

Thank you for taking part in this important consultation which should only take 15 to 20 minutes for you to complete.

This questionnaire is for industry trade associations and bodies only. If you are a manufacturer or user of construction product information, you will need to complete a different questionnaire. Please go back to the Consultation page: <https://buildingsafely.co.uk/consultation/>

MRA Research is conducting this survey on behalf of the CPA Marketing Integrity Group (MIG), strictly in accordance with the Market Research Society's Code of Conduct. Your participation is greatly appreciated and will help to shape the future of Construction.

This industry consultation follows the Call For Evidence survey commissioned by the MIG in 2019 on the use of construction product information.

Please take time to read the Consultation Report **before** completing this survey.
Download it here: <https://buildingsafely.co.uk/app/uploads/2021/01/Consultation-Report-2021.pdf>

Q1 Which sector(s) does your trade association/body represent?

Q2 What is your job title/position within your organisation?

Q3 What are the main responsibilities of your current role?

Q4 Are you completing this survey on behalf of your trade body and the members it represents, or as personal opinion?

- ☐ On behalf of trade body/members
☐ Personal opinion

About the Code and member compliance

Q5 To what extent does the Code for Construction Product Information meet your expectations?

- ☐ Not at all
- ☐ Partially
- ☐ Almost
- ☐ Completely
- ☐ Don't know

Q6 If you selected '**Not at all**', in what way does the Code for Construction Product Information not meet your expectations?

Q7 If you selected '**Partially**' or '**Almost**', what is missing or not addressed in the Code?

Importance & Ability to comply with the Code

Q8 How important is it to your trade association/body that members comply with the new Code?

- ☐ Totally unimportant
- ☐ Unimportant
- ☐ Neither unimportant nor important
- ☐ Fairly important
- ☐ Very important

Q9 What % of your members do you expect to sign up to the Code?

- ☐ <20%
- ☐ 20-30%
- ☐ 31-50%
- ☐ 51-70%
- ☐ 71-90%
- ☐ >90%

Q10 If you selected **50% or less**, why do you expect less than half of your members to sign up?

Q11 What will you be doing to encourage members to sign up?

Overall impression of the Code

Q12 How easy is the Code to understand for your trade body?

- ☐ Very difficult
- ☐ Fairly difficult
- ☐ Neither difficult nor easy
- ☐ Fairly easy
- ☐ Very easy

Q13 How easy is the Code to understand for your members?

- ☐ Very difficult
- ☐ Fairly difficult
- ☐ Neither difficult nor easy
- ☐ Fairly easy
- ☐ Very easy

Relevance of the Code

Q14 On scale of 1-5, where 1 is Not at all relevant and 5 is Very relevant, how relevant is each clause to your members and the sector they represent?

[illegible]

Ability to comply with the Code

Q15 To what extent will your members be able to comply to each clause on a scale of 1 Very difficult to comply to 5 Very easy to comply ?

	1 Very difficult to comply	2	3	4	5 Very easy to comply	Don't know
1. Documented sign-off process for creating 'Product Information'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Formal version control process for all 'Product Information'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Use of plain English to ensure accurate representation of 'Product Information' and performance claims	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Specific information re Certification, Classification and Industry Standard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Verifiable information when making any product performance claims	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Descriptive and physical characteristics of the 'Construction Product' on website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 'Product Information' consistent with Manufacturers' supplied products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Clear information on handling, installation, operation, maintenance and disposal of 'Construction Products' on website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Guarantees/warranties used in 'Product Information', state what is: covered, excluded and required to comply with its terms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Ensure technical helpline contact details are visible on your website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Robust training programme to ensure that anyone conveying 'Product Information' is competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q16 How long do you expect it to take for members to achieve full compliance?

- ☐ Within 3 months
- ☐ Within 6 months
- ☐ Within 12 months
- ☐ Within 2 years
- ☐ 2+ years
- ☐ Don't know

Q17 Overall, are there any concerns around your member's ability to comply?

- ☐ Yes
- ☐ No
- ☐ Don't know

If you selected 'Yes' - what are your concerns?

Implementing the Code

Q18 What do you see as the one biggest challenge for your members in implementing the Code?

Q19 How will you be supporting members to achieve compliance?

Upholding the Code

Q20 Much of the 'policing' of the compliance with the Code will be peer based. Do you agree with the certification process outlined in the Code?

- ☐ Yes
☐ No
☐ Don't know

If you selected 'No' - why not?

Q21 Would you report members to CPIL that were found not to be abiding by the Code?

- ☐ Yes
☐ No
☐ Don't know

Supporting the Code

Q22 Once the Code is launched, consideration will be given to introducing a 'Supporters' accreditation for companies that demonstrate they are specifying, stocking or installing products from code-compliant manufacturers.

What are your thoughts on the potential introduction of this concept?

Q23 How likely is it that your association would 'sign-up' to the accreditation?

- ☐ 1 Not Likely
☐ 2
☐ 3
☐ 4
☐ 5 Likely

Q24 Do you think such an accreditation would encourage more users of product information to work with code-compliant manufacturers?

☐ Yes

☐ No

If you selected 'No' - why not?

Final section

Q25 Are there any other comments you would like to make at this stage with regard to the Code, its implementation, its policing or its enforcement?

For verification purposes, please can you confirm the following details:

Your Name:

Company Name:

Email Address:

NOTE: The consultation is being carried out independently, using the services of industry specialists, MRA Research. The survey is conducted on a confidential basis – i.e. respondents' names and company names will not be attributed in the reporting and completed surveys will not be passed to the CPA or the MIG. This ensures objectivity and is a requirement of the Market Research Society's Code of Conduct.

If you have any queries, email MRA Research at: ralph@mra-marketing.com

Thank you for your time. We much appreciate your contribution and views on such an important development for our industry.

To include your response in the consultation either:

Enter it directly into the online survey via:- <https://online1.snapsurveys.com/ltm50o>

Scan it and email it to: ralph@mra-marketing.com

Post it to: MRA Research, (CCPI Feedback), 18 Market Street, Wotton-Under-Edge, GL12 7AE

The Consultation closes on the 31st March 2021.

If you wish to receive a copy of the survey findings once published, visit the 'Contact' page on the BuildingSafely website: <https://buildingsafely.co.uk/contact/>.