



CODE FOR CONSTRUCTION PRODUCT INFORMATION

PREPARING FOR THE CODE*

*pre-launch interim information - September 2021

A CODE TO DRIVE CONFIDENCE, CREDIBILITY AND INTEGRITY

The Code for Construction Product Information (CCPI) will help organisations drive higher standards in the presentation of construction product information, prioritising building safety. The CCPI has been created to promote an urgent and positive culture and behaviour change in the construction product manufacturing industry, ensuring that product information is **clear, accurate, up-to-date, accessible and unambiguous**.

It is a proactive response to Dame Judith Hackett's Building a Safer Future Review in the wake of the Grenfell Tower tragedy. The CCPI will promote confidence, credibility and integrity regarding the information provided about the performance of the products manufactured by the construction products industry and used in construction. Construction Product Information Ltd (CPI Ltd) is being established as a not-for-profit organisation with independent governance, to provide independent verification of conformance with the CCPI.

The CCPI seeks to provide assurance that any information about products, whether written in a brochure, a presentation, or on a website or social media, can be relied on by specifiers and users of product information to have the necessary facts needed when making design decisions, installing, using and/or maintaining verified products.



THE VERIFICATION PROCESS

The Code for Construction Product Information verification process consists of a product safety-related leadership and culture survey, verification of organisations product information management systems, and validation of specific product set evidence submitted for the eleven clauses that make up the CCPI, ensuring accuracy in the creation, communication and management of 'Construction Product Information'.

The CCPI has an essential role to play in helping to facilitate culture change and drive development and learnings around a collaborative community of those committed to providing trustworthy and reliable product information.

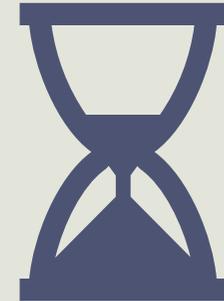
The eleven clauses cover a wide range of matters from responsibility for product information, to transparency of information regarding performance, proof of stated claims, general information and competency. The Code is built around verifying that product information is **Clear, Accurate, Up-to-date, Accessible and Unambiguous.**



ACTION AHEAD OF REGULATION

Our aim is that clients, specifiers and users will insist on only working with CCPI verified products in future. The CCPI will enable:

- **Independent and robust verification, working to regain the trust of the public and external stakeholders, setting the market for UK construction products ahead of others.**
- **Participating companies to benefit fundamentally from organising their systems and processes in relation to product information – supporting conformance with anticipated new regulatory requirements and giving specifiers, clients and users assurance regarding the information provided on the performance and use of the construction products they select.**
- **A focus on culture, leadership and ethics. CCPI will build trust, and support an environment for healthy challenge within organisations regarding product performance and safety and ensure that product information is reliable and correctly stated.**



As the Building Safety Regulator and Construction Product Regulator get established, CCPI is an effective way for the industry to demonstrate it is up to the challenge and respond fully to the issues being raised.

It is expected that the Code will go live towards the end of 2021, please head to cpicode.org.uk for updated information.

PLEASE NOTE: THE PROCESS AND INFORMATION DETAILED IN THIS PACK IS SUBJECT TO CHANGE AS THE CCPI IS PILOTED THROUGHOUT THE END OF QUARTER THREE AND EARLY QUARTER FOUR OF 2021.

CPI LTD GOVERNANCE

CPI Ltd is being established as a not-for-profit organisation with independent governance. As such it will be governed by a voluntary Board of Non-Executive Directors who will provide:

- **Strategic direction** – provide valued contributions and act as a constructive critic in looking at the objectives and plans devised by the Chief Executive and the executive team.
- **Monitor performance** – take responsibility for monitoring the performance of the executive management, especially regarding the progress made towards achieving organisational key results and the determined organisation strategy and objectives.
- **Policy** – working with the Chief Executive, set in place policies for the direction of CPI Ltd and the Code.
- **Communication** – help connect the business and Board with networks of potentially useful people and organisations.
- **Risk** – satisfy themselves on the integrity of financial information and that financial controls and systems of risk management are robust and defensible.
- **Audit** – it is the duty of the whole Board to ensure that the company accounts properly to its owner by presenting a true and fair reflection of its actions and financial performance and that the necessary internal control systems are put into place and are monitored regularly and rigorously.

As a new organisation CPI Ltd is recruiting its first Board of Non-Executive Directors, if you are interested in applying, you can find more information on the [CPI website](#). The closing date for applications is noon on the 30th September 2021.

UNDERSTANDING THE VERIFICATION PROCESS

CPI Ltd will use a specially developed online CCPI Verification Portal to gather responses from participating organisations to demonstrate how they meet the requirements of the verification framework. Each organisation will nominate a Code Lead for each product set they submit for verification. The Code Lead will oversee the uploading of the necessary information, data, and evidence that shows how the organisation's product set(s) meet all eleven clauses of the CCPI.

