

# Campaigning for you



# A selection of comments from this year's annual survey of members...

In the current climate the Association is excellent at lobbying on behalf of the Industry together with keeping us updated on regulatory developments.

Full Member

The FLA is now very well focused on the needs of its members and its communication with its members is very good. Membership represents good value for money.

Full Member

They are the strongest and most respected representation we have.

Associate Member

The FLA provides us with a range of services, keeps us up-to-date with industry issues and provides us with every opportunity to comment, participate and shape topical issues and challenges for the industry.

Full Member

The amount and quality of lobbying and representation is high and the FLA is well regarded as a reliable trade body and so taken seriously. The use of forums and the timely provision of information and information requests are very good and staff are clearly experts.

Associate Member

The FLA is a respected trade body that effectively promotes the interest of its members and provides consistent communication within its membership.

Full Member

This year, especially on CCD related issues such as "credit intermediaries" the FLA have acted in a way that no other trade Association has been able to follow in expressing our views to the regulator – and in an authoritative way that we would have been unable to do on our own.

Full Member

It is a relevant body that represents our interests comprehensively.

Full Member

The FLA has an excellent understanding of real business issues. Together with the legal and regulatory expertise resident in the FLA we have confidence that issues are being addressed and future regulation is being identified/challenged and disseminated to the members.

Full Member



# Welcome

**Stephen Sklaroff**  
Director General

**Welcome to the 2011 edition of *Campaigning for You*. This is our annual summary of FLA activity over the past twelve months. The following pages describe our key areas of work, and highlight our main achievements on behalf of FLA members during 2011.**

It has been a particularly busy year for the FLA – and a very productive one. We have achieved real successes in all the main problem areas described in last year's report, including consumer and small business credit regulation, the threat of interest rate caps, proposed new restrictions on store cards, asset finance taxation, lease accounting, and many others. And our services to members in all three of our main markets have gone from strength to strength.

The year has been dominated by the Government's detailed proposals – published after last year's "Campaigning for You" went to press – for a completely new regulatory regime in the consumer and small business credit markets. We have worked hard to ensure that the Government takes full account of the realities of the credit markets when coming to a decision. We have pointed out to them that their proposals will affect a £270 billion market, and put around a third of it at serious risk. And we have provided them with a detailed analysis of exactly why their proposed regime (designed for the savings market) would be so inappropriate. We have succeeded in getting them to think more seriously about the implications of their proposals, and they have delayed their decision (originally expected in the Summer of 2011) until the New Year.

Alongside this proposal for large-scale regulatory change, we also addressed head-on the Government's suggestion of interest cap rates in the credit and store card markets, and a new "cooling off period" which would have seriously damaged the interests of store card customers. We persuaded the Government not to implement these proposals, and instead agree with us a package of specific and better-targeted consumer protection in this market. At the same time, we obtained a public statement of support from the Government for the use of industry codes rather than statutory regulation.

Building on that success, we have revised our consumer Lending Code in consultation with members, and taken the opportunity to strengthen it in a number of key areas. One of these is the short-term credit market. While we have relatively few members in that market, political pressure for price controls could easily spill into other areas. By maintaining a "gold standard" for industry self-regulation we can continue to minimise the chances of ill-considered statutory intervention.

We have helped members in many markets, including motor finance, to implement the new Consumer Credit Directive, which came into effect in February. Our targeted training programmes have been much in demand, and our Specialist Automotive Finance (SAF) scheme for car showroom staff has soared in popularity. Some 25,000 sales staff have now taken the free online test. Half of all new cars were sold through SAF-approved dealerships this year. SAF has also gained the endorsement of MPs and Peers.

We have also made real progress in persuading politicians generally, and the Government in particular, of the need to help asset finance providers to enable small businesses to meet their investment needs. Our party conference events helped raise awareness of the alternative finance options available to small businesses. One senior politician remarked that it was one of the most interesting and useful party conference events he had attended. We have since had productive discussions with the Government on how their proposed programme of "credit easing" can include asset finance. Meanwhile we make steady progress in improving the way the public sector uses leasing, including the correction of a number of myths which have grown up about the Government's own accounting rules.

