

MINUTES OF THE 422ND MEETING
PHONE-PAID SERVICES AUTHORITY LTD BOARD MEETING

Tuesday 22 March 2021

10.00 - 13.00
Meeting Held via Microsoft Teams

PHONE-PAID SERVICES AUTHORITY LTD, 25th FLOOR, 40 BANK STREET, LONDON E14 5NR

Attendees:

Chair: David Edmonds

Board members:

Ann Cook
Meg Munn
Winnie Palmer
Jo Prowse
Mark Thomson

PSA Executive:

Peter Barker
Gavin Daykin
Jonathan Levack
Ayo Omideyi
Simon Towler

Minutes: Emma Hurt

Observer:

Gaicho Rasmussen, Ofcom

1. Standing Items

1.1 Introduction and apologies

The Chair welcomed members and attendees to the Board meeting. No apologies were received for this meeting.

1.2 Previous minutes, matters arising and action log [ref 1.2]

The previous meeting minutes were accepted as an accurate record of the meeting.

The action log has been incorporated into the minutes and is no longer a separate document. The Board agreed to that actions 1-4 would be dealt with under business as usual and were closed. Actions 5-8 have been completed and covered during the meeting.

1.3 Standing and other declarations of interest

There were no declarations of interest recorded. All Board members have completed their annual declarations of interest.

1.4 Chief Executive Report

The Chief Executive presented her report on activity across the organisation, and the Board noted the following updates:

- Code 15: The development and delivery of Code 15 remains on track, with positive support continuing to be received from Ofcom.
- Information Connection and Signposting Services (ICSS): The Executive has provided DCMS with an update on our regulatory experience of ICSS and will also be providing the Ofcom Communications Consumer Panel with information on ICSS in relation to their consideration of consumer issues relating to Directory Enquiry.

Consumer engagement: there has been an uplift in engagement with consumer groups over recent months, forging relations with panels and in particular building constructive engagement with consumer groups. The PSA Consumer Panel has established itself as an expert group providing valuable insight and perspective across a range of issues, and has contributed significantly to the development of Code 15.

ACTION: The Executive to circulate the Consumer Panel engagement paper to the Board, detailing their contribution to the development of Code 15.

- Annual Market Review: Analysys Mason are currently interviewing industry stakeholders and are on schedule to report back initial findings in the Summer.
- Industry engagement: the Industry Liaison Panel (ILP) met in March, with a full agenda including Ofcom providing an update on the future of numbering work. ILP members signaled their expectation to respond to the Code 15 consultation following its publication in April, and to participate in an Industry Forum planned for the end of April.

Post meeting note: The Industry Forum is scheduled for Wednesday 28 April.

Market overview: data available for the first three quarters of suggests that consumer revenue spend in 2020/21 will be below that estimated in last year's Annual Market Review. The Board noted that many areas of the market remain stable, with regulatory action over the past 18 months successfully reducing the levels of financial harm suffered by consumers in other areas of the market.

- Working arrangements: the one-year anniversary of leaving the office due to the pandemic was acknowledged, and the Board recorded its praise and thanks to all staff for their commitment and achievement during this time. The Executive outlined the range of factors being considered for future working arrangements, both in terms of returning to the office and in the longer term.
- Inclusive culture pledge: The Board reaffirmed the organisation's commitment to diversity and inclusion and agreed that a focus on this would be given during the implementation of Code 15.

2. Items for approval/decision

2.1 Business Plan and Budget 2021-22

The Executive confirmed there had been five responses to the draft Business Plan and Budget consultation, and that changes to the plan had been reviewed by the Resources Committee. The proposed budget and Levy remain unchanged.

In discussing the external audience for the document in the future, the Board suggested the Executive consider providing broader contextual background to the organisation and market.

The Board approved the Business Plan and Budget 2021/22 and noted final approval of the budget will be sought immediately from Ofcom. A statement addressing the consultation responses will be published alongside the final Business Plan and Budget.

3. Items for discussion

3.1 Code 15

3.3.1 Code 15 Development

The Executive provided an update on the development of Code 15, with the consultation document due to be published on schedule in April.

The Board noted that a detailed stakeholder engagement plan will be implemented during the consultation period and will include PSA's Consumer Panel and the Ofcom Communications Consumer Panel.

The Board congratulated the Executive on delivering the progress to date, especially during the current challenging working environment.

3.3.2 Code 15 Implementation

The Executive introduced the new Code 15 implementation programme that will complement and follow on from the development programme. The Board welcomed this approach to managing the change expected to arise from Code 15, both in terms of engagement with stakeholders and organisational change.

3.2 Balanced Scorecard

The Executive presented the Balanced Scorecard, and the Board agreed with the analysis of performance for 2020/21.

The Board approved the recommended changes in Balanced Scorecard measures for the coming 2021/22 year.

3.3 Market impacts of covid-19 one year on

The Executive gave a presentation on the impact of Covid-19 on the economic landscape for phone-paid services and asked the Board to note that a similar presentation was given to the Industry Liaison Panel earlier in the month.

In summary it was concluded that phone-paid services were performing relatively well compared to other industries, especially in such overall tough economic times, and that service types such as gaming, music streaming and charity donations were doing well.

4. Items for discussion

4.1 Accounts summary report period ended 31 January 2021 (as presented at the Resources Committee on 9 March 2021)

The Executive presented the accounts summary report for the period ended 31 January, as considered by the Resources Committee on 9 March 2021. The Board noted that the forecast for the year was now expected to be lower than previously forecast, primarily due to savings being achieved in the cost of external Counsel advice on the development of Code 15.

4.2 Risk Register (as presented at the ARCG Committee on 10 March 2021)

The Executive presented the Risk Register, as considered by the Audit, Risk and Corporate Governance Committee on 10 March 2021. The Board noted that future risk registers will be expanded to show the scoring of the impact of any risk should it arise and the likelihood of it happening.

5. AOB

This section of the meeting was held as a closed discussion.

Date of the next meeting: Tuesday, 22 June 2021

Action log

Actions carried forward from previous meetings

Status **Notes**

Actions from 22 March 2021 meeting

The Executive to circulate the Consumer Panel engagement paper to the Board, detailing their contribution to the development of Code 15.

Open