

PAF (13)1th Meeting

17th January 2013

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of the meeting held at 10:30 on Tuesday, 15th January

At Royal Mail, Phoenix Centre, London, WC1X 0DG

PRESENT

Ian Beesley	Chairman
Razia Ahamed	Google
Tim Drye	Direct Marketing Association
Alan Halfacre	Mail Users' Association
David Heyes	Wigan BC
Michael MacClancy	DX Group
Iain McKay	Improvement Services (Scotland)
Ian Paterson	UK Mail

Also in attendance

Scott Childes	AMU)
Ian Evans	AMU) ITEM 5
Steve Rooney	AMU)
Paul Tatman-Madsen	AMU)

Apologies

Mark Chipperfield	BBC
Joel Curry	QAS
Emma Gooderham	Allies Computing
Terry Hiles	GB Group
Martin Taylor	Royal Mail

1. Matters arising

PAF(12) 6th Meeting Minutes

- The Board agreed to reschedule the planned Open meeting to March as the Ofcom draft recommendations/regulations were now expected at the end of January.

ACTION – The Secretary to source venue and new date for mid-March.

- The Chairman reported that he had drafted a ‘News item’ for the PAB website on an option of offering both PSMA and PAF products if SPs were to remain competitive in the public sector market, but had been unable to agree wording with BIS and Royal Mail.

- The Board asked how it could obtain statistics of hits the PAB website receives. Razia Ahmed offered to help set up a mechanism for obtaining this information.

ACTION – The Secretary to provide the website information to Razia Ahamed

- The Chairman aired his frustration at the slowness of response from the AMU to actions minuted after PAB discussions.

ACTION – The Chairman to send a detailed email to the AMU outlining the outstanding actions.

2. Chairman’s update

- The Chairman had met with Chris Rowsell and his colleagues at Ofcom and had provided a preliminary analysis of the licence consultation responses.
- BIS had a led a workshop on the options for implementation of the public sector licence from April 2013 to which they had invited a small number of SPs, Royal Mail and PAB public sector members. Royal Mail.

3. Reports from the Working Groups:

- a) Communications, promotion and education PAF(13)4 circulated

The working group study on the take-up of PAF was on track to report in mid-February.

- b) Licence PAF(13)1 circulated

The Board considered the draft analysis of the License consultation (PAF(13)1) and agreed to ask the licence working group to focus on:

- A simplified all-industry EUL with revised terms and conditions, more accessible language and significantly reduced complexity
- A less complex fee structure – possibly a flat fee. The Chairman reported that Ofcom had suggested that the upper capping was too low at £200,000.

ACTION – Tim Drye to validating the draft analysis of consultation responses

ACTION – The Secretary to alert the licence working group to the PAB guidance

- c) Quality Oral

In the absence of Mark Chipperfield the Chairman reported that as far as he was aware there had been no progress on management of the investment programme since the last PAB meeting. Some of the 2012/13 money had been released but the overall budgetary position was unclear. The Board registered its concern at the lack of visible progress with the investment programme

ACTION – The Chairman to discuss with the Quality WG chairman how best to accelerate and monitor progress with investment projects.

- d) Address creation PAF(13)3 circulated

David Heyes reported on the survey undertaken of Local Authorities on how data are currently supplied to Doxford and attitudes towards a new web portal. The Board noted the high level of existing electronic email supply and questioned whether Authorities could input into a web portal instead of constructing emails. David Heyes clarified that the majority of email supply was automated from gazetteer database systems, requiring no manual input