

## Pay.UK Limited

Minutes of the Switching Services Customer Committee held on 11 September 2025 at 14:00, at The White Chapel Building, 10 Whitechapel High Street, E1 8QS and via Teams.

Members	Attendees
Independent member & Committee Chair	Pay.UK
NatWest	Pay.UK
Virgin Money	Pay.UK
HSBC	Pay.UK
Independent member	Pay.UK
Unity Trust Bank	Pay.UK
Nationwide	Pay.UK
Independent member	Pay.UK
Lloyds	Pay.UK
	Pay.UK (Secretariat)
Apologies	Observers
Santander	

### 25/01 Opening Business

The Chair confirmed that the meeting was quorate.

The Chair also noted apologies received from LC.

### 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 25 June 2025 were **approved**. Further to this the redacted minutes from the meeting were **approved** for publication on Pay.UK's website.

### Update on actions

JD provided the Committee with an update on the status of the actions. The Committee considered and noted the updates.

- **Action 40:** JD advised that an application of interest had been received to join the Committee. The Chair reminded members that Committee composition should reflect a mix of banks and building societies, and this should be factored into the recruitment process.  
**Action 43:** DELETED [COMMERCIALY SENSITIVE].
- The Committee agreed to close the action.
- **Action 46:** JD noted that the CASS Strategy paper included an update on the findings of the CASS Open Banking Working Group. He advised that separate sessions would be arranged in October 2025 to present the outputs to Committee members following the conclusion of the discovery phase.
- **Action 47:** The Committee agreed to close the action, noting that separate meetings had been held with members to share the results of the econometric modelling.
- **Action 48:** DELETED [COMMERCIALY SENSITIVE].

- **Action 49:** DELETED [COMMERCIALLY SENSITIVE].

### **25/02 Switching Services Budget Update**

WS provided a high-level update on CASS and CISA pricing for 2026, alongside a review of the 2025 financial performance year-to-date.

The Committee was asked to recommend pricing for 2026 to Pay.UK's Board.

DELETED [COMMERCIALLY SENSITIVE].

The Chair questioned whether the price was volume-related or cost-related, and WS confirmed it was volume-related.

DELETED [COMMERCIALLY SENSITIVE].

The Chair clarified that the current CASS fee was £13.

MN suggested providing context and history of pricing, including that the price was reduced in 2024 due to deferred income. MT agreed and emphasised the importance of storytelling and the need for the industry to review forecasting. MT suggested that the industry needs to be more realistic in its forecasting and that this would make pricing easier.

DELETED [COMMERCIALLY SENSITIVE].

The Chair also noted that no decisions were necessary now but provided an early warning. The decision was to be recommended to the Pay.UK Board for approval.

DELETED [COMMERCIALLY SENSITIVE].

*WS left the meeting*

*AHu, DL and ND joined the meeting*

### **25/03 CASS Strategy**

#### CASS Strategic Event

JD provided an update to the Committee on the agenda for the 2025 CASS strategic event, which covered CASS's past, present, and future, including an insight into the sub-audience awareness remit and how this has evolved into the new targeted sub-audience marketing strategy, an operational strategic update, and a blue-sky thinking exercise into the potential for switching digital wallets and pensions. The agenda included presentations, panel discussions, and breakout sessions.

The discussion on the CASS Strategic Event agenda included a review of the service's future, digital wallets, and pensions. DELETED [COMMERCIALLY SENSITIVE].

MT also suggested anchoring on product types, customer barriers, new ways of making payments, and other barriers to accessing a range of products and stopping competition in the market. JD agreed.

#### Open Banking Opportunities with CASS

JD provided an overview to the Committee on the working group established with current CASS customers to explore strategic and tactical changes to maintain CASS relevancy efficiency, with a focus on integrating Open Banking consents into the switching process. A consultation paper had been issued to gather views on potential solutions and requirements. Three potential solutions had been identified and were undergoing a high-level impact assessment.

JD advised the Chair that a discovery summary document including customer feedback would be available following the final working group meeting, which would be presented to the Committee in October 2025. **ACTION: JD**

DELETED [COMMERCIALY SENSITIVE].

