

**NOTES OF THE ILP MEETING NO. 47th HELD ON  
THURSDAY 29<sup>th</sup> OCTOBER 2015**

**Present:**

Ann Cook – ITV (Chair)  
Andrew Ailwood – BBC  
Martina Algeri – UKCTA rep  
Gavin Daykin - Ofcom  
Eric Feltin - Safari  
Cathy Gerosa - FCS  
Suzanne Gillies – Action 4  
Hugh Griffiths – PP+ Board and Mobile Services  
Jacqui Hill – Comic Relief  
Hamish MacLeod – Mobile Broadband Group  
Rory Maguire – MGB Commercial, AIME  
Jeremy Stafford Smith – Vodafone  
Mike Steel - BT  
Carmen Tomas – Ofcom

**PhonepayPlus**

David Edmonds (Chairman)  
Joanne Prowse (Chief Executive)  
Peter Barker  
Mark Collins  
Jonathan Levack  
Peter Morton  
Stephanie Ratcliffe (minutes)

**Guest Speaker**

Mike Short – Telefonica/02

**Apologies**

Steve Ricketts – PP+ Board  
Simon Towler – PP+

### **Industry Liaison Panel – Ongoing Actions Log**

<b>Meeting/ Action number</b>	<b>Description</b>	<b>Owner</b>	<b>Status</b>
45.2b	ILP Way Forward: industry members proactively promote their membership on the ILP and seek feedback to ensure the industry is properly represented at ILP meetings. Feedback to be sent to Joanne Prowse. Rolling ongoing item.	ILP Members	ONGOING
45.3b	The protocol on instigating the rapid response team (RRT) to be agreed and published. Draft in place (circulated to ILP members) and being discussed and agreed. Final version to be circulated to ILP. ToR now on website.	R Maguire	CLOSED
45.4c	Operational report: provide an update at 21 <sup>st</sup> July meeting on rapid response team progress on competition services, in relation to managing complaint volumes. AIME to provide assistance.	M Pemberton R Maguire	CLOSED
45.5a	The Executive requested comments on the discussion paper on vulnerability, circulated to the ILP, are fed back by end September.	J Levack	CLOSED
45.5b	Volunteers to come forward with topics to present at future ILP meetings.. Now part of ongoing agenda.	ILP Members	CLOSED
46.3a	FCS - finalise PPP guidance; provide Cathy Gerosa with contact details of the cyber security team at DCMS; consider whether CiSP may be able to assist with the prevention of cyber attacks and provide Cathy Gerosa with further details on cyber information.	M Collins S Towler R Maguire	CLOSED
46.4	RRT – update on progress provide at next meeting. Update on current agenda (47 <sup>th</sup> ).	J Stafford Smith/S Towler	CLOSED
46.5b	Invite a representative from the charity sector to present at the next ILP meeting and a representative from the Competition and Markets Authority (CMA) to attend a future meeting. Mike Short presenting on charity sector at 47 <sup>th</sup> meeting.	S Towler	CLOSED
47.3a	RRT Improvements identified at lessons learned exercise, to be taken on board including: <ul style="list-style-type: none"> <li>• Identification of independent chairman per issue/meeting</li> <li>• Speedier response to issue</li> <li>• Identification of all available data sources (working group to be convened)</li> </ul> List of industry practitioners and their relevant expertise to be identified and held with PhonepayPlus with input from ILP. Note to follow. Vulnerability: Working group being set up for November, with aim to produce guidance for industry. J Hill to provide further insight on progress around vulnerability.	R Maguire/ J Stafford Smith/ S Towler/ J Prowse  M Collins/ ILP Members  J Hill/ J Levack	NEW      NEW
47.3b	PSD2 and AIME's work with Trading Standards – updates to be provided at next meeting.	R Maguire	NEW
47.4f	ADR – update for next meeting.	R Maguire	NEW
47.4g	Research – Annual Market Review: circulate to members the previous year's brief, in order to ascertain whether value can be added to certain areas and advise MobileSquared to include ITV and broadcasting sector areas going forward. Provide update on consumer interaction with PSMS and Payfort research at next meeting.	J Levack	NEW
47.4h	Phonebrain support – ILP to assist with promotion and contacts where possible. Jacqui Hill offered to assist PPP with relevant contacts, such as the Academies Enterprise Trust.	ILP/ P Morton	NEW

47.4i	Operational quarterly report – consider ways to promote the website and replace wording top ‘offenders’ with ‘most prominent services/cases’ (p.17).	P Barker	NEW
47.5a	Charity text giving – members to think about ways to improve its promotion and its mechanisms by working closely with the charity sector, promoting digital giving, highlighting the good news stories, making better use of charity text and identifying what impact PSD has on digital giving. To encourage all sectors to gain a better understanding of charities and work together to make the consumer experience a safe and easy mechanism for gift aid. Members to feed into the conference in January 2016	ILP Members	NEW

## 1.0 WELCOME, INTRODUCTIONS

Ann Cook welcomed current and new members to the ILP, confirming that this is an exciting time to join the panel in making the ILP a more effective and representative industry body, with a new Chairman, David Edmonds on board and refreshed commitment from PhonepayPlus and industry.