This year's annual survey of members showed a high degree of satisfaction with our services, and membership numbers remain buoyant. That is as it should be, because we try to reflect member concerns in all that we do. But we can never be complacent. If there is anything in this report which you would like to discuss further – or anything you think we should have covered which we have not – please let me know.

I look forward to working with you all in 2012.

*This year's annual survey of members showed a high degree of satisfaction with our services, and membership numbers remain buoyant.*

# Campaigning for Asset Finance

## Party Conference Events

We used this year's three main party conferences to highlight the importance of asset finance and other alternative forms of finance for small businesses. We hosted round-table events jointly with the Asset Based Finance Association (who represent factorers and discounters). A good number of MPs and Peers heard directly from local businesses about their financing needs, and about the importance in particular of asset finance. We obtained excellent press coverage, and incorporated the ideas raised by participants in our subsequent lobbying of the Government.

## Lease Accounting

We successfully persuaded the International Accounting Standards Board (IASB) to greatly simplify their new lease accounting rules, having obtained the support of lessees, UK accounting regulators, professional bodies, and Government departments. The IASB made a series of fundamental improvements to its proposals for both lessee and lessor accounting, moving towards a more logical and less onerous reporting model. Their earlier proposals could have severely disrupted the UK leasing market. The IASB also agreed to our call for proper consultation on its revised proposals, to help iron out any remaining issues.

## VAT on Hire Purchase

After a long lobbying campaign, HM Revenue and Customs (HMRC) finally accepted our argument that it should be possible to recover VAT costs on the overheads incurred when providing hire purchase (HP) agreements. This followed agreement on the methodology that members could use to negotiate an appropriate level of VAT recovery. We also persuaded HM Treasury to fight for changes to the European Commission's proposed Directive on VAT on financial services, so as to ensure that hire purchase agreements keep their partial exemption for VAT, thus avoiding adding as much as £250 to the cost of many agreements.

## Tax Changes

The Government rushed through legislation in the Finance Bill 2011 in reaction to the IASB's lease accounting proposals, reflecting the close links between the tax system and the accounting framework. We successfully lobbied for improvements to this legislation, and managed greatly to limit the number of affected businesses, so avoiding an unnecessary extra regulatory burden on at least 100,000 lessees. We also agreed with HM Revenue and Customs a redraft of their proposed new test for tax avoidance which could otherwise have restricted the availability of capital allowances to many lessees.

## Public Sector Procurement

The Government Procurement Service accepted our arguments for improvements to the arrangements for leasing of multi-functional devices. It issued better framework arrangements for public service procurement, making asset finance more attractive across the public services.

## Public Sector Leasing

We lobbied the Departments of Education and Health, the Cabinet Office and HM Treasury for the removal of unnecessary restrictions on the use of asset finance in the public sector. The Healthcare Financial Management Association, the representative body for finance staff in NHS hospital trusts, agreed to improve its guidance in this area and the Government announced the removal of public sector capital charges, which had been seen as a barrier to leasing.

## Credit Easing

We successfully negotiated with HM Treasury the inclusion of asset finance and non-bank lenders in the Government's new Business Finance Partnership programme, having developed with members an outline risk-sharing model with the potential to support the provision of new asset finance to at least 10,000 small businesses. We also successfully called for the inclusion of smaller banks in the Government's National Loan Guarantee Scheme.

## Fraud Intelligence System

Our fraud intelligence sharing system, operated by Dun & Bradstreet, investigated and notified FLA members of over 100 possible fraudulent applications for asset finance.

## Capital Requirements

The European Banking Industry Committee supported our call for the European Union to ensure that the value of leased equipment is properly recognised in the implementation of the Basel III capital requirements.

## Asset Registration

Working with the Metropolitan Police Plant & Agricultural Intelligence Unit and the Construction Equipment Association, we developed improved arrangements for the registration of leased plant and equipment. These will be launched in 2012 and should reduce fraud and make the recovery of stolen equipment easier.

