

## CMA Action Plan Q1 (January to March) 2018 progress update

	Action	Q1 2018	Q1 Progress	Q2 2018 Milestones
1	Engagement with firms to raise awareness of CMA transparency requirements.	G	Completed in Q1.	N/a. Engage with conveyancing and probate firms re price presentation templates.
2	Provision of Client Care Letter guidance on website and series of Journal articles.	G	Completed in 2017 Q1.	N/a.
3	Develop communications plan.	G	Engagement with entities at January 2018 entity event through presentation and exercise to gain views on price presentation.	
4	Consult on publication of transparency information by regulated firms providing services to clients in transactional legal services such as conveyancing and wills. Present consultation to September Board and publish end of Sep. Collaborate with other regulators in determining the initial relevant areas of law to roll out the transparency requirements to.	A	Responses summarised and analysed. Proposed actions to develop transparency rules and guidance presented to Board 21 February. Meeting with SRA and CLC 1 February 2018 to gain information on their proposed actions to take work forwards.  Attended CMA meeting arranged for unregulated part of sector and RPIG 6 February.	Publish consultation responses summary. Publish minutes of Board meeting 21 May with CMA action decisions. Meet with SRA and CLC on 18 April to discuss their progress, decisions of their respective governance on their proposals to take the work forwards, possible areas of collaboration over consumer testing, templates and guidance. Attend RPIG 12 April.
5	Develop transparency provisions for regulated firms, informed by consumer testing and collaborating with the other regulators to develop a consistent approach to transparency across the market.	A	Reviewed SRA research: Price transparency to gain insights into: how consumers make purchasing decisions in relation to conveyancing services; and how decisions vary by availability and presentation of price-related information. Survey sent out about the consumer protections matrix published within our online entity directory to new members of in-house Consumer Panel. Made enquiries of consumer recruitment agencies to consider viability of recruiting panel members through these.	Consider in-house Consumer Panel responses to on-line survey about the consumer protections matrix published within our online entity directory.

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6	Develop a regulator logo, or graphic representation that indicates a firm is regulated by us. We will continue our dialogue with other regulators to understand their approach to developing these to indicate such factors as regulation, PII and compensation arrangements. We will take this into account in our work with the aim of achieving consistency for consumers.	<b>A</b>	Considered in-house Consumer Panel responses to on-line survey about key content for smart badge together with consultation responses. Smart badge, landing page and guidance for use development continued.	Soft launch of smart badge to authorised entities with comms (including Regulation Matters and social media) for entities, stakeholders and website consumer pages. Invite new members of in-house consumer members to take the PII and compensation fund matrix survey.
7	We will consult on the application of Principles 5 and 6, and the current outcomes under them, to the transparency we will expect of our regulated community. Consultation outcomes will inform our thinking about whether and how we may need to change our Code.	<b>G</b>	See 4. No further action required at this point.	
8	Monitor the adoption of transparency provisions by regulated firms delivering services in the areas of law identified for initial roll out. We will do this at the point of new application by firms for regulation and annually. We will review our approach after Year 1.		Offer extended to regulated entities for us to review their websites against CMA expectations. Regulation Matters article with tips for improving the consumer focus of a firm's website.	
9	Monitor and evaluate the effects of the transparency provisions in our regulated firms. We will continue our engagement with other regulators and stakeholders and take account of research and other available information to develop a wider understanding of the impact and consequences of the transparency provisions. We will evaluate this information when considering how, when and the potential impact of rolling out the transparency provisions in relation to additional areas of law. We will use this information to consider necessary amendments to our guidance to our regulated firms.	<b>Not due</b>	N/a.	
10	Work with other regulators - have opened dialogue with the SRA to understand their proposals. This will inform our approach to raising awareness amongst our regulated community working in SRA regulated firms.			Liaise with CILEx on the changes that will affect their members working in SRA regulated firms once SRA publish their Board agreed plans to take their work forwards.
11	Raise awareness of consultations and transparency guidance in our Communications Plan - engage with CILEx, to achieve this, ideally through use of their member communication channels (including their branch network,		Communicated to CILEx the Board's agreed plans to progress transparency work and invited meeting to discuss comms.	Comms plan.

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	social media outlets, CILEx Journal and special interest groups).			
12	Our transparency guidance will include: <ul style="list-style-type: none"> <li>• how to encourage and increase client feedback; and</li> <li>• how to interact/engage with online reviews.</li> </ul> Aim to engage with on-line review site providers to develop our guidance. Our Communications Plan will raise awareness of these elements in our guidance.			Engage with on-line review site providers scheduled for 2018.
13	We will continue to play an active editorial role in the Legal Choices website.		Attended both Steering Group meeting 28 February and Governance Board meeting 27 March.	Participate in meetings of Governance Board, Steering Group and selection of research and digital provision companies to develop the website.
14	Consult on publishing enforcement information. This may require changes to our Publication Policy.		Responses summarised and analysed.	
15	Monitor developments in the sector (provision of data for comparison sites) and keep this under review.	n/a	N/a in Q1.	N/a in Q2.
16	We will work with other regulators to develop collection of consistent data across the sector.	A	Proposed funding commitment for consultancy work for single data set work circulated amongst regulators for consideration, following agreement at Regulators' Forum meeting in February.	
17	We will continue to work with the other regulators to explore the development of a single digital register.			
18	Reviewing and developing content of Legal Choices. We are working with the other regulators to develop the content of Legal Choices and refine how we market it and engage with consumers. In doing so, we will, amongst other things, consider the CMA's detailed recommendations about content development and digital marketing.		The contract for consumer research and digital development of the Legal Choices website was awarded to IE Digital at the end of February.	
19	We will continue our work to support of the SRA's three-year development plan for Legal Choices through our place on the Editorial Panel and financial contribution to Legal Choices.			

## CMA Comms plan

COMMS TOOL		ACTION	Jan 2018	Feb 2018	March 2018	April 2018	May 2018	Jun 2018	July 2018	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018
CRL	CRL Soc media	output	weekly	weekly	Weekly	weekly	weekly major strands infographic	wkly	wkly	wkly	wkly	wkly	wkly	wkly
CILEx	CILEx Social media	Sarah will ask CILEx to retweet	weekly	weekly	weekly	weekly	weekly	wkly	wkly	wkly	wkly	wkly	wkly	wkly
CRL	Regulation Matters	Regular articles		How consumer friendly is your website?		Consultation responses/ CRL response	Infograph re main strands	Re rules consult	Infog sep strands	Infog sep strands	Infog sep strands	Re rules & guidance	Infog sep strands	Infog sep strands
CRL/ CILEx	Website page	Develop page			.	Link to consultation responses	Add infographic					Add rules & guidance		
CRL	Direct emails							firms request reply to consultation			Firms re rules & guidance implementation			
CRL	Press release						Re response SC/ SB send to contacts (?)							
CRL	Direct engagement							Contact firms re rules consultation response						
CILEx	direct				Advised of Board decision / propose meet re comms	propose meet re comms	propose meet re comms and consultation	propose meet re comms and consultation			propose meet re comms and rules/ guidance			