



CLC Council Meeting
Thursday 12 November 2020
11.00 a.m. – 1.00 p.m.
Council for Licensed Conveyancers
A G E N D A
By Zoom
<https://zoom.us/j/95195811003>
Meeting ID: 951 9581 1003

No	Item	Type of Paper	Lead
1.	Welcome, Introductions, Apologies for Absence and Declarations of Interest	For recording	Chair
2.	Minutes and Matters Arising a) Minutes of the meeting of the Council held on 23 July 2020 b) Actions arising from previous meetings	Not for publication - contains information which has been published elsewhere	Chair
3.	Chief Executive's Report	Noting	CEO
4.	Principal Risk Register	Approval	DFO
5.	Watchlist and Interventions	Noting	DFO
6.	Procurement Policy	Approval	DFO
7.	CLC Business Plan Progress Report and Review	Approval	DSER/DFO
8.	Compensation Fund Working Group – Update Not for publication - contains information which is commercially confidential.	Approval	Chair of WG
9.	Marketing and Communications Evaluation 2020	Review	DSER
10.	Published Indicators and Metrics	Approval	DFO
11.	Committee Reports a) Audit and Risk Committee	Noting	Audit and Risk Committee Chair
12.	Any Other Business		
13.	Dates of Forthcoming Council Meetings <ul style="list-style-type: none"> Council Wednesday 27 January 2021, 9.00 a.m. 	Noting	ALL

No	Information Items – for discussion on request. Please notify the Head of Executive Office in advance	Type of Paper	Lead
14.	Q3 Performance Outturn	Information	DFO

No	Information Items – for discussion on request. Please notify the Head of Executive Office in advance	Type of Paper	Lead
15.	Property and Law News Round Up	Information	DSER
16.	Council Workplan	Information	CEO

Key: CEO: Chief Executive
DFO: Director of Finance and Operations
DSER: Director of Strategy and External Relations
SMT: Senior Management Team

**Council for Licensed Conveyancers
Minutes of the Council meeting held on
Thursday 23 July 2020
By video conference
11.00 a.m. –1.00 p.m.**

Council Present

Dame Janet Paraskeva
Sarah Debney
Heather Foster
Sheila Kumar
Sally Szarka
Colin Wilby

Alan Cogbill
Heather Foster
Milton James
Andrea Pierce
Teresa Perchard

In attendance

Mr. S. Blandy	Director of Regulatory Standards (<i>up to item 15</i>)
Ms. A. Cosens	Head of Executive Office (<i>Minutes</i>) (<i>up to item 15</i>)
Mr. J. Hinrichsen	Director of Finance and Operations (<i>up to item 15</i>)
Mr. S. Ward	Director of Strategy and External Relations (<i>up to item 15</i>)

1. Welcome, Introductions and Declarations of Interest

The Chair welcomed members to the meeting, including Milton James who had joined the Council as a Non-Executive Lay member with effect from 1 July 2020.

Jenny Quirke, who has been appointed as Audit and Risk Committee Chair with effect from 1 August 2020 had submitted her apologies for this meeting. She had attended the Audit and Risk Committee's meeting on 14 July 2020 as an observer.

The Council noted that this would be Heather Foster's final Council meeting.

There were no declarations of interest. No requests to discuss information items at 17-20 had been received.

The Council **AGREED** to move into private session subsequent to item 15 on the Agenda (*Any Other Business*).

2. Minutes and Matters Arising

a) Minutes of the meeting held on 30 April 2020

The Council **AGREED** that minutes of the meeting of the Council held on 30 April 2020 be approved as a correct record.

b) Ratification of decisions taken outside of Council meeting

The Council **AGREED** the following decisions that were taken outside of Council meetings:

- (1) The appointment of Milton James as Non-Executive Director of the Council for Licensed Conveyancers for a four year term commencing 1 July 2020
- (2) The appointment of Jenny Quirke as Non-Executive Chair of the Council for Licensed Conveyancers' Audit and Risk Committee for a four year term commencing 1 August 2020
- (3) The re-appointment of Harsha Hildebrand as a lay member of the Council for Licensed Conveyancers' Adjudication Panel for a further four year term of office commencing 1 July 2020.

c) Actions arising from previous meetings

Most actions arising from previous meetings were either completed or featured elsewhere on the agenda.

The Council **NOTED** progress with actions arising from previous meetings.

3. Chief Executive's Report

The Chief Executive introduced the report.

In addition to the updates contained within the report, the Council was advised:

- Recent data from Her Majesty's Land Registry indicates a mixed picture for the home moving market
- The CLC has begun to collect payments from practices who elected to take advantage its deferred payment scheme in response to the pandemic. Two different repayment options are available to firms.
- The Regulatory Supervision Managers are following up with practices who have decided to close prior to commencement of the insurance year
- The Legal Services Board has written to regulators to encourage collaboration in the Legal Choices project
- An OPBAS inspection of the CLC has been scheduled to take place between 4 and 7 September 2020
- The CLC is continuing to support the new Chair of the Office for Legal Complaints in efforts to reform the organisation
- Arrangements for a return to office working are under consideration
- Two data breaches which did not require declaration to the ICO had been reported to the Audit and Risk Committee. Further details were included within the Committee's report
- The decision of the Adjudication Panel hearing held on 15 June 2020 relating to Carol Hill, former manager of Carol Hill Conveyancing would be published on 23 July 2020

The Council was informed that the CLC focussed initially on supporting firms with AML compliance; continued and persistent non-compliance with AML requirements may now be subject to disciplinary action.

Members were informed that AML training for Audit and Risk Committee members had taken place on 21 April 2020, followed by a quiz to embed the details and it was agreed to schedule further training on AML for Council members in August 2020.

The Council **NOTED** the Chief Executive's report.

Action: Council 20/07/01: to arrange a briefing for the Council Chair in advance of the September 2020 OPBAS inspection

Action: Council/20/07/02: to schedule AML training for Council members in August 2020.

4. Principal Risk Register

The Director of Finance and Operations advised Council that the Principal Risk Register had been discussed and reviewed by the Senior Management Team and the Audit and Risk Committee at its meeting on 14 July 2020, whose comments and suggestions had been incorporated.

The role and impact of insurance on property and probate regulation was discussed and it was agreed to follow up on issues raised during the recent annual insurance renewal period.

The Council **AGREED** to adopt the Principal Risk Register as proposed.

Action: Council/20/07/03: To consider follow up action on issues raised during the recent annual insurance renewal.

5. Watchlist and Interventions

The Director of Finance and Operations introduced the report.

The Council **NOTED** the Watchlist and Interventions report.

6. Revised Business Plan 2020 and Future Look to 2021/22

The Director of Strategy and External Relations introduced a report which summarised the outcomes of recent Council Workshops that had assessed the impact of the pandemic on strategic priorities.

The Council:

(1) **AGREED** the revised Business Plan 2020; and

- (2) **NOTED** that future Business Plan progress reports will be based on the revised plan.

7. Compensation Fund Working Group – Progress Update

Alan Cogbill gave an update on progress with review of the compensation fund arrangements by the Working Group comprising Alan Cogbill, Sarah Debney and Teresa Perchard.

The Council was advised that the Working Group would be discussing a specification for re-drafting of the Compensation Fund arrangements at its next meeting, prior to finalisation of the specification in September 2020. Members were requested to send any suggestions for inclusion to the Chief Executive and Head of Executive Office.

The Council **NOTED** the Compensation Fund Working Group's progress report.

Action: Council/20/07/04: To finalise a specification for re-drafting of the Compensation Fund Arrangements

8. Practice Fee and Compensation Fund Contributions for the Period November 2020 to October 2021

The Director of Finance and Operations introduced a report which set out the assumptions and key developments that have been used with regard to setting the practice fee rates for 2020/21.

The Council was advised that no responses to consultation with the regulated community had been received.

The Council **AGREED** to submit application to the LSB for Practice Fee and Compensation Fund fee rates for 2020/21 to remain unchanged from the 2019/20 rates.

Action: Council/20/07/05: To submit application for the above fee rates to the LSB.

9. Internal Governance Rules - Certification

The Director of Regulatory Standards introduced a report which set out the steps that have been taken to certify compliance with the LSB's Internal Governance Rules.

The Council:

- (1) **CONFIRMED** the immediate changes to the Appointments Committee and Remuneration Committee's Terms of Reference (*the Standing Orders and Terms of Reference applicable for each of the Committees of the Council*)

provide for the Chair to be a lay person, for there to be a lay majority and that no meeting is quorate unless there is a lay majority) to reflect the agreement of changes already made by Council;

- (2) **NOTED** that the new version of the Corporate Governance Framework and Code of Conduct will be effective as from 23 July 2020
- (3) **AGREED** that based on the certification of the Director of Regulatory Standards, the Chair of Council will sign the certification.

Action: Council/20/07/06: To incorporate the above amendments within the Corporate Governance Framework and submit the Certificate of Compliance with Internal Governance Rules to the LSB by 23 July 2020.

10. Published Indicators and Metrics

The Council considered the indicators and metrics for Quarter 2 of the current year for publication.

Prior to publication, it was agreed that additional contextual information would be added to section 3.2 of the report (*Accountants Reports*), to explain action that has been taken where accountants' reports are not provided in a timely manner.

The Council **AGREED** to publish the indicators and metrics detailed at Appendix A of the report (*as amended above*).

Action Council/20/07/07: To publish the indicators and metrics (*as amended above*).

11. Quality Indicators – Verbal Update

The Director of Strategy and Relations gave the following update on progress with the development of Quality Indicators, particularly with regard to transparency requirements:

- The CLC has been discussing the potential to adapt a long-established conveyancing metrics tool to understand the wider legal services market (for example by providing a breakdown of legal transactions by type and geography) with other regulatory bodies
- Consideration is being given to the use of TrustPilot or a similar customer feedback mechanism
- The CLC will be participating in a meeting hosted by the LSB on 29 July 2020, the focus of which will be on the development and extension of Quality Indicators
- The Legal Services Consumer Panel has recently published a report on Consumer Feedback on Quality Indicators in Legal Services, a copy of which would be circulated to Council members
- A Webinar for Council member on the development of Quality Indicators has been arranged for CLC Council members on 14 September 2020.

The Council **NOTED** the update on progress with the development of quality indicators.

Action Council/20/07/08: To circulate a copy of the LSCP report on Quality Indicators in Legal Services to Council Members.

12. Annual Review of Council Terms of Reference

The Council conducted an annual review of its Terms of Reference.

The Council **AGREED:**

- (1) to update its Terms of Reference to refer to the Regulations for the Appointment and Service of Council members which were introduced in April 2020; and
- (2) **NOTED** that the above amendment would be included within the published Corporate Governance Framework.

Action Council/20/07/09: To amend the Council's Terms of Reference as above

13. Appointments to Council Committee

The Council considered appointments to its Committees to take account of recent and forthcoming changes in Council membership.

The Council

- (1) **AGREED** membership of its Committees as follows:

Appointments Committee

- Janet Paraskeva (lay Chair)
- Andrea Pierce (Professional Member)
- Colin Wilby (Lay Member)

Audit and Risk Committee With effect from 1 August 2020

- Jenny Quirke (lay Chair)
- Andrea Pierce (Professional Member)
- Richard Cryer (Independent Member)
- Sarah Debney (Professional Member)
- Teresa Perchard (Lay Member)

Remuneration Committee with effect from 24 July 2020

- Colin Wilby (lay Chair)
- Alan Cogbill (Lay Member)

- Sally Szarka (Professional Member)
- Vacancy

(2) **NOTED** that a vacancy for a lay member of Remuneration Committee would be retained to enable the next audit of non-executive skills to take account of the recent changes to Council membership.

Action Council/20/07/10: To amend Council Committee membership as above.

Action Council/20/07/11: To review membership of the Remuneration Committee subsequent to the next audit of non-executive skills.

14. Committee Reports

a) Audit and Risk Committee

The Chair of the Audit and Risk Committee presented a summary of business considered by the Committee at its meeting on 14 July 2020.

Following annual review of the Audit and Risk Committee's Terms of Reference, it was recommending the following changes to its Terms of Reference:

- In line with the Internal Governance Rules, to make explicit that the Audit and Risk Committee Chair is a lay appointment and that a lay majority of the Committee is required for quoracy
- To codify the existing convention that the Chief Executive may not be a member of the Committee
- Oversight of the CLC's Procurement Policy

The Council:

- (1) **NOTED** the report of the Chair of the Audit and Risk Committee'
- (2) **AGREED** the recommended revisions to the Committee's Terms of Reference.

Action Council/20/07/12: To amend the Audit and Risk Committee's Terms of Reference as above

b) Appointments Committee

The Chair of the Appointments Committee presented a summary of business considered by the Committee since its last report to Council on 27 January 2020.

Ratification of decisions taken on the recommendation of the Appointments Committee are recorded at minute 2(c) above.

The Council **NOTED** the report of the Chair of the Appointments Committee.

15. Dates of Forthcoming Council Meetings

- Council Workshop, Thursday 17 September 2020, 11.00 a.m.
- Thursday 12 November 2020, 11.00 a.m.

16. Any Other Business

(a) Vote of Thanks

The Council acknowledged that this would be Heather Foster's final meeting, having served on the Council for 10 years, initially as an independent member and latterly since 2014 as lay Chair of the Audit and Risk Committee.

The Council **AGREED** to thank Heather Foster for her extensive service to the CLC.

(b) Money Laundering Reporting Officer – Requirements for Regulated Practices.

Officers undertook to contact professional Council member Sarah Debney to outline the regulator's expectations of appropriate Money Laundering Reporting Officer Training.

Action Council/20/07/13: To contact Sarah Debney to clarify Money Laundering Reporting Officer requirements

At this point in the proceedings (11.50 a.m.), officers left the meeting. Council members remained present.

INFORMATION ITEMS

17. Q2 Performance Outturn

The Council **NOTED** the Performance Outturn report for Q1, which had been reviewed and discussed in detail by the Audit and Risk Committee at its meeting on 14 July 2020.

18. Business Plan 2020 Progress Report

The Council **NOTED** progress against the business plan and the adjustments that have been made in light of the current pandemic.

19. Property and Law News Round Up

The Council **NOTED** the round up review of major developments and the economic outlook that will affect the conveyancing market.

20. Council Workplan

The Council **NOTED** its forthcoming Workplan.

Chief Executive's Report

Purpose: For noting
Author: Chief Executive

Summary

The Chief Executive's regular report to Council on current issues.

Recommendations

The Council is asked to note the contents of this paper.

Risk management

Where appropriate, risk is covered in each item contained in this report.

Financial impact

No negative financial impact on 2020 budget expenditure.

Diversity and inclusion impact

No diversity or inclusion impact resulting from the contents of this paper.

Communications requirements

This report is an update for Council members only.

Publication status Not for publication. Report contains information which relates to:
policy; information intended for future publication.

Principal Risk Register

Purpose: Approval
Author: Director of Finance and Operations
Approver: Chief Executive

Summary

This report details the principal risks of the CLC together with controls currently in place and further mitigating actions being taken to manage the risks.

Recommendations

The SMT recommends that Council approves the Principal Risk Register as recommended by the Audit and Risk Committee.

Risk management

The report is a key reporting document in CLC's risk management.

Financial impact

There is no financial impact in relation to this paper.

Diversity and inclusion impact

There is no impact on diversity or inclusion from this paper.

Communications requirements

This paper is for Council only.

Background

This is a regular report to Council updating on management's assessment of the principal risks.

Publication

This report is not for publication as it contains information which is: policy in development; commercially confidential

CLC Watchlist & Interventions

Purpose: Noting

Author: Director of Finance and Operations

Approver: Chief Executive

Summary

This is a regular Council paper which provides an update on the practices that have been assigned to the watchlist.

The CLC's aim is to ensure that it raises regulatory issues with a practice as early as possible to avoid the risk of a practice failing to meet its regulatory responsibilities. Where it concludes that issues with a practice are or may become significant, that practice is placed on the watchlist and is monitored intensively to mitigate risk to the consumer; risk of claims on that practice's professional indemnity insurance; and ultimately on the CLC's Compensation Fund. SMT review the watchlist on a weekly basis and by exception when necessary.

A progress update on the interventions that have taken place since the beginning of 2017 is also included.

Recommendations

Council is asked to review and note the paper.

Risk management

Active management and monitoring of practices placed on the watchlist enable the CLC to mitigate the risk of losses to consumers, claims against PII insurance policies and ultimately the Compensation Fund.

Financial impact

Failure of any practice may have a significant adverse impact on the consumer, the CLC and the profession.

Diversity and inclusion impact

There is no impact on diversity or inclusion.

Communications requirements

There are no communication requirements.

Publication

Not for publication. The report contains information which is confidential and relates to regulatory enforcement action

Procurement Policy

Purpose: Approval
Author: Director of Finance and Operations
Approver: Chief Executive

Summary

The procurement policy has been reviewed and redrafted by SMT to align it with current process and operational structure.

