

**The CCPI – What does it all mean? Find out in our FAQs**

**1. Where can I find more information about the Code?**

Go to <https://buildingsafely.co.uk/the-code/> to download the full report and details. On this page you will also be able to download The Hackitt Report on Building a Safer Future, and results from the first industry consultation in 2018.

**2. Why is there a need for this new Code?**

In response to the Grenfell Tragedy, the Government commissioned Dame Judith Hackitt to review the current Building Regulations and Fire Safety regime. Her review stated clearly that there was a need for action in at least four different areas:

1. Establishment of a more transparent and robust specification and testing regime

2. Streamlining and greater clarity on standards to avoid confusion and misinterpretation

3. Improved product information so that the right products are used in the right applications

4. Traceability – with records maintained for product tracing and system assurance

Her review also put the onus on the industry to drive the changes that are needed, rather than wait for government to impose regulation from above.

The CPA was put to task with addressing Point 3, from which the new Code for Construction Product Information (CCPI) was formed. The Code has been two years in the making, led by the CPA’s Marketing Integrity Group. Its formation is based on responses and feedback from the first industry consultation in 2018.

The Code is therefore an industry-driven initiative in response to one of the key areas Dame Judith Hackitt identified in her report as urgent to address. Improved product information will be one of many ways in which our industry can help drive reform and improve building safety.

**3. Who is behind the Code?**

The Code is an industry-wide initiative created and developed by the Marketing Integrity Group (MIG) on behalf of the Construction Products Association, the leading voice for Construction Product Manufacturers operating in the UK. The MIG members are made up of marketing and technical professionals from across the industry which ensures the entirety of our industry has had input into the make up of the Code.

**4. How do I take part in the consultation and make my views known on the Code?**

It is really important to us that you make your views known. We ask you to first read and digest the report which accompanies the consultation and then to complete the consultation survey before the 31st March 2021 – the end date. Please do not reply directly to the CPA as the survey is being managed on our behalf by an independent and qualified third party.

Visit this page <https://buildingsafely.co.uk/consultation/> and select the questionnaire that applies to you. There are three versions to represent manufacturers, users and trade bodies. You will be able to reply as an individual or on behalf of a Company.

**5. Why is it important manufacturers adopt the Code?**

The Code sets out a level playing field for manufacturers of all sizes and type, ensuring that the information provided to specifiers, contractors, installers and other users of information pass five crucial acid tests.

Adopting the Code, and being authorised to use the CCPI logo means manufacturers can say with confidence that the information they provide to their customers can be relied upon for building safely.

**6. Is the Code mandatory?**

The Code will not be mandatory at first, although it has been made clear to us that, if industry does not take the Code up voluntarily, then Government will move to legislate. We also expect the Public Sector to demand that all of their procurement is with code compliant companies. Very soon, the majority of users of construction product information will come to realise that only by working with Code compliant manufacturers can they be sure of the product performance information they are using, and insurers are sure to demand it on large schemes too.

**7. When will the Code come into force?**

The Code is currently in its consultation phase and development and will come into force later this year. The final version that emerges will be determined from industry feedback. However, as the Code has been developed based on feedback from the first consultation, we do not anticipate significant changes. So our recommendation is not to wait for the Code to be live before starting work to comply. The detail in the consultation report makes it clear what needs to be done, and we urge you to start working on this straight away so you can become code compliant at the earliest opportunity.

**8. There is a lot of work for my organisation to become code compliant. Can I become registered when I am part compliant?**

One of the areas we are particularly interested to find out from the consultation is how long businesses need to be fully compliant, and specifically against which clauses. We understand that some kind of lead in period will be necessary and the consultation feedback will help us to assess this in the best way.

**9. Will my business be penalised for not signing up to the Code?**

The proposed CCPI is a voluntary code that businesses can sign up to if they wish to do so.

**10. Will there be a cost to registering with the Code?**

We have created a not-for-profit organisation to administer the Code, which will lean on the Considerate Constructors Scheme administration set up, all of which is designed to keep costs to a minimum. There will however be an initial registration cost and an ongoing annual subscription to cover assessment, audit and general management costs, and the amount of these fees will depend on the size of organization.

**11. What happens if someone doesn’t abide by the Code?**

If a business that is registered with the Code is found to not be abiding by it, then a three step process will be introduced, similar to that used in other industries. At first we will endeavour to work with the organisation concerned, highlighting the issues, with the expectation that they will work with us to put right any errors. If the organisation does not respond to this then there will be some form of suspension. In the general media industry, the Advertising Standards Authority has the power at this stage to ban companies from being able to advertise, and we may seek to adopt a similar approach until such time as the firm gets its house in order. If all else fails, then ultimately the Company will have its registration cancelled and this will be made clear on the website.

**12. Is this not just more administration and red tape for my business?**

The proposed new Code is designed to be as straight forward as possible. Many manufacturers will find that they already have pre-existing code compliant marketing and product information practices in place and therefore not much more may be required for compliance. The final report published from this consultation process will give greater clarity on steps businesses should take to become code compliant.

The uptake of the CCPI will be dependent on industry itself. It is designed to give credibility to pre-existing good practices and highlight room for improvement rather than enforce new rules on industry.

**13. How will the findings of the consultation be published?**

The consultation is run in accordance with the Market Research Society Code of Conduct. Responses are being submitted on a confidential basis and cannot be attributed to individuals or companies. Any data therefore cannot, at any point, reveal people or company names. The MRS Code states that the consultation must comply with reasonable requests to make available to anyone the information necessary to assess the validity of any published findings from a project, less any personal data on the participants. Such requests will be judged reasonable in accordance with guidance from the Market Research Society.

The final report from the consultation will be published after analysis of the feedback by MRA Research.