

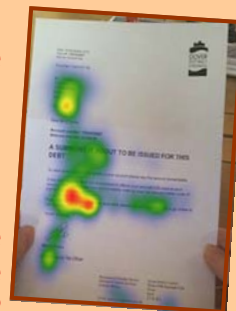


### "Nudge, Nudge....."

Our Christmas meeting on 1st December saw the Association welcome Andrew Stevens from EK Services to deliver a session regarding the use of behavioural changes and nudge theory to increase customer engagement using some very simple but innovative approaches.

A particular area of interest for those in the room was the approach EK Services are now taking to review all documentation such as Council Tax Reminders and Council Tax Support Requests for Further Information was the use of Eye Track Glasses.

The Glasses track the wearers pupils when first looking at the document and creates a heat map to show the main areas the wearer focuses on when first reading the document. For more information regarding the session and to see a copy of the presentation slides please visit: <http://irrassociations.org.uk/page.php?Aid=5&Waid=29&lid=1677>



### Taking Control of Goods Training

JACOBS

Our November meeting saw Alyn Lewis and Paul Kelly from Jacobs deliver Taking Control of Goods training to representatives from across the region, the Magistrates Court, local Citizen Advice Bureaus and for the first time since offering our training events to colleagues from the North West, representatives from Wyre, Wigan and Cheshire East.

The session was an in-depth and insightful journey through the Taking Control of Goods Regulations and the supporting processes that help achieve the optimum performance in the collection of outstanding local authority debts. The session was well received by all in attendance with all elements of the training receiving excellent feedback one delegate commented "Informative and enjoyable course. Excellent presentation. Plenty of opportunities to ask questions".



Copies of the training slides can be found on the following link: <http://irrassociations.org.uk/page.php?Aid=5&Waid=29&lid=1674>

### 'Data Protection—What You Need To Know'

The Association welcomed Tim Turner from 2040 Training to our February meeting to deliver an update on the latest position regarding the introduction of the General Data Protection Regulations that come into force from 25th May 2018.

The room was packed with delegates from across the region and were brought 'bang up to speed' with the latest in GDPR and what measures everyone involved in handling personal data should be doing to ensure compliance with the new regulations from May.

One delegate commented "It was reassuring to hear that many of the steps we have already taken in preparation for GDPR have put us in a healthy position to ensure we are fully compliant from May". Another delegate commented "Tim is clearly an expert in this field and it was great to have someone very simply explain where we should all be in terms of preparing for GDPR".

2040  
training

Get Data Protection Right

For more information regarding the session and to see a copy of the presentation slides please visit: <http://irrassociations.org.uk/page.php?Aid=5&Waid=29>

## Presidency Review — Sue Plumb IRRV Hons

I have really enjoyed my two year tenure as President and it has absolutely flown by. We have had some excellent speakers at our association meetings discussing topical subjects, such as GDPR, the Taking Control of Goods regulations, insolvency, the Business Rates revaluation and my personal favourite - behavioural change or the nudge theory!

I have also been proud to help organise and host training events at my own authority in Conwy, the committal course and the forthcoming telephone debt recovery course in May.



Despite more and more demands on our time and our ever increasing workload, it is reassuring to see such support for the association at our meetings. We cannot forget that the meetings are also an excellent way to network with other authorities and share good practice.

We have also had some fantastic new additions to the Executive more recently, with Andy, Andrew and Jon England from Conwy who is currently studying for his IRRV qualifications. It has always been a key focus of mine to encourage new students across North and Mid Wales, and as an Executive I hope we can do everything we can to further encourage the take-up of membership and the study of these professional qualifications which are so important for a career in revenues, rating, benefits and valuation. I am also delighted to welcome Islwyn back to the Executive. We are always looking for enthusiastic new members to join.

The greatest highlights for me were attending the national conference on two occasions as President with Carwyn in his role as Vice President. Also the success of the Wales conference, helped by the superb sponsorship from Jacobs for the last two years. I am very pleased to confirm that Islwyn is the conference secretary for the Wales conference in July, his experience and support is so welcomed by the executive. We also have the annual IRRV golf competition to look forward to in July which is always well attended.

I would like to thank all of the Executive for the support they have given me. Many thanks to Carwyn for his support as Vice President and Bleddyn who has been very busy as the new secretary and treasurer. Additionally many thanks indeed to Richard Mallon for the excellent newsletters promoting the association.

