

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of the meeting held at 13.30 on Thursday, 23rd September 2010

At QAS

George West House,

2-3 Clapham Common North Side

London SW4 0QL

PRESENT

Ian Beesley	Chairman
Iain McKay	DNAS
Ian Paterson	UK Mail
Tim Drye	Direct Marketing Association
Stuart Johnston	QAS
Terry Hiles	Capscan
Kelly Allison	Google
David Heyes	Wigan BC
Michael MacClancy	The DX Group

Also in attendance

Peter Allies	Quality Working Group
Steve Rooney	AMU
Scott Childes	AMU
Ian Evans	AMU
Philip Groves	Postcomm
Samantha Hardy	Minute secretary

Apologies

Emma Gooderham	Allies Computing
Martin Taylor	Royal Mail
Alan Halfacre	Mail Users' Association

1. MATTERS ARISING:

The Chairman agreed he would circulate the 2009/10 PAF P&L from the last meeting. No other matters arising were reported

2. CHAIRMAN'S UPDATE:

The Chairman reported on a meeting with Jennie Longden, from Data Advance, who has been working with Royal Mail on building a Compliance Engine framework for the license. The Chairman asked for volunteers from the Board to test the Compliance Engine to ensure it was a true interpretation of the current license and that it was user friendly. The Board then discussed the need for Royal Mail to seek an authorizing signature from customers to make the user aware they were compliant and whether such self-certification supported by selective periodic audit would be beneficial.

THE CHAIRMAN, summing up, said that the general feeling in the Board was that a Compliance Engine which explained the current license to users would be welcome but it was not yet convinced that self- certification was sufficiently developed to allow a considered view to be formed. In due course he Board would put the framework on its website for wider use.

The Board discussed an article that had been published in the Daily Telegraph on the Counties debate. The Chairman reported that he had represented the PAB and was interviewed on Radio Scotland and Berkshire; and he had been contacted by the Daily Mail, the Telegraph and the BBC

3. PAF DEVELOPMENT PROGRAMME 2010 – 2011

Introducing a statement of investment projects Royal Mail said that it recognized the need for forward planning to provide PAF Development information to the Board, and agreed to send update the details on an ongoing basis as the year progressed, including a criteria to monitor the level of success. They would continue to look at the line of sight for the possible benefits/impact to the Marketplace. The Board expressed concern, that the 2010-11 projects were imbalanced, benefiting AMU rather than the PAF users. Investment should stimulate the growth of Marketplace It was further argued that the cumulative 'excess profit' over the regulated limit of 10% on costs should be used to reduce license prices as well as invest in PAF.

The Board brought to the attention of Royal Mail Paragraph 4.25 of the 2007 Postcomm report on the management of PAF which required Royal Mail to reduce prices to eliminate past over-recovery and/or to agree an investment programme with the Board.

THE CHAIRMAN, summing up the discussion, said that the Board was not yet persuaded that the conditions set by Postcomm were being met. Royal Mail should prepare a full statement of the over-recovery since 2007/8 together with the investment completed, under way or under consideration, including the market benefits associated with each project. Looking ahead to 2011/2 the Board would want to agree an envelope of investment money to be included in the 2011/2 AMU budget and for which individual project bids would be discussed with the Board. Meanwhile, the Board Quality Working Group had submitted suggestions for investment projects which, after discussion by the Board, would be forwarded for AMU to consider.

4. UPDATE FROM THE QUALITY WORKING GROUP:

Peter Allies represented the PAF Quality Working Group and reported there had been 32 responses from the PAF User Survey. On the basis of the survey the working group had prepared statements of need for five specific improvements. The Board recoded its warm thanks to Peter Allies, Mark Chipperfield and the Working Group for their efforts with the survey and endorsed the proposals of the working group.

THE CHAIRMAN, summing up a brief discussion, said that he would send the statements of need covering the 5 key issues to the Board and to Royal Mail for costing prior to further discussion.

5. PUBLIC SECTOR LICENCE

Ian Evans outlined progress on the proposed Public Sector PAF license. The Board was concerned that it had not had sight of the detailed proposals and so were unable to assess the likely impact on the wider PAF market and whether the terms and conditions on offer to the public sector could be offered to the private sector. Royal Mail confirmed that the planned implementation date was 1st April 2011 but also that the Department of Communities and Local Government was keen for an early announcement. Royal Mail further suggested there should be a forum under the PAB umbrella to examine the possible wider implications of a public sector licence and to assemble a list of queries about the arrangements which ought to be clarified before Royal Mail and Postcomm sign off.

6. NATIONAL ADDRESS GAZETTEER

Royal Mail stated they were not in a position to discuss the National Address Gazetteer at present, but were expecting a communications from the Government

7. LICENCE DEVELOPMENTS LOOKING FORWARD TO 2013

Terry Hiles, representing the SP working group, proposed a timescale of actions for the 2013 license starting with AMU preparations in October 2010. The Board considered the draft briefly and agreed that after the 2nd draft of the license was available its license Working Group would be reconvened to take the lead on consideration of the details. The Board itself would agree strategic parameters to guide the working group.

8. PAF CHANGES

Scott Childes confirmed that he had started to send through the PAF Changes document on a monthly basis since the last PAB. After a brief discussion, THE CHAIRMAN, summing up, said that the Board considered more details about the reasons for changes were required and had minor suggestions about how the figures should be presented.

9. REGULATORY DEVELOPMENTS

The Board noted that the Ministry of Justice had issued a consultation document on data protection, driven by EU proposals. Subject to further investigation, it was not proposed that the Board should put in a response.

By contrast, a Postcomm consultation about the PAF regulatory framework had been launched and would be open for a 2 month period. Postcomm reported that subject to the submissions received, their plan was to issue a decision document in December provided that the changes to the existing framework were minimal. So far Postcomm had received few complaints about the 2010 license and would be looking at April 2011 to implement minor changes to regulation. Postcomm agreed to discuss the results of the consultation with the Board, which would reconvene in an extra-ordinary meeting to discuss them if required.

THE CHAIRMAN, summing up, said that contrary to his first thoughts, Board members had made persuasive arguments that the Board itself should submit a response to the consultation. A draft would be circulated shortly for comment.

RESIGNATION

Stuart Johnston advised the Board that he had resigned from QAS/Experian and would therefore be leaving the PAB after 2 years of service.

The Board recorded its warm thanks and appreciation for Stuart's wise counsel and supportive membership, wishing him all the best in his new career.

10. OPEN MEETING & NEXT MEETING

Morning of 8th December - Open meeting – Phoenix Centre, Mount Pleasant, London