

GCA Newsletter - Edition 5

Meet the CCO – Duncan Vaughan, Code Compliance Officer Iceland Foods Limited



Question: Tell us something about yourself and your path to becoming a Code Compliance Officer.

Acting as Iceland's CCO is part of my role as Head of Legal. I took up this role in December 2014, having already worked with Iceland's legal team on secondment in 2011 – 2012. Prior to joining Iceland, whilst working as a solicitor in private practice, I spent 6 months on secondment with another GSCOP supermarket's legal team and acted for two others.

Question: What are the most challenging aspects of your CCO role?

Iceland is a dynamic, fast-moving and constantly evolving business. As a result, the legal team has a big role to play in ensuring that the new product ranges are sourced, and old ranges de-listed, in accordance with the provisions of the Code. It's important for any CCO to emphasise that decisions which need to be taken quickly can still comply with our obligations to provide forecasts in good faith and with due care.

Question: If you could change one thing about the groceries market, what would it be?

Ideally, I'd expect the larger suppliers to sign up to similar principles of fair play as those contained within GSCOP for the top 10 supermarkets.

Question: What achievement as CCO are you most proud of ?

At our recent Supplier Conference, we announced a ground-breaking approach towards our relationship with suppliers, including:

1. Confirming that Iceland would no longer levy consumer complaints charges on suppliers;
2. Committing to ensure that Iceland would always be a straightforward customer;
3. Reaffirming our commitment to:
 - a. paying suppliers in accordance with their agreed payment terms;
 - b. not charging listing fees;
 - c. allowing own-label suppliers to choose their own packaging suppliers
4. Committing to giving 13 weeks' notice before de-listing a product; and
5. No origination or artwork charges for own-label products.

Question: What 3 things do you want to achieve in the next 12 months?

1. Implementing the measures (discussed above) which we announced at our recent Supplier Conference.
2. Delivering our internal action plan to address the issues raised in this year's Supplier Survey.
3. Ensuring that our suppliers know who Iceland's CCO is (and have my contact details).

Question: Is there anything else you would like to share with reader of New from the Adjudicator?

My door is always open to any supplier who'd like to discuss any concerns, or GSCOP in general