

ADVISORY BOARD

THE POSTCODE ADDRESS FILE

Minutes of the meeting held at 13.30 on Thursday, 21<sup>st</sup> January 2010

At Postcomm

6 Hercules Road  
London, SE1 7DB

PRESENT

Ian Beesley	Chairman
Kelly Allison	Google
Emma Gooderham	Allies Computing
Alan Halfacre	Mail Users' Association
David Heyes	Wigan BC
Terry Hiles	Capscan
Jan Challis	Royal Mail
Iain McKay	DNAS
Philip Groves	Postcomm
Michael McClancy	The DX Group

Also in attendance

Miranda Dodd	AMU	items 5-10 only
Scott Childes	AMU	items 5-10 only
Samantha Hardy	Minute taker	

Apologies

Ian Paterson	UK Mail
Tim Drye	Direct Marketing Association
Stuart Johnston	QAS

1. MATTERS ARISING:

P&L

The Chairman reported that a paper will be prepared on the P&L drivers for the next PAF Advisory Board meeting.

2. CHAIRMAN'S UPDATE:

PAF Advisory Board

The Chairman reported that the restructuring of the PAF Advisory Board was nearly complete and all the Board members had been notified. He was in the process of interviewing a potential new Board member.

Quality Working Group

The first Quality Working Group meeting would take place on 27<sup>th</sup> January at the BBC.

Solutions Providers Working Group

The Solutions Providers Working Group had been appointed with two invitations to participate outstanding and would concentrate on implementation of the new Licence and preparations for the 2013 revision, reporting through the main Advisory Board on a regular basis. The Chairman of the Working Group (Terry Hiles) reported briefly on plans to log experience of the 2010 licence with an eye on the planned 2013 revision.

PAF Advisory Board Open Meeting

The Board discussed PAF(09)51 Revised concluding that the meeting in its new shorter format was overall a success.

Press coverage

The Chairman reported that he has given several interviews to the press regarding the new Licence.

Geospacial Conference

The Chairman and the Head of AMU would attend a Conference organised by Locus and would report back via email.

3. Government consultation on OS Data- PAF(10)1

The closing date for the consultation was the 17<sup>th</sup> March 2010

The PAF Advisory Board agreed a number of observations in answer to the consultation questions, concentrating on PAF. The consultation was only concerned with products sold by OS. It was unclear what wider implications there might be for Royal Mail products whose

quality and IPR could be at risk. The Board agreed that its main concern was to maintain the quality of PAF.

The Chairman would circulate a draft text of a submission to the consultation for clearance by correspondence.

#### 4. Counties

Postcomm reported that the Counties information caused a large amount of their correspondence. Although County information was not required for postal purposes the 2010 Licence still included a Counties field in PAF. Hence the Board agreed that to minimize disruption to VARs AMU should be advised not to drop County information until the review of the 2013 Licence and then there would be a need for a transitional period.

#### 5. Market Update

The Solutions Providers Working group agreed to report back on the Marketplace. There had been positive but steady start to the year.

#### 6. Postzon

AMU reported that since the PAF Advisory Board open day they had received the Government Consultation, however, they did express their concerns that the Consultation did not protect their IP.. The 50 Solutions Providers using Postzon would be consulted on the new License. AMU would produce a separate document outlining the new Postzon Licence which they would work on with the Postzon Working Group and report back to the PAF Advisory Board. The definition of per click was being worked on.

#### 7. PAF Quality Strategy

Royal Mail presented the PAF Quality Strategy (to be circulated), outlining their relationship with AMU. Royal Mail reported that mail volumes were down, types of letters had changed and that the most frequent changes to delivery points were due to new builds. Validation of delivery points took place weekly by the Postmen on their work logs, then an internal independent validation took place and finally any further discrepancies highlighted by OS and other authorized bodies were investigated. There were complex cross-payment arrangements in place to prevent surreptitious data cleansing by correspondents. AMU agreed to share the monthly Validation data on a monthly basis with the PAF Advisory Board.

The Board expressed interest in hearing from other postal operators and mail users about their use of PAF

#### 8. Forward Work Programme

The Chairman expressed the need for the PAF Advisory Board to return their focus to the strategy of PAF and to continue to discuss the 2013 License irrespective of the outcome of the Government decision on OS data. The Chairman asked the PAF Advisory Board for their proposals for future work via email.

AMU confirmed their focus going forward

Fixing the 2010 Licence

Postzon License

Relationship with the Government

Refocusing on relationships with customers

Training for the 2010 License

Repositioning of the - audit process

Information Technology

Communication – cheap, accessible PAF and the growth of PAF

#### 9. FUTURE MEETING DATES

18 <sup>th</sup> March	Room 1, Mail Media Centre, London
20 <sup>th</sup> May	Venue tbc'd
8 <sup>th</sup> July	Venue tbc'd
23 <sup>rd</sup> September	Venue tbc'd
18 <sup>th</sup> November	Phoenix Centre, London