

APCC Southern Board Minutes  
Tuesday 21<sup>st</sup> November 2017, Eight Club, Change Alley, London

Present

Alison Donnelly	APCC Chair
Nick Hawke	APCC CEO
Bev Robertson	APCC COO & Minute Taker
George Atkins	MPAC LLP
Phillip Buckingham	MPAC LLP
Robert Easterbrook	Complyport
Tony Catt	TC Compliance
Angela Bryant	Corylus Compliance
Chris Kaye	MySPoffice
David Thompson	Branko (via phone)

## 1. Apologies for absence

Sarah Wallace – Irwin Mitchell

Philip Naughton – Cordium

Richard Warrington – Crowe Horwath

## 2. APCC future planning

Membership and Affiliate growth

- The proposal to allow CF10s to join was discussed and Bev provided the FCA's thought on this, and this is that we should concentrate on our core membership type but consider extending events etc to regulated firms.
- It was agreed that the APCC needs to increase its presence with other trade bodies such as the PFS etc.
- The APCC needs to get a contact with the ICO
- The APCC needs to increase its visibility and this is something that the APCC board need to consider how this outcome is achieved.
- A suggestion was made that events should be concentrated in the south given the issue the APCC have running events in the North, but we invest in a webinar/webex system that allows all members to attend every event. A survey of Northern members was suggested to ascertain why events were not being attended. A suggestion was also made that northern events should be very close to a major train station to assist with travel.

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- Comments were made around the membership fee, and it was suggested that the APCC should consider reviewing the cost for smaller firms as this seemed very low in line with other trade bodies.
- A technical helpdesk was suggested but it is agreed this would have to be a funded resource and would only be viable once the APCC can show sustained growth.
  - The APCC advised they had been approached by Lexis Nexis to potentially share their information with our members and this is ongoing.

### 3. Events

Other working groups/roundtables suggested were:-

- GDPR event in January – APCC will undertake action in this regard.
- Money Laundering working group and event was cited as needed
- A junior level event was suggested, to bring younger members of firms into the APCC rather than purely be aimed at senior level consultants. The APCC confirmed they had already spoken to the CII about apprenticeships and will investigate running an event in the New Year.

### 4. FCA

- Nick Hawke confirmed he was due to meet with the FCA shortly, (Martyn Lewis) and is also looking to meet with Gordon Findlay soon as well.

### 5. Any other business

- FCC business referrals – it was highlighted that most member firm do not appreciate the feedback that is provided to enquirers when contact is made, and it was agreed that APCC would issue an email to all firms providing insight into the process involved and how their information they provide is passed onto the enquirer. A reminder would also be issued at the same time to remind firms to keep their Directory page up to date as this is often provided to the enquiring firm via a link from the website.
  - A suggestion was made that the APCC could devise a profile template for members to complete during this process.

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- It was agreed the next meeting should be via conference call or a Skype facility to reduce venue costs and participants travel time. The APCC will investigate 'Go to meeting' etc and advise further.
  - It was also suggested that enquiries should be shown on the website, APCC will need to consider if the website can undertake this level of functionality.
- Member firms also suggested the APCC should look to speak at other trade events to maximize our brand awareness.
- Connection with 'London Calling' was mentioned and Bev will make contact to see what synergies can be found between the two organisations.
- It was agreed that many members don't visit the website, and the APCC are to review if the communication process can be changed to drive members to the website to review news.
- Members suggested more updates/round ups from the APCC would be useful to keep members engaged with the APCC activity rather than wait for a conference for a full update.
- A 'members blog' was suggested, and whilst there is a 'bulletin' area of the website, it was agreed this was underused and could be better utilised by members provided their own blogs etc.
- It was raised that the members of the working group would like to ensure these minutes are reviewed by the APCC board and Bev will ensure these are raised as a separate item at the next full APCC Board meeting (due 6<sup>th</sup> December 2017)