*DCh and EV joined the meeting*

### **25/04 CASS Comms & Marketing and Research update**

DL provided an overview to the Committee on the updates to be provided, including an update on the Comms and Marketing KPI tests, an overview of the H2 Campaign and the 2026 marketing approach and budget.

#### Update on KPIs

ND noted that awareness was still a key KPI for consideration, with two new KPI options being tested which included ‘awareness’ for targeting groups 18–24-year-olds, financially vulnerable and SMEs and ‘awareness’ and ‘familiarity’ with sub audience specific targets. The Chair clarified that the testing was to assess the impact of different approaches.

#### 2025 H2 Campaign

DL provided an update on the new 18–24-year-old focussed campaign, “by Gen Z for Gen Z”, which was due to go live 15 September 2025. The campaign had been shared with the steering group which received positive feedback and would be shared with the Committee to demonstrate learnings to date on KPIs.

**ACTION: DL and AHu**

The campaign would be shared on mainly digital and social media outlets, with a focus on TV streaming services and on-demand platforms. AHu noted that the campaign was music-led and different from previous campaigns, with a teaser featuring BTS footage performing well.

DELETED [COMMERCIALY SENSITIVE].

#### 2026 Budget

AHu provided an update on the 2026 budget, setting the scene for the approach, existing KPIs, and forbearance to target sub-audiences, particularly the financially vulnerable. DELETED [COMMERCIALY SENSITIVE]. The Committee discussed the CASS marketing and communications activities, including research and insights, and the proposed budget for 2026. DELETED [COMMERCIALY SENSITIVE].

LM discussed the need to think differently and be explicitly comfortable with getting less output from the spend each year. DCr and MN discussed the need to explore the end goal of CASS and to discuss this further at the upcoming CASS Strategy Day. JD and EB identified that there was a marketing side and the operational side to the CASS strategy and this needed to be aligned.

DELETED [COMMERCIALY SENSITIVE].

### **25/05 Switching Services Operational Issues and Opportunities**

JD provided the Committee with a high-level update on the progress made with the operational issues and opportunities that had previously been raised by the Committee.

#### Rule change to prevent Linked Accounts being used as a switch rejection reason

The Committee was asked to approve the proposal to amend the Switching Guide and Rules to ensure that customer include the account part details for both the account owner and any third parties assigned to the account. DELETED [COMMERCIALY SENSITIVE].

DELETED [COMMERCIALY SENSITIVE].

The Committee **approved** the proposal.

Third Party Switching Issue

JD provided an update to the Committee, advising that the CASS Operations Committee identified inconsistencies with how switches for accounts with third party access were managed, with the decision as to whether a third party was listed as a designated owner of the account varying between customers.

It was proposed to the Committee to amend the CASS Guide and Rules, following consultation with the CASS Operations Committee, to mandate that both the original account owner and third-party details were included in the Information Request message.

DELETED [COMMERCIALY SENSITIVE].

The Committee **approved** the proposal.

Novation of Switching Services

DELETED [COMMERCIALY SENSITIVE].

*LS joined the meeting*

**25/06 CASS Operations Committee Report**

LS provided the Committee with an update from the CASS Operations Committee meeting held on 08 July 2025. Key points had included updates on acceptance rates, linked account products, the Adam & Co sort code closure, and the NextGen two-factor authentication project.

The Committee **noted** the update.

**25/07 Cash ISA Operations Committee report**

LS provided the Committee with an update from the CISA Operations Committee on BAU activities post-Kestrel release and the NextGen two-factor authentication project.

DELETED [COMMERCIALY SENSITIVE].

The Committee **noted** the update.

**25/08 SSCC Monthly & Quarterly Dashboard**

The Committee **noted** the monthly and quarterly data within the dashboards.

*LS left the meeting*

**25/09 Any Other Business**

CS informed the Committee that a review of the Terms of Reference would be undertaken, with a paper to be presented at the next meeting.

DELETED [COMMERCIALY SENSITIVE].

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

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Chair