

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of the meeting held at 13.00 on Thursday, 17th May 2012

At BFPO Headquarters

PRESENT

Ian Beesley	Chairman
Joel Curry	QAS
Michael MacClancy	The DX Group
Ian Paterson	UK Mail
Alan Halfacre	Mail Users' Association
David Heyes	Wigan BC
Emma Gooderham	Allies Computing Ltd
Razia Ahamed	Google

Also in attendance

Steve Rooney	AMU)	
Scott Childes	AMU)	items 7-8
Ian Evans	AMU)	
Paul Tatman-Madsen	AMU)	

Apologies

Martin Taylor	Royal Mail
Iain McKay	Improvement Services (Scotland)
Terry Hiles	GB Group plc
Tim Drye	Direct Marketing Association
Stephen Green	Ofcom

1. Matters arising

Tim Drye had suggested that the DPS activities he had worked on was not PAF business, and had suggested that if postal operators on the Board wanted him to put in more time on this issue he should be recompensed. The Board took note.

2. Chairman's update

- Ofcom had sent their apologies to the PAB meeting; the Chairman confirmed he had accepted an invitation to meet with Ofcom to discuss the pending review of PAF management. He would report back to the Board.
- Sally Wolkowski from BIS had notified the Chairman that she would be returning to the Met Office in June, Sue Cope had been appointed to replace her and continue the PSL work.
- The Chairman had met with FAST – the Federation against Software Theft and would circulate to the Board his confidential summary of the meeting.

The Board took note.

3. Economic Value of PAF

The Chairman discussed using Data Advance to revise the ESL report on the Economic value of PAF in the marketplace to reflect the distinction between the postcode and the delivery address file. The Board agreed to invite Data Advance to produce an initial report by the end of May which they would present at the PAB Meeting in July.

In discussion the Board recognised a need to take care over possible perceptions of a conflict of interests arising from Data Advance's work for the AMU

ACTION: THE Chairman to communicate with Data Advance..

4. PAB web-site revision

The Secretary confirmed that the revised website would go live by the following week, and that all changes had been implemented.

The Board took note and instructed the Secretary to alter the copyright date to 2012.

5. Working Groups updates

Quality

Tim Drye had agreed to act as temporary chairman of the Quality Working Group until Mark Chipperfield takes up the role in September.

Address Creation

David Heyes would lead the Address Creation working group, and would shortly circulate the draft scope and terms of reference for the Group. It was agreed that these should include a review of the AMU PAF code of conduct document.

Meetings had been fixed for early June; hence David Heyes invited the Board to log suggested issues for consideration by the end of May. The Board recognised that investment could be required from AMU in order to implement any recommendations.

ACTION: board members to send suggestions to David Heyes by the end of May.

Communications, promotion and education

Emma Gooderham confirmed she would lead the communications, promotion and education working group and had already been in discussions with Paul Tatman-Madsen to draft a scoping document. One of the issues to be probed by the working group would be to look at reasons

for the use (and non-use) of PAF. The Group would look at AMU external communications with their Solutions Providers and the rest of the marketplace to better understand, educate and promote PAF usage.

ACTION: Emma Gooderham to circulate draft terms of reference and scope for the Working Group.

6. Compliance Centre

Data Advance had designed the compliance centre with 7 modules but only 4 were built. Data Advance had now proposed that the Board might support building the remaining three modules. Terry Hiles had taken a first look at the Data Advance proposals and had raised a number of questions about value for money if the focus of the Compliance Centre continued to be Solutions Providers. The Board agreed to invite Data Advance to present their proposal at the next PAB meeting..

ACTION: The Secretary to invite Data Advance to the July PAB meeting.

7. AMU Update

AMU Presentation to OFCOM

AMU reported that Ofcom had asked them to explain in detail the following

- How PAF works
- The PSL
- How the pricing was agreed and finalised
- What was the PAB's input and how much did they input
- Pricing issues
- Links into operations

The Chairman reported that he understood that Ofcom intended to share their scoping document with the PAB in due course; He would pursue this with Ofcom at the forthcoming meeting.

ACTION: Chairman to pursue with Ofcom and report back.

PSL/PSMA

The AMU would continue to support BIS with making a business case for the PSL with a focus on costs, potential benefits and the use of full UK coverage PAF data. AMU requested the backing of the PAB to push the PSL.

DQM audit

PAF(12)14 – AMU Update on DQM presentation (circulated). AMU confirmed that a breakdown of the revenue retrieved was not available. They confirmed they were looking to develop different ways of reducing the cost of audits, and one option could be through the compliance centre.

Multiple residence file

AMU confirmed the new licence was now live and that the existing terms would be kept available until September.

Hand-held devices

Scott Childes presented an update on the trial conducted by RM operations. The original idea had been to provide a hand held device to every delivery office across the UK, requiring 1,400 devices. However, the trial had concluded that this would not be cost-effective and the rollout had been reduced to 700 devices. This was not enough for AMU purposes and RM operations had consequently agreed to reimburse the AMU their investment in the trial. The AMU confirmed they were scoping alternative technology options, and the Board agreed to ask the Quality Working Group to monitor progress.

ACTION: Tim Drye to raise with the Quality Working Group.

2013 plans

AMU confirmed an initial discussion had taking place with Terry Hiles when they had agreed that input from PAB and SP's was required for consideration of an alternative approach. AMU asked the Board to feedback their views regarding changing the model and a brainstorming session would be arranged for early June. It was noted that 2014 was a realistic date for launching changes to the licence, giving time to consult with the market, and continue discussions with the working group.

ACTION: Terry Hiles to convene a brainstorming session.

AMU Staffing

AMU reported that Clive Martin had been appointed as PAF Development Manager, the Board agreed to invite him to the next PAB meeting. AMU confirmed they were looking to appoint to another role to as Support to UK Royal Mail operations, they would provide further information at the next PAB meeting.

8. Demonstration of Developer licence

The AMU presented slides outlining the characteristics of a Developer Licence PAF(12)16 . The slides would appear on a new AMU website powered by PAF.com. The Board questioned the proposed restriction of the Developer Licence to non-commercial purposes and asked that its scope be revisited to include the R&D phase of all applications development. In addition, the Board suggested that restricting the part-PAF data to be available under the Developer licence to the PL area might be too narrow and requested that a second area of a different characteristic to the PL area be also offered for the purposes of proof of concept for new applications.

ACTION: The Board invited the AMU to re-submit proposals in the light of the discussion.

Next Meeting 19th July – QAS

[END]