The ARC reviewed this policy on 20 October 2020, and agreed to recommend the policy to Council with the following suggestions for inclusion within the policy, which have been made:

- A section setting out the aims and objectives, including value for money
- A section on ethical compliance
- Cross-references to related policies, including the anti-bribery and anti-fraud policies
- Reference to the Declaration of Interests Register
- Separation between budget holders and purchasers
- Examples of where it would be inappropriate or unnecessary to seek additional quotes or to undertake a tendering exercise, such as software licence renewals and maintenance contracts.

Recommendations

It is recommended that the Council review and approve the attached policy.

Risk management

Inappropriate procurement decisions may result in financial and reputational risk to the CLC.

Financial impact

Inappropriate procurement decisions may result in financial loss to the CLC.

Diversity and inclusion impact

This policy includes an obligation to review EDI considerations when selecting suppliers.

Communications requirements

This paper is for Council only.

Background

none

Publication

This report is not for publication as it contains information which is: policy in development; intended for future publication.



2020 Business Plan Progress Report and Review

Purpose: For Approval

Author: Director of Strategy and External Relations

Approver: Chief Executive

Summary

This paper reports on progress against the business plan as it was revised by the Council in July. That revision assessed changing priorities for the CLC in light of progress against our strategy and the impact of the COVID-19 pandemic. It set out a revised business plan for the year and provides an indication of how activities might continue in 2021 and 2022.

Further to the reorganisation of the CLC undertaken in September, the SMT reviewed the business plan and made further amendments, removals and additions. Those are highlighted in the plan.

Recommendations

Council is asked to

- a. note progress against the business plan
- b. approve the latest amendments to the plan
- c. approve the rolling three-year approach to business plan development

Risk management

The business plan contributes to the management of principal and operational risks.

Financial impact

All of the adjustments made to the plan are able to be delivered without budget increases and some have enabled savings to be made.

Diversity and inclusion impact

The business plan includes measures to promote diversity and inclusion across the regulated community.

Communications requirements

There are no immediate communication requirements.

Publication

This report is not for publication as it contains information which is: policy in development; intended for future publication; commercially sensitive.

Marketing and Communications Evaluation 2020

Purpose: For noting
Author: Director of Strategy and External Relations
Approver: Chief Executive

Summary

The paper sets out the progress that we have made in marketing and communications to support the delivery of the CLC's strategy.

Recommendation

Council is asked to note the evaluation of the CLC's marketing and communications work over the first ten months of 2020.

Risk management

Communicating our work to protect the consumer, to ensure compliance in the regulated community and to support innovation is vital to managing a range of reputational risks to the CLC.

Financial impact

None arising from the paper. The CLC's communications plan for 2021 will be driven by the business plan to deliver within the budget that will be agreed by Council.

Diversity and inclusion impact

None arising from the paper, but the inclusivity of our communications work is always considered in the business planning process.

Communications requirements

None arising from this paper.

Publication status of this paper

This paper is for publication.

Introduction

This report sets out a high-level evaluation of the CLC's marketing and communications activities from January 2020 to the end of October 2020. Plans for 2021 are currently in development following the reorganisation of the CLC and SMT's subsequent review of the business plan.

In the first ten months of 2020 we sustained the impact created with the appointment of a PR agency, digital agency, and the Deputy Director of Communications in late 2017 and early 2018. We continued with the integration of our communications works across the different channels which we either own or can utilise so as to best gain maximum value from new content we develop and ensure messages are repeated in different channels. We completed the shift away from paid-for to earned media although the greater part of that change was delivered in 2018 and 2019.

OVERALL EVALUATION

The first ten months of 2020 month period has seen us exceed targets for 'earned' coverage through proactive **media relations** work along with coverage generated on the back of events such as our annual conference and the publication of discussion paper *Conveyancing 2030*. We gain regular coverage in the legal media covering the residential property market and in the wider mortgage and estate agency press.

Despite the impact of the pandemic on the property market and the associated drop in home-mover visits to our website, we have managed to maintain visitor numbers and have increased the proportion of visits coming from referral from other organisations and via social media, thanks to a sustained growth in followers there. Thus, we have maintained the benefits achieved through the very considerable increase in web traffic following the redevelopment of the site in 2018. We have never seen the drop in web traffic that is normally expected after an initial period of increased engagement.

Despite the cancellation of several third-party events this year our targeting of high-profile **speaker platforms** has ensured that the CLC is still well-positioned as a thought-leader. This has included creating speaker slots for the CLC at the Westminster Policy Forum, a local Law Society conference, our own and other roundtables as well as the International Conference of Legal Regulators, HM Land Registry's staff conference, and co-hosting a UK Legal Tech seminar.

More detail on each of these areas is set out below.

Due to the pandemic, the stakeholder perceptions survey was smaller than originally planned, but initial results showed good understanding of CLC, its role and communications. Following the survey adjustments were made to our overall messaging framework to recognise the inclusion of probate in the CLC's descriptor and to emphasis the robustness of CLC regulation.

OBJECTIVES AND IMPACT 2020

Communications Strategy

Our strategy is based on:

1. Positioning CLC as a valuable, progressive regulator to the regulated community which champions progress in property law and probate and supports innovation to improve the home-buying process and probate for all; and
2. Educating consumers about conveyancing and probate, how to use a lawyer and the protection regulation provides

Our campaign objectives are to:

- deliver regular and informative insights to conveyancers and probate practitioners everywhere, regardless of whether they are regulated by the CLC;
- provide a confident and authoritative voice on legal and regulatory issues that affect the regulated community;
- demonstrate reasons for SRA-regulated firms and hivers to switch to CLC regulation;
- support the promotion of conveyancing as an attractive career option; and
- consistently deliver insights and updates on the conveyancing process to educate consumers.

We review our PR strategy each year to ensure that it is tightly aligned to the business plan and supporting delivery of the strategy. However, we are not expecting to change it fundamentally. Through the business planning process we will identify themes to focus on for pro-active communications next year that continue to support the strategy and key business imperatives.

Content development

The first main strand of our work focused on content aimed at our regulated community and wider industry stakeholders while the second focused on consumers.

Content for the regulated community focused on a number of key themes, particularly ongoing work to enhance understanding of our role in the system, driving compliance, especially in relation to the Informed Choice rules and Anti-Money Laundering legislation, diversity and inclusion, and learnings from our engagement with proptech and fintech.

Our consumer-facing work sought to support our public legal education objective by driving consumer understanding of the conveyancing and probate processes, promoting how and where to complain, and raising awareness of the transparency requirements and how consumers could best make use of these.

In 2020, this work took place alongside urgent action to support the regulated community, wider home buying and selling industry and consumers as pandemic restrictions were introduced and evolved. We also undertook a great deal of research, through a series of surveys, to understand the impact of the pandemic on the market and on the regulated community.

This enabled the CLC to deal proactively with challenges faced by individual firms, protecting the consumer. It also fuelled engagement with government departments, the Home Buying and Selling Group, representative bodies, and HM Land Registry.

Earned Coverage

In total, 124 pieces of media coverage have been generated during this time. However, coverage in *Today's Conveyancer* and *Inside Conveyancing* are not included in this report because of their focus on replicating industry news. Therefore, 94 pieces of coverage have been achieved between January and October 2020, which averages over 9 pieces a month and already exceeds the target of 80 items over the course of the full year.

If we look by month at the coverage, January and May saw the largest volumes with 21 and 17 pieces respectively.

The year kicked off with the launch of the discussion paper, *Conveyancing 2030*, at the annual conference. The report was extremely well-received at the conference on the day and by the media. There was also a 30% increase in traffic to the CLC's website at the corresponding time. We have continued to make use of the content in the report in placed articles.

Another conference story widely picked up by the attending journalists was James Munro's comments about the prospect of estate agents being mandated regarding referral fees.

In May, the coverage came from a variety of stories, namely CLC's role in issuing guidance to the market about reopening the housing market safely, plans to revise the Accounts Code, and a number of advice-led consumer articles.

The summer brought with its usual quiet period, exacerbated this year by many journalists still being on furlough and others taking time off after an intensive period of work during lockdown. This resulted in fewer media opportunities than usual and meant that work focused more on preparing for the autumn.

In September, we held an industry roundtable was held to consider how Covid-19 had impacted the predictions in the CLC's *Conveyancing 2030* discussion paper, published in January. This said that the role of the conveyancer was undoubtedly going to change as much of the administrative side of the role becomes automated over the coming years. Participants of the roundtable discussion indicated that this process was speeding up. Attendees of the roundtable included the Land Registry, Thirdfort, reallymoving, Simplify and Search Acumen.

A press release and article for the CLC website have been drafted following the roundtable and will be distributed during November.

A total of ten press releases and comments have been issued between January and October, comparing favourably to the seven which were issued during the corresponding period last year (see appendix for full list).

That media activity helps drive further engagement with the CLC on other platforms. The most notable example is that there was a 19% increase in web traffic following the release of CLC's consultation on the Accounts Code.

Achieving additional consumer coverage has been a challenge given the pandemic, but we have nonetheless secured eleven pieces in consumer media (not including *What Mortgage*, where we already have a regular column). Coverage has featured on: *On the Market* (7), *What House* (2), *Take it Personally* (1) and *About My Area* (1). Again, this exceeds the target for the year.

At a glance: Coverage by month

94 pieces of coverage have been achieved over the period, with January seeing the highest volume (21 pieces), followed by May (17 pieces). This excludes coverage in *Today's Conveyancer* and *Inside Conveyancing* which are both widely read but which we exclude from totals because they tend to reproduce press releases without any further elaboration or journalistic work.

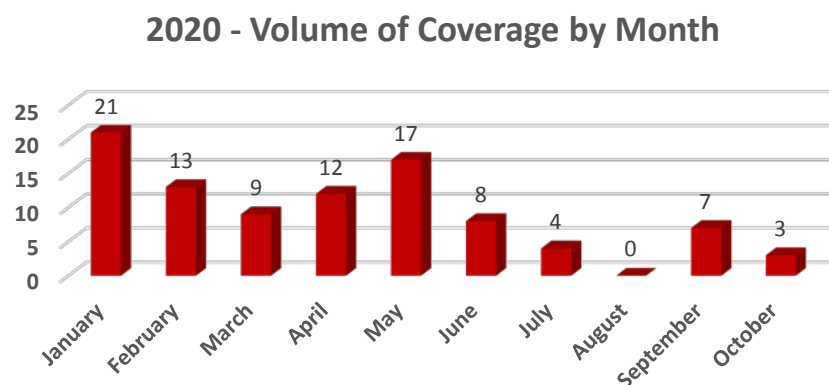


Fig.1 – Coverage by month – excluding *Today's Conveyancer* & *Inside Conveyancing*

The CLC has featured in 29 different publications (a full list can be found in the appendices). The publications that featured CLC the most frequently are *Legal Futures* (13), *Law Society Gazette* (12), *New Law Journal* (10), *Mortgage Finance Gazette* (8) and *On the Market* (7).

2020 - Top 5: Coverage Volumes by Publication

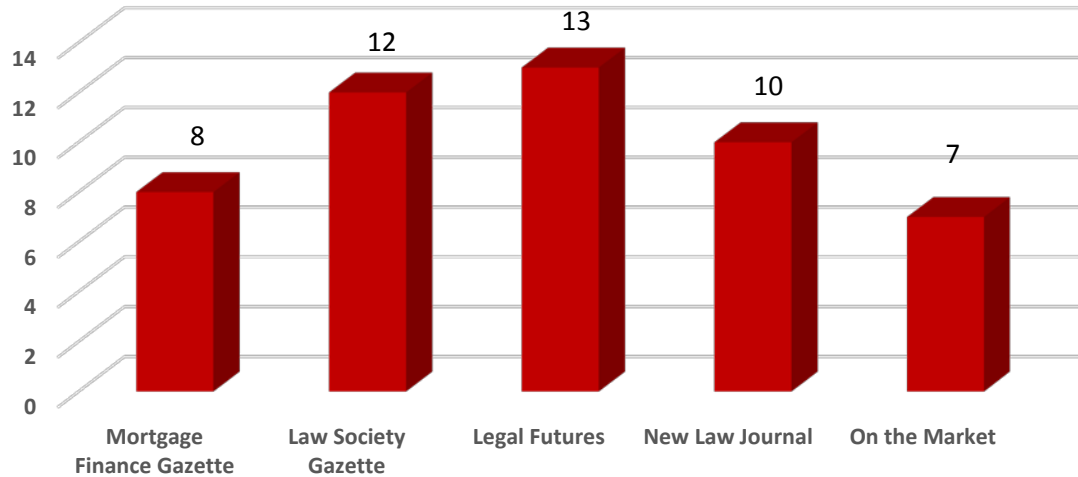


Fig.2 – Top 5: Coverage by publication

Social media

The aims of our social media work are to:

- deliver regular and informative insights to regulated conveyancers everywhere;
- provide a confident and authoritative voice on issues that affect the regulated community; and
- consistently deliver insights and updates on the conveyancing process to educate consumers.

Following a review at the end of 2019 we have revised our approach to social media to focus more on content for our LinkedIn page. This was driven by an analysis which demonstrated that this was a very effective channel for driving engagement with users and delivering more visits to content on the CLC website.

On LinkedIn follower numbers increased by 79 % to 2969 by the end of September 2019 and since then they have continued to grow, and now stand at 4,392, a further 48% increase.

The other platform we use is Twitter. Unsurprisingly, our busiest month on Twitter was March, in which we secured 21K impressions on the back of 27 Tweets.

Mar 2020 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,105 impressions

We're continuing to keep our [#coronavirus](#) resource page updated with information [clc-uk.org/lawyers/corona...](#)

We have also created an FAQ page [clc-uk.org/lawyers/corona...](#)

[#CLC](#) Practices are encouraged to check it regularly. [pic.twitter.com/x1Cj6nF8j2](#)



3 4

Top mention earned 453 engagements

 **Estate Agency Banter**
@eabanter • Mar 25

So I'm hearing @CLCConveyancers will be issuing a statement either today or tomorrow and it's likely all conveyancing will stop as people should not be moving house and removals should not be working!?

5 1

[View Tweet](#)

Top media Tweet earned 1,079 impressions

Coronavirus – Impact on transactions
UPDATE (24 March)

Discussions with Central Govt are continuing.

MAR 2020 SUMMARY

Tweets
27

Profile visits
949

New followers
35

Tweet impressions
21K

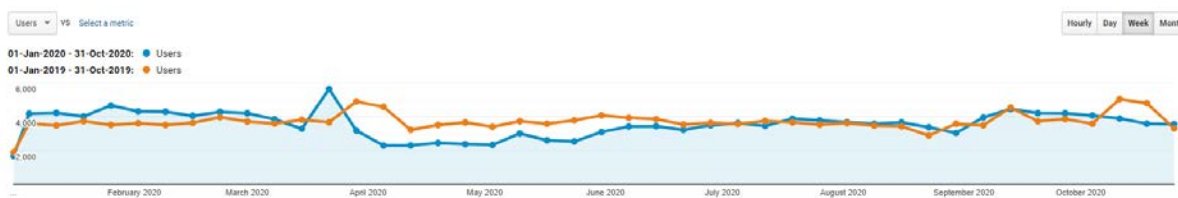
Mentions
42

We have concentrated on developing 'shareable' content which links with new content on the website on the website to drive traffic from our Twitter activity through to relevant content on the website.

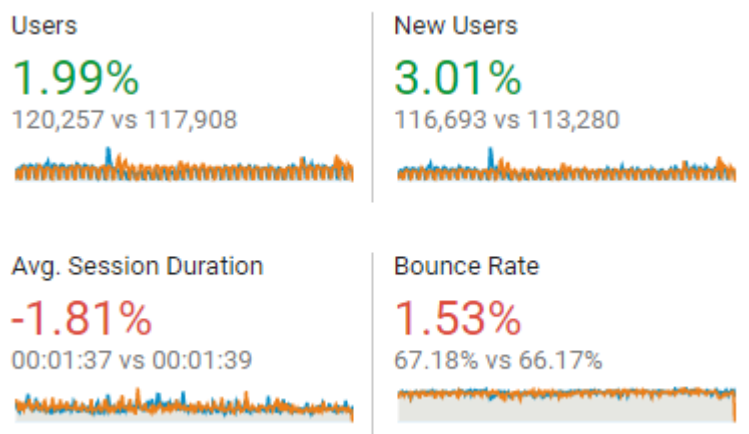
Websites

We have continued development of our own website following its rebuild in early 2018 and have sustained the search engine optimisation by regularly adding new content.

This led to an initial significant jump in overall visitor numbers in 2018 which has been sustained since then. The blue line in the figure below shows that we have maintained overall numbers in the first ten months of 2020 compared to the orange line, which shows 2019. The impact of the pandemic is clear, with a significant spike in traffic as restrictions were introduced and the regulated community turned to us for advice, followed by a lull while the property market was essentially closed and thereafter returning to normal levels of traffic.



As can be seen from the figure below, we secured a small increase in user numbers compared to 2019 and a linked increase in the share of users that were new users of the site. The small drop in session duration and the small increase in the bounce rate (where a visit only includes a view of one page) could be linked to the increase in new users and could also be an outcome of more frequent direct communications during the lockdown period in particular which included many direct links to highly relevant content. However, all of these changes are small. If time and resource allow in 2021 we will undertake a survey of website users to understand what more we can do to meet their needs.



