

Pay.UK Limited

Minutes of the Switching Services Customer Committee held on 16 September 2024 at 12:00 hrs, at 2 Thomas More Square, London, E1W 1YN and via Teams

Members		Attendees
Wanda Goldwag (WG)	Independent member & Committee Chair	Pay.UK
	Santander	Pay.UK
	Starling Bank	Pay.UK
	HSBC	Pay.UK
	Independent member	Pay.UK
	Bank of Ireland	Pay.UK
	Cumberland Building Society	Pay.UK
	Nationwide	Pay.UK (Secretariat)
	Independent member	
	Lloyds	
Apologies		
	NatWest	
	Barclays	

24/26 Opening Business

Quorum

The Chair confirmed that the meeting was quorate before welcoming KF to the meeting, advising that KF would stay for the first hour.

Apologies were noted from CS and LW.

Conflicts of Interest

Members were asked to declare any interests in relation to any of the agenda items to be discussed. No conflicts were declared.

Minutes of the previous meeting

The redacted and unredacted minutes of the meeting held on 19 June 2024 were **approved**. Further to this the redacted minutes from the meeting were **approved** for publication on Pay.UK's website.

Update on actions

The status of actions was considered and noted.

WS joined the meeting

24/27 Switching Services Budget Update

Referring to the executive summary of the paper WS provided the Committee with a high level update of CASS and Cash ISA year to date financial performance up to the end of August 2024.

DELETED [COMMERCIALY SENSITIVE]

CONFIDENTIAL

WS advised that Pay.UK was still waiting to receive some of the customer volume forecast submissions for CASS and Cash ISA. He added that once submitted they would be sense checked with a view to sharing low, medium and high 2025 pricing options with the Committee during its November meeting. Following feedback that a November notification was too late the Committee requested that the pricing options be circulated as soon as available prior to the meeting on 4 November. **ACTION: WS**

Given the feedback on timelines WS agreed to schedule a meeting with the Chair to discuss the pricing update. **ACTION: WS**

The Chair recommended that for future budget cycles Pay.UK carefully consider the timing of its customer budgets.

WS left the meeting

24/28 CASS Role and Purpose

EB introduced the item reiterating the intention of the paper was for the Committee to confirm that it represented an accurate playback of what was agreed at the workshop held on 10 July. Doing so would enable the content to be used to inform the development and marketing agenda work, and regulatory engagement activities.

AHu and DL joined the meeting.

HP commented that she was generally supportive of what had been included as a summary of the day, before adding that she felt the only content missing involved the responsibility for Pay.UK to share insights on issues which required industry focus, which was distinct from taking responsibility for resolving these issues, particularly where it did not have a mandate to do so.

DELETED [COMMERCIALY SENSITIVE]

DELETED [COMMERCIALY SENSITIVE]

DELETED [COMMERCIALY SENSITIVE]

Referring to the 'Expand operational capabilities' goal within the slides LC commented that this needed to be expanded upon as it was unclear what this implied. EB agreed to update and re-issue the slides post to clarify this goal. **ACTION: EB**

DELETED [COMMERCIALY SENSITIVE]. EB agreed before advising that some goals were more certain than others, but each needed to be reviewed individually and if there was a good business case with stakeholder groups these would come to the fore.

JD provided a brief update in relation to the October strategy day agenda, before reminding the Committee that this had been moved back from 9 October to 23 October. Following a comment from a Committee member that the strategy day invitation was not in her diary JD agreed to investigate this. **ACTION: JD**

On the October strategy day agenda the Committee advised that this should include an item which defined underserved groups as these were often defined differently by different government departments, and this should include consideration of the Competition and Markets Authority (CMA) definition. DELETED [COMMERCIALY SENSITIVE]. Following a request from the Chair it was agreed that JD would circulate the draft October strategy day agenda to the Committee offline for feedback. **ACTION: JD**

Following due consideration, the Committee **agreed** with the CASS Role and Purpose as per the paper.

