# Guidance Strategy Forum notes

Date: 7 May 2025

Time: 10.00 to 11.55

### **General update – Kevin Newton (HMRC)**

Kevin welcomed everyone to the meeting and advised the forum members of our plans in the coming 12 months to do some targeted improvement work on 3 core areas; Corporation Tax, VAT and PAYE. We will be seeking the forums support as this work progresses.

More broadly, we will invest more time in continuous improvement work, making increased use of the feedback users leave on GOV.UK. We are considering how AI can support this.

Kevin also informed the forum of a couple of HMRC organisational changes, including the creation of a new Customer Experience Directorate, which the guidance team will form part of.

**Opportunity for any questions on the action point updates below - Sue Cummings (HMRC)**

Sue ran through agenda and latest action point updates:

* Action point 1 – Debt Management guidance on GOV.UK
  + Sue thanked forum members for their feedback and insight at the last forum, advising forum members their suggestions are being considered as part of the improvement work this summer and we will provide an update at the next forum in August.
* Action point 2 – Change notes and email alerts
  + Sue advised that a best practice document has been created and will be shared following this forum. Sue asked forum members to consider if they would like a dedicated session on this subject at a future forum.
* Action point 3 – GOV.UK Chat
  + GOV.UK Chat - Oli summarised some of the findings from Government Digital Service’s GOV.UK Chat trial. Oli explained what we’ve learned so far about where generative AI can add value for users, as well as some of the new opportunities and challenges identified through the project.

**Action point**:

1. HMRC encourages forum members to review change notes and email alerts best practice document once received and let us know if they want a more detailed session at a future forum.
2. HMRC to include forum members in any future testing for GOV.UK chat.
3. Question raised around HMRC’s position on customers using ChatGPT, HMRC to come back to another forum for discussion.

### **One Login – Christina Robinson and Connor Thompson**

Christina gave an overview of what GOV.UK One-Login is, its mission, approach to implementing on GOV.UK and where we are now. Connor then showed forum members supporting guidance, how the sign in page will change, comms plans and discussed restrictions around the new sign-up process. Connor asked for feedback on the new sign in selector screen and what would help you to communicate the changes to your users.

**Action point:**

1. HMRC to return to future forum session to update on phase 2 which will include One Login for agents, update on timeline for migration and continue the discussion around registration.
2. Interest was shown by forum members to support comms and testing, HMRC to utilise when needed.
3. Forum members provided feedback on the sign in page and potential improvements, HMRC to consider and test.

**Tax Agents Handbook – Charlotte Sullivan**

Charlotte presented a session to provide the forum with an update on what’s changed since attending the last forum regarding the Tax Agents Handbook. Charlotte advised a new improved iteration of the handbook was published on 31 March 2025 and next steps. HMRC held discussions to gather thoughts from the forum.

**Action point**:

1. HMRC will take forward points from the discussion on the Tax Agents Handbook.

### **Employee payslips trial – Lucy Rees**

Lucy gave an overview of the employee payslips trial that directs users experiencing ‘payshock’ to dedicated guidance. The guidance allows users to check if the tax taken from their pay is correct and how to update their details using HMRC online services if they think their tax code is wrong. Lucy explained the problem statement, aims and the approach utilised to identify needs for the trial and showed the improved customer journey when experiencing 'payshock' and what’s next for future phases. HMRC held discussions to gather thoughts from the forum.

**Action point:**

1. HMRC to look at what guidance is available for K codes and consider if improvements needed, forum members to support.

**Interactive Compliance Guidance Tool – Niamh Clemson & Suzanne Meek**

Niamh provided a background to the tool, what it is and why it was created.   
The aim of the new tool is to make compliance guidance readily accessible in one place, and easier for people to find the information that is relevant to them, particularly the unrepresented customer and those with extra support needs.

Suzanne showcased new [compliance interactive guidance tool](https://www.gov.uk/guidance/get-help-if-hmrc-contacts-you-about-a-compliance-check) on screen.   
Feedback to be provided to: [Niamh.clemson@hmrc.gov.uk](mailto:Niamh.clemson@hmrc.gov.uk) / [suzanne.meek@hmrc.gov.uk.](mailto:suzanne.meek@hmrc.gov.uk)

### **Any other business**

There was no other business.

### **Next meeting is scheduled for 20 August 2025**

**Action point**:

1. Group members to send questions and suggested agenda items to our inbox at [hmrcguidanceteam@hmrc.gov.uk](mailto:hmrcguidanceteam@hmrc.gov.uk) by 6 August 2025