

A guide to joining the CFA



Working for your business

There are many excellent reasons to join the CFA. By becoming a member you won't just get information about all the latest developments in the industry, or updates on current legislative and regulatory changes. Those benefits are to be expected from your trade association. With the CFA you will be part of the major decisions which will shape the future of consumer credit.

The CFA is the acknowledged standard bearer for the short-term credit market. We have cemented relationships with a diverse mix of stakeholders and have been acknowledged for the success of our influencing activity in a uniquely challenging environment.

We speak up for an innovative, pioneering industry that is providing credit to people in a convenient way that matches their lifestyles. So if you want to be part of the progressive lending landscape in the UK with a credible presence in the market, you need to be part of the CFA membership.

Unique benefits for CFA members

Membership of the CFA offers a range of unique benefits and professional services that no other agency or trade association is able to provide.

Representation and Engagement

The CFA has a detailed understanding of public policy development. It uses evidence-based research about the industry to influence and shape policy. *Credit Crunched* was the most extensive survey of payday customers ever conducted.

"Credit Crunched is an opportunity for MPs from all sides of the political debate to look at ways the industry is seeking to pro-actively raise standards to protect consumers."

Justin Tomlinson MP

Future Finance is a collection of essays by politicians, academics and consumer advocates about the prospects for the alternative lending industry.

"It is dangerous to consider the industry from the perspective of a middle-class person who has no understanding of the circumstances that may lead an individual to need credit urgently."

Philip Booth, Programme Director, Institute of Economic Affairs

Consumer Finance Association

T +44 (0)20 3178 7408

E enquiries@cfa-uk.co.uk

www.cfa-uk.co.uk



Public Affairs and Lobbying

CFA members benefit from our public affairs and external relations resource, including industry lobbying of legislators and policymakers and latest intelligence on political developments at Westminster, as well as early warning of new issues. We gave our members advance notice of the Government's decision to introduce a price cap and have been influential in its design. Our lobbying activity on the Consumer Rights Bill prevented a ban on broadcast advertising before 9pm.

Information and Research

CFA members have access to the latest market research about the sector provided monthly by an independent agency. The data is provided to all those members who participate in the survey.

The CFA undertakes a range of research projects, including commissioning a YouGov survey of displaced customers to illustrate the impact of the shrinking market on customers and major reports such as *Credit Crunched*.

Media and Public Relations

CFA members have access to our media and public relations resource, including reactive media handling, proactive PR campaigns, daily updates on media matters affecting the industry and media advice and training. Last year our average media coverage was 31 articles per week. 81% of coverage was neutral (i.e. factual or with some balance from CFA).

Engagement with the Regulator

The CFA enjoys a close working relationship with the regulator. The CFA leads delegations of its members to the FCA to discuss policy issues. The FCA calls on the CFA to collate industry responses to policy consultations, such as our work to secure the continued use of continuous payment authority.

Several consumer groups argued that CPAs should not be used unless a consumer is warned in advance. Several firms highlighted that the CFA Lending Code requires members to inform the customer three days before attempting repayment about the use of CPA and encourages the customer to contact the firm if the customer is in financial difficulties and cannot make the payment (FCA Policy Statement, PS14/3)

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Regulation Alerts

The CFA has in-house expertise and intelligence gathering capability to identify regulatory risk. We provide members with regular updates on regulatory changes and policy developments affecting the industry.

Sharing Best Practice

CFA members have a forum for sharing best practice. This was demonstrated by development of our code of practice, which paved the way for the FCA Source Book and is a benchmark used by the Financial Ombudsman Service.

Training and Development

The CFA has developed a suite of ten training and development modules designed to professionalise the industry. CFA members enjoy preferential access to the courses, which we aim to be endorsed by City & Guilds.

Networking

The CFA provides networking opportunities with consumer groups, debt advice charities, government officials and other stakeholders. The CFA is a contributor to numerous roundtable events and represents members' interests through high profile speaking engagements.

Other benefits include:

- Attendance at CFA Council meetings and other ad-hoc industry meetings
- Access to our media and public relations resource, including weekly updates on media matters affecting the industry;
- Access to our public affairs and external relations resource, including latest intelligence on political developments;
- Regular meetings with consumer groups and debt advice charities;
- Assistance with regulatory, compliance and licensing matters;
- Access to a hot desk at our central London offices;
- Networking opportunities with key industry stakeholders.

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Membership categories

TIER ONE MEMBER

- Two seats as directors of the CFA Council with voting powers on all Council matters
- Receive all benefits of CFA membership

TIER TWO MEMBER

- One seat as director of the CFA Council with voting powers on all Council matters
- Receive all benefits of CFA membership

TIER THREE MEMBER

- Representation at the CFA Council with limited voting rights
- Receive all benefits of CFA membership

ASSOCIATE MEMBER

Open to businesses that provide services such as consultancy, legal and accountancy or credit reference services to lenders (excluding lead generators and credit brokers).

- Enjoy close links with lenders
- Attend CFA operational meetings
- Support CFA networking events
- Sponsorship opportunities

For more information or to apply for CFA Membership please email us at enquiries@cfa-uk.co.uk

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Membership Application 2015

You can type your details directly into these forms using Adobe Acrobat. Once completed please print out and sign. Please return your completed form to:

Consumer Finance Association, 78 Pall Mall, London SW1Y 5ES



Company:

Address:

Postcode: Telephone:

Website:

Company Registration No: FCA Authorisation No.:

Company Type (please select): Limited Plc Sole Trader Partnership

Number of employees: Number of Stores Offering Small Cash Advances:

Primary Contact: Title:

Email:

Secondary Contact: Title:

Email:

Additional personnel to receive CFA email correspondence (contact name/email):

Name:

Email:

Please list any other trade associations of which you are a member:

The CFA offers four levels of membership (please select one)

	TIER ONE	TIER TWO	TIER THREE	ASSOCIATE
HCSTC Loan Book*	Over £30M <input type="checkbox"/>	£10-£30M <input type="checkbox"/>	Up to £10M <input type="checkbox"/>	<input type="checkbox"/>

I/We hereby certify that the details supplied on this form are complete and true for the above named company and all of its affiliates are in compliance with the spirit of CFA best practices and that we agree to continue to abide by them at all times. I/We understand that this membership may be terminated if my organisation(s) is(are) found in violation of best practice.

Signature and Title

Date

*Use the average of your HCSTC loan book outstanding balance (principle only) over the 3 months prior to your CFA application to determine your annual membership fee. Aggregate your HCSTC loan book balance for all brands/entities under the parent company to determine your membership tier. Therefore you will pay only one membership fee for all of your HCSTC brands. Your membership tier is self-reported and your loan book balance will not need to be specifically disclosed to the CFA.

Email: enquiries@cfa-uk.co.uk