## NHS Leasing

Following our lobbying of the Department for Health and the House of Commons Public Bill Committee, the Government abandoned its plans to introduce a commercial insolvency regime for the NHS. The originally proposed arrangements could have resulted in hospitals failing to make lease payments, so significantly increasing the cost and reducing the availability of leasing to NHS Trusts.

## Low Carbon Leasing

Following our work with the Carbon Trust last year, the Trust invited an FLA member to provide UK businesses with green equipment finance worth up to £550 million over three years. We also successfully persuaded the Office of the Gas and Electricity Markets to include most leases in its Renewable Heat Incentive programme (which would otherwise have covered only hire purchase).

## Regional Growth Fund

We successfully lobbied for the inclusion of asset finance in the Government's new Regional Growth Fund (RGF), leading to a successful bid for RGF support from a group of FLA members.

## Leasing in Schools

We published new joint guidance with the Department for Education and the National Association of School Business Management to help schools to lease successfully. The new guidance was distributed to thousands of headteachers and bursars.

 **NASBM**



## TIPS FOR SUCCESSFUL LEASING IN SCHOOLS



### Starting to think about leasing

Before starting to consider leasing, schools will go through their normal commissioning process for the equipment, involving a pre-purchasing review to identify the need, preparing a specification, setting selection criteria and obtaining quotes.

As part of the usual commissioning process for equipment compare the cost of leasing with the cost of buying. Make sure you are comparing like with like and include maintenance if appropriate. The most



### Know the finance

Many businesses offering leasing are equipment suppliers rather than financial institutions themselves. Some large equipment

# Campaigning for Consumer Finance

## **A New Regulatory System for Consumer and Small Business Credit**

We explained in detail to the Government why its proposal to abolish the Consumer Credit Act and apply a savings-style regime to consumer and small business credit would put at serious risk around a third of the current market.

We argued that any transfer of regulatory responsibility from the Office of Fair Trading to the new Financial Conduct Authority should take place under the existing regime, so as to avoid the serious market disruption which would otherwise be caused by the application to banks and non-banks of new capital requirements, an approved persons regime, and appointed representatives in the intermediated markets.

Any new regime could then be considered on a more sensible timetable, without a serious shrinkage in the market and the accompanying increase in financial exclusion for consumers and small businesses.

In response, the Government delayed its decision so that the unintended consequences we described could be properly explored.

Our new members' Regulatory Reform Working Group provided extremely helpful input throughout this work.

## **Payment Protection Insurance (PPI)**

We ran successful workshops to help members prepare for the implementation of the FSA's new Guidance on PPI complaint-handling.

We worked with the OFT to improve the way in which they will monitor compliance with the new Order governing the way in which PPI is sold. We persuaded them to adopt a clearer and more user-friendly template for lenders to use when demonstrating compliance.

## **Store Cards**

We persuaded the Government not to introduce a seven-day cooling-off period when customers take out a store card. This was despite the fact that the cooling-off period (which would have seriously undermined the market) had appeared in a political manifesto and was included in the Coalition Agreement.

Instead, we agreed with the Government a new package of rights for store card customers, which will be incorporated in the FLA Lending Code.

This includes better training, a ban on sales commission, and a seven-day delay after taking out a card before sales incentives apply.

## **Lending to Service Personnel**

We collaborated with other trade bodies and the Ministry of Defence to produce a new guide for service personnel when taking out credit, so as to help them avoid some of the pitfalls they might otherwise encounter (for example because of having a BFPO address).

## **The FLA Lending Code**

We carried out a comprehensive review of the FLA Lending Code in consultation with members, consumer groups and regulators. New rights have been included for those borrowers in financial difficulty who use store cards and short-term loans. These will help reinforce the Code's status as a gold standard for market participants.

## **Guaranteed Asset Protection (GAP) Insurance**

We worked with the Association of British Insurers to produce two new GAP insurance guides – one for retailers and one for consumers. These were welcomed by the Financial Services Authority, the Treasury and the Financial Ombudsman Service. They will help increase consumer awareness and avoid mis-selling.