24/29 Switching Services Risk Update

DELETED [COMMERCIALY SENSITIVE]

DELETED [COMMERCIALY SENSITIVE]

DELETED [COMMERCIALY SENSITIVE]

DELETED [COMMERCIALY SENSITIVE]

24/30 CASS Comms & Marketing Awareness Update

AHu provided the Committee with a summary relating to the recommended communications strategy and budgets for CASS to meet its regulatory marketing KPIs in 2025.

DELETED [COMMERCIALY SENSITIVE]

DELETED [COMMERCIALY SENSITIVE]

DELETED [COMMERCIALY SENSITIVE]

The Chair highlighted that in the process the Committee would be undertaking over the next few years the intention would be to find ways to decrease the budget and increase the efficiency of targeting marketing. MN added that whilst exploring ways to decrease the budget was worth considering, the priority should be on re-allocating budget to drive innovation and improve end to end outcomes.

Following due consideration, the Committee **endorsed** the CASS 2024 marketing approach and spend profile.

AHu and DL left the meeting

AM joined the meeting

24/31 CASS Research Update

AM reminded the Committee that during its last meeting she advised that two separate pieces of research were underway. The first focused on how banks communicated crucial current account information on their websites for the general population, as well as for specific sub-audiences e.g. the financially vulnerable, 18-24 year olds, sole traders etc. Insights from other research projects completed for CASS, including the CASS monthly tracker, had indicated that the switching element only had a small bearing on overall satisfaction scores for CASS. Other factors which impacted satisfaction scores included where customers found information, how smooth or fragmented their search journeys were, and whether questions they asked were answered prior to switching and what happened after the switch had been completed. Key on this list was also how useful and clear is the Current Account and switching information presented on the provider website. In Q2 2024, public facing websites of six brands were analysed on several key factors and metrics to gather this information.

AM advised that the second piece of research had been designed to explore the relationship between financial awareness, financial literacy, and financial vulnerability within the general population, as well as the specific sub-audiences for CASS. Insights from this project should be available by November.

AM informed the Committee that she would circulate the findings of two separate pieces of research when available to the Committee offline. **ACTION: AM**

AM left the meeting

24/32 Business Acceptance Rate Analysis Update and Implementation Date

CONFIDENTIAL

DELETED [COMMERCIALY SENSITIVE]. He added that since the last meeting Pay.UK had held bi-lateral calls with three customers who had concerns with the business switching rule change proposal, to understand the specific issues in more detail. The outcome of these conversations involved three themes referenced within the executive summary of the paper.

DELETED [COMMERCIALY SENSITIVE]

DELETED [COMMERCIALY SENSITIVE] the Committee considered it appropriate to continue to explore the validity of the business switching rule change proposal. It **agreed** the following next steps for Pay.UK were to:

- Review remaining concerns in more depth with the 2 firms; and
- Seek external legal advice to gain a better understanding of the implications of the remaining concerns.

KF left the meeting

24/33 CASS Operations Committee Report

Referring to the report included within the pack JD summarised key updates from the previous CASS Operations Committee meeting DELETED [COMMERCIALY SENSITIVE]. This included high-level summaries relating to business acceptance rates, customer forecasts for transfers for 2025, DELETED [COMMERCIALY SENSITIVE]. No comments were received.

24/34 Cash ISA Operations Committee report

JD informed the Committee of the key discussion points from the previous Cash ISA Operations Committee meeting DELETED [COMMERCIALY SENSITIVE].

24/35 SSCC Monthly & Quarterly Dashboard

The Committee was given an update on the latest switching information provided within the SSCC Monthly Dashboard for the reporting month of August, and the latest performance figures from the CASS Quarterly Dashboard which provided operational metrics for the reporting period April to June 2024. No comments were received.

