

## Minutes

Meeting: FCA Board  
Date of Meeting: 4 May 2020  
Venue: Meeting held via Skype

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Present: Charles Randell (Chair) Jeannette Lichner  
Catherine Bradley Richard Lloyd  
Liam Coleman Alice Maynard  
Bernadette Conroy Christopher Woolard  
Sarah Hogg Tommaso Valletti

Apologies: Sam Woods

In attendance: Set out in Annex A

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### 1 Quorum and declarations of interest

- 1.1 The meeting noted there was a quorum present and proceeded to business.
- 1.2 No interests in relation to the items to be discussed were declared.

### 2 Update from the Chief Executive

- 2.1 The Chief Executive briefed the Board on recent developments in relation to the Covid-19 pandemic including Business Interruption Loan Scheme (CBILS) and the Bounce Back Loan Scheme (BBLs).

### 3 Communications strategy

- 3.1 The Board was reminded that 2020-21 is the first year of the next three-year cycle for the FCA's communications strategy. The Board recognised that the organisation's communications would be particularly important as it responds to the Covid-19 pandemic, the independent reviews of its work and a range of other issues.
  - 3.2 The Director of Communications outlined how the strategy had been developed. It was noted that much of the work had taken place before the pandemic, so the strategy had been adapted to take account of the impact this was having.
  - 3.3 The team summarised the overall approach, illustrating the discussion with previous successful examples. The team also highlighted the importance of using a range of media
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channels to reach the relevant audience, using appropriate partners where they can more readily access certain audiences.

- 3.4 The meeting discussed the organisation's communications in relation to the pandemic, which had generally been well-received. The aim had been to be supportive of consumers whilst being empathetic to the difficulties faced by firms. The Board emphasised the importance of ensuring an appropriate balance was struck in its messaging between the needs of firms and consumers.
- 3.5 The team discussed the ways in which the success of the strategy is measured and highlighted how successful campaigns such as ScamSmart had been expanded into other areas.
- 3.6 In conclusion, the Board **approved** the Communications strategy as set out in the paper presented to the meeting.

#### **4 Any other Business**

- 4.1 There being no further business, the meeting closed.

**Charles Randell**  
Chairman

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## **ANNEX A: Attendees\***

### **Attending for all, or substantially all of the meeting:**

Jonathan Davidson	Executive Director, Supervision – Retail & Authorisations
Sheree Howard	Executive Director, Risk & Compliance Oversight
Sean Martin	General Counsel
Sheldon Mills	Interim Executive Director, Strategy & Competition
Simon Pearce	Company Secretary
Georgina Philippou	Chief Operating Officer
Mark Steward	Executive Director, Enforcement & Market Oversight

3	Andrew Whyte	Director, Communications
	Abigail Seal	Senior Manager, Strategic Communications & EU Withdrawal
	Tim Lennon	Manager, Strategic Communications Advisers

\* Additional associates also in attendance