



DRAFT

TTF's Advisory Group Meeting Notes

7th October 2025, held on Zoom from 3:00PM to 4:00PM

Attendees - all are members of TTF's Advisory Group, see [here](#)

- John Howard, Chair
- Roger Mullin
- Martin White
- Lou Dolan
- Steve Conley
- Mark Bishop
- David Pitt-Watson
- + Andy Agathangelou, Founder of TTF

Apologies:

- Dr. Ian Foxley
- Steve Kenzie
- Mark Falcon
- Lou Baxter-Scott

CONFLICTS OF INTEREST

- Checked; no conflicts of interest were reported.

NOTES FROM PREVIOUS MEETING

- Agreed; to be published

UPDATE ON PREVIOUS ACTIONS

1) An intro to somebody at Times Radio

- In progress

2) The idea of TTF becoming a charity

- Application submitted

2) TTF Ambassadors

- Project to overhaul [TTF Ambassadors](#) on hold given intention to create new charity entity; to be reactivated thereafter.

3) What is the Purpose of the Financial Services Sector?

- This is, in many ways, the 'primary question' and is a topic we will return to when bandwidth allows.

KEY TALKING POINTS IN TODAY'S MEETING

Note: areas requiring action are highlighted in yellow.

1. Media spokespeople initiative

- Questionnaire to be circulated.

2. Upcoming event TTF involved with

- A meeting to bring together pro-industry and pro-consumer stakeholders.
- Was to take place on 5th November in London, being rescheduled.
- About the Trust Deficit and related matters e.g. the tension between 'regulate for growth' and 'protecting consumer protections.'

3. Roundtable event after the FCA's APM on 9th November

- Extensive input by TTF at the FCA's Annual Public Meeting
- Lunch roundtable meeting held afterwards went well, full room
- Now planning to have such a meeting after each FCA Annual Public Meeting

4. Recent TTF consultation responses

- See [here](#)

5. Upcoming APPG summit

- November 13th
- 'Protecting Consumer Protections; for the sake of Society and The City'
- To take place in Parliament
- Is going to be very well attended, including by the media i.e. The Financial Times, The Times, The BBC, The Guardian, The Telegraph, City AM, Investment week.

6. Our recent funding application was not successful

- Disappointing but a useful experience i.e. we can and will learn from it
- Will reapply in due course
- AA to circulate the application we submitted and the feedback we got

7. Engagement with political parties

- We must continue to be, and we must continue to be seen to be non-party political
- It's never too early to engage with politicians ahead of a general election, but they are most likely to be most receptive say six months before
- Idea for AA to progress - briefings on our work for each of the political parties

8. Food Ratings

- The star system used to rate food establishments is a good way to articulate the trust deficit; those with poor ratings close down - they cannot survive the reputational damage they bring upon themselves

9. The Good Growth Foundation

- Recent dialogue
- Aligned
- Attending [the APPG Summit on 13th November](#)

10. Our Strategy for Driving Change

- We should focus on what can be realistically achieved in the short and medium term

11. Guests at future Advisory Group meetings

- Andy to have a guest speaker from each of the weekly groups we run

12. Increasing use of AI; but watch out for errors

- Many good examples of using AI to great effect
- Such as Steve Conley's blogs, for example this one on [Fighting Financial Exploitation](#)

13. Trump Deregulation Tracker

- [A very informative database](#) by Better Markets
- The UK is susceptible to the same kind of deregulatory activity that may lead to greater consumer detriment

NEXT TTF ADVISORY GROUP MEETING

- Always the first Tuesday of the month 3:00PM to 4:00PM UK time, on Zoom.
- So that makes Tuesday 4th November 3:00PM to 4:00PM UK time, on Zoom.