

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of the meeting held at 13.00 on Thursday, 15th November

At GB Group

Moorgate House, Dysart Street, London,

EC2A 2GU

PRESENT

Ian Beesley	Chairman
Razia Ahamed	Google
Joel Curry	QAS
Tim Drye	Direct Marketing Association
Emma Gooderham	Allies Computing
David Heyes	Wigan BC
Martin Taylor	Royal Mail
Terry Hiles	GB Group
Alan Halfacre	Mail Users' Association
Michael MacClancy	DX Group
Iain McKay	Improvement Services (Scotland)

Also in attendance

Scott Childes	AMU) item 4
Ian Evans	AMU)
Steve Rooney	AMU)

Guest

Heather Savory

ODUG

) item 3

Apologies

Mark Chipperfield

BBC

Ian Paterson

UK Mail

- The Chairman reported that the *Economic Value of PAF* report had now been published on the PAB website. The feedback he had received from Ofcom was that they had found the report an interesting and useful input to their current PAF investigation.
- The Chairperson of ODUG, Heather Savory, had accepted an invitation to attend the PAB, to discuss the committee's submission to the licence consultation and to enable the PAB to get a better understanding of what ODUG is working to achieve.
- The Chairman had been working with AMU to sign off financial documents for projects in the 2012-13 investment programme, which would also have the benefit of strengthening the case for investment funds for 2013-14.
- The Board agreed that the planned Open Meeting should only go ahead on 15th January 2013 if Ofcom's draft recommendations/regulations (expected before Christmas) had been made public. A different format had been suggested, with stands demonstrating PAF related activities round the room.

ACTION - The Board invited the Chairman to make a final decision in December.

- The Ofcom observer, Stephen Green, had contacted the Chairman to inform him, and the Board that Ofcom did not feel it was necessary to attend future PAB meetings.

1. Chairman's update

- The Chairman had met with Angela Latta and Nick Benson of BIS on 10th October. It seemed highly likely that a decision on whether to open registration for the Public Sector Licence was imminent. In discussion Board members argued that the PAB needed to give a heads up as soon as possible to the SP market, in particular, about the desirability of offering both PSMA and PAF products if they were to remain competitive in the public sector market.

ACTION – Chairman to draft a news item for the PAB website.

- BIS is expecting Ofcom to put draft regulations about PAF out for consultation before Christmas. The PAB should be gearing up to produce ideas for drastic simplification of the end-user licence (EUL) and more clarity about when an SP licence or an EUL was appropriate; and for simpler PAF pricing structures.

2. Open Data User Group (ODUG)

The Chairperson of the ODUG, Heather Savory, introduced a discussion of ODUG'S response to the licence consultation. She described the Group membership, the relationship between ODUG and the Government's Data Strategy Board and Ministerial responsibilities in the Open Data Area. Heather Savory presented a spirited case for Open Data and indicated

that ODUG would be working to estimate the potential extra value to the UK economy that individual or collections of related datasets, requested for release by the community, could be expected to deliver. The PAB report on the economic value of PAF had been most useful, leading ODUG to a preliminary estimate that the potential total value to the economy could be doubled to around £2 billion. Discussion ranged widely over the ODUG case for making the PAF file Open Data with Board members' views ranging from attraction to moving to such a position to challenges about how data quality would be maintained. Board members advised that a more rigorous business case for PAF as Open Data would be essential to persuading Royal Mail of the case and added that it held to the view that responsibility for data files is best located with the principal user of the data. In subsequent discussion the Board proposed that a subset of its members might contribute to the development of a business case for PAF free at the point of consumption for all users.

ACTION - THE CHAIRMAN to offer ODUG PAB help in developing a business case for PAF as Open Data.

3. AMU Update

a) 2011-2012 accounts

Scott Childes presented the AMU accounts for 2011-2012 (PAF(12)30, restricted circulation). In summary the accounts showed Revenue of £27.092 million, Expenditure of £24.454 million and Profit of 9.7 per cent. The Board probed the composition expenditure noting with some dismay that overhead payments and the cost of RM Operations had grown appreciably. AMU explained that the overhead allocation had been revised to bring it into line with overall RM accounting procedures. AMU also explained that RM operations were pressing for higher remuneration to include management time supervising PAF validation by 'posties'.

The PAB expressed further concern that the unit cost of making changes to PAF appeared to be of the order of 44p per item and urged that AMU scope a project to bring this cost down appreciably. The PAB had suggested such a project as part of the 2012-2013 investment programme but it had not made the final cut. In view of the increase in costs the Board now felt that a cost minimization project should be revived.

ACTION – Royal Mail to supply a definition of the expenditure headings and to provide a breakdown of the revenue growth sectors.

- The Board invited the AMU to report back on plans for cost minimization relating to PAF maintenance.

b) PSL

Ian Evans confirmed a joint communication from Royal Mail and BIS would be made public shortly.

c) Ofcom review

AMU confirmed they had their 5th session with Ofcom the previous week, they felt that they had demonstrated to Ofcom that the 2010 licence had been widely supported in the market at the time as part of the rationalization of hitherto unstructured commercial arrangements.

d) Developer licence

AMU confirmed that so far

- 278 potential developers had taken out licences, of which AMU had been in direct contact with 259. This was much higher than expected on the basis of Ordnance Survey experience;
- 25% of developers had indicated that they would be proceeding to a commercial offering;
- 21% of applicants had indicated that they were using the trial data for research purposes.