## **Claims Management Companies**

We convinced the Ministry of Justice (MoJ) to take a more robust approach when dealing with poor practice amongst claims management companies, and several were subsequently put out of business. We also convinced the MoJ to consult on a generally more effective regime.

## **Mental Capacity Guidance**

We successfully persuaded the Office of Fair Trading (OFT) to change its Mental Capacity Guidance to acknowledge the right of the lender to refuse to grant credit to an individual suspected of a mental incapacity which might constrain their ability to make informed borrowing decisions. This should reduce the risks for both lenders and borrowers. The OFT also agreed to change the Guidance to reflect the diversity of sales channels used by FLA members.

We also persuaded the OFT to produce a quick reference guide for lenders to assist front-line staff to comply with the Guidance. We ran a well-attended seminar to assist members introduce the Guidance.

## **Help with Debt**

We worked with Citizens Advice to produce a good practice guide for creditors which described how lenders can assist customers in financial difficulties.

We successfully persuaded the OFT to change its new Debt Collection Guidance so as to recognise better the responsibilities of both creditors and debtors. The risk of abuse from less scrupulous claims management companies and dishonest debtors has been substantially reduced as a result.



### Interest Rate Caps

We convinced the Government not to pursue the proposal in the Coalition Agreement to introduce interest rate caps for credit and store cards. They agreed with us that such caps are ineffective and do not work well for either consumers or lenders.

# Campaigning for Motor Finance

## Motor Fraud and Financial Crime

Cases of consumer motor finance fraud fell to 835 over the year, some 12% down on the previous year. We published guidance on the illegal sub-hiring of vehicles, which will help lenders identify fraud and pursue criminal or civil action.

## Vehicle Fraud Unit

We sponsored the Association of Chief Police Officers' Vehicle Crime Intelligence Service (AVCIS) Vehicle Fraud Unit for a fifth year. Police officers successfully recovered a total of 465 stolen vehicles over the year, worth £7.6 million. This brings the total recovered since the inception of the Unit to £20 million. Dedicated officers now operate at the main South coast seaports.

## Motor Insurance Intelligence

We launched a new scheme with the Motor Insurance Bureau to allow FLA members to use the Motor Insurance Database (MID) more easily, so allowing enhanced checks on the security of financed vehicles. 25 companies have used the new facility.

We hope soon to establish a new fraud intelligence-sharing arrangement with the Insurance Fraud Bureau, which would give lenders further valuable information when there are suspicions about the financed vehicle.

## Tax Allowances

We persuaded HM Revenue and Customs to change tax anti-avoidance legislation that was preventing some captive motor finance providers from claiming enhanced tax capital allowances on their purchases of low-emission cars.

## Specialist Automotive Finance (SAF)

A further 7500 individuals from 300 businesses took our online SAF competence test, which is designed to boost professionalism in the sale of motor finance. This brings the total to around 25,000 individuals from over 1,000 businesses. Over 1,500 showrooms have been awarded SAF Approved status for their commitment to improving standards of knowledge in their business, including 24 of the top 30 dealer groups. In October, SAF was presented to members of the All-Party Parliamentary Group for Consumer Affairs and was warmly received.

## Asset Registration

We introduced new quarterly reports on the quality of finance data submitted by lenders to the asset registration agencies. This allows lenders to assess how well they are recording financial interests against their assets. Improved performance will minimise enquiries from the public and reduce potentially expensive disputes. Company-specific reports are now available to lenders from the agencies.

We introduced new guidance on the minimum standards agencies should apply when reviewing potential new clients, and revised our procedures for audits by agencies, following changes to the international standards for business assurance.

We set up a member working group to monitor the work of the Secured Transaction Law Reform Group (of senior lawyers), which wants to introduce a potentially expensive new register of financial interests.

## CCD Right of Withdrawal

We introduced guidance for finance companies to help them recover vehicles when a customer exercises their new right of withdrawal under the Consumer Credit Directive, but fails to settle the outstanding credit.

## Claims Management Companies

We introduced a new quarterly report for members about claims management companies which submit fictitious claims to motor finance providers. We used the data to persuade the Ministry of Justice to take a tougher stance against poor practice by claims management companies (see also page 6).

