

## Minutes

Meeting:	FCA Board	
Date of Meeting:	10 October 2016	
Venue:	25 The North Colonnade, Canary Wharf, London E14 5HS	
Present:	Andrew Bailey	Sarah Hogg
	Catherine Bradley	Amelia Fletcher
	Bradley Fried	Ruth Kelly
	John Griffith-Jones (Chair)	Christopher Woolard
In attendance:	Set out in Annex A	
Apologies:	Jane Platt	Sam Woods

### Quorum and Conflicts

The meeting noted there was a quorum present and proceeded to business.

### 1 PPI Campaign

The Board was presented with the creative concept for the proposed PPI communications campaign together with the findings from consumer research, including vulnerable consumers, as well as an independent report into the risks and mitigations of the proposed creative concept.

The Board was reminded that the communications objective was to raise awareness among PPI holders of the deadline for complaints and signpost help and information, including how to complain.

Following a presentation of the campaign concept, the Board considered the potential risks of the campaign.

The Board acknowledged that any campaign would be highly scrutinised and would not be risk free, given the issue and the FCA's role and position. The Board also acknowledged that a bold, effective campaign was required to get people to make a decision.

The Board was keen to ensure that the campaign focussed on the need to make a decision, not on submitting a complaint.

Following discussion, the Board recognised the risks inherent in the proposed campaign concept and requested a further careful review of the script and language to be used in the advertising. The Board requested a presentation of the concept following this review

## **2 FCA Mission**

The Board noted that the Mission was being finalised ahead of its launch in October. The Board made further comment on the content of the document and emphasised that the document should be a comprehensible document for all, given its wide audience.

The Board noted Mr Bailey's ambition for the Mission to be an opportunity for the FCA to be viewed as a confident, independent and critical-thinking organisation.

The final Mission would be circulated to the Board for information.

## **3 Any other business**

There were none.

Alana Christopher  
Deputy Company Secretary

**ANNEX A: Attendees**

Megan Butler	Director, Supervision, Investment, Wholesale & Specialists
Alana Christopher	Assistant Company Secretary
Sean Martin	General Counsel
Sarah Bailey	Special Adviser (Communications) to the CEO
Nausicaa Delfas	Director, Specialist Supervision Division (for item 1)
Simone Ferreira	Head of Department, Event Supervision (for item 1)
Laura Hastings	Lansons (for item 1)
Tony Langham	Lansons (for item 1)
Richard Monks	Head of Department, Strategy Development (for item 2)
Lina Mortimer	Manager, Consumer Credit (for item 1)
Alex Roy	Manager, Strategy Development (for item 2)
Andrew Whyte	Director, Communications (for item 1)