In discussion it was argued that the take up of the developer licence might point to a more buoyant potential for wider PAF use and that, in consequence, AMU should put a high priority on maintaining contact with developers and analyzing potential for wider PAF usage.

ACTION – AMU to provide the planned structure of analysis of developer experience.

e) International Survey

AMU sought PAB views on how the results of the international survey should be promulgated outside Royal Mail: publish the report in sections, or publish the full report in one go. The Board indicated that an advantage of release in tranches was that the AMU would be more able to take the initiative on the stories associated with the figures. On the other hand, some members argued that the market would welcome the opportunity to make up its own mind about the significance of the data if the whole survey were to be released at the same time. Meanwhile the AMU had commissioned an extension of the survey to the BRIC and similar countries.

ACTION – The Board sought access to the full survey results and invited the AMU to advise on what arrangements for protecting the confidentiality of the data prior to public release would be necessary.

f) Conference attendance

AMU reported that feedback received from the marketplace suggested that they needed to be more visible at trade events to provide PAF technical support. Paul Tatman-Madsen as Marketing/communications Manager for AMU would be looking into future events; to give talks or have a stand at exhibitions/conferences/working

groups/seminars. The Board welcomed the AMU initiative and indicated that it could be of particular help to smaller firms or those new to the use of PAF.

4. Reports from the Working Groups:

i. Communications, promotion and education

Emma Gooderham reported that the Communications Working Group had focused on two market research projects. The first was 'Why businesses do and don't use PAF' and was progressing well. A brief for market research help had been prepared, NDAs had been signed and 5 proposals had been received. The Working Group has narrowed the choice to two agencies, with a second conference call scheduled for the following day. The Board agreed it was more important to understand some of the reasons why PAF was or wasn't used, as opposed to seeking statistical validity across all sectors. The sectors to be surveyed will be narrowed down to those that are most likely to receive benefit from using PAF. It was agreed that if Solutions Providers were to be included in the interviews, these should be at the end of the process and results analysed separately so as not to bias the results or methodology. A decision on which agency to work with would be made early the following week with work starting immediately afterwards.

The second project was 'What are the reasons for, and impact of, undelivered and mis-delivered mail'. The Working Group had been able to narrow the scope significantly using statistics from the marketplace but there were still problems around defining the scope of the project .

ACTION - The Chairman, Emma Gooderham and Martin Taylor would meet off line to move the project forward.

ii. Licence Review

Terry Hiles reported that the working group had identified three key objectives for preparatory work:

- a) The licence and pricing needed to be simpler;
- b) An AMU revenue stream and its IP needed to be protected;
- c) Clarification was required who would manage the licence administration.

PSL arrangements would potentially affect the preparations but the proposal was not to allow the public sector uncertainties (or its detailed initial workings) to prevent desirable improvements to the licensing arrangements more generally.

The Chairman reported that under the Licence Consultation process twelve responses had been received and two more were promised. Arrangements were in hand to extend the consultation period to mid-December and to chase for End User contributions. Tim Drye reported that the DMA responses were still to come and would provide a reasonable number of End User comments. Other Board members reported problems regarding receipt of the AMU notification to customers about the consultation.

ACTION - PAB members to stimulate End User responses from their constituencies wherever possible.

The Secretary to post the Licence Review Working Group Minutes from 18/10/12 on the PAB website.

The Chairman to check with AMU that notifications to customers had been sent.

iii. Quality

In Mark Chipperfield's absence Tim Drye reported that the working group were pushing hard to obtain sign-off for Purchase Orders for all projects in the 2012-2013 investment programme. A further priority was to set up appropriate project tracking mechanisms

ACTION – the Board invited the Working Group to establish working protocols with the AMU for the launch and monitoring of projects as a matter of urgency.

iv. Address creation

David Heyes reported that AMU wanted to continue the work originally planned for the end to end (e2e) addressing working group (AMU, OS & GeoPlace) which had been suspended after Royal Mail Data Services announced development of the PinPoint product. The focus would be on the processes for address data transfer from Local Authorities to Doxford. The e2e group had developed and interpreted process diagrams (which because of data confidentiality had not been shared with the PAB working group) that were claimed to show potential benefits, efficiencies and improved value for money. The AMU proposal was for a standard web based reporting form that all LAs could complete when transferring data to Doxford. The PAB working group felt, however, that a better alternative would be for AMU and LA's to agree a standard electronic file format that could be created directly from LAs software and sent electronically directly to Doxford and Geoplace. Such a process could allow LAs to either send an electronic file or manually enter the data into a web based form. A cost for

set up would be incurred by LAs, therefore there was a need for an agreement of where this would be charged, especially as there is no legal obligation on LAs to send data in a new web-form. Moreover, even if this process were adopted it would not solve the problem of the update frequency from the NYB to PAF data sets, something that the Board believed was originally one of the main priorities of the project.

ACTION – The PAB Working group to survey Local Authorities to gauge attitudes towards a new web portal for the supply of data to Doxford and if they would participate in a pilot scheme for the proposed web-form
The Chairman to raise with the AMU the importance of speeding up the validation of new addressing data on the NYB file so as to improve the timeliness of the PAF file.

Next Meeting

15th January 2013 – Phoenix Place – provisionally booked for Open Meeting

17th January 2013 – Venue TBC'd