## Credit Intermediaries

The final version of the Office of Fair Trading's new Guidance for credit brokers and intermediaries included amendments we had asked for, related to advertising and the type of agreements covered by the Guidance. These changes prevented the gold-plating of existing regulations.

## Financing Your Car Website

We made further improvements to our consumer-facing *Financing Your Car* website, which attracted over 118,000 visitors during the year, up 29% on 2010. It is now a comprehensive, independent one-stop shop for consumers looking for information on car finance, and includes a finance calculator and an SAF-accredited showroom locator.



### **Vehicle Recovery Schemes**

Our vehicle recovery schemes, run in partnership with police forces in England, Wales and Scotland, alerted finance companies to illegally-driven vehicles on finance worth £4 million. The scheme will be extended to the Driver and Vehicle Licensing Agency (DVLA) by the end of the year.

# Campaigning for you in...



## ...Westminster

We were active in Westminster during the first full year of the Coalition Government.

We lobbied Ministers, officials and special advisers about the proposed new regulatory regime for consumer and small business credit (see page 6).

We gave evidence to a number of Parliamentary committees on a range of topics, including the House of Commons Treasury Committee on the new architecture for financial services regulation; the pre-scrutiny committee looking at the draft Financial Services Bill; and the House of Commons Business, Innovation and Skills Committee on the Government's recent review of the existing consumer credit regime.

We also wrote to the Treasury Committee in response to its call for evidence on the Independent Commission on Banking's report on the future of UK banking. We expressed concern that small businesses could suffer from any ban on lending to non-banks by the proposed new ring-fenced banks.

We participated in a panel discussion on consumer credit regulation held by the All Party Group on Debt and Personal Finance and a discussion with MPs from all parties on helping consumers in financial difficulties, organised by the Financial Ombudsman Service.

In collaboration with the Asset Based Finance Association, we hosted a series of discussions on alternative options for small business finance at the three main party conferences. These involved local businesses, FLA members and senior parliamentarians (see page 4).

*"The breakfast was one of the most interesting and useful I have ever attended at Conference. It was very helpful to hear real examples of business issues."*

Adrian Bailey MP, Chairman of the Business, Innovation and Skills Committee, commenting on the FLA's Labour Party conference fringe event



## ...Brussels

We lobbied the European Institutions to prevent new creditworthiness requirements being applied to second charge mortgages via the Mortgage Directive. In 2012 we will continue to work with European and UK decision-makers to achieve a more sensible outcome for lenders.

We successfully argued for financial services to be excluded from the scope of the Consumer Rights Directive. We also opposed the Unfair Contract Terms provisions, which were removed.

We worked with Eurofinas, our consumer finance umbrella body in Brussels, to ensure that the European Commission's proposal for a cross-border debt recovery mechanism (published in July), did not conflict with national provisions.

Following lobbying from the FLA and other industry bodies, the European Commission abandoned proposals for EU-wide interest rate restrictions.

# Research and Member Services

## Research and Statistics

The research team provided detailed reports and statistical analysis to all three FLA divisions in 2011. Each month, members received the latest new business, outstandings and arrears trends for consumer credit, motor finance and asset finance. We also published quarterly motor finance fraud data and second-charge mortgage repossession statistics. Many FLA members also participated in the FLA's bespoke benchmarking services.

2011 saw the launch of the first FLA Asset Finance Confidence survey, which gauged members' expectations of the asset finance market's performance three months and twelve months ahead. This gave an insight into the health of the asset finance market, and into the economy at large.

In addition to our regular publications, we also commissioned one-off reports looking into different parts of FLA members' markets.

In July, we supported the latest SME research by The Open University. The *Quarterly Survey of Small Business in Britain – Capital Allowances Supplement* demonstrated SMEs' poor level of understanding of current Capital Allowance rules and how strongly this affected their investment decisions. The fact that only 8% of SMEs understood the capital allowances system helped us to lobby for simplified tax allowances.

