

REMEDIES IMPLEMENTATION PROGRAMME BOARD (RIPB)

**Minutes of the third meeting of the RIPB held on
Monday 9 January 2017**

Present:

Chairman

Adam Land – CMA Senior Director

Member representatives

Graeme McLean – FCA

Andrew Laidlaw – FCA

Sara Woodroffe – FCA

Chris Gorst – Nesta

Daniel Turnbull – HMT

Mike Conroy – BBA

Andrew Pinder – Implementation Trustee (IT)

Kevin Henwood – Implementation Entity Programme Director (IEPD)

Anne Pieckielon – Bacs

David Core – Bacs

CMA

Colin Garland – Director

Hayley Fletcher – Assistant Director

Bill Roberts – Assistant Director

Tim Ker – Legal Adviser

Gill Street – Senior External Relations Officer

Introduction

1. Apologies were received from Sara Woodroffe.

Communications to consumers about the remedies

2. Members received presentations from the CMA and Bacs on the lessons learned from recent consumer communication campaigns. Key themes emerging from the discussion included how to convey complex messages in a simple manner to consumers, the importance of visuals in communications such as infographics, appropriate calls to action and ways to engender trust.

3. It was noted that given the links between the remedies, it was important that RIPB members are joined up on the messages and timing of their communication to consumers and stakeholders. Members agreed to keep a 'communications grid' with upcoming key milestones in projects to other members so, where appropriate, they can coordinate messages and announcements.
4. The IEPD said they would be in a position to update Members on their communications plan at the March RIPB meeting.
5. **Action:** CMA to begin to collate a communications grid.

Data sandboxes

6. The IEPD and Nesta told Members that they had been working together closely to avoid unnecessary duplication. They said that they had established a framework for working with one another so they could share knowledge with one another as they develop their respective sandboxes.

Any other business

7. There was no other business.