We continue to add new content aimed both at consumers and our regulated community. This year we have:

- Created a microsite for COVID-19 content and added a very considerable amount of guidance and signposting
- Added a new toolkit on [Cybercrime and Fraud](#)
- Updated content on the Accounts Code to support compliance with the new Code
- Refreshed Anti-Money Laundering content



Legal Choices

The Legal Choices website is run jointly by the frontline regulators to provide information about legal services to consumers. We sit on a steering group for the site which in 2019 and 2020 oversaw the redevelopment of the site with a view of increasing its impact. Sheila has chaired the Legal Choices Governance Board for the last three years and handed over to Howard Dellar of the Faculty Office (Notaries) at the end of October.

In addition to the redevelopment, we provide content on conveyancing and probate matters to help engage consumers. The impact of the joint working this year, and increased investment in content development and marketing, has been very significant indeed. The website has slightly exceeded its very stretching three-year target of 2-3m visitors by the end of October 2020. The actual number of visits was 3.1m. A full report on the three year performance of the website is being finalised.

Direct communications

Our main channel for direct communications is our e-newsletters; one a tailored newsletter for managers in regulated practices and a second general newsletter for the regulated community and other interested subscribers.

The main newsletter has around 2800 subscribers which includes, in addition to lawyers regulated by the CLC, key policymakers in HMLR, BSA and MoJ, among others. The newsletter is clearly a very useful communication tool as the high level of opens and link click for both newsletters demonstrates.

Open rates are typically around 35%, which is good for these types of communications. Our most opened newsletter was the general newsletter on May 13th, which carried information about the reopening of the home buying and selling market. That achieved an open rate of 52.5% and 27% of readers clicked through from it to other signposted content.

Newsletter metrics

	Opens% Monthly average	Clicks % Monthly average	Industry average opens %	Industry average clicks %
Manager newsletter	37.1	11.7	21.14	2.71
General newsletter	34.1	9.9	21.14	2.71

The newsletter clicks to the CLC website ensure that that we expose readers to more CLC content to support compliance and to promote the CLC's expertise. The industry average comparison figure is provided by MailChimp, the platform we use to manage our newsletters. It draws on their insights into newsletters across the legal sector and shows that our newsletters are performing very strongly. It is perhaps interesting that open rates are slightly lower than last year, clicks are somewhat higher. This might reflect more frequent communications through the period reducing open rates while the urgency of content has increased engagement.

Face to face communications

This takes place at conferences and events where we have a speaker slot or stand. The opportunities were of course somewhat curtailed this year, but many events still went ahead online. Our strategy continues to focus on targeting speaker platforms which enable us to position the CLC as a thought-leader to support the CLC aim of **Be the regulator of choice in our specialist areas**

Our own annual conference was again very successful. 78% said they would definitely attend again in future. In addition, we spoke at the following events:

- Conveyancing Association Annual Conference (06/02)
- DWSN Members Meeting (09/03)
- Liverpool Law Society Residential Property Conference (11/09)
- Westminster Legal Policy Forum (15/09)
- UK LegalTech Association – Adopting a Digital Culture in Conveyancing (22/10) (Co-Host)
- Society of Licensed Conveyancers Annual Conference (13/10) Two speaking slots, one general, one on education
- International Conference of Legal Regulators (18/10),

Advertising

We have scaled back our advertising to a very low level, focused on promoting education to qualification as a CLC lawyer in relevant local law society publications.

Internal Communications

With a move to remote working for the major part of the period of this report, internal communications became even more important. The full staff now has a weekly all-hands call at which we update each other on progress in our areas, discuss the evolution of the market and trends in the regulated community and look ahead. This is complemented by a written update issued every Friday that also looks at internal and external issues. Both channels allow us to celebrate successes and to deal with challenges or address concerns and are proving effective.

Appendix A:

Media Coverage January 2020 – October 2020

Appendix A

Press releases issued:

A total of ten press releases/comments were issued to the media in the period, with one further press release on the roundtable being drafted and awaiting final sign off before media distribution. Please see below for detailed list.

- *Conveyancing in 2030 – looking to an electronic future*, release drafted and distributed under embargo on 27/1 for 28/1.
- *CLC consults on new guidance on client funds and aged balances*, release drafted and distributed on 13/2.
- *CLC to support firms during coronavirus crisis by allowing them to defer payment of regulatory fees*, release drafted and distributed on 7/4.
- *Re-Opening the Home Moving Market Safely May 2020*, release edited and sent on 13/5.
- *Clearer and better for all: CLC seeks approval for revised accounts code*, release drafted and distributed on 22/5.
- Response to Professor Mayson's regulatory review, drafted and distributed on 11/6.
- *LSB approves CLC's revised accounts code*, release drafted and sent on 18/6.
- *Two new members appointed to the CLC's governing Council*, release edited and sent on 24/6.
- *CLC response to the Legal Services Consumer Panel quality indicators research*, release formatted and sent under embargo on 17/7.
- Comment from Sheila Kumar on the publication of the Legal Services Board Prices of Individual Consumer Legal Services in England and Wales 2020 Report distributed to press (7/9).

- *Could vendor disclosure replace caveat emptor? CLC roundtable highlights impact of Covid-19 on conveyancing*, release drafted and currently awaiting participant sign-off.

Appendix B

Coverage by month:

January 2020:

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/market-commentary/predictions-2020-stephen-ward-director-strategy-council-licensed-conveyancers-clc-02-01-2020/> (2/1)

What Mortgage: <https://www.whatmortgage.co.uk/feature/what-does-a-conveyancer-do/> (2/1)

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/market-commentary/consumers-choose-conveyancer-02-01-2020/> (2/1)

Mortgage Finance Gazette: PDF only (Jan)

Mortgage Introducer: <https://www.mortgageintroducer.com/clc-the-role-of-the-conveyancer-will-change/> (28/1)

The Negotiator: <https://thenegotiator.co.uk/should-tech-take-over-conveyancing-have-your-say/> (28/1)

Estate Agent Today: <https://www.estateagenttoday.co.uk/breaking-news/2020/1/owners-logbooks-essential-for-easier-house-buying-say-conveyancers> (28/1)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/conveyancing-2030-looking-electronic-future/> (28/1)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/conveyancing-revolution-to-hit-over-next-decade> (28/1)

Property Industry Eye: <https://propertyindustryeye.com/return-of-hips-ruled-out-as-agents-invited-to-pilot-buyer-and-seller-property-information-packs/> (29/1)

Property Industry Eye: <https://propertyindustryeye.com/lord-best-reveals-agency-regulation-at-least-two-years-away/> (29/1)

Mortgage Solutions: <https://www.mortgagesolutions.co.uk/news/2020/01/28/digital-conveyancing-creates-questions-for-regulators-and-government-clc/> (29/1)

Law Society Gazette: <https://www.lawgazette.co.uk/practice/conveyancing-referral-fee-ban-on-the-cards/5102884.article> (29/1)

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/legal-news/conveyancing/conveyancing-2030-looking-electronic-future-28-01-2020/> (29/1)

Estate Agent Today: <https://www.estateagenttoday.co.uk/breaking-news/2020/1/mandatory-disclosure-of-referral-fees-still-a-possibility-warns-trading-standards> (29/1)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/clc-conference-2020/> (29/1)

Law Society Gazette: https://www.lawgazette.co.uk/practice/conveyancers-to-test-hips-inspired-questionnaires-5102894.article?utm_source=gazette_newsletter&utm_medium=email&utm_campaign=No+optimism+on+judicial+diversity+%7c+%27HIP-inspired%27+questionnaire+%7c+DPA+doubts_01%2f29%2f2020 (29/1)

Mortgage Solutions: <https://www.mortgagesolutions.co.uk/news/2020/01/29/reservation-agreement-fee-could-be-put-towards-deposit-mhclg/> (29/1)

Inside Conveyancing: <https://insideconveyancing.co.uk/news/conveyancing-referral-fees-report-move-up-the-agenda/> (29/1)

Mortgage Solutions: <https://www.mortgagesolutions.co.uk/news/2020/01/29/building-societies-will-need-specialist-brokers-to-help-mortgage-prisoners-bsa/> (29/1)

Letting Agent Today: <https://www.lettingagenttoday.co.uk/breaking-news/2020/1/clampdown-on-lettings-agents-triggered-by-mps-own-experiences--claim> (30/1)

Inside Conveyancing: <https://insideconveyancing.co.uk/news/conveyancers-are-to-test-hip-inspired-questionnaire/> (30/1)

What Mortgage: <https://www.whatmortgage.co.uk/feature/alexa-home-ready-sell/> (31/1)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/experts-discuss-aml-difficulties-electronic-id-mental-health/> (31/1)

New Law Journal: [https://www.newLawjournal.co.uk/content/conveyancing-2030](https://www.newlawjournal.co.uk/content/conveyancing-2030) (31/1)

Mortgage Solutions: <https://www.mortgagesolutions.co.uk/news/2020/01/31/online-property-factfile-set-for-pilot-launch/> (31/1)

February 2020

New Law Journal: PDF (31/1)

Law Society Gazette: <https://www.lawgazette.co.uk/news/registry-fees-hint/5102953.article> (3/2)

Best Advice: <https://bestadvice.co.uk/how-will-tech-change-the-conveyancing-process/> (3/2)

Law Society Gazette: PDF only (3/2)

Inside Conveyancing: <https://insideconveyancing.co.uk/news/hm-land-registry-to-make-announcement-on-fees/> (4/2)

Central Housing Group: <https://centralhousinggroup.com/clampdown-on-lettings-agents-triggered-by-mps-own-experiences-claim/> (5/2)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/landmark-information-response-clc-discussion-paper/> (13/2)

Legal Futures: <https://www.legalfutures.co.uk/associate-news/landmark-information-responds-to-the-council-for-licensed-conveyancers-conveyancing-2030-discussion-paper> (13/2)

Inside Conveyancing: <https://insideconveyancing.co.uk/news/landmark-information-responds-to-the-clcs-conveyancing-2030-discussion-paper/> (13/2)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/clc-consults-new-guidance-client-funds-aged-balances/> (13/2)

Inside Conveyancing: <https://insideconveyancing.co.uk/news/clc-consults-on-new-guidance-on-client-money-and-aged-balances/> (13/2)

Mortgage Introducer: <https://www.mortgageintroducer.com/clc-consults-on-new-guidance-on-client-funds-and-aged-balances> (13/2)

New Law Journal: PDF only (14/2)

New Law Journal: <https://www.newlawjournal.co.uk/content/all-systems-go-conveyancing-goes-digital> (14/2)

Solicitors Journal: PDF only (14/2)

Mortgage Strategy: <https://www.mortgagestrategy.co.uk/cover-feature/2030-vision/> (19/2)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/clc-moves-closer-to-approving-third-party-managed-accounts> (21/2)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/cma-worried-about-conveyancer-reliance-on-developers> (28/2)

March

Property Wire: <https://www.propertywire.com/news/cma-finds-evidence-of-serious-issues-in-leasehold-selling> (2/3)

OntheMarket.com: <https://www.onthemarket.com/content/conveyancing-fees-finding-a-conveyancer-and-everything-in-between/> (9/3)

Leicester Property Insight: <https://www.leicesterpropertyinsight.co.uk/conveyancing-fees-finding-a-conveyancer-and-everything-in-between> (10/3)

Directors Talk: <https://www.directorstalk.net/conveyancing-fees-finding-a-conveyancer-and-everything-in-between/> (10/3)

Legal Futures: <https://www.legalfutures.co.uk/associate-news/legal-services-in-a-digital-first-world> (13/3)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/legal-services-digital-first-world/> (16/3)

Inside Conveyancing: https://insideconveyancing.co.uk/legal-talk/search-acumen-comments-on-the-clc-proptech-paper/?utm_source=rss&utm_medium=rss&utm_campaign=search-acumen-comments-on-the-clc-proptech-paper (18/3)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/regulators-update-guidance-business-continuity-approaches/> (18/3)

Legal Futures: <https://www.legalfutures.co.uk/associate-news/search-acumen-comments-on-clc> (18/3)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/covid-19-round-up-bsb-reassures-barristers-about-rule-breaches> (18/3)

Inside Conveyancing: https://insideconveyancing.co.uk/news/council-for-licensed-conveyancers-coronavirus-response-and-advice/?utm_source=rss&utm_medium=rss&utm_campaign=council-for-licensed-conveyancers-coronavirus-response-and-advice (18/3)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/search-acumen-comments-clc/> (19/3)

Law Society Gazette: <https://www.lawgazette.co.uk/features/home-truths/5103555.article> (23/3)

Law Society Gazette: PDF only (23/3)

Inside Conveyancing: https://insideconveyancing.co.uk/news/government-announcement-to-stay-at-home-and-house-purchases/?utm_source=rss&utm_medium=rss&utm_campaign=government-announcement-to-stay-at-home-and-house-purchases (24/3)

April

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/features/changing-shape-conveyancing-market-02-04-2020/> (2/4)

Property Wire: <https://www.propertywire.com/news/clc-to-allow-firms-to-defer-regulatory-fee-payments> (8/4)

On the Market: <https://www.onthemarket.com/content/coronavirus-how-buyers-can-get-their-house-in-order-before-the-market-resumes/> (8/4)

Law Society Gazette: <https://www.lawgazette.co.uk/practice/regulator-allows-fee-deferral-to-support-conveyancers-during-covid-19-crisis/5103817.article> (8/4)

New Law Journal: <https://www.newlawjournal.co.uk/content/council-for-licensed-conveyancers-defer-fees> (8/4)

Mortgage Introducer: <https://www.mortgageintroducer.com/clc-allows-conveyancers-to-defer-payment-of-regulatory-fees> (8/4)

Mortgage Strategy: <https://www.mortgagestrategy.co.uk/news/conveyancing-watchdog-allows-firms-to-defer-fees/> (8/4)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/clc-allows-firms-to-defer-payment-of-regulatory-fees> (8/4)

Inside Conveyancing: https://insideconveyancing.co.uk/news/clc-to-support-firms-during-coronavirus-crisis-by-allowing-them-to-defer-payment-of-regulatory-fees/?utm_source=rss&utm_medium=rss&utm_campaign=clc-to-support-firms-during-coronavirus-crisis-by-allowing-them-to-defer-payment-of-regulatory-fees (8/4)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/clc-deferring-regulatory-fees/> (8/4)

Financial Reporter: <https://www.financialreporter.co.uk/finance-news/council-for-licensed-conveyancers-defers-fee-payments-until-july.html> (8/4)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/clc-offer-regulated-firms-practice-fee-break/> (9/4)

Sussex Chamber of Commerce: <https://www.sussexchamberofcommerce.co.uk/article/coronavirus-covid-19-business-briefing-9-april-2020> (9/4)

What House: <https://www.whathouse.com/legal/understanding-the-language-of-law/> (29/4)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/bar-council-and-bsb-cut-costs-as-scots-slash-fees-for-solicitors> (30/4)

May

On the Market: <https://www.onthemarket.com/content/coronavirus-lessons-property-seekers-in-lockdown-can-learn-from-past-moves/> (1/5)

Take it Personally: <https://takeitpersonally.com/2020/04/30/how-to-find-a-trusted-conveyancer/> (1/5)

On the Market Property Matters Newsletter: PDF only (1/5)

Property Industry Eye: <https://propertyindustryeye.com/conveyancing-in-a-digitalised-world/> (5/5)

What Mortgage: <https://www.whatmortgage.co.uk/feature/watch-fraud-scams/> (5/5)

On the Market: <https://www.onthemarket.com/content/five-top-tips-for-choosing-your-conveyancer/> (8/5)

What Mortgage: <https://www.whatmortgage.co.uk/feature/prepare-home-moving-finding-conveyancer-now/> (11/5)

Law Society Gazette: <https://www.lawgazette.co.uk/features/running-for-cover/5104209.article> (11/5)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/cross-industry-guidance-launched-safely-reopening-market/> (13/5)

Mortgage Introducer: <https://www.mortgageintroducer.com/cross-industry-guide-reopening-housing-market> (13/5)

Property Reporter: <https://www.propertyreporter.co.uk/property/new-covid-19-industry-guide-to-support-moving-home-safely-has-launches.html> (14/5)

Estate Agent News: <http://www.estateagentnews.co.uk/covid-19-industry-guide-to-support-moving-home-safely-launches/> (14/5)

New Law Journal: <https://www.newlawjournal.co.uk/content/guide-to-moving-home-during-covid-19> (14/5)

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/market-news/industry-publishes-guide-safe-home-moving-process-14-05-2020/> (14/5)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/clearer-better-clc-seeks-approval-revised-accounts-code/> (22/5)

Inside Conveyancing: https://insideconveyancing.co.uk/news/clearer-and-better-for-all-clc-seeks-approval-for-revised-accounts-code/?utm_source=rss&utm_medium=rss&utm_campaign=clearer-and-better-for-all-clc-seeks-approval-for-revised-accounts-code (22/5)

Solicitors Journal:
<https://www.solicitorsjournal.com/home/sjarticle/CLC%20seeks%20approval%20for%20revised%20accounts%20code> (26/5)

