

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 11:00 on 30th January 2020

At the offices of: Experian, 160 Blackfriars Road, London, SE1 8EZ

PRESENT

Ian Beesley	Chairman
Ian Paterson	Mail Competition Forum
Iain McKay	Improvement Service, Scotland
Carolyn Valder	CACI
Charles Neilson	Mail Competition Forum
Tim Drye	Direct Marketing Association
David Green	GB Group
Judith Donovan	Strategic Mailing Partnership
Jason Goodwin	Landmark Group (items 3 - 9)
Paul Roberts	Secretary

Also in attendance

Ian Evans	AMU
Steve Rooney	AMU

Apologies

Dan Cooper	Allies Computing
Paul Malyon	Experian

1. Matters Arising

PAB (19)6th meeting minutes

- a) AMU SLA with RM Operations. An initial discussion had taken place between the PAB Chairman and the AMU regarding reviewing the SLA with RM Operations for validating addresses. The Board agreed this should be progressed by a small working group.

ACTION: Board members were invited to volunteer to be part of the review group, with the group to be in place by the end of February 2020

- b) PAB membership. GeoPlace had expressed an interest in being a member of the PAB

ACTION: The Chairman to follow up with Nick Chapallaz of GeoPlace

Local Authority representation had not yet been confirmed.

ACTION: The Chairman to follow up with David Heyes (ex-PAB member) to identify potential members.

- c) PAB meeting with Ofcom. The Chairman advised that a meeting date with Ofcom would be set shortly. The Board agreed that this meeting should include discussion on Royal Mail cost allocation and scope of regulation across PAF and associated datasets.

2. Chairman's Update

Chairman

International Addressing Benchmarking.

The Secretary had shared with PAB members details of a benchmarking study on international addressing that had been commissioned by the AMU in 2012.

The Board acknowledged that as some of the data contained in the 2012 report may be out of date it would be very worthwhile to re-commission a new piece of research on the same topic. The AMU agreed and said a new report could benefit from inclusion of other nations and additional metrics. Additional value of the research would be that it could provide 'one version of the truth' for some international comparators.

ACTION: The Chairman to discuss the options for research with the AMU and potential independent experts to conduct the research.

3. Mailmark Error Trials

Further to the update from the November 2019 PAB meeting.

Charles Neilson advised that the test file had been passed through three different sets of software to try and append Delivery Point Suffix codes, with success rates of 17%, 50% and 83%.

A random sample of 200 failures from the most successful run had been provided to AMU for further investigation and to establish possible causes of failure.

The widely variable performance of the software was viewed as a surprise and would be valuable as an input to the wider business addressing project.

ACTION: The Board thanked Charles Neilson and the AMU for their continuing efforts on the trials and invited Charles and the AMU to produce a report on their investigations, to feed into the wider business data research project

4. Business Data Research

Chairman

The Chairman advised that one bid had been received to undertake the business data research. The Board agreed it would be advisable (not the least in terms of procurement policy) to gather other submissions prior to deciding on a preferred supplier. Meanwhile, Ian Paterson would follow up on queries arising on the existing bid.

ACTION: Board members and the AMU were invited to provide names of potential suppliers to the Chairman for onward sourcing discussions

ACTION: The Board invited the AMU to investigate within the Royal Mail Group whether there were additional potential suppliers.

5. AMU response to PAB Areas of Focus for 2020

AMU

The AMU and PAB Chairman had discussed the intended PAB focus areas for 2020 and agreed that the AMU would work closely with PAB to achieve positive results in all areas. Specifically:

I. The portfolio and content of PAF licences

Given current positive discussions between the AMU and the Geospatial Commission regarding support for extending the duration of the Public Sector Licence (PSL) agreement, the PAB felt it would be a good time to write to the Commission to reinforce the benefits of a multi-year agreement and earlier renewal certainty for the marketplace.

ACTION: The Chairman to write to Thalia Baldwin of the Geospatial Commission.

II. The content and accuracy of PAF

The Board and the AMU agreed to defer activity in this area pending the ongoing work on Business data quality.

- III. PAF delivery channels and data returns, marketing PAF and communicating the value of good addressing
The AMU advised that enhanced messages on the value of resellers having up-to-date and accurate PAF data would form part of a wider communications plan currently being developed to ensure customer groups have increased understanding of the value of PAF and associated datasets, plus the importance of good addressing.
The plan was expected to cover target audiences, materials that may be used and channels of delivery.
The AMU also advised that as part of the wider communications strategy, they would be investigating how PAF could be made more visible across the wider RM digital platforms.
ACTION: The Board welcomed the planned AMU activity and invited the AMU to share the developing communications plans.
- IV. Maximising Royal Mail's data assets
This was covered in earlier discussion (item 1c)
- V. Wider Benchmarking of AMU/PAF
This was covered in earlier discussion (item 2).
- VI. PAB Terms of Reference
The Board and the AMU agreed that it would be valuable for PAB members to review the existing PAB terms of reference and input any specific amendments they thought may be necessary.
ACTION: The Secretary to circulate the existing terms of reference to PAB members for review.
- VII. Raising the profile of PAB
The Board and AMU discussed further options for enhancing the profile of PAB, including inclusion of PAB details into some AMU communications/ platforms and potentially adding a link to PAB news in various channels for PAF resellers.
ACTION: The Board invited the AMU to discuss options for promoting PAB within the SP community.

6. Scottish Census Trial

Iain McKay advised that the census trial team had reported that 2% of census papers had not been deliverable. The trial team were currently investigating to establish causes.

ACTION: The Board invited Iain McKay to share the evaluation report in commercial confidence with the PAB

ACTION: The Secretary to invite a member of the ONS Census Team to the April 2020 PAB meeting, through a contact to be provided by Tim Drye.

7. Information Commissioners Office (ICO) Code of Practice

Tim Dye reported that the ICO had produced a draft updated version of the code of practice for direct marketing and that it would be valuable for the PAB and AMU to review the proposals for any potential impacts to Royal Mail, the AMU, PAF and the PAB

ACTION: The Board invited Tim Dye to share a link to the terms of reference with the Secretary, for onward circulation to the Board

8. PAB Membership

Ian Paterson reported that the Mail Users Association (MUA) may be changing their representative on the PAB.

ACTION: The Chairman and Ian Paterson to progress options for a new representative for the MUA on the PAB

9. Next meeting

13:00 on 30th April 2020. At the offices of Royal Mail Group, Room MP2-26, 185 Farringdon Road, London, EC1A 1AA