It has been an honour and a privilege to serve as President over the last two years and I wish Carwyn the very best for his term. Both Carwyn and the Executive can count on my continued support in the future.

## North & Mid Wales IRRV Golf Day

This years annual golf event takes place on Friday 6th July at Maesdu Golf Club in Llandudno and is again sponsored by Excel Civil Enforcement.

A championship quality course, nestled in this charmingly vibrant seaside area on the North Wales coast in Llandudno offers stunning scenery, and the warmest of welcomes on the course and in the Clubhouse. (To view further details about the course visit <http://maesdugolfclub.co.uk/>)

A great opportunity to network with colleagues from across the region with lots of prizes to be won. Anyone interested in attending should contact Phil Round at [philrhy@sky.com](mailto:philrhy@sky.com)



## Tackling Avoidance of NDR in Wales

WG are seeking views on tackling rates avoidance in Wales, in particular:

- ways to improve the accuracy and timeliness of information provided about ratepayers' circumstances
- whether the arrangements for empty property rates and relief should change to reduce avoidance
- reducing abuse of mandatory charitable relief by bogus charities
- whether a general anti-avoidance rule could be developed for non-domestic rates in Wales
- non-legislative measures to improve compliance such as joint working between agencies and resources to aid investigation.

Consultation closes on 27th June 2018.

<https://beta.gov.wales/tackling-avoidance-non-domestic-rates-wales>

# Annual General Meeting

This years AGM was held at the Bod Erw on 19th April and saw the handover of the Presidency for the Association to Carwyn Jones IRRV Dip from Flintshire.

Carwyn Jones IRRV Dip "I would like to thank Sue for all her hard work over the last two years in moving the association forward. Over the next two years as president I intend to continue the hard work of the executive in providing relevant and topical training across the region whilst trying to increase membership and working with other associations to increase attendance at these events."



In addition after previously serving on the Associations Executive for over 20 years with Many of those years as the Associations Secretary, Islwyn Lewis-Jones from Excel was elected as Vice President.

The meeting was attended by over 20 delegates from around the region with both the National President, Gordon Heath and David Magor, Chief Executive also in attendance. Minutes from the AGM will be available on the Associations website shortly.

At the conclusion of the AGM the National President gave an update on all things revenues, benefits and valuation with a really interesting insight into some of the alternative approaches to taxation other countries are taking.

Peter Cogger, Director at Datatank delivered a short presentation to showcase the great work they have been doing with local authorities across the UK and in particular in Wales on single person discount fraud.

The Association would like to thank the Gordon and David for attending the AGM and to Peter and Datatank for their kind sponsorship of the lunch at the AGM.

**Datatank**

## Association Annual Sponsorship

The Association are looking to take a new approach to sponsorship and are seeking interest from members of the private sector. The annual sponsorship will not only provide sponsors with an excellent opportunity to showcase their business across local authorities and the public sector in North and Mid Wales but also nationally at our Annual Welsh Conference.

For a small fee sponsors will also see a number of other benefits that include their company logo included on the Associations website; In our Quarterly Newsletter; Any promotional material issued for the Association meetings; and as a sponsor for Annual Welsh Conference.

Furthermore sponsors will be given first preference for sponsoring the Annual Welsh Conference; The inclusion of 1 advert per annum in the Associations Newsletter and the opportunity to deliver a half day presentation at one of our Association meetings to showcase the services they can provide to prospective Clients across the region.

Please share this with any prospective sponsors and for more information contact Richard Mallon, Education Officer on [rm@jacobsenforcement.com](mailto:rm@jacobsenforcement.com).



Date for the Diary	Date	Venue
Payment Negotiation and Telephone Debt Collection Darren Kelk, Ascendant Solutions Ltd	24/05/2018	Conwy HQ, Bodlondeb
North & Mid Wales IRRV Golf Day	06/07/2018	Maesdu Golf Club, Llandudno
Welsh IRRV Conference (****PLEASE NOTE CHANGE OF DATE****)	<u>12-13/07/2018</u>	Metropole, Llandrindod Wells

If you have any suggestions for future meetings; have an event/best practice you want to share or would like to contribute to future editions please contact:

Richard Mallon, Education Officer email: [rm@jacobsenforcement.com](mailto:rm@jacobsenforcement.com)