In the consumer market, we used primary and secondary research to illustrate our concerns about the Government's proposed new regulatory regime for consumer and small business credit. We showed that the Government's plans would affect a total market of some £270 billion. Given the structure of that market

(including the considerable proportion served by non-bank and smaller lenders, and/or via intermediaries) we estimate that about half would be at some risk. More serious risks would be faced by about 30%, amounting to some £70 billion of lending which currently supports over 3 million households and 700,000 small businesses.

We provided data to our European umbrella associations, Leaseurope and Eurofinas, for reports comparing credit markets across the EU. In June 2011, we contributed to a Eurofinas Consumer Credit workshop, which provided our members with a better understanding of consumer credit data published by the European Central Bank (ECB) and national central banks. One of the main outcomes of the workshop was closer links between the users and producers of consumer credit statistics.

## Training

In 2011 we delivered four times the number of courses run in 2010. We responded to our members' suggestions by introducing seven new courses, covering topics like the Bribery Act 2010 and Mental Capacity Guidance. Training courses during the year included:

- Debt and Mental Health
- Essential Underwriting Skills
- Consumer Law for Motor Finance Providers
- Operational Risk Management
- Effective Complaints Handling
- Lease Accounting and Tax
- Data Sharing – The Principles of Reciprocity
- Consumer Credit Litigation
- Data Protection
- Codes of Practice, Protocols and Guidance for Collection Services
- Beating Asset Finance Fraud – Learning from Actual Cases

## Events

Our four regular seasonal networking drinks receptions were well attended, as was our Annual Dinner in February which attracted 1400 guests. We hosted our 8th Annual Consumer Finance Conference in October and our 8th Annual Motor Finance Convention in November. Other events included:

- Automotive Financial Crime Conference (March)
- Asset Finance for a Low-Carbon Economy Seminar (March)
- Debt Recovery for Lenders Conference (May)
- FLA Golf Day (June)
- Used Car Seminar (September)
- Understanding and Improving the Secondary Market for Asset Finance Seminar (September)
- Lease Accounting Seminar (December)

This year we welcomed 7 new full members and 10 new associates.

# Key Stakeholders

## Accounting

- DG Internal Market
- European Financial Reporting Advisory Group
- Financial Reporting Council
- International Accounting Standards Board
- International Accounting Standards Committee Foundation

## Competition

- Competition Commission
- DG Competition
- Office of Fair Trading

## Corporate Governance

- Department for Business, Innovation and Skills
- DG Internal Market
- Financial Reporting Council

## Regulation

- Competition Commission
- Department for Business, Innovation and Skills
- DG Competition
- DG SANCO
- Financial Services Authority
- HM Treasury
- Office of Fair Trading

## Low Carbon Leasing

- Carbon Trust
- Department for Energy and Climate Change
- Energy Saving Trust

## Prudential Regulation and Financial Stability

- Bank of England
- DG Internal Market
- Financial Services Authority
- HM Treasury



## Asset Finance

finance leasing  
operating leasing  
hire purchase



## Consumer Finance

secured loans  
unsecured loans  
store/credit cards  
store instalment credit



## Motor Finance

personal contract purchase  
hire purchase  
contract hire

# Other FLA stakeholders

## Conduct of Business

- DG Internal Market
- Financial Services Authority
- Office of Fair Trading

## Consumer Protection

- Competition Commission
- Civil Justice Council
- Department for Business, Innovation and Skills
- DG Consumer Protection (SANCO)
- DG Employment, Social Affairs and Equal Opportunities
- European Parliament
- Financial Services Authority
- Ministry of Justice
- Office of Fair Trading
- Standing Committee on Reciprocity

## Healthcare

- Department of Health
- Monitor
- NHS Supply Chain

## Local Government

- Audit Commission
- Department for Communities and Local Government
- Department for Education
- HM Treasury

## Public Policy

- Cabinet Office
- Department for Business, Innovation and Skills
- Department for Transport
- HM Treasury
- Home Office
- Land Registry
- Law Commission
- Ministry of Justice
- Office of Fair Trading