24/36 Skills and Capabilities Matrix Update

AG reminded the Committee that during its meeting in February 2024 the Committee considered its composition, and during these discussions emphasised the importance of ensuring that the required skills and capabilities needed on the Committee were considered appropriately for future appointments. He added that the Committee had recommended that a skills and capabilities matrix be developed ahead of the expiry of the terms of appointment for two members in February 2025 to inform future appointments. Referencing the skills and matrix available within the meeting pack AG invited feedback from the Committee. The key points raised were as follows:

- The Chair highlighted that it was important to retain continuity of knowledge from the existing membership, but where vacancies arose it was necessary to supplement the Committee's collective skills and capabilities where gaps had been identified.
- HP referred to the previous discussion during the February meeting involving the need to ensure this activity also sought to promote the Committee's membership towards representing a broad mix of customer types, as well as having the right blend of skills and capabilities.
- The Committee requested a question on payments expertise, in addition to the inclusion of an open-ended question to capture any skills and capabilities not currently listed, be added to the questionnaire prior to circulation. AG agreed to make these changes. **ACTION: AG**

24/37 Terms of Reference

AG advised that the Committee's Terms of Reference (ToR) was last approved in February 2022. He reminded the Committee that a revised ToR was recommended for approval at the February 2024 Committee meeting, which was subsequently tabled for formal approval at Pay.UK's Executive Committee (ExCo) meeting. ExCo had considered it appropriate to wait until the new SSCC Chair had been appointed to incorporate the Chair's feedback before they were approved. AG noted that the version of the ToR included within the meeting pack had embedded additional feedback received from the both the Committee's new Chair and Pay.UK's ExCo.

DELETED [COMMERCIALY SENSITIVE]

Referring to provision 9.2, which highlighted the responsibility for the Committee to identify and escalate risks and operational issues to the CBDO, HP enquired how this would be done in practice. AG commented that a meeting had scheduled with Pay.UK's Chief Risk Officer (CRO) following the meeting to discuss an appropriate mechanism for ensuring key risks identified by the Committee were escalated internally within Pay.UK. This mechanism would be communicated during the next switching services risk update at the November meeting. **ACTION: JD**

The Committee **recommended** the SSCC ToR to Pay.UK's ExCo for formal approval.

24/38 Any Other Business

Leavers

The Chair informed the Committee that DELETED [COMMERCIALY SENSITIVE] had informed AG prior to the meeting that they would be stepping down as members. She confirmed that this would take effect immediately following the conclusion of the meeting. She thanked both individuals on behalf of the SSCC for their contributions to discussions since joining the Committee back in 2018.

The Chair advised that whilst the skills and capabilities assessment activity was underway the current process in place for processing expressions of interest for open vacancies would remain in place. JD added that the current process included completion of a nomination form which encouraged organisations to put forward potential candidates who, as a part of their role, had a connection to strategy, budgets, risk, etc. The Chair added that expressions of interest would be invited from all eligible customers, as opposed to being a case of 'one out and one in' from departing organisations represented on the Committee. AG confirmed that an email would be circulated to encourage expressions of interest for these open vacancies. **ACTION: AG**

Report to Pay.UK Board:

AG advised that due to the timing of the meeting it was not possible to develop a report which summarised the meeting in time for Pay.UK's September Board meeting. He confirmed that a report of discussions held at both the September and November Committee meetings would instead be taken to the November Pay.UK Board meeting.

The Committee commented positively on reporting to the Pay.UK Board, noting that it would enhance the visibility of the Committee's activities and give it a voice. EB added that Pay.UK's ExCo also held Quarterly Business Review (QBR) meetings which provided an opportunity to focus on CASS, and recent developments involving its future role and purpose.

Other

DMo enquired if it was possible for the Committee to be sent the ICS data insights on a regular basis. EB responded that this had been developed as a one-off report to enhance understanding of the end user environment.

CONFIDENTIAL

Following a recommendation made by EB the Committee agreed for an item on Variable Recurring Payments (VRPs) to be added to the November agenda. **ACTION: EB**

AG advised that ahead of the November meeting the Committee would be sent invitations to the 2025 meeting. The Chair commented that she was unable to accommodate any meetings scheduled on the third Thursday of any month.

As there was no other business the Chair closed the meeting.