

CACoP Communication Strategy

1. Background of Discussion

- 1.1 To assist in ensuring that Code Administrators (CAs) deliver the 13 principles of the Code Administrators Code of Practice (CACoP), the members of the group decided at the March 2018 meeting that a joint communication strategy should be put in place. It was discussed that the benefits of having a joint communication strategy would include:
- CAs demonstrating working together in a cohesive and transparent way;
 - Increasing awareness of the CACoP and its functions; and
 - Advertising the positive work coming out of the CACoP on developing industry changes such as exiting the EU and Ofgem's Innovation Sandbox.
- 1.2 This paper presents DCUSA's proposal for a joint communication strategy, including proposals on how this can be achieved and a draft delivery plan.

2. Communication Strategy Proposal

- 2.1 At present, feedback from industry Parties has suggested that many are unsure of what the purpose of the CACoP is, what is achieved by the group, or they have not heard of it at all. That in itself, would be a failure to promote transparency of the codes, as the CACoP is a key part of this.
- 2.2 The communication strategy proposal has been developed with the following aims:
- To engage effectively with our stakeholders;
 - Demonstrate the success of our work and working in cohesion;
 - Increase awareness and transparency of CACoP;
 - Ensure industry understands what we do; and
 - Change perceptions, where necessary.
- 2.3 To achieve these aims, we have listed communication actions which could be taken forward:
- **A central website:** A one stop shop for industry to find meeting minutes and read more about the CACoP;
 - **Joint newsletter:** To be sent out every two months after each meeting or quarterly, with sound bites on progress of work.
 - **Joint white paper:** Content will be agreed by the group and could feature discussion on strategy for future industry changes and how we are working together to address them.
 - **Attending industry meetings:** Speaking to groups such as the Small Supplier Forum as a group to gain feedback from themselves on how we as the CACoP but also as individual CA's can improve their interactions with industry codes.

3. Next Steps

- 3.1 The delivery of these actions can be separated out throughout the remainder of 2018 into 2019. As the current secretariat for the CACoP, DCUSA are happy to establish and deliver these actions on behalf of the CACoP group as a trial for the year, which will be reviewed as to it's effectiveness in 2019.
- 3.2 The DCUSA would plan to deliver these actions from July 2018, with the first aim being to establish a joint website. Once established, a newsletter would be trialled from September 2018.
- 3.3 The other actions would need to be completed once discussions at the meeting have reached a conclusion and we can highlight our successes in addressing industry challenges together.