## Taxation

- DG Taxation
- HM Revenue & Customs
- HM Treasury

- Accounting Standards Board
- ACPO Vehicle Crime Intelligence Service
- Association of Chief Police Officers
- Association of Chief Police Officers in Scotland
- Chartered Institute of Public Finance and Accountancy
- Citizens Advice
- Consumer Focus
- Companies House
- Confederation of NHS Trusts
- Consumer Credit Counselling Service
- Credit Action
- Department for Work & Pensions
- Driver and Vehicle Licensing Agency
- Eurofinas
- European Court of Justice
- Financial Ombudsman Service
- Financial Services Compensation Scheme
- Foundation Trust Network
- National Endowment for Science, Technology and the Arts (NESTA)
- House of Commons
- House of Lords
- Information Commissioner's Office
- Insolvency Service
- Joint Money Laundering Steering Group
- Leaseurope
- Local Authorities Coordinators of Regulatory Services
- Money Advice Service
- Money Advice Trust
- Motor Insurers' Bureau
- Personal Finance Education Group
- Select Committees
- Shelter
- Trading Standards Institute
- Transport for London
- Registry Trust
- Which?

# In the Media

## FINANCE DEALS BUCK THE TREND

The Sun (Scotland) 30/03/2011

In 2011, we ran a series of media campaigns, as well as providing our usual series of press statements and commentaries on issues ranging from small business finance to short-term consumer credit.

We marked Car Crime Awareness Week with a double-page article in the *Daily Mirror* covering the work of Vehicle Fraud Unit officers at Felixstowe docks. A *Daily Mail* article highlighted the increase in sub-hiring. We also mapped the motor fraud hotspots around the country, leading to more local press coverage, including a feature on the Bradford police force.

We worked on a number of dedicated asset finance newspaper supplements, which were circulated with *City AM* and the *Birmingham Post*. Our specially-commissioned research on capital allowances (see page 11) was reported in the *Financial Times*, *The Mail on Sunday*, *The Daily Telegraph* and *The Scotsman*.

We were interviewed about store cards and interest rate caps on *BBC News*, *BBC Radio 4*, and *Radio Five Live*, and featured on the same subject in the *Financial Times*, *The Independent*, the *Daily Mail* and *The Daily Telegraph*.

## A thousand leases everyday

Leasing World 04/03/2011

## POLICE OPERATIONS CUT CAR FRAUD

Bradford Telegraph & Argus 16/06/2011

## SHARK FEARS

The Sun 18/12/2010

## Capital rules 'too complicated'

The Daily Telegraph 26/07/2011

Police tell of ongoing battle to thwart motor finance car crooks shipping vehicles abroad illegally

Daily Mirror 13/07/2011

## SHELTER FROM DEBT THIS XMAS

Daily Post (Wales) 13/12/2010

## Making good use of your assets

The Daily Telegraph 11/12/2010

Ministers warned not to restrict credit too tightly

The Independent on Sunday 27/02/2011

# A selection of comments from this year's annual survey of members...

Excellent source of information  
and lobbying.

Full Member

Clearly industry wide and  
breadth of understanding  
across all asset finance  
and credit based lending.

Full Member

Much more proactive approach  
[than other trade associations]  
with a much greater level of  
communication with members  
on a range of topics. The level  
of involvement in key areas of  
regulation is more in depth.

Full Member

The FLA listens to its members  
rather than dictating to them.  
They also never fail to action  
requests.

Associate Member

The Association offers a very  
comprehensive service to its  
members covering all aspects  
of regulation and representing  
the interests of the members.  
A very thorough approach is  
taken to each area of work the  
organisation undertakes.

Full Member

The FLA is visibly active with  
its members and in lobbying  
regulators. The impact is  
thorough and very beneficial.

Associate Member

Focus, prioritisation and action  
orientated approach.

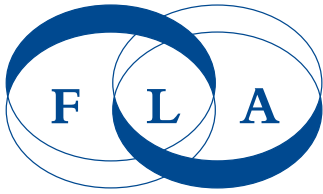
Full Member

Great organisation, staff and  
output. The Annual Dinner is  
a superb event, and we enjoy  
the opportunity to participate.  
Thank you for all your hard  
work.