New Law Journal: [https://www.newLawjournal.co.uk/content/simpler-conveyancing](https://www.newlawjournal.co.uk/content/simpler-conveyancing) (27/5)

New Law Journal: <https://www.newLawjournal.co.uk/content/the-home-front> (29/5)

New Law Journal: PDF only (29/5)

June

What House: <https://www.whathouse.com/advice/clc-5-tips-for-choosing-your-conveyancer/> (2/6)

Law Society Gazette: <https://www.lawgazette.co.uk/practice/staff-compensation-claims-reach-523k-after-firms-closure/5104474.article> (2/6)

Law Society Gazette: <https://www.lawgazette.co.uk/news/not-the-time-for-overhaul-of-legal-regulation-says-law-society/5104601.article> (11/6)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/professor-stephen-mayson-review/> (11/6)

Inside Conveyancing: https://insideconveyancing.co.uk/news/response-from-the-clc-to-reforming-legal-services-regulation-beyond-the-echo-chambers/?utm_source=rss&utm_medium=rss&utm_campaign=response-from-the-clc-to-reforming-legal-services-regulation-beyond-the-echo-chambers (11/6)

The Legal Diarist: <https://edwardfennelllegaleventsdiary450111829.wordpress.com/> (11/6)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/legal-regulators-cool-on-the-idea-of-being-abolished> (12/6)

New Law Journal: <https://www.newlawjournal.co.uk/content/professional-bodies-respond-to-mayson-recommendations> (15/6)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/guest-writers/lsb-approves-clcs-revised-accounts-code/> (18/6)

Inside Conveyancing: https://insideconveyancing.co.uk/news/legal-services-board-approves-clcs-revised-accounts-code/?utm_source=rss&utm_medium=rss&utm_campaign=legal-services-board-approves-clcs-revised-accounts-code (18/6)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/licensed-conveyancers-to-embrace-third-party-managed-accounts> (19/6)

Inside Conveyancing: https://insideconveyancing.co.uk/news/two-new-members-appointed-to-the-clcs-governing-council/?utm_source=rss&utm_medium=rss&utm_campaign=two-new-members-appointed-to-the-clcs-governing-council (24/6)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/two-new-members-appointed-clcs-governing-council/> (25/6)

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/market-commentary/getting-home-buying-selling-process-moving-29-06-2020/> (29/6)

July

Inside Conveyancing: <https://insideconveyancing.co.uk/news/clc-response-to-hm-land-registry-annual-report-2019-2020/> (17/7)

Inside Conveyancing: <https://insideconveyancing.co.uk/news/clc-response-to-the-legal-services-consumer-panel-quality-indicators-research/> (20/7)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/clc-discuss-future-conveyancing/> (21/7)

What Mortgage: <https://www.whatmortgage.co.uk/feature/buying-or-selling-a-home-make-sure-your-conveyancer-is-regulated/> (24/7)

August

N/A

September

Legal Futures: <https://www.legalfutures.co.uk/latest-news/licensed-conveyancers-attack-cilex-deal-with-accountants> (2/9)

Property Industry Eye: <https://propertyindustryeye.com/buyers-and-sellers-now-paying-up-to-20-more-for-conveyancing-than-two-years-ago/> (8/9)

Inside Conveyancing: https://insideconveyancing.co.uk/news/clc-responds-to-legal-services-board-prices-of-individual-consumer-legal-services-report/?utm_source=rss&utm_medium=rss&utm_campaign=clc-responds-to-legal-services-board-prices-of-individual-consumer-legal-services-report (8/9)

OntheMarket: <https://www.onthemarket.com/content/conveyancing-terms-explained-from-encumbrance-to-redemption/> (9/9)

What Mortgage: <https://www.whatmortgage.co.uk/feature/dont-dally-how-to-make-the-most-of-the-stamp-duty-holiday/> (17/9)

Law Society Gazette: <https://www.lawgazette.co.uk/features/home-improvements/5105655.article> (21/9)

Law Society Gazette: PDF only (21/9)

OntheMarket: <https://www.onthemarket.com/content/the-scams-property-buyers-sellers-and-renters-need-to-watch-out-for/> (22/9)

October

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/market-commentary/feast-famine-lies-ahead-property-market-01-10-2020/> (2/10)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/lb-hints-at-forcing-regulators-to-fund-legal-choices> (5/10)

Aboutmyarea: <https://www.aboutmyarea.co.uk/Northamptonshire/Towcester/NN12/News/Local-News/329504-Property-alert-criminal-scamming-and-what-to-watch-out-for> (6/10)

Today's Conveyancer: <https://www.todayconveyancer.co.uk/main-news/pandemic-impacts-on-conveyancers-mental-health/> (10/10)

ENDS

Marketing and Communications Evaluation 2020

Purpose: For noting
Author: Director of Strategy and External Relations
Approver: Chief Executive

Summary

The paper sets out the progress that we have made in marketing and communications to support the delivery of the CLC's strategy.

Recommendation

Council is asked to note the evaluation of the CLC's marketing and communications work over the first ten months of 2020.

Risk management

Communicating our work to protect the consumer, to ensure compliance in the regulated community and to support innovation is vital to managing a range of reputational risks to the CLC.

Financial impact

None arising from the paper. The CLC's communications plan for 2021 will be driven by the business plan to deliver within the budget that will be agreed by Council.

Diversity and inclusion impact

None arising from the paper, but the inclusivity of our communications work is always considered in the business planning process.

Communications requirements

None arising from this paper.

Publication status of this paper

This paper is for publication.

Introduction

This report sets out a high-level evaluation of the CLC's marketing and communications activities from January 2020 to the end of October 2020. Plans for 2021 are currently in development following the reorganisation of the CLC and SMT's subsequent review of the business plan.

In the first ten months of 2020 we sustained the impact created with the appointment of a PR agency, digital agency, and the Deputy Director of Communications in late 2017 and early 2018. We continued with the integration of our communications works across the different channels which we either own or can utilise so as to best gain maximum value from new content we develop and ensure messages are repeated in different channels. We completed the shift away from paid-for to earned media although the greater part of that change was delivered in 2018 and 2019.

OVERALL EVALUATION

The first ten months of 2020 month period has seen us exceed targets for 'earned' coverage through proactive **media relations** work along with coverage generated on the back of events such as our annual conference and the publication of discussion paper *Conveyancing 2030*. We gain regular coverage in the legal media covering the residential property market and in the wider mortgage and estate agency press.

Despite the impact of the pandemic on the property market and the associated drop in home-mover visits to our website, we have managed to maintain visitor numbers and have increased the proportion of visits coming from referral from other organisations and via social media, thanks to a sustained growth in followers there. Thus, we have maintained the benefits achieved through the very considerable increase in web traffic following the redevelopment of the site in 2018. We have never seen the drop in web traffic that is normally expected after an initial period of increased engagement.

Despite the cancellation of several third-party events this year our targeting of high-profile **speaker platforms** has ensured that the CLC is still well-positioned as a thought-leader. This has included creating speaker slots for the CLC at the Westminster Policy Forum, a local Law Society conference, our own and other roundtables as well as the International Conference of Legal Regulators, HM Land Registry's staff conference, and co-hosting a UK Legal Tech seminar.

More detail on each of these areas is set out below.

Due to the pandemic, the stakeholder perceptions survey was smaller than originally planned, but initial results showed good understanding of CLC, its role and communications. Following the survey adjustments were made to our overall messaging framework to recognise the inclusion of probate in the CLC's descriptor and to emphasis the robustness of CLC regulation.

OBJECTIVES AND IMPACT 2020

Communications Strategy

Our strategy is based on:

1. Positioning CLC as a valuable, progressive regulator to the regulated community which champions progress in property law and probate and supports innovation to improve the home-buying process and probate for all; and
2. Educating consumers about conveyancing and probate, how to use a lawyer and the protection regulation provides

Our campaign objectives are to:

- deliver regular and informative insights to conveyancers and probate practitioners everywhere, regardless of whether they are regulated by the CLC;
- provide a confident and authoritative voice on legal and regulatory issues that affect the regulated community;
- demonstrate reasons for SRA-regulated firms and hivers to switch to CLC regulation;
- support the promotion of conveyancing as an attractive career option; and
- consistently deliver insights and updates on the conveyancing process to educate consumers.

We review our PR strategy each year to ensure that it is tightly aligned to the business plan and supporting delivery of the strategy. However, we are not expecting to change it fundamentally. Through the business planning process we will identify themes to focus on for pro-active communications next year that continue to support the strategy and key business imperatives.

Content development

The first main strand of our work focused on content aimed at our regulated community and wider industry stakeholders while the second focused on consumers.

Content for the regulated community focused on a number of key themes, particularly ongoing work to enhance understanding of our role in the system, driving compliance, especially in relation to the Informed Choice rules and Anti-Money Laundering legislation, diversity and inclusion, and learnings from our engagement with proptech and fintech.

Our consumer-facing work sought to support our public legal education objective by driving consumer understanding of the conveyancing and probate processes, promoting how and where to complain, and raising awareness of the transparency requirements and how consumers could best make use of these.

In 2020, this work took place alongside urgent action to support the regulated community, wider home buying and selling industry and consumers as pandemic restrictions were introduced and evolved. We also undertook a great deal of research, through a series of surveys, to understand the impact of the pandemic on the market and on the regulated community.

This enabled the CLC to deal proactively with challenges faced by individual firms, protecting the consumer. It also fuelled engagement with government departments, the Home Buying and Selling Group, representative bodies, and HM Land Registry.

Earned Coverage

In total, 124 pieces of media coverage have been generated during this time. However, coverage in *Today's Conveyancer* and *Inside Conveyancing* are not included in this report because of their focus on replicating industry news. Therefore, 94 pieces of coverage have been achieved between January and October 2020, which averages over 9 pieces a month and already exceeds the target of 80 items over the course of the full year.

If we look by month at the coverage, January and May saw the largest volumes with 21 and 17 pieces respectively.

The year kicked off with the launch of the discussion paper, *Conveyancing 2030*, at the annual conference. The report was extremely well-received at the conference on the day and by the media. There was also a 30% increase in traffic to the CLC's website at the corresponding time. We have continued to make use of the content in the report in placed articles.

Another conference story widely picked up by the attending journalists was James Munro's comments about the prospect of estate agents being mandated regarding referral fees.

In May, the coverage came from a variety of stories, namely CLC's role in issuing guidance to the market about reopening the housing market safely, plans to revise the Accounts Code, and a number of advice-led consumer articles.

The summer brought with its usual quiet period, exacerbated this year by many journalists still being on furlough and others taking time off after an intensive period of work during lockdown. This resulted in fewer media opportunities than usual and meant that work focused more on preparing for the autumn.

In September, we held an industry roundtable was held to consider how Covid-19 had impacted the predictions in the CLC's *Conveyancing 2030* discussion paper, published in January. This said that the role of the conveyancer was undoubtedly going to change as much of the administrative side of the role becomes automated over the coming years. Participants of the roundtable discussion indicated that this process was speeding up. Attendees of the roundtable included the Land Registry, Thirdfort, reallymoving, Simplify and Search Acumen.

A press release and article for the CLC website have been drafted following the roundtable and will be distributed during November.

A total of ten press releases and comments have been issued between January and October, comparing favourably to the seven which were issued during the corresponding period last year (see appendix for full list).

That media activity helps drive further engagement with the CLC on other platforms. The most notable example is that there was a 19% increase in web traffic following the release of CLC's consultation on the Accounts Code.

Achieving additional consumer coverage has been a challenge given the pandemic, but we have nonetheless secured eleven pieces in consumer media (not including *What Mortgage*, where we already have a regular column). Coverage has featured on: *On the Market* (7), *What House* (2), *Take it Personally* (1) and *About My Area* (1). Again, this exceeds the target for the year.

At a glance: Coverage by month

94 pieces of coverage have been achieved over the period, with January seeing the highest volume (21 pieces), followed by May (17 pieces). This excludes coverage in *Today's Conveyancer* and *Inside Conveyancing* which are both widely read but which we exclude from totals because they tend to reproduce press releases without any further elaboration or journalistic work.

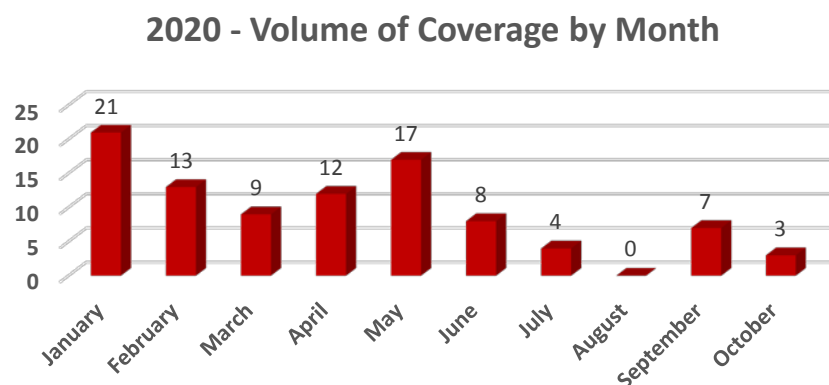


Fig.1 – Coverage by month – excluding *Today's Conveyancer* & *Inside Conveyancing*

The CLC has featured in 29 different publications (a full list can be found in the appendices). The publications that featured CLC the most frequently are *Legal Futures* (13), *Law Society Gazette* (12), *New Law Journal* (10), *Mortgage Finance Gazette* (8) and *On the Market* (7).

2020 - Top 5: Coverage Volumes by Publication

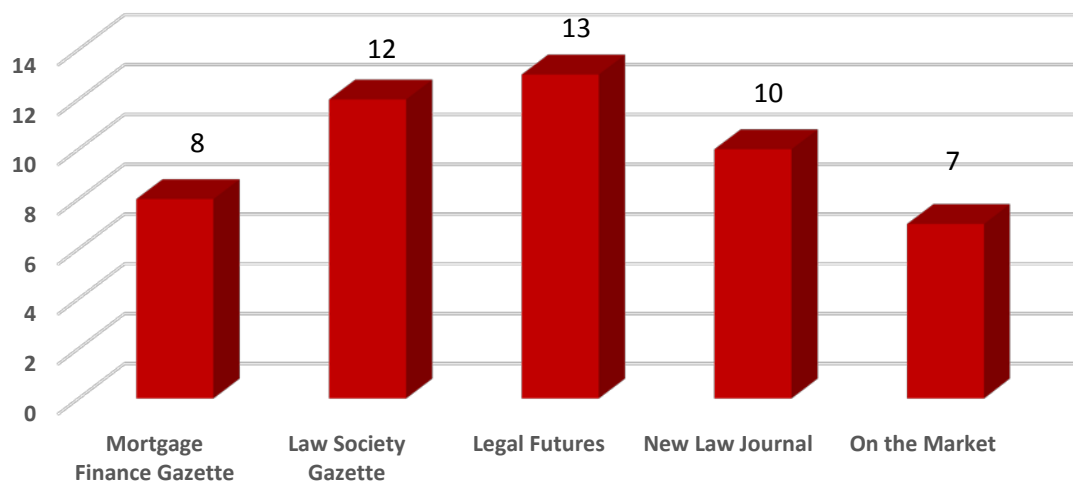


Fig.2 – Top 5: Coverage by publication

Social media

The aims of our social media work are to:

- deliver regular and informative insights to regulated conveyancers everywhere;
- provide a confident and authoritative voice on issues that affect the regulated community; and
- consistently deliver insights and updates on the conveyancing process to educate consumers.

Following a review at the end of 2019 we have revised our approach to social media to focus more on content for our LinkedIn page. This was driven by an analysis which demonstrated that this was a very effective channel for driving engagement with users and delivering more visits to content on the CLC website.

On LinkedIn follower numbers increased by 79 % to 2969 by the end of September 2019 and since then they have continued to grow, and now stand at 4,392, a further 48% increase.

The other platform we use is Twitter. Unsurprisingly, our busiest month on Twitter was March, in which we secured 21K impressions on the back of 27 Tweets.

Mar 2020 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,105 impressions

We're continuing to keep our [#coronavirus](#) resource page updated with information [clc-uk.org/lawyers/corona...](#)

We have also created an FAQ page [clc-uk.org/lawyers/corona...](#)

[#CLC](#) Practices are encouraged to check it regularly. [pic.twitter.com/x1Cj6nF8j2](#)



3 4

Top mention earned 453 engagements



Estate Agency Banter
@eabanter • Mar 25

So I'm hearing [@CLCConveyancers](#) will be issuing a statement either today or tomorrow and it's likely all conveyancing will stop as people should not be moving house and removals should not be working!?

5 1

[View Tweet](#)

Top media Tweet earned 1,079 impressions

Coronavirus – Impact on transactions
UPDATE (24 March)

Discussions with Central Govt are continuing.

