

# Towards Code 15

Industry Forum 2020

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## Agenda for today

9.30-10.45

Welcome (David Edmonds CBE)

Year in regulation, new strategic purpose and upcoming priorities (Jo Prowse)

Market trends (Analysys Mason)

10.45-11.15

Coffee break

11.15-12.30

Code 15 introduction (Jo Prowse and Gavin Daykin)

Facilitated discussion around key themes and questions

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# Welcome

David Edmonds CBE, chairman

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# Year in regulation, new strategic purpose and upcoming priorities

Jo Prowse, CEO

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## What's happened since the last forum?

### 1. Changes in regulation

These include new Special conditions for subscription services and ICSS.

### 2. Change in remit for ICSS numbers

Our regulation has been extended to all ICSS, irrespective of the number range they operate on.

### 3. New guidance and DDRAC

We've released new guidance on consent to charge, to ensure providers obtain robust, informed consent from consumers before they're charged. We're in the process of publishing guidance on consumer refunds, and will be consulting shortly on new DDRAC Guidance.

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## What's happened since the last forum?

### 4. Updated service registration requirements

In September 2019, we updated our registration requirements – this benefits consumers who can now find out more comprehensive information when they use the Service checker on our website.

### 5. Regulatory action

We introduced a new case prioritisation framework.

One case to highlight is Veoo, as it sets an important precedent for the market: companies which fail to take their due diligence responsibilities seriously, who facilitate consumer harm or provide false or misleading information to us will face the consequences.

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## Impact of these developments



Complaints down 38%



Revenues up 6% to Q3 FY2019/20

17 Companies and individuals banned from the market

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## The biggest development since last Forum is our new strategic purpose

Our new strategic purpose, introduced in December 2019, marks an evolution of our approach and activity.

It takes a forward-looking approach, recognises that the market is changing and provides a better articulation of what we are here to do.

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Our new strategic purpose:

We build consumer trust in phone-paid services and ensure they are well-served through supporting a healthy market that is innovative and competitive.

We do this by:

1. establishing regulatory standards for the phone-paid services industry
  2. verifying and supervising organisations and services operating in the market
  3. gathering intelligence about consumers, the market and individual services
  4. engaging closely with all stakeholders
  5. enforcing our Code of Practice
  6. delivering organisational excellence.
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## New strategic purpose: what we want to do

Our new strategic purpose signals out intention to do things a little differently. Where our existing approach focuses on broad outcomes, open market entry, enforcement and complaint handling, our new approach is more proactive.

We want to:

- raise market standards
  - build consumer confidence in those operating in the market
  - focus on prevention rather than cure
  - help consumers rather than just handle their complaints
  - ensure regulation is underpinned by effective and efficient enforcement
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## The importance of Code 15

Code 15 is a critical vehicle in delivering our new strategic purpose.

The new Code must meet consumer expectations, be simpler to comply with, and be underpinned by effective enforcement.

The second main reason we're working towards a new Code is to address changes in the market and consumer behaviour.

This is our first wide-ranging review in a decade.

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# Code 15 timetable



# Code 15 introduction

Jo Prowse, CEO

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## Assessing Code 14 – facilitated discussion 1

1. What has your experience been of outcomes-based regulation?
  2. Has it delivered the right incentives and deterrents?
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## Building a new regulatory framework – facilitated discussion 2

1. Is standards a happy medium between outcomes and prescription?
  2. What standards would meet the needs of both consumers and the market?  
Where has this worked well?
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Thank you

David Edmonds CBE, Chairman

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