regards to the yearly membership evaluation

vi. CCAS fees revision

At the last meeting, the Panel was advised that from 2015 they will be responsible for the code sponsors' fees revision. 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.

C. Mason enquired whether the fees are likely to be raised and if so, on what basis.

A. Foster advised that the two occasions where the fees' increase might be considered would be: a severe budget deficit or embarking on a project without sufficient funds.

The current code sponsors' fees are due to be reviewed at the end of 2015.

vii. Performance Measurement and Indicators

S. Langley updated the Panel on the work of the performance measurement and statistical analysis subgroup.

S. Brooker attended meetings of the Consumer Advisory Panel and the Code Sponsors Panel, where both Panels agreed with the proposed approach.

The final "Proposed indicators for CCAS performance measurement framework" document was presented to the Board at the May meeting. The proposal was signed off by the Board. In addition, S. Brooker asked the Board to consider the idea of an annual consumer survey. The initiative was supported by the Board.

The Panel wanted to know who would carry out the annual consumer survey and was advised that it would be implemented by TSI in co-operation with specialist researchers.

S. Langley suggested that the work on establishing the framework and the baseline data should start soon and that TSI will contact the code sponsors in due course.

viii. Comms and Marketing Update – K. Bolland:

a) Google and Facebook campaigns feedback

K. Bolland presented the Panel with a summary of Google and Facebook campaigns. As the campaigns proved very successful, it would be recommended to repeat both of them, but with more specified targeting.

K. Bolland informed the Panel that Codes are now also on Twitter (run by I. Hughes from TSI Communications team) and LinkedIn is being investigated.

C. Mason congratulated K. Bolland on the success of the social media campaigns and thanked for her hard work.

K. Bolland admitted that finding up-to-date content for the Codes' Facebook page is proving challenging.

The Panel agreed that Facebook should be updated regularly and be considered as an engaging activity for the code sponsors.

The Panel would like to support K. Bolland by creating a communications and marketing subgroup. The group would work closely with K. Bolland, sharing their experience and expertise and providing the content from their sectors.

K. Bolland informed the Panel about the National Consumer Week 2014.

This year's theme is doorstep crime. The code sponsors were asked to contact TSI, if they wished to participate.

Action: K. Bolland to provide the code sponsors with dates for the National Consumer Week 2014

b) TSI Conference 2014

K. Bolland presented the Panel with an update on TSI Conference:

- CCAS stand visuals
- a forklift truck attraction and a questionnaire with prizes
- the one year anniversary of CCAS to be celebrated with drinks and a cake on Tuesday 1 July at 3 pm
- I. Hughes will be working with the code sponsors on tags for the Conference to build PR stories
- a live Q and A session with Mumsnet and DEMSA will be held to discuss financial and payday lending issues
- a piece in TS Today June issue with information about CCAS and the code sponsors' entries
- an advert in the Conference Guide, focusing on the CCAS first anniversary and a section on the scheme and the code sponsors' entries
- Codes related blog posts are being developed leading up to the Conference
- the Communications team is developing "video boos" and the code sponsors are encouraged to contact I. Hughes, if they wish to participate

The Panel agreed that they were impressed with the CCAS Conference proposal.

K. Bolland encouraged the code sponsors to contact her with any questions or queries.

3. Scheme governance update – Sarah Langley

S. Langley provided the Panel with the Consumer Codes Approval Scheme update:

- the Panel was informed about a meeting that Baroness Crawley and A. Foster had attended with the Rt Hon Gregory Barker MP, Minister of State at the Department of Energy & Climate Change (DECC) in relation to multiple codes operating within the microgeneration sector.
- the Panel was informed that CCAS had been approached by *resolver*, who provide an online consumer complaints system and were interested in co-operation with TSI. After a brief discussion, the Panel stated that this type of advice facility may create more confusion for consumers and direct them away from the TSI directory and the code sponsors' websites. M. Cutler added that RECC had also been contacted by *resolver* but found the system not comprehensive enough for the code sponsor's needs.
The Panel confirmed that they would not be interested in the co-operation with *resolver*
- S. Langley encouraged the Panel to contact her, or the other members of the CCAS team, in case of any issues or whenever they require trading standards advice

4. Any Other Business

S. Langley asked the Panel to consider what their expectations are with regards to the annual Code Sponsors Forum.

The Panel agreed that more time (than last year) would be needed and that the venue is of minor importance.

The suggested times for the event are 11:00 – 16:00, with a break for lunch.

The Panel also proposed to invite speakers, including a presentation on ADR.

Meeting concluded at 14:00