MAR 2020 SUMMARY

Tweets
27

Profile visits
949

New followers
35

Tweet impressions
21K

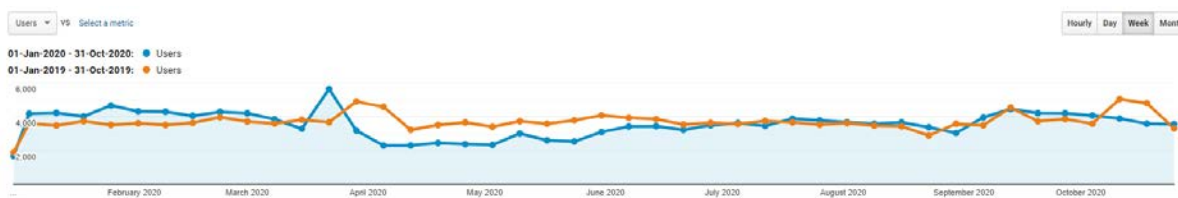
Mentions
42

We have concentrated on developing 'shareable' content which links with new content on the website on the website to drive traffic from our Twitter activity through to relevant content on the website.

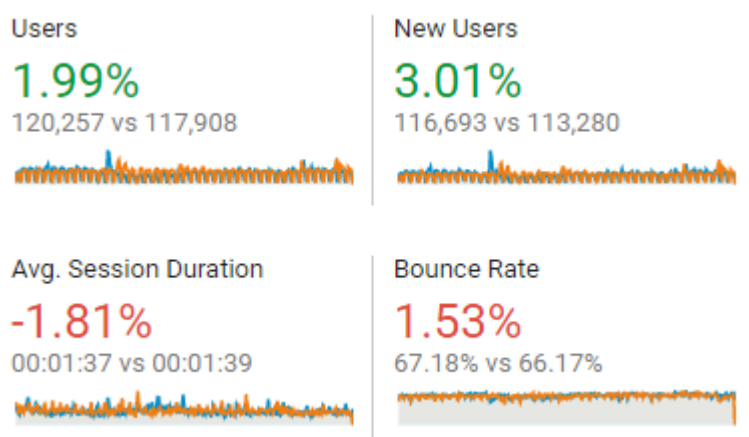
Websites

We have continued development of our own website following its rebuild in early 2018 and have sustained the search engine optimisation by regularly adding new content.

This led to an initial significant jump in overall visitor numbers in 2018 which has been sustained since then. The blue line in the figure below shows that we have maintained overall numbers in the first ten months of 2020 compared to the orange line, which shows 2019. The impact of the pandemic is clear, with a significant spike in traffic as restrictions were introduced and the regulated community turned to us for advice, followed by a lull while the property market was essentially closed and thereafter returning to normal levels of traffic.



As can be seen from the figure below, we secured a small increase in user numbers compared to 2019 and a linked increase in the share of users that were new users of the site. The small drop in session duration and the small increase in the bounce rate (where a visit only includes a view of one page) could be linked to the increase in new users and could also be an outcome of more frequent direct communications during the lockdown period in particular which included many direct links to highly relevant content. However, all of these changes are small. If time and resource allow in 2021 we will undertake a survey of website users to understand what more we can do to meet their needs.



We continue to add new content aimed both at consumers and our regulated community. This year we have:

- Created a microsite for COVID-19 content and added a very considerable amount of guidance and signposting
- Added a new toolkit on [Cybercrime and Fraud](#)
- Updated content on the Accounts Code to support compliance with the new Code
- Refreshed Anti-Money Laundering content



Legal Choices

The Legal Choices website is run jointly by the frontline regulators to provide information about legal services to consumers. We sit on a steering group for the site which in 2019 and 2020 oversaw the redevelopment of the site with a view of increasing its impact. Sheila has chaired the Legal Choices Governance Board for the last three years and handed over to Howard Dellar of the Faculty Office (Notaries) at the end of October.

In addition to the redevelopment, we provide content on conveyancing and probate matters to help engage consumers. The impact of the joint working this year, and increased investment in content development and marketing, has been very significant indeed. The website has slightly exceeded its very stretching three-year target of 2-3m visitors by the end of October 2020. The actual number of visits was 3.1m. A full report on the three year performance of the website is being finalised.

Direct communications

Our main channel for direct communications is our e-newsletters; one a tailored newsletter for managers in regulated practices and a second general newsletter for the regulated community and other interested subscribers.

The main newsletter has around 2800 subscribers which includes, in addition to lawyers regulated by the CLC, key policymakers in HMLR, BSA and MoJ, among others. The newsletter is clearly a very useful communication tool as the high level of opens and link click for both newsletters demonstrates.

Open rates are typically around 35%, which is good for these types of communications. Our most opened newsletter was the general newsletter on May 13th, which carried information about the reopening of the home buying and selling market. That achieved an open rate of 52.5% and 27% of readers clicked through from it to other signposted content.

Newsletter metrics

	Opens% Monthly average	Clicks % Monthly average	Industry average opens %	Industry average clicks %
Manager newsletter	37.1	11.7	21.14	2.71
General newsletter	34.1	9.9	21.14	2.71

The newsletter clicks to the CLC website ensure that that we expose readers to more CLC content to support compliance and to promote the CLC's expertise. The industry average comparison figure is provided by MailChimp, the platform we use to manage our newsletters. It draws on their insights into newsletters across the legal sector and shows that our newsletters are performing very strongly. It is perhaps interesting that open rates are slightly lower than last year, clicks are somewhat higher. This might reflect more frequent communications through the period reducing open rates while the urgency of content has increased engagement.

Face to face communications

This takes place at conferences and events where we have a speaker slot or stand. The opportunities were of course somewhat curtailed this year, but many events still went ahead online. Our strategy continues to focus on targeting speaker platforms which enable us to position the CLC as a thought-leader to support the CLC aim of **Be the regulator of choice in our specialist areas**

Our own annual conference was again very successful. 78% said they would definitely attend again in future. In addition, we spoke at the following events:

- Conveyancing Association Annual Conference (06/02)
- DWSN Members Meeting (09/03)
- Liverpool Law Society Residential Property Conference (11/09)
- Westminster Legal Policy Forum (15/09)
- UK LegalTech Association – Adopting a Digital Culture in Conveyancing (22/10) (Co-Host)
- Society of Licensed Conveyancers Annual Conference (13/10) Two speaking slots, one general, one on education
- International Conference of Legal Regulators (18/10),

Advertising

We have scaled back our advertising to a very low level, focused on promoting education to qualification as a CLC lawyer in relevant local law society publications.

Internal Communications

With a move to remote working for the major part of the period of this report, internal communications became even more important. The full staff now has a weekly all-hands call at which we update each other on progress in our areas, discuss the evolution of the market and trends in the regulated community and look ahead. This is complemented by a written update issued every Friday that also looks at internal and external issues. Both channels allow us to celebrate successes and to deal with challenges or address concerns and are proving effective.

Appendix A:

Media Coverage January 2020 – October 2020

Appendix A

Press releases issued:

A total of ten press releases/comments were issued to the media in the period, with one further press release on the roundtable being drafted and awaiting final sign off before media distribution. Please see below for detailed list.

- *Conveyancing in 2030 – looking to an electronic future*, release drafted and distributed under embargo on 27/1 for 28/1.
- *CLC consults on new guidance on client funds and aged balances*, release drafted and distributed on 13/2.
- *CLC to support firms during coronavirus crisis by allowing them to defer payment of regulatory fees*, release drafted and distributed on 7/4.
- *Re-Opening the Home Moving Market Safely May 2020*, release edited and sent on 13/5.
- *Clearer and better for all: CLC seeks approval for revised accounts code*, release drafted and distributed on 22/5.
- Response to Professor Mayson's regulatory review, drafted and distributed on 11/6.
- *LSB approves CLC's revised accounts code*, release drafted and sent on 18/6.
- *Two new members appointed to the CLC's governing Council*, release edited and sent on 24/6.
- *CLC response to the Legal Services Consumer Panel quality indicators research*, release formatted and sent under embargo on 17/7.
- Comment from Sheila Kumar on the publication of the Legal Services Board Prices of Individual Consumer Legal Services in England and Wales 2020 Report distributed to press (7/9).

- *Could vendor disclosure replace caveat emptor? CLC roundtable highlights impact of Covid-19 on conveyancing*, release drafted and currently awaiting participant sign-off.

Appendix B

Coverage by month:

January 2020:

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/market-commentary/predictions-2020-stephen-ward-director-strategy-council-licensed-conveyancers-clc-02-01-2020/> (2/1)

What Mortgage: <https://www.whatmortgage.co.uk/feature/what-does-a-conveyancer-do/> (2/1)

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/market-commentary/consumers-choose-conveyancer-02-01-2020/> (2/1)

Mortgage Finance Gazette: PDF only (Jan)

Mortgage Introducer: <https://www.mortgageintroducer.com/clc-the-role-of-the-conveyancer-will-change/> (28/1)

The Negotiator: <https://thenegotiator.co.uk/should-tech-take-over-conveyancing-have-your-say/> (28/1)

Estate Agent Today: <https://www.estateagenttoday.co.uk/breaking-news/2020/1/owners-logbooks-essential-for-easier-house-buying-say-conveyancers> (28/1)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/conveyancing-2030-looking-electronic-future/> (28/1)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/conveyancing-revolution-to-hit-over-next-decade> (28/1)

Property Industry Eye: <https://propertyindustryeye.com/return-of-hips-ruled-out-as-agents-invited-to-pilot-buyer-and-seller-property-information-packs/> (29/1)

Property Industry Eye: <https://propertyindustryeye.com/lord-best-reveals-agency-regulation-at-least-two-years-away/> (29/1)

Mortgage Solutions: <https://www.mortgagesolutions.co.uk/news/2020/01/28/digital-conveyancing-creates-questions-for-regulators-and-government-clc/> (29/1)

Law Society Gazette: <https://www.lawgazette.co.uk/practice/conveyancing-referral-fee-ban-on-the-cards/5102884.article> (29/1)

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/legal-news/conveyancing/conveyancing-2030-looking-electronic-future-28-01-2020/> (29/1)

Estate Agent Today: <https://www.estateagenttoday.co.uk/breaking-news/2020/1/mandatory-disclosure-of-referral-fees-still-a-possibility-warns-trading-standards> (29/1)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/clc-conference-2020/> (29/1)

Law Society Gazette: https://www.lawgazette.co.uk/practice/conveyancers-to-test-hips-inspired-questionnaires-5102894.article?utm_source=gazette_newsletter&utm_medium=email&utm_campaign=No+optimism+on+judicial+diversity+%7c+%27HIP-inspired%27+questionnaire+%7c+DPA+doubts_01%2f29%2f2020 (29/1)

Mortgage Solutions: <https://www.mortgagesolutions.co.uk/news/2020/01/29/reservation-agreement-fee-could-be-put-towards-deposit-mhclg/> (29/1)

Inside Conveyancing: <https://insideconveyancing.co.uk/news/conveyancing-referral-fees-report-move-up-the-agenda/> (29/1)

Mortgage Solutions: <https://www.mortgagesolutions.co.uk/news/2020/01/29/building-societies-will-need-specialist-brokers-to-help-mortgage-prisoners-bsa/> (29/1)

Letting Agent Today: <https://www.lettingagenttoday.co.uk/breaking-news/2020/1/clampdown-on-lettings-agents-triggered-by-mps-own-experiences--claim> (30/1)

Inside Conveyancing: <https://insideconveyancing.co.uk/news/conveyancers-are-to-test-hip-inspired-questionnaire/> (30/1)

What Mortgage: <https://www.whatmortgage.co.uk/feature/alexa-home-ready-sell/> (31/1)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/experts-discuss-aml-difficulties-electronic-id-mental-health/> (31/1)

New Law Journal: [https://www.newLawjournal.co.uk/content/conveyancing-2030](https://www.newlawjournal.co.uk/content/conveyancing-2030) (31/1)

Mortgage Solutions: <https://www.mortgagesolutions.co.uk/news/2020/01/31/online-property-factfile-set-for-pilot-launch/> (31/1)

February 2020

New Law Journal: PDF (31/1)

Law Society Gazette: <https://www.lawgazette.co.uk/news/registry-fees-hint/5102953.article> (3/2)

Best Advice: <https://bestadvice.co.uk/how-will-tech-change-the-conveyancing-process/> (3/2)

Law Society Gazette: PDF only (3/2)

Inside Conveyancing: <https://insideconveyancing.co.uk/news/hm-land-registry-to-make-announcement-on-fees/> (4/2)

Central Housing Group: <https://centralhousinggroup.com/clampdown-on-lettings-agents-triggered-by-mps-own-experiences-claim/> (5/2)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/landmark-information-response-clc-discussion-paper/> (13/2)

Legal Futures: <https://www.legalfutures.co.uk/associate-news/landmark-information-responds-to-the-council-for-licensed-conveyancers-conveyancing-2030-discussion-paper> (13/2)

Inside Conveyancing: <https://insideconveyancing.co.uk/news/landmark-information-responds-to-the-clcs-conveyancing-2030-discussion-paper/> (13/2)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/clc-consults-new-guidance-client-funds-aged-balances/> (13/2)

Inside Conveyancing: <https://insideconveyancing.co.uk/news/clc-consults-on-new-guidance-on-client-money-and-aged-balances/> (13/2)

Mortgage Introducer: <https://www.mortgageintroducer.com/clc-consults-on-new-guidance-on-client-funds-and-aged-balances> (13/2)

New Law Journal: PDF only (14/2)

New Law Journal: <https://www.newlawjournal.co.uk/content/all-systems-go-conveyancing-goes-digital> (14/2)

Solicitors Journal: PDF only (14/2)

Mortgage Strategy: <https://www.mortgagestrategy.co.uk/cover-feature/2030-vision/> (19/2)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/clc-moves-closer-to-approving-third-party-managed-accounts> (21/2)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/cma-worried-about-conveyancer-reliance-on-developers> (28/2)

March

Property Wire: <https://www.propertywire.com/news/cma-finds-evidence-of-serious-issues-in-leasehold-selling> (2/3)

OntheMarket.com: <https://www.onthemarket.com/content/conveyancing-fees-finding-a-conveyancer-and-everything-in-between/> (9/3)

Leicester Property Insight: <https://www.leicesterpropertyinsight.co.uk/conveyancing-fees-finding-a-conveyancer-and-everything-in-between> (10/3)

Directors Talk: <https://www.directorstalk.net/conveyancing-fees-finding-a-conveyancer-and-everything-in-between/> (10/3)

Legal Futures: <https://www.legalfutures.co.uk/associate-news/legal-services-in-a-digital-first-world> (13/3)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/legal-services-digital-first-world/> (16/3)

Inside Conveyancing: https://insideconveyancing.co.uk/legal-talk/search-acumen-comments-on-the-clc-proptech-paper/?utm_source=rss&utm_medium=rss&utm_campaign=search-acumen-comments-on-the-clc-proptech-paper (18/3)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/regulators-update-guidance-business-continuity-approaches/> (18/3)

Legal Futures: <https://www.legalfutures.co.uk/associate-news/search-acumen-comments-on-clc> (18/3)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/covid-19-round-up-bsb-reassures-barristers-about-rule-breaches> (18/3)

Inside Conveyancing: https://insideconveyancing.co.uk/news/council-for-licensed-conveyancers-coronavirus-response-and-advice/?utm_source=rss&utm_medium=rss&utm_campaign=council-for-licensed-conveyancers-coronavirus-response-and-advice (18/3)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/search-acumen-comments-clc/> (19/3)

Law Society Gazette: <https://www.lawgazette.co.uk/features/home-truths/5103555.article> (23/3)

Law Society Gazette: PDF only (23/3)

Inside Conveyancing: https://insideconveyancing.co.uk/news/government-announcement-to-stay-at-home-and-house-purchases/?utm_source=rss&utm_medium=rss&utm_campaign=government-announcement-to-stay-at-home-and-house-purchases (24/3)

April

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/features/changing-shape-conveyancing-market-02-04-2020/> (2/4)

Property Wire: <https://www.propertywire.com/news/clc-to-allow-firms-to-defer-regulatory-fee-payments> (8/4)

On the Market: <https://www.onthemarket.com/content/coronavirus-how-buyers-can-get-their-house-in-order-before-the-market-resumes/> (8/4)

Law Society Gazette: <https://www.lawgazette.co.uk/practice/regulator-allows-fee-deferral-to-support-conveyancers-during-covid-19-crisis/5103817.article> (8/4)

New Law Journal: <https://www.newlawjournal.co.uk/content/council-for-licensed-conveyancers-defer-fees> (8/4)

Mortgage Introducer: <https://www.mortgageintroducer.com/clc-allows-conveyancers-to-defer-payment-of-regulatory-fees> (8/4)

Mortgage Strategy: <https://www.mortgagestrategy.co.uk/news/conveyancing-watchdog-allows-firms-to-defer-fees/> (8/4)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/clc-allows-firms-to-defer-payment-of-regulatory-fees> (8/4)

Inside Conveyancing: https://insideconveyancing.co.uk/news/clc-to-support-firms-during-coronavirus-crisis-by-allowing-them-to-defer-payment-of-regulatory-fees/?utm_source=rss&utm_medium=rss&utm_campaign=clc-to-support-firms-during-coronavirus-crisis-by-allowing-them-to-defer-payment-of-regulatory-fees (8/4)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/clc-deferring-regulatory-fees/> (8/4)