The Code Lead must first complete a set of preliminary questions in order to tailor the survey and questionnaires for your organisation. These questions include:

- **Details of organisation turnover, organisation size and structure.**
- **High-level information about your product sets and number of products.**

After entering some preliminary information about your organisation, your organisation will progress through the five key steps of the CCPI verification process – you must successfully achieve all five steps to use the licenced marque for your product set(s):



1 LEADERSHIP & CULTURE SURVEY

- The Code Lead will need to share a brief to chosen respondents to ensure understanding of the CCPI and the survey process.
- The Code Lead will be provided a link to the survey questions for distribution to the chosen respondents to anonymously complete. The number of individuals who are sent the survey should be sufficient to achieve the minimum required response rate, which will depend on the size of the organisation. The minimum response rate will be generated automatically by the CCPI Verification Portal.
- The Code Lead must ensure the survey is completed by the specified respondents, the survey is expected to take around 45 minutes for each respondent.
- The Code Lead can review progress on the Organisation Dashboard, including:
 - Number of completed responses
 - Number of respondents in progress
 - Number of invalid responses

2 MANAGEMENT SYSTEMS QUESTIONNAIRE

- The Management Systems Questionnaire asks questions around management system controls for Product Information and authorised people/roles dealing with product information.
- The Code Lead is responsible for either assigning questions to individuals within your organisation or responding to the questions themselves.



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ORGANISATION ASSESSMENT

- Once the Leadership and Culture Survey and Management System Questionnaire are submitted, a CCPI Verifier will review the responses. The CCPI Verifier will check that the responses are complete and provides the necessary evidence that the organisation meets the requirements of the CCPI so far.
- Leadership and Culture Survey responses will be assessed by a CCPI Verifier who will also interview a sample of respondents to validate the submissions.
- If the CCPI Verifier is satisfied that responses meet the requirements of the CCPI framework, they will approve the organisation to proceed onto step four.
- Where the Leadership and Culture responses do not demonstrate a culture style consistent with the expectations required to meet the CCPI framework, your organisation will be unable to proceed to step four. Your organisation will receive a report outlining areas for improvement and you should expect that a resubmission would not be possible for at least 6 months to allow time for your organisation to implement the necessary improvements to effect culture change.
- If the CCPI Verifier is not satisfied that the Management Systems responses meet the required standards and thus cannot proceed to step four, they have two possible approaches:
 1. The CCPI Verifier can ask the Code Lead for more evidence that they meet the Management System requirements
 2. The CCPI Verifier can advise that the organisation is too far below the required standards and will provide a report containing the details needed to devise an improvement plan. In this instance, the organisation will need to start the process again at a later date.



4

PRODUCT SET SUBMISSION

- Organisations will nominate the person/people/roles responsible for Product Information (as identified by your responses in the Management Systems Questionnaire) who will be required to submit documentary evidence, URL's, and other information requested by the CCPI Verification Portal for your product set(s).
- Only when your organisation completes their Leadership and Culture survey, Management Systems submission, and the submitted product set has been verified as meeting all the requirements of the CCPI can your product set be awarded the licenced marque.

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PRODUCT SET VERIFICATION

- The report produced by the portal is reviewed by an independent CCPI Verifier.
- Alongside the human-led verification process, the submitted evidence will be assessed by automated processes, including image recognition and web crawlers.
- Where necessary, the CCPI Verifier will contact respondents for further information or to clarify their submissions. This may be via email or by structured interview.
- An assessment session will be held between the CCPI Verifier and the organisation's nominated person(s) responsible for Product Information to validate the assessment findings.
- If awarded the verification marque will be licensed for your product set for up to two years depending on how long it takes your organisation to meet the requirements of the CCPI following stage three, Organisation Verification.
- You can submit your product sets one at a time or altogether – there will be a fee for each product set.
- As well as the licensed verification marque, CPI Ltd will provide a report, including any suggested improvements for your product information continuous improvement plan.

1

Leadership &
Culture Survey



2

Management
Systems
Questionnaire



3

Organisation
Verification



4

Product Set
Submission



5

Product Set
Verification

THE CODE: 11 ROBUST WAYS OF WORKING





CONSTRUCTION PRODUCT:

INFORMATION CREATION

- 1 Have in place a documented sign-off process for creating 'Product Information'.
- 2 Have in place a formal version control process for all 'Product Information'.
- 3 Do not use misleading or ambiguous wording, phrasing or imagery and embrace the use of plain English to ensure accurate representation of 'Product Information' and performance claims.



CONSTRUCTION PRODUCT:

CORE INFORMATION

- 4 Provide specific information where claiming conformance to, or achievement of any Certification, Classification or Industry Standard.
- 5 You must provide verifiable information when making any product performance claims which are outside of Certification, Classification or Industry Standard tests.
- 6 Make available on your website the descriptive and physical characteristics of the 'Construction Product'.
- 7 Ensure 'Product Information' is consistent with 'Manufacturer's' supplied products.



CONSTRUCTION PRODUCT:

ASSOCIATED INFORMATION

- 8** Publish on your website and make easily accessible, clear information on handling, installation, operation, maintenance and disposal of 'Construction Products'.
- 9** For any guarantees/warranties used in 'Product Information', your website must state what is: covered, excluded and required to comply with its terms. The guarantee/warranty should be transparent and in a format recognised by the relevant sector of industry.