David Edmonds introduced himself to the panel members. Introductions were made and apologies noted.

## 2.0 REVIEW AND ACTIONS

### a) Minutes and Matters arising from the minutes of the ILP meeting held on 21<sup>st</sup> July 2015.

The minutes of the ILP meeting held on 21<sup>st</sup> July 2015 were approved as an accurate record of the meeting.

Outstanding actions were updated accordingly.

## 3.0 ILP MEMBER UPDATE

### a) Rapid Response Team progress update

Rory Maguire and Jeremy Stafford Smith provided an overview of the Rapid Response Team. Its function was explained in bringing together industry and the regulator to develop solutions to emerging and specific urgent problems which arise in relation to PRS and in ensuring the issues are escalated and dealt with rapidly.

Since the team’s formation two issues have been resolved; around ‘forced redirects’ and high complaint volumes in relation to competition and adult services. Both issues were investigated, resolved and a lessons learned exercise carried out with improvements identified going forward.

Improvements include greater speed in escalating issues; assurance of an independent Chair to be identified for each RRT issue/meeting to lead on resolving the issue, identifying ways to improve on collation of data and to identify the available sources and further research into consumer behaviour.

**(Action: R Maguire/J Stafford Smith/J Prowse/S Towler)**

With regard to the vulnerability discussion document published by PhonepayPlus in July, a working group is being set up in November, with the aim to produce guidance for industry and further insights in managing vulnerability taken forward.

**(Action: J Levack)**

A note will be circulated to members, requesting input for the nominations on a list of expertise.

**(Action: M Collins/ILP Members)**

### b) Sector Update: Payfort scheme update

Jeremy Stafford Smith provided an update on the PFI scheme and confirmed, that in parallel with the RRT and increased volume of complaints, the PFI management group developed new PFI scheme rules. These rules came into force on 11<sup>th</sup> September, with the implementation of PFI5 and include mandated screens, double opt in flows, clearer wording and 'button' design.

Mechanisms are now in place to ensure clarity between pre-payment and payment pages, in order to improve consumer product understanding and its related charges.

AIME continues to work closely with Trading Standards to seek authoritative advice on PSMS flows which will form the basis of AIME guidance to providers, in order to be in compliance with the Consumer Contracts Regulations.

An update on PSD2 and AIME's work with Trading Standards will be provided at the ILP meeting in March 2016.

**(Action: R Maguire)**

**c) Rotation for next meetings**

The Chair thanked Rory Maguire and Jeremy Stafford Smith for the above presentations and confirmed that these provide excellent examples of industry topics for round table discussions. Ann Cook encouraged industry to come forward with topics for future discussion.

**4.0 PHONEPAYPLUS UPDATE**

Joanne Prowse gave a summary on the below timetable of events, requesting any concerns around timing to be fed back to the Executive.

**a) Business Plan and Budget 2016/17**

The ILP noted the process for consulting on and agreeing the business plan and budget 2016/17 and that PPP are working towards a similar timetable as the previous year.

Detailed presentation of the business plan and budget consultation will take place at the ILP budget meeting on 10<sup>th</sup> December. The main headlines will be shared with industry at the industry Forum in November. A reduction in budget is anticipated, alongside a possible interim variation to the funding model with a proposed longer term funding review.

Following Board approval on the budget and proposed interim funding model, a consultation document will be published on 14<sup>th</sup> December, for industry wide feedback.

The ILP noted the update and that significant savings and subsequent benefits have been made with the relocation of offices.

**b) Autumn Industry Forum 4 November**

The Executive gave the ILP a preview of the industry Forum agenda, taking place on 4<sup>th</sup> November and were advised that members have automatically been registered onto the Forum. The introduction of special badges for ILP members will enable members to be identifiable as representatives of the ILP and therefore approachable for any comment.

The Chair encouraged attendance and confirmed the Forum represents a forward looking, interactive, dynamic industry-focused event, providing excellent opportunities to promote the ILP.

**c) NED update**

The ILP noted the recruitment process for selecting an industry NED for PPP and that, in line with cost savings, only one NED (of two Board directors whose terms are coming to an end in December) will be replaced at year end. The recruitment search is being carried out without external head-hunters to save on further costs and a Nominations Committee has been set up.

Recommendations/nominations for anyone wishing to apply for the post are welcome and should be fed back to the Executive, by the applicants closing date of 9<sup>th</sup> November. David Edmonds confirmed that any requirement for applicants to extend the deadline will be considered.

Joanne Prowse thanked Hugh Griffiths, our industry NED, who will be leaving PPP at year end, for his contribution and valuable support over the years.

**d) Part 4 Review update**

The ILP noted that Part 4 review of the Code was launched in May, in response to Code 13 consultation feedback and that the terms of reference are on our website. Preconsultation with industry, AIME and Ofcom has been incorporated into the preferred model. A consultation document on the preferred model is expected to be published in November, with a ten week period planned, for receipt of responses.