Financial Reporter: <https://www.financialreporter.co.uk/finance-news/council-for-licensed-conveyancers-defers-fee-payments-until-july.html> (8/4)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/clc-offer-regulated-firms-practice-fee-break/> (9/4)

Sussex Chamber of Commerce: <https://www.sussexchamberofcommerce.co.uk/article/coronavirus-covid-19-business-briefing-9-april-2020> (9/4)

What House: <https://www.whathouse.com/legal/understanding-the-language-of-law/> (29/4)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/bar-council-and-bsb-cut-costs-as-scots-slash-fees-for-solicitors> (30/4)

May

On the Market: <https://www.onthemarket.com/content/coronavirus-lessons-property-seekers-in-lockdown-can-learn-from-past-moves/> (1/5)

Take it Personally: <https://takeitpersonally.com/2020/04/30/how-to-find-a-trusted-conveyancer/> (1/5)

On the Market Property Matters Newsletter: PDF only (1/5)

Property Industry Eye: <https://propertyindustryeye.com/conveyancing-in-a-digitalised-world/> (5/5)

What Mortgage: <https://www.whatmortgage.co.uk/feature/watch-fraud-scams/> (5/5)

On the Market: <https://www.onthemarket.com/content/five-top-tips-for-choosing-your-conveyancer/> (8/5)

What Mortgage: <https://www.whatmortgage.co.uk/feature/prepare-home-moving-finding-conveyancer-now/> (11/5)

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Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/cross-industry-guidance-launched-safely-reopening-market/> (13/5)

Mortgage Introducer: <https://www.mortgageintroducer.com/cross-industry-guide-reopening-housing-market> (13/5)

Property Reporter: <https://www.propertyreporter.co.uk/property/new-covid-19-industry-guide-to-support-moving-home-safely-has-launches.html> (14/5)

Estate Agent News: <http://www.estateagentnews.co.uk/covid-19-industry-guide-to-support-moving-home-safely-launches/> (14/5)

New Law Journal: <https://www.newlawjournal.co.uk/content/guide-to-moving-home-during-covid-19> (14/5)

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/market-news/industry-publishes-guide-safe-home-moving-process-14-05-2020/> (14/5)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/partner-news/clearer-better-clc-seeks-approval-revised-accounts-code/> (22/5)

Inside Conveyancing: https://insideconveyancing.co.uk/news/clearer-and-better-for-all-clc-seeks-approval-for-revised-accounts-code/?utm_source=rss&utm_medium=rss&utm_campaign=clearer-and-better-for-all-clc-seeks-approval-for-revised-accounts-code (22/5)

Solicitors Journal:
<https://www.solicitorsjournal.com/home/sjarticle/CLC%20seeks%20approval%20for%20revised%20accounts%20code> (26/5)

New Law Journal: [https://www.newLawjournal.co.uk/content/simpler-conveyancing](https://www.newlawjournal.co.uk/content/simpler-conveyancing) (27/5)

New Law Journal: <https://www.newLawjournal.co.uk/content/the-home-front> (29/5)

New Law Journal: PDF only (29/5)

June

What House: <https://www.whathouse.com/advice/clc-5-tips-for-choosing-your-conveyancer/> (2/6)

Law Society Gazette: <https://www.lawgazette.co.uk/practice/staff-compensation-claims-reach-523k-after-firms-closure/5104474.article> (2/6)

Law Society Gazette: <https://www.lawgazette.co.uk/news/not-the-time-for-overhaul-of-legal-regulation-says-law-society/5104601.article> (11/6)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/professor-stephen-mayson-review/> (11/6)

Inside Conveyancing: https://insideconveyancing.co.uk/news/response-from-the-clc-to-reforming-legal-services-regulation-beyond-the-echo-chambers/?utm_source=rss&utm_medium=rss&utm_campaign=response-from-the-clc-to-reforming-legal-services-regulation-beyond-the-echo-chambers (11/6)

The Legal Diarist: <https://edwardfennelllegaleventsdiary450111829.wordpress.com/> (11/6)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/legal-regulators-cool-on-the-idea-of-being-abolished> (12/6)

New Law Journal: <https://www.newlawjournal.co.uk/content/professional-bodies-respond-to-mayson-recommendations> (15/6)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/guest-writers/lsb-approves-clcs-revised-accounts-code/> (18/6)

Inside Conveyancing: https://insideconveyancing.co.uk/news/legal-services-board-approves-clcs-revised-accounts-code/?utm_source=rss&utm_medium=rss&utm_campaign=legal-services-board-approves-clcs-revised-accounts-code (18/6)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/licensed-conveyancers-to-embrace-third-party-managed-accounts> (19/6)

Inside Conveyancing: https://insideconveyancing.co.uk/news/two-new-members-appointed-to-the-clcs-governing-council/?utm_source=rss&utm_medium=rss&utm_campaign=two-new-members-appointed-to-the-clcs-governing-council (24/6)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/two-new-members-appointed-clcs-governing-council/> (25/6)

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/market-commentary/getting-home-buying-selling-process-moving-29-06-2020/> (29/6)

July

Inside Conveyancing: <https://insideconveyancing.co.uk/news/clc-response-to-hm-land-registry-annual-report-2019-2020/> (17/7)

Inside Conveyancing: <https://insideconveyancing.co.uk/news/clc-response-to-the-legal-services-consumer-panel-quality-indicators-research/> (20/7)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/clc-discuss-future-conveyancing/> (21/7)

What Mortgage: <https://www.whatmortgage.co.uk/feature/buying-or-selling-a-home-make-sure-your-conveyancer-is-regulated/> (24/7)

August

N/A

September

Legal Futures: <https://www.legalfutures.co.uk/latest-news/licensed-conveyancers-attack-cilex-deal-with-accountants> (2/9)

Property Industry Eye: <https://propertyindustryeye.com/buyers-and-sellers-now-paying-up-to-20-more-for-conveyancing-than-two-years-ago/> (8/9)

Inside Conveyancing: https://insideconveyancing.co.uk/news/clc-responds-to-legal-services-board-prices-of-individual-consumer-legal-services-report/?utm_source=rss&utm_medium=rss&utm_campaign=clc-responds-to-legal-services-board-prices-of-individual-consumer-legal-services-report (8/9)

OntheMarket: <https://www.onthemarket.com/content/conveyancing-terms-explained-from-encumbrance-to-redemption/> (9/9)

What Mortgage: <https://www.whatmortgage.co.uk/feature/dont-dally-how-to-make-the-most-of-the-stamp-duty-holiday/> (17/9)

Law Society Gazette: <https://www.lawgazette.co.uk/features/home-improvements/5105655.article> (21/9)

Law Society Gazette: PDF only (21/9)

OntheMarket: <https://www.onthemarket.com/content/the-scams-property-buyers-sellers-and-renters-need-to-watch-out-for/> (22/9)

October

Mortgage Finance Gazette: <https://www.mortgagefinancegazette.com/market-commentary/feast-famine-lies-ahead-property-market-01-10-2020/> (2/10)

Legal Futures: <https://www.legalfutures.co.uk/latest-news/lfb-hints-at-forcing-regulators-to-fund-legal-choices> (5/10)

Aboutmyarea: <https://www.aboutmyarea.co.uk/Northamptonshire/Towcester/NN12/News/Local-News/329504-Property-alert-criminal-scamming-and-what-to-watch-out-for> (6/10)

Today's Conveyancer: <https://www.todaysconveyancer.co.uk/main-news/pandemic-impacts-on-conveyancers-mental-health/> (10/10)

ENDS

Published Indicators and Metrics

Purpose: Approval

Author: Director of Finance and Operations

Approver: Chief Executive

Summary

This is a regular report to Council which includes Indicators and metrics for the quarter just ended. Following Council approval this report will be published on the CLC website.

Recommendations

Council is asked to review and approve the attached report.

Risk management

Publication of metrics and indicators is one of the ways we demonstrate transparency and good governance.

Financial impact

There is no direct financial impact.

Diversity and inclusion impact

There is no impact on diversity or inclusion.

Communications requirements

There are no communication requirements.

Publication

The attached report is published on the CLC website quarterly after Council approval.



Council for Licensed Conveyancers

Indicators and Metrics

September 2020

PART 1 – PRACTICE REGULATORY ACTIVITY INDICATORS

1.1 Overview

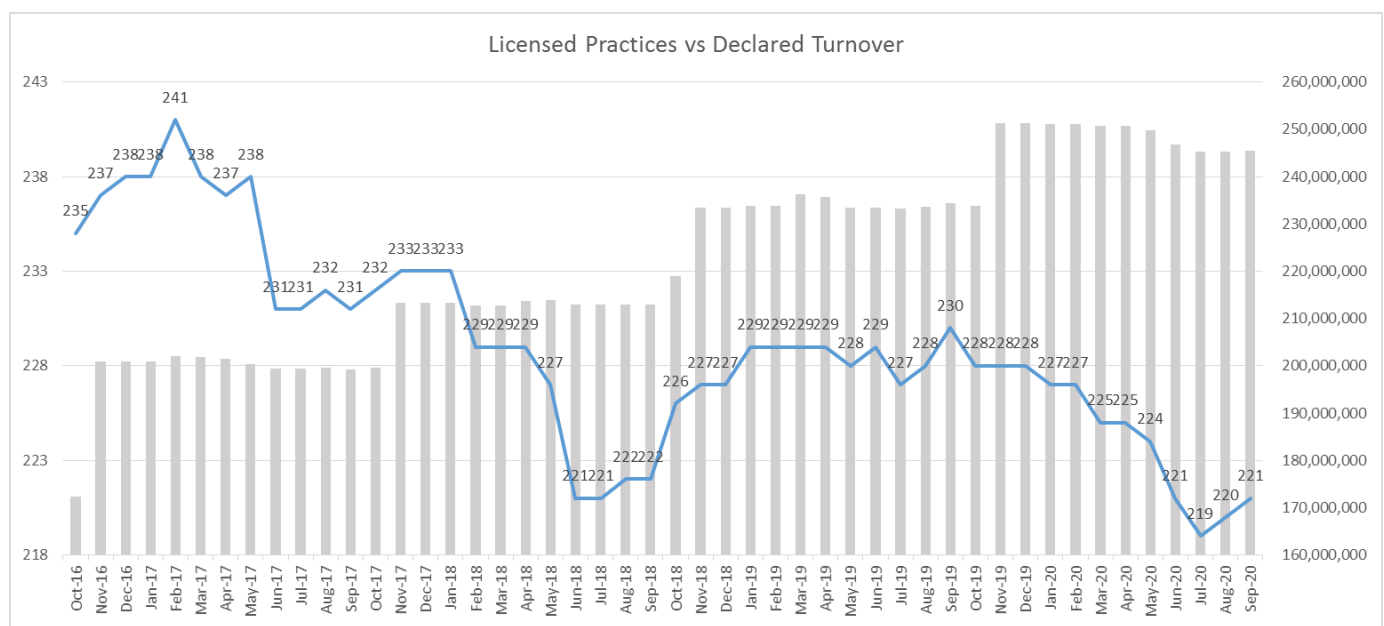
The table below summarises the number of CLC regulated practices by legal structure and regulatory authorisation as at 30 September 2020.

Practices by Entity Type	Recognised Body	ABS	Total
Limited Company	89	72	161
Limited Liability Partnership	10	5	15
Partnership	11	0	11
Sole Practitioner	34	0	34
Total	144	77	221

The distribution of practices by regulatory authorisation and turnover banding is summarised below.

Turnover band	Recognised Body	ABS	Total
<£100k	22	8	30
£100-£500k	89	31	120
£500k-£3m	31	26	57
£3m<	2	12	14
Total	144	77	221

The chart below shows the trend in number of practices under regulation as well as the total declared turnovers. Although the number of practices under regulation has shown a downward trend, the turnovers of practices under regulation has been increasing over the period.



Council for Licensed Conveyancers Indicators and Metrics September 2020

1.2 Activity Indicators

The tables below summarises the new practice applications in progress, and processing time of the completed applications in the year to date.

New Practice Application Processing										
	In Progress - September 2020					Completed YTD				
	<30 days	31-90 days	91-180 days	180+ days	Total	<30 days	31-90 days	91-180 days	180+ days	Total
New ABS					-				1	1
New RB		1	1		2		2	1		3
Switch (ABS)				1	1				1	1
Switch (RB)				1	1					-
Hive off (ABS)					-					-
Hive off (RB)					-					-
Total	-	1	1	2	4	-	2	1	2	5
% of total (cumulative)	0%	25%	50%	100%		0%	40%	60%	100%	
KPI	40%	60%	100%			40%	60%	100%		

New Practice Application Outcome (YTD)	Approved	Rejected	Under Review	Not Progressed	Total
New ABS	1				1
New RB	3		2		5
Switch (ABS)			1	1	2
Switch (RB)			1		1
Hive off (ABS)					-
Hive off (RB)					-
Total	4	-	4	1	9
% of total (cumulative)	44%	0%	44%	11%	

The table below summarises the amendments to existing practices that are currently in progress as well as the amendments completed in the year to date.

Existing Practice Application Processing										
	Existing Practice Amendment Processing (In Progress - September 2020)					Existing Practice Amendment Processing (Completed YTD)				
	<30 days	31-90 days	91-180 days	180+ days	Total	<30 days	31-90 days	91-180 days	180+ days	Total
New Owner					-	5	1			6
HoLP				1	1	5			1	6
HoFA				1	1	3				3
Manager (Lawyer)					-					-
Manager (non Lawyer)					-					-
Expanding Group					-					-
New External Investor					-					-
ABS Conversion					-	1	1			2
RB Conversion					-	1				1
Adding a LS				1	1	4				4
Merger (in CLC Reg)					-					-
Onward Sale					-	1				1
Owner Exit					-	3				3
Succession					-	1	1			2
Retirement/Closure					-	1				1
Cancellation					-	1				1
Total	-	-	-	3	3	26	3	-	1	30
% of total (cumulative)	0%	0%	0%	100%		87%	97%	97%	100%	
KPI	40%	60%	100%			40%	60%	100%		

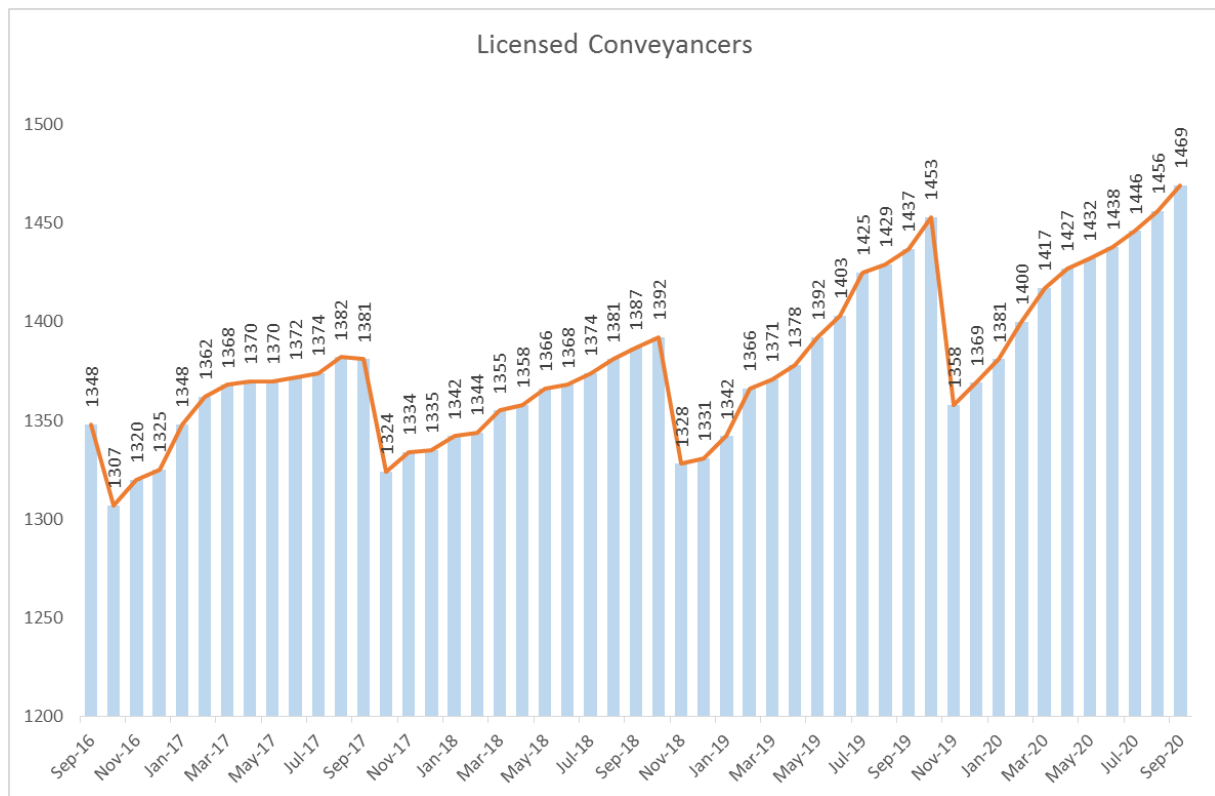
2 PART 2 – INDIVIDUALS REGULATORY ACTIVITY INDICATORS

2.1 Overview

The table below summarises the number of individual license holders by authorisation and license type as at 30 September 2020.