CONSTRUCTION PRODUCT:

SUPPORT & COMPETENCE

- 10** Ensure technical helpline contact details (telephone and/or email) are visible on your website.
- 11** Have in place a robust training programme (for new and existing personnel) to ensure that anyone conveying 'Product Information' is competent to the level of knowledge required for their role.

PILOTING THE CCPI VERIFICATION PROCESS

Registration for manufacturer verification will open towards the end of 2021, with a pilot of the process currently underway with a limited sample of organisations from across the construction manufacturing sector. The organisations participating in the pilot provide a range of different sized companies with a range of internal structures and product set structures, as well as a mixture of lightside, heavyside and HVAC manufacturers.

This will enable CPI Ltd to sense check and pilot the verification process, with particular regard to understanding:

- The amount of human time required for verification of the Leadership and Culture Survey, Management System Questionnaires and Product Set Submissions.
- How CPI Ltd can reduce duplication within the CCPI and the requirements of the CCPI with other codes and bodies, for example Trade Associations.
- How long the CCPI process takes for different types of organisations who are at different levels of readiness.
- The product change process – when and how an organisation will inform CPI Ltd of a change in their product sets and products, and what the additional cost could be.
- The use of ambiguous language – how organisations themselves identify the language to avoid, how the different manufacturing sectors that make up the industry recognise and avoid the use of ambiguous language, and the guidance that already exists that can be built in the verification process.
- Further clarification on terminology so that we can provide guidance to registering organisations, for example on the term 'distributors'.

Following the pilot activity, CPI Ltd will make any required adjustments to the processes and systems in preparedness for the launch towards the end of 2021.

CPI LTD FEES

CPI Ltd is currently developing the possible fee model based on market intelligence of comparable schemes and benchmarking other related market costs. The pilot work will also help to inform some of the relevant variables.

CPI Ltd expects there will be fees for registering an organisation, for the verification of Leadership and Culture and Management Systems, and verification of Product Sets. Fees will be based on organisation turnover and size of the organisation, the product set, type of product and amount of products in the set.

Construction Product Information Ltd is a not-for-profit organisation with independent governance and management being set-up to administer the CCPI. It is being set up by the Considerate Constructors Scheme (CCS), a well-respected not-for-profit organisation with a 20-year pedigree in independent assessment practices. Back office and support services will be shared between the organisations which will help to keep the cost of CCPI Verification to a minimum as well as utilising digital tools to support the validation processes. We expect to be able to publish fees for CCPI Verification ahead of the launch of registration opening later in 2021.

REQUIREMENTS OF PARTICIPATING ORGANISATIONS

For the CCPI Verification process you will need details of:

Code Lead – usually the competent person who manages sign off of product information.

Email addresses for the survey – surveys will be sent to respondents by the Code Lead within each organisation. Responses will come back to the CCPI Verification Portal so respondents remain anonymous within the organisation

Standard organisation information – company name, company number, invoice details, company turnover.

Acceptance and declaration – conformance with code for product information, construction product regulations, the sale of goods act and consumer rights act, CPI Ltd terms and conditions.

Organisation detail - number of employees, key organisational departments, organisation structure, etc.

Products – total number of product sets and products, how many product sets you will be registering, and details of your product information management systems.

Management systems and procedures – you will be required to submit evidence of:

- the process that you use to ensure that product information is kept up to date.
- how you keep stakeholders (e.g. customers, distributors, marketing agencies) up to date with product information and the process you use to enable this to happen.
- the communication channels in place for any changes to product information.
- how changes for product information are managed, if the product changes in anyway, whether that be bought-in products or design changes to products.
- changes that have happened, showing that the process is being followed and proves application of the process.
- whether the responsibility is assigned to a single person or, depending on how you operate, a person per product set.
- your organisation's process to ensure that all employees involved in product information are competent and know their role.
- a documented training/competency/capability process or plan with a training register/matrix showing all roles involved with product information.
- that your marketing materials are clear and unambiguous, language and imagery have been defined as being appropriate for use either by yourself or your industry body/trade association.

Product information – you will need to provide details/evidence:

- the name and job title/role of person responsible for the product set (if you have multiple people responsible for product sets, please provide details).
- any certification, classification and industry approved standard you hold for the product set (there will be a drop-down list, select all that apply).
- any self-declaration of performance of products? You will be required to provide evidence to support your self-declared performance.
- that all product information is available for customers to view (usually on the website).
- warranty/guarantee information is available for customers to view (usually on the website).

HOW TO REGISTER

The Code for Construction Product Information verification process will open for registrations later in 2021. Organisations can register their interest now to receive more details ahead of the launch and be one of the first organisations to undertake the verification process when it opens (depending on demand).

For more information visit the website at www.cpicode.org.uk or contact enquiries@ccscheme.org.uk.

You can also download the latest FAQ document about the CCPI [here](#).



cpicode.org.uk