Associate Member

More comprehensive in  
its approach to industry  
and better organised [than  
other trade associations].

Associate Member



# Contacting the FLA

## Finance & Leasing Association

Imperial House  
15-19 Kingsway  
London WC2B 6UN

**T:** 020 7836 6511  
**F:** 020 7420 9600  
**E:** info@fla.org.uk

[www.fla.org.uk](http://www.fla.org.uk)

**Stephen Sklaroff**  
Director General  
**T:** 020 7420 9660  
**E:** stephen.sklaroff@fla.org.uk

**Haidee Wyatt**  
Executive Assistant  
**T:** 020 7420 9606  
**E:** haidee.wyatt@fla.org.uk

## CONSUMER FINANCE

**Fiona Hoyle**  
Head of Consumer Finance  
**T:** 020 7420 9635  
**E:** fiona.hoyle@fla.org.uk

**Richard Bostock**  
Senior Policy Adviser  
**T:** 020 7420 9605  
**E:** richard.bostock@fla.org.uk

**Megan Charles**  
Senior Policy Adviser  
**T:** 020 7420 9661  
**E:** megan.charles@fla.org.uk

**Patsy Calnan**  
Code Complaints Administrator  
**T:** 020 7420 9612  
**E:** patsy.calnan@fla.org.uk

**Hanifa Teladia**  
Senior Administrator  
**T:** 020 7420 9634  
**E:** hanifa.teladia@fla.org.uk

## BUSINESS FINANCE

**Julian Rose**  
Head of Asset Finance  
**T:** 020 7420 9610  
**E:** julian.rose@fla.org.uk

**Cheryl Ward**  
Policy Adviser  
**T:** 020 7420 9657  
**E:** cheryl.ward@fla.org.uk

## MOTOR FINANCE

**Paul Harrison**  
Head of Motor Finance  
**T:** 020 7420 9658  
**E:** paul.harrison@fla.org.uk

## GOVERNMENT AFFAIRS

**Edward Simpson**  
Head of Government Affairs  
**T:** 020 7420 9654  
**E:** edward.simpson@fla.org.uk

## COMMUNICATIONS

**Russell Hamblin-Boone**  
Head of Communications  
**T:** 020 7420 9656  
**E:** russell.hamblin-boone@fla.org.uk

**Helen Saxon**  
Media Manager  
**T:** 020 7420 9664  
**E:** helen.saxon@fla.org.uk

## RESEARCH AND STATISTICS

**Geraldine Kilkelly**  
Head of Research and Chief Economist  
**T:** 020 7420 9630  
**E:** geraldine.kilkelly@fla.org.uk

**Christopher McFaul**  
Statistician  
**T:** 020 7420 9629  
**E:** christopher.mcfaul@fla.org.uk

**Eiko Sievert**  
Economist  
**T:** 020 7420 9632  
**E:** eiko.sievert@fla.org.uk

## FINANCE, RESOURCES AND MEMBER SERVICES

**Janet Edwards**  
Head of Finance and Resources  
**T:** 020 7420 9615  
**E:** janet.edwards@fla.org.uk

**Beverley Gordon**  
Accountant  
**T:** 020 7420 9604  
**E:** beverley.gordon@fla.org.uk

**Jon Dear**  
Commercial Services Manager  
**T:** 020 7420 9623  
**E:** jon.dear@fla.org.uk

**Linda Charles**  
Events Manager  
**T:** 020 7420 9626  
**E:** linda.charles@fla.org.uk

**Ryan White**  
Training Services Manager  
**T:** 020 7420 9643  
**E:** ryan.white@fla.org.uk

**Cherie Nicholls**  
IT and Facilities Manager  
**T:** 020 7420 9611  
**E:** cherie.nicholls@fla.org.uk

**Elaine Bushnell**  
Administrator  
**T:** 020 7836 6511  
**E:** elaine.bushnell@fla.org.uk

**Kelly Greaves**  
Administrator  
**T:** 020 7836 6511  
**E:** kelly.greaves@fla.org.uk