Individual Licence Holders	Employed	Manager	Total
Probate	3	2	5
Conveyancing	1,059	338	1,397
Probate & Conveyancing	24	43	67
Total	1,086	383	1,469

The chart below shows the trend of the number of individual license holders. As at 30 September 2020, there are 1,469 licensed individuals.



We see an annual drop-off in license holders at the license renewal point. This is caused by individuals that do not renew their license because of retirement, death, parental leave or leaving the profession.

2.2 Activity Indicators

The table below summarises the completed individual applications by type for both the current quarter and year to date.

Individual application processing time (completed)										
	Q3					Year to Date				
	<30 days	31-60 days	61-100 days	100+ days	Total	<30 days	31-60 days	61-100 days	100+ days	Total
CLC employed licence (conveyancing)	1	6	9	2	18	24	26	9	3	62
CLC employed licence (probate)				2	2				2	2
CLC employed licence (conveyancing & probate)					-	1				1
CLC manager licence (conveyancing)			2	1	3	6	4	6	3	19
CLC manager licence (probate)					-					-
CLC manager licence (conveyancing & probate)					-		1			1
CLC approved manager (sol/FCLex)					-		1	1		2
CLC approved manager (non-lawyer)					-		3			3
Licence type change (employed/manager)					-					-
Material interest (non-authorised director/partner)					-					-
HoLP					-	1				1
HoFA					-	1				1
Total	1	6	11	5	23	33	35	16	8	92
% of total (cumulative)	4%	30%	78%	100%		36%	74%	91%	100%	
KPI	40%	60%	100%			40%	60%	100%		

The table below summarises the individual applications in progress as at 30 September 2020.

Individual application processing time (In Progress)	<30 days	31-60 days	61-100 days	100+ days	In progress - Sep	In progress - Q2
September 2020						
CLC employed licence (conveyancing)			1	5	6	11
CLC employed licence (probate)					-	-
CLC employed licence (conveyancing & probate)					-	-
CLC manager licence (conveyancing)				3	3	4
CLC manager licence (probate)					-	-
CLC manager licence (conveyancing & probate)					-	-
CLC approved manager (sol/FCLex)				1	1	4
CLC approved manager (non-lawyer)				5	5	9
Licence type change (employed/manager)					-	2
Material interest (non-authorised director/partner)					-	4
HoLP				4	4	6
HoFA				1	1	2
Total	-	-	1	19	20	42
% of total (cumulative)	0%	0%	4%	100%		

PART 3 – SUPERVISORY ACTIVITY

3.1 Inspections

The table below summarises the number of practice inspections undertaken against the budgeted plan:

Inspection plan	Q1	Q2	Q3	Q4	Total
Budgeted inspections	33	17	5	1	56
Actual inspections	25	9	10		44
Variance	-8	-8	5		-12

There were less inspections conducted than budgeted in Q1 and Q2 due to the coronavirus outbreak. These inspections have been rescheduled.

The table below summarises the type and outcome of inspections completed year to date.

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Inspections summary													
Routine inspections	4	8	10	2	1	5	2	3	3				38
Targeted Inspections		1											1
New practice inspection	1	1				1			2				5
Total	5	10	10	2	1	6	2	3	5	-	-	-	44
Overall Compliant			2										2
Overall Generally Compliant	3	3	4	1		2		1	3				17
Overall Non-Compliant	2	6	4	1	1	4	1	2	2				23

The compliance level is only shown for reports that have been completed and sent to practices.

3.2 Accountants reports

The table below summarises the status of accountants for the last four financial years:

Accountants Report	FYE 2016	FYE 2017	FYE 2018	FYE 2019	FYE 2020
Received - late	51	72	60	71	26
Received - on time	175	158	157	133	47
Not received - overdue	0	0	1	4	2
Not Received/Closed	3	16	9	13	2
Not Yet Due	-	-	-	-	144
Total Reports Expected	229	247	227	221	221
Qualified reports	64	61	55	36	14
Qualified rate (received)	28%	27%	25%	18%	19%

The rate of qualifications has reduced for FYE2019. All qualified reports are reviewed and logged immediately to determine what action needs to be taken. Action is dependent on the type of breach (significant or trivial), whether it was accidental or negligent and if it has been resolved. Action would include asking for further details or scheduling a targeted inspection.

The most common reasons for qualifications include:

- Bank reconciliations prepared late or incorrectly
- Receipt and payment made from client account in contravention of the accounts code
- Issues with the office side of the client account.

PART 4 – DISCIPLINARY ACTIVITY

4.1 Disciplinary

The table below reflects the disciplinary cases in progress and concluded as well as the time elapsed (under investigation) or time take to finalise (completed).

Disciplinary Cases	1-3 months	4-6 months	6-12 months	13-24 months	25-36 months	>36 months	Total Sept	Total Q2
Under Investigation								
Conduct	5		2	1		2	10	3
Failure to comply with codes			1	1		1	3	3
Shortage on client accounts				1		1	2	2
Total	5	-	3	3	-	4	15	8
Completed								
Conduct							-	-
Failure to comply with codes	1			2			3	3
Shortage on client accounts							-	-
Total	1	-	-	2	-	-	3	3
Outcome of Completed cases								
Case proved				2			2	2
Case not proved							-	-
No action taken	1						1	1

PART 5 – REGULATOR INFORMATION

5.1 Staffing

The table below summarises the movement in headcount for the quarter as well as the staff turnover (%).

Staff Headcount	Q1	Q2	Q3	YTD
Head count beginning of period	20	18	19	19
Appointment	0	1	0	1
Resignation	2	0	0	2
Head count end of period	18	19	19	18.7
Staff turnover (%)	11%	0%	0%	11%

5.2 Complaints against the regulator

There are no open complaints on the CLC register.

The table below summarises the complaints completed in the year to date:

Time taken to finalise	<30 days	<60 days	<90 days	<120 days	>120 days	Total Sep	Total Q2
Procedure failure	1	1				2	2
Discourtesy						-	-
Delay in responding						-	-
Failure to respond						-	-
Failure to take responsibility						-	-
Total	1	1	-	-	-	2	2

The time taken to finalise a complaint is from the date the complaint was received to the last correspondence sent out by the CLC.

5.3 Complaints against regulated practices and individuals

The table below summarises the number of complaints received by the CLC by category and time taken to resolve.

Completed Complaints	September 2020					Year to date				
	<30 days	31-90 days	91-180 days	180+ days	Total	<30 days	31-90 days	91-180 days	180+ days	Total
Conduct	2				2	19	5	4		28
Third party					-					-
Service	6				6	57	5			62
Not Regulated					-	5				5
Negligence	1				1	9	2			11
Total	9	-	-	-	9	90	12	4	-	106
% of total (cumulative)	100%	100%	100%	100%		85%	96%	100%	100%	
KPI	40%	60%	100%			40%	60%	100%		

5.4 Compensation Fund claims

The table below summarises the status of Compensation Fund claims received as well as the time taken to finalise.

Compensation Fund Claims	Ageing of claims (YTD)					Total Q2
	<30 days	31-90 days	91-180 days	180+ days	Total Sep	
In progress			1	9	10	14
Claims settled	27	1	2	5	35	23
Claims rejected					-	-
Not progressed		1	3	1	5	4
Total	27	2	6	15	50	41
% of total (cumulative)	54%	58%	70%	100%		
KPI	40%	60%	100%			

The table below summarises the Compensation Fund claims based on outcome and indicates the value of the claims per category.

Compensation Fund Claims	Currently under review	September 2020				YTD				Total closed Q2
		Claims settled	Claims rejected	Not progressed	Total closed	Claims settled	Claims rejected	Not progressed	Total closed as at 30 Sep	
Number of claims	10	7	-	-	7	35	-	5	40	27
Value of claims (£)	110,744	351,875	-	-	351,875	357,423	-	3,345	360,768	8,363



CLC Council Meeting

Audit and Risk Committee Chair's Report

Purpose: For noting
Chair: Jenny Quirke

Summary

This report summarises the business considered at the Audit and Risk Committee at its meeting on 20 October 2020. **(Appendix A)**.

Draft minutes of the Committee's meeting held on 20 October 2020 are included. **(Appendix B)**

Recommendations

Council is invited to note the report and to put any questions to the Chair.

Risk management/Financial Impact/and Diversity and Inclusion are considered in all Audit and Risk Committee discussions and decisions.

Communication and publication requirements

The report of the Chair of the Audit and Risk Committee and minutes of the meeting of the Audit and Risk Committee will not be published on the basis that they contain information which is policy under development and intended for future publication and commercially confidential.

Performance Pack Report – Q3 Out-turn

Purpose: Noting

Author: Director of Finance and Operations

Approver: Chief Executive

Summary

This report comprises of the following elements:

- Out-turn – Overview of financial performance to 30 September 2020
- Operational Performance Indicators
- Human Resources
- Complaints against the CLC
- Procurement
- Projects

Recommendations

Council is asked to review and note the paper.

Risk management

There are no financial or operational issues identified in this report which need to be mitigated.

Financial impact

There is no direct financial impact.

Diversity and inclusion impact

There is no impact on diversity or inclusion.

Communications requirements

The Audit and Risk Committee considered a version of this report at its meeting on 20 October 2020.

Publication

Not for publication in this form. A summary will be posted on the website.

Property and Law Round Up

Purpose: For noting

Author: Director of Strategy and External Relations

Summary

This is the regulator review of major developments and the economic outlook that will affect the conveyancing market

Recommendation

Council is asked to note the contents of this round up.

Risk management

The information and forecasts in this round up inform our planning and risk management.

Financial impact

None arising from the paper.

Diversity and inclusion impact

None arising from the paper.

Communications requirements

This paper will be published on the CLC website.

Publication status of this paper

This paper is for publication.

IMPROVING THE HOME BUYING AND SELLING PROCESS

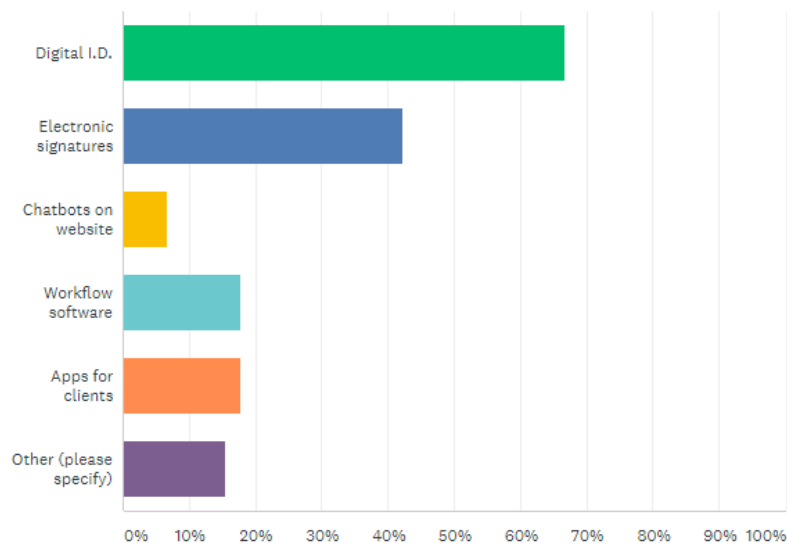
Digital conveyancing

Following encouragement from the CLC and Conveyancing Association, HM Land Registry made fast progress following the beginning of the pandemic lockdown, to clarify its policy around accepting digital signatures and setting a path to a true digital solution that does not require a witness.

The finding below from our most recent survey of the regulated community shows that this has had a significant impact already, aided by the need to move to remote working wherever possible. Roughly one-third of firms responding to your survey reported that they had implemented new digital tools since the beginning of the pandemic restrictions. Digital ID checking and electronic signatures were the most widely adopted new tools. These can improve security as well as client service.

If yes please select which you have implemented since the beginning of the pandemic.

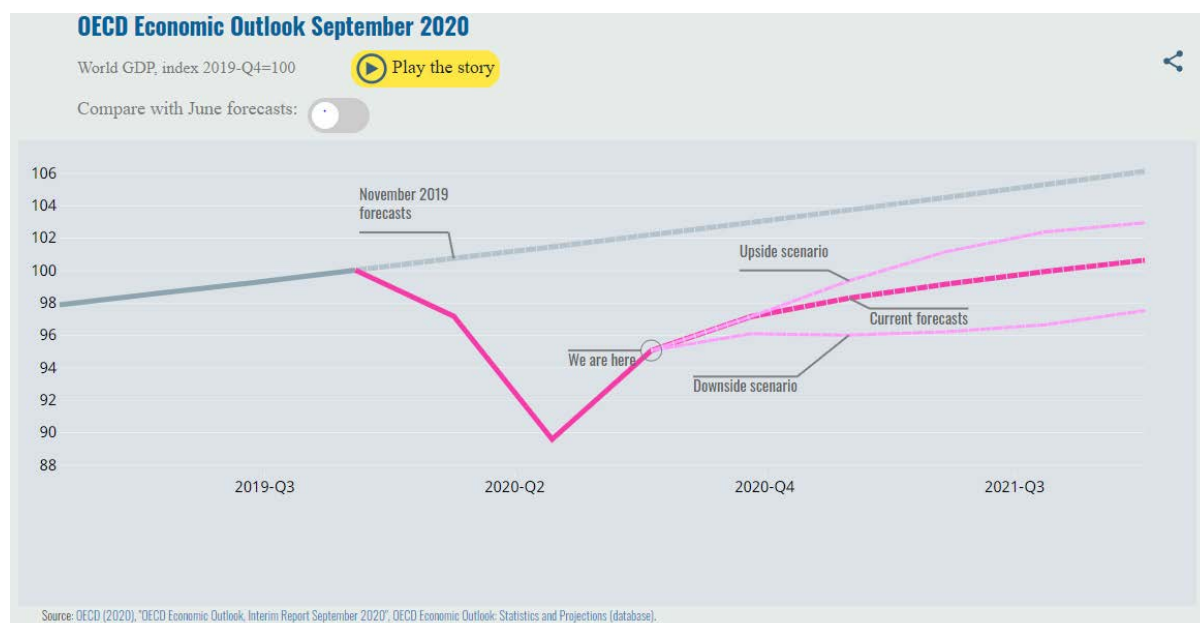
Answered: 45 Skipped: 94



ECONOMIC AND MARKET INDICATORS

The OECD's Global Economic Outlook Report

The September Report issued a slightly improved forecast for the recovery of the global economy compared to its June forecast, as set out in the figure below.



The OECD's report on the UK economy was less rosy. 'While a rapid and massive emergency response has helped to steady the economy, the United Kingdom still faces a prolonged period of disruption to economic activity, which risks exacerbating pre-existing inequalities and regional disparities. Most households have reported a drop in income since the crisis. Economic activity will only recover gradually, with several years of high unemployment likely due to business closures and delayed investment. The Survey, assuming a smooth transition to an EU Free Trade Agreement, projects an unprecedented fall in GDP in 2020 of 10.1%, with activity still below its pre-crisis level by the end of 2021. The unemployment rate is projected to be 7.1% in 2021, up from 3.8% in 2019.'

HM Treasury

Following the announcement of the November/December pandemic restrictions in England, the Chancellor of the Exchequer has announced the extension of the UK furlough scheme to March 2021. This should help businesses and individuals

Bank of England Monetary Policy Committee Report, 5th November

The evolving situation has caused the Bank to change its expectations for Q4 of 2020 from a 5.5% increase in GDP to a 2% decline. This means that the Bank expects a 11% cumulative decline over the course of 2020, which is double that seen during the financial crisis of 2008-09. This projection assumes that the England lockdown will end as planned in early

December and that the country returns then to the level of restrictions that were in place in October until March 2021.

The Monetary Policy Committee held interest rates at 0.1% and announced a further £150 billion of quantitative easing through government bond sales.

The Bank and Treasury will be hoping that these combined measures will limit financial turbulence and unemployment.

UK Economic Outlook – PWC

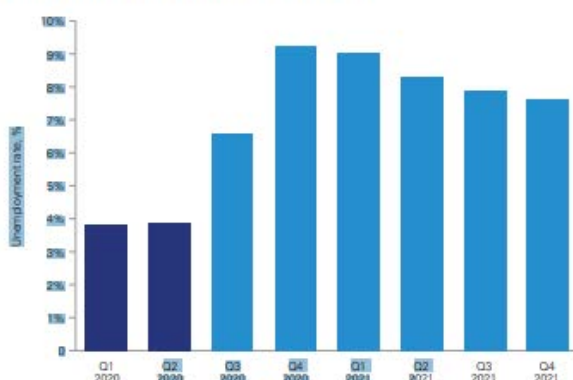
The Bank of England's revised expectations seem in line with other forecasts. In October, PWC said: 'Under our "contained spread" and "further outbreak" scenarios, the UK GDP is expected to contract by between 11% and 12% in 2020 before returning to growth of around 10% and 4% in 2021.'