We expect implementation of the new model to commence in 2016, pending Ofcom approval and the required EU notification to Member States procedures.

**e) Guidance Project Phase 2 plans update**

The ILP noted that a review of the remaining guidance which hadn't required review as a result of the implementation of Code 13 was now being undertaken. A 'first principles' review has taken place and consultation will now follow on seven pieces of guidance, of which two proposals are new (consumer vulnerability and spend control).

The consultation is due out in January 2016 with an 8 week period for receipt of responses. Going forward a guidance review will be carried out annually.

**f) ADR update**

The ILP noted that the new regulations on the Alternative Dispute resolution came into force on 1<sup>st</sup> October. The new regulations include the requirement for PRS Level 2 providers to inform consumers that ADR is available for their sector, and to inform them of the accredited ADR providers in the sector where the Level 2 provider has not been able to resolve the dispute. These are the Ombudsman Services and CISAS, who also provide ADR for the wider telecoms industry.

PhonepayPlus issued a help note on the new requirements in September:-

<http://www.phonepayplus.org.uk/news-and-events/news/2015/september/information-note-adr-requirements>

AIME is also providing guidance to its members which will shortly be circulated to members. A further update will follow once the impact of the rules has taken effect.

**(Action: R Maguire)**

**g) Research update**

The ILP noted 3 planned pieces of research, as follows:

- Further analysis of the AMR consumer data from 2014 to develop a picture of the PRS user across service types.

- MobileSquared has been contracted to carry out the AMR for the coming year, which will report on financial rather than calendar year. The Executive agreed to send the previous year's brief to members, in order to ascertain whether value can be added to certain areas. It was also noted that ITV were not interviewed as part of the previous year's research. It was agreed that it should be made clear to MobileSquared that these sector areas should not be excluded.

**(Action: J Levack)**

- Usability and consumer behaviour testing for Payfort and PSMS flows. The ILP agreed that identifying the right methodology is vital in obtaining accurate feedback from consumers. An update on progress will be provided at the ILP meeting in March 2016.

**(Action: J Levack)**

#### **h) Phonebrain support**

The Executive asked the ILP to put forward any ideas and interesting campaigns to promote and support Phonebrain, in order to broaden its ownership and remit. Jacqui Hill offered to assist PPP with relevant contacts, such as the Academies Enterprise Trust.

**(Action: P Morton/ILP/J Hill)**

#### **i) Operational quarterly report and emerging trends**

Peter Barker presented the operational quarterly report Q2 2015/16 to the ILP and advised that PPP are reviewing the process by which we present and capture data.

The ILP noted the report and that complaint numbers have decreased since June, with a further decrease expected, as a result of the PFI rules implemented in September.

The ILP recommended further ways to promote the website are considered and that the wording top 'offenders' is replaced with 'most prominent services/cases' (p.17).

**(Action: P Barker)**

### **5.0 FOCUS**

#### **a) Charity Sector 'Text Donation'**

Mike Short from Telefonica presented to the group on charity text giving. He explained the history behind charity texting, its successes and areas for further development.

He stressed the need to promote charity texting and recommended ways in which PPP could help in promoting charity text donation, via further monitoring of short codes, working regularly with the charity sector, promoting digital giving and positive public relations, highlighting the 'good' news stories, improving mechanisms to make better use of charity texts and identifying what impact PSD has on digital giving.

Jacqui Hill from Comic Relief stressed the need for industry to get more involved with Charity gift Aid and in supporting charities. The ILP agreed on the need for all sectors to gain a better understanding of charities and work together to make the consumer experience a safe and easy mechanism for gift aid.

PPP and AIME are arranging a conference, expected to be held in early 2016, which will address Gift Aid and text giving issues and opportunities. The ILP are welcome to feed into areas which require further clarification.

The conference planned early next year will address gift aid and text giving and the need for a closer relationship with the mobile network operators.

The ILP noted the update and noted the further work to be undertaken. The Chair thanked Mike Short for the presentation and asked for members' contribution at the conference.

**(Action: ILP Members)**

**b) Review and agree topics for next meeting**

The Chair recommended future topics are included on the list for forthcoming meetings, as follows:

- Internet Security;
- Regulators (e.g. FCA, CMA, ASA, Trading Standards, Gambling Commission, Emerging Payments Association, App Stores. E-ticketing);
- regulators/operators who operate in foreign markets in order to identify and broaden opportunities.

The Chair requested ILP members:

- attend the ILP budget meeting on 10<sup>th</sup> December;
- provide nominations for the RRT, inclusive of specific expertise and interest in chairing;
- assist PPP with Phonebrain support and promotion;
- provide feedback around research requirements for the AMR.

**End of Minutes**

**ILP meeting in 2015 at PhonepayPlus Offices, 25<sup>th</sup> Floor, 40 Bank Street, E14 5NR**

- Thursday 10<sup>th</sup> December 2.30-4pm (Budget meeting only) including a networking lunch before the meeting at 1.30pm.