'Risks are however weighted to the downside, as there is still significant uncertainty over the pace and path of the recovery, especially in light of the growing number of cases which have led to another round of limited national restrictions, the degree of economic scarring and the outcome of the UK-EU trade negotiations.'

KPMG UK Economic Outlook September 2020

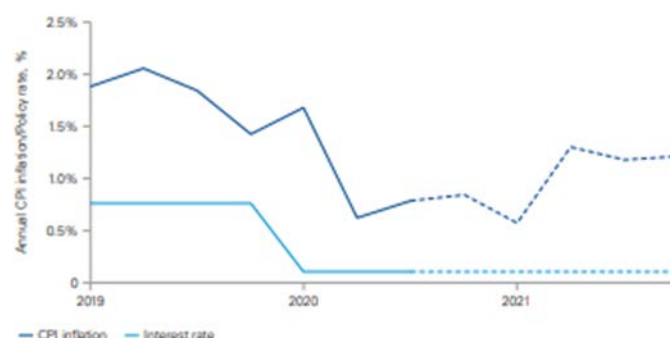
KPMG expect unemployment to remain high throughout 2021 and for inflation to creep but for the base interest rate to remain at its current very low level.

Chart 5: Unemployment rate forecast



Source: ONS, KPMG analysis

Chart 6: Outlook for inflation and base interest rate



Source: ONS, Bank of England, KPMG analysis
Inflation figures represent quarterly averages, interest rates are shown at end of quarter.

UK Housing Market

The CLC's key concern is around transaction volumes rather than house prices. However, if house prices are depressed, this may put downward pressure on transactions as sellers who are able and willing to do so wait for better market conditions. Unemployment, as set out in the scenarios above will also have a large impact on the market.

In early October, the EY Item Club that forecast is that unemployment will remain high until 2020. They noted that 'given the current buoyancy of the housing market, it may be that high unemployment will contribute to a housing downturn alongside the end of the SDLT holiday in March 2021.'

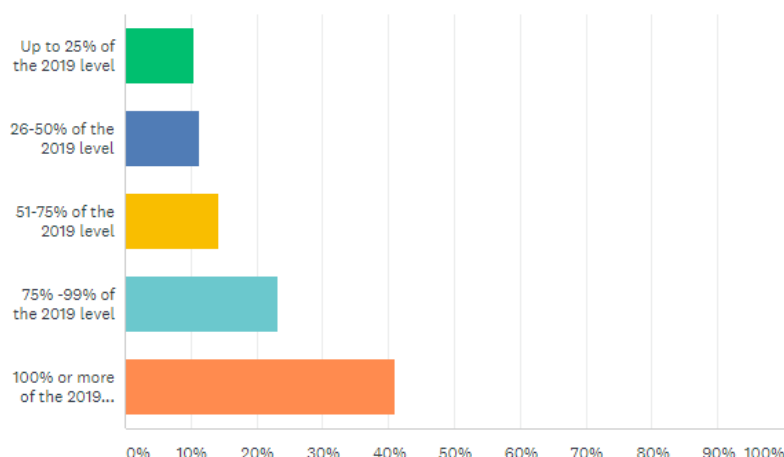
HMRC Monthly property transactions data showed a fourth consecutive monthly rise in UK home sales in August. UK seasonally adjusted residential transactions in August 2020 were 81,280 – up by 15.6% from July. The latest quarterly transactions (June-August 2020) were approximately 15.7% higher than the preceding three months (March-May 2020). Year on year, transactions were 16.3% lower than August 2019 (-23.9% on a non seasonally adjusted basis).

Bank of England figures showed that the number of mortgages approved to finance house purchases was 84,715 in August 2020 – this represents a rise of 28% from July. Year-on-year, the August figure was 29% above August 2019.

The buoyant market that is widely talked about does not seem to be benefiting all conveyancing firms equally, with the largest firms taking more additional business while the smaller firms still face lower transaction numbers than usual for the time of year. The figure below shows that, in mid-October, over 20% of CLC-regulated firms had work in progress at less than 50% of last year's level.

On Friday 16th October 2020, what was your level of work in progress as a proportion of the level at the same time in 2019?

Answered: 134 Skipped: 5



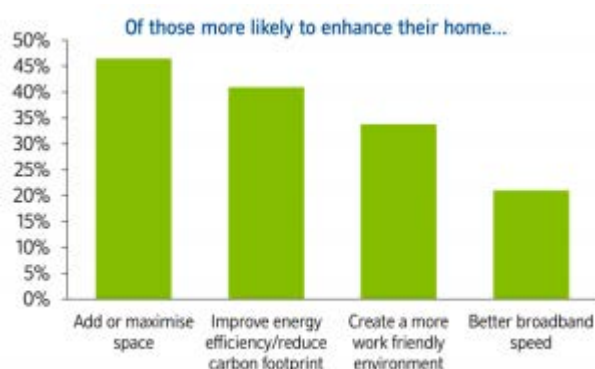
There is increasing discussion of the desirability of managing the end of the SDLT holiday in some way to avoid the last minute rush to complete sales (which can of course present significant risk) and the impact of a cliff-edge end of the holiday on the housing market and on the service providers in home buying and selling.

Some firms are already warning new clients that, with average transaction times stretching to 20 weeks, there is a risk that their sale or purchase may not complete ahead of the SDLT deadline. This is something we have discussed with MoJ, who are in turn in discussions with the Treasury. Representative bodies have also written recently to the Chancellor on the subject.

Nationwide

The most recent House Price Index from the Nationwide found that annual house price growth reached a five-year high in October, reaching 5.8% in the month, the highest rate since Jan 2015. The building society calculated that prices were up 0.8% month-on-month, after taking account of seasonal factors.

Nationwide's survey found that many movers were looking to 'move to improve': '10% of those surveyed were in the process of moving as a result of the pandemic, with a further 18% considering a move for the same reason. But many others are looking to improve their property rather than move, with around a third (35%) considering enhancing their home as a result of the pandemic. Nearly half (47%) of those wanted to add or maximise space (see chart below). Interestingly, 41% wanted to improve energy efficiency and reduce their carbon footprint – almost as many as those looking to add or maximise space – which may reflect increased public awareness of the climate crisis.' The leading motivation was to increase space.



Halifax House Price Index

The Halifax found a slightly higher annual price growth rate, of 7.3%. However the Chief Executive pointed to a less buoyant medium-term picture: "It is highly unlikely that the housing market will continue to remain immune to the economic impact of the pandemic. The release of pent up demand and indeed the stamp duty holiday can only be temporary fillips and their impact will inevitably start to wane. And as employment support measures

are gradually scaled back beyond the end of October, the spectre of increased unemployment over the winter will come into sharper relief. “Therefore while it may come later than initially anticipated, we continue to believe that significant downward pressure on house prices should be expected at some point in the months ahead as the realities of an economic recession are felt ever more keenly.”

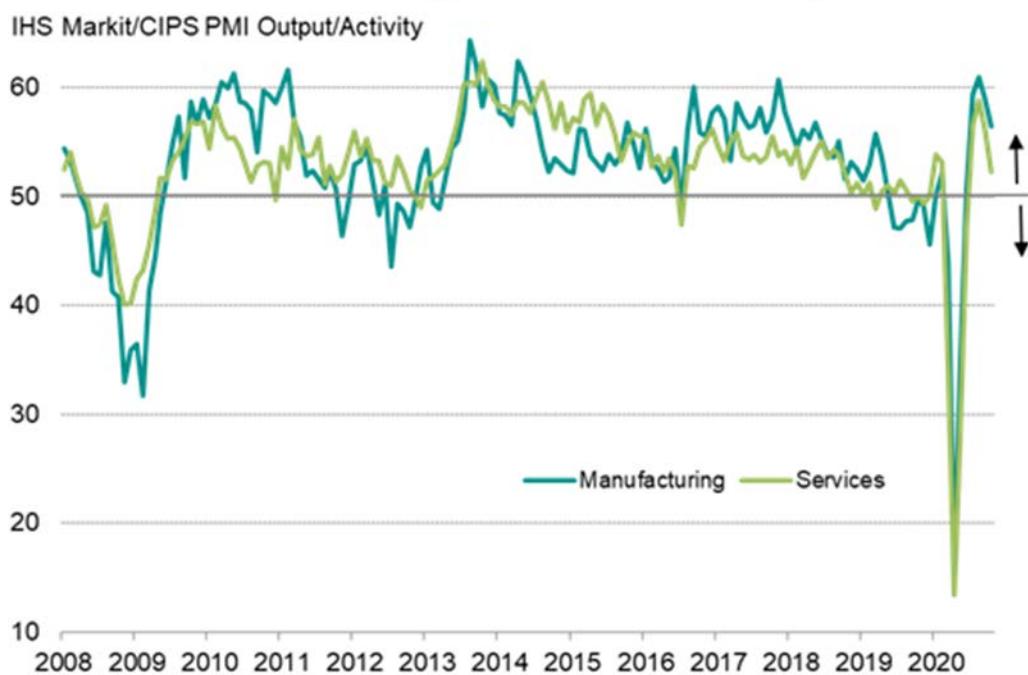
IHS Markit Purchasing Managers Index

The latest survey found that the UK's economic recovery lost momentum for a second successive month in October, with companies reporting a renewed decline in demand as new orders fell for the first time since June. The flash IHS Markit/CIPS composite PMI, based on around 80% of normal replies received from the monthly surveys, fell from 56.5 in September to 52.9 in October, a four-month low. Markets had been expecting a reading of 53.9, according to Reuters.

Despite the decline, the PMI's composite output index remains at a level historically consistent with GDP expanding at a quarterly rate of approximately 0.3% at the start of the fourth quarter, but the deterioration in new orders hints at the rate of expansion weakening further in November, especially as fresh lockdown measures to prevent the spread of COVID-19 are likely to impact growing numbers of companies in coming weeks.

Fourth quarter GDP growth consequently looks likely to be far weaker than the strong rebound seen in the third quarter, when the PMI averaged 57.5.

UK PMI manufacturing and services output

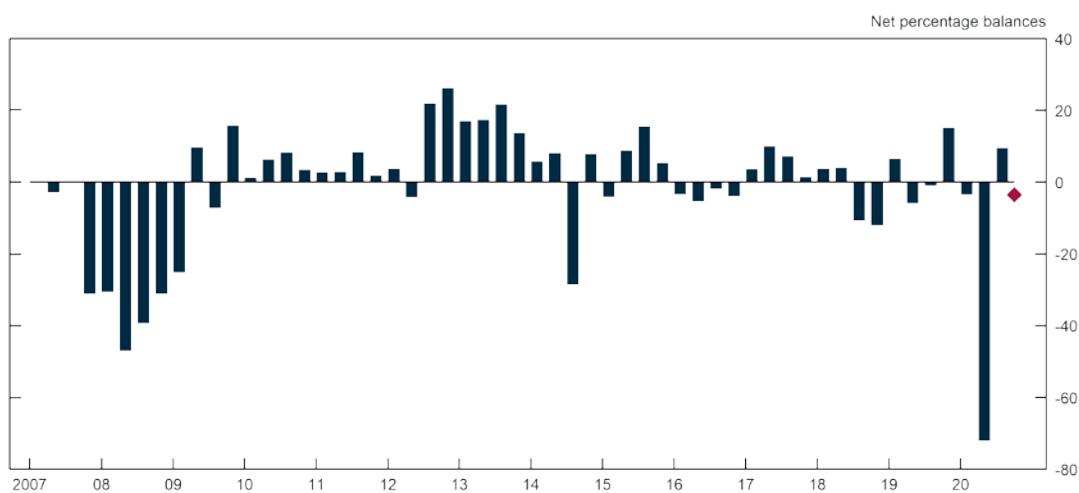


Source: IHS Markit/CIPS.

Credit conditions – Bank of England Report

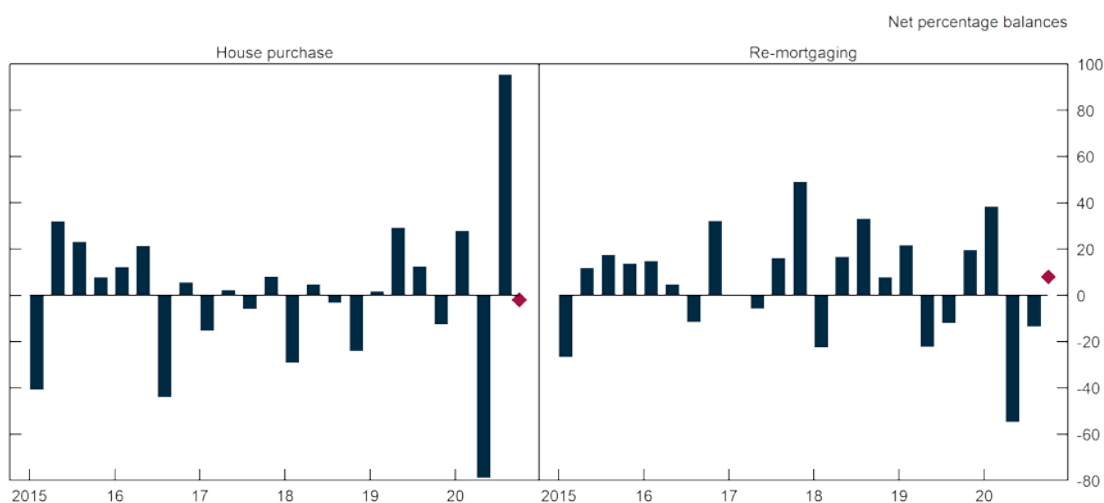
Lenders reported to the Bank of England that the availability of **secured credit to households** increased slightly in the three months to end-August 2020 (Q3). Lenders expected the availability of secured credit to remain unchanged over the next three months to end-November (Q4) (Chart below). Credit scoring criteria for secured loans to households tightened in Q3, and were expected to tighten slightly in Q4.

Household secured credit availability



Lenders reported that demand for **secured lending** for house purchase increased in Q3, but demand for secured lending for remortgaging decreased over the same period. Demand for **secured lending** for house purchase was expected to remain unchanged in Q4, but demand for secured lending for remortgaging was expected to increase slightly (Chart below).

Demand for secured lending for house purchases and remortgaging



Council Work Plan

Purpose	Noting
Author:	Head of Executive Office
Approver:	Chief Executive

Summary

To provide Council members with an “in advance” outline of upcoming meetings.

Consideration of Board Software Solutions at a future meeting has been removed as it has been deprioritised. A report elsewhere on this agenda invites the Council to consider revisions to the Business Plan in light of progress against the CLC’s strategy and the impact of the pandemic. Business Plan activities will be included within the forward Work Plan when approved.

Recommendations

The Council is invited to note the outline of business for consideration at its forthcoming meetings.

Risk management

None for the purposes of this report.

Financial impact

None for the purposes of this report.

Diversity and inclusion impact

None for the purposes of this report.

Communications requirements

None for the purposes of this report.

Publication status

For publication.

Annual Cycle	27 January 2021 Council meeting	11 March 2021 Workshop	25 March 2021	29 April 2021 Council meeting Q1 Results	10 June 2021 Workshop	22 July 2021 Council meeting Q2 Results	16 September 2021 Workshop	11 November 2021 Council meeting Q3 Results	Issues for future discussion
Strategy and Planning	<u>For Decision</u> 2021 Business Plan and Budget			2021 Business Plan Update		2021 Business Plan Update		<u>For Decision</u> 2022 Business Plan and Budget planning	
Performance and Risk	Management Report <ul style="list-style-type: none"> Q4 Performance Outturn Interventions and Watchlist Compensation Plan Property News Round Up <u>For Decision</u> Principal Risk Register CEO report			Management Report <ul style="list-style-type: none"> Q1 Budget Outturn Interventions and Watchlist Compensation fund Business Plan 2020 Progress Property News Round up Key Performance Indicators <u>For Decision</u> Principal Risk Register CEO report		Management Report <ul style="list-style-type: none"> Q2 Budget Outturn Interventions and Watchlist Compensation fund Business Plan 2019 progress Property News Round up <u>For Decision</u> <ul style="list-style-type: none"> Principal Risk Register CEO report		Management Report <ul style="list-style-type: none"> Q3 Budget Outturn Interventions and Watchlist Compensation fund Business Plan 2019 update Property News Round up <u>For Decision</u> <ul style="list-style-type: none"> Principal Risk Register CEO report	
Governance	Annual Committee Chairs' reports Appointments Committee report Audit and Risk Committee Report and Minutes Remuneration Committee Report and Minutes		<u>For Decision</u> External Auditor's Report and Management Letter CLC Financial Statements 2020	Audit and Risk Committee report Remuneration Committee Report	Practice Fee Setting	Audit and Risk Committee report Remuneration Committee Report <u>For Decision</u> Annual Review of Terms of Reference		Audit and Risk Committee report Appointments Committee report	<i>Council meeting format</i>
Regulatory Activity						<u>For Decision</u> Regulatory Fee setting		ARR Results	<i>Compensation Fund Framework</i> <i>Disciplinary Case Reviews and Disciplinary Framework</i>
Ad Hoc Business Plan Items				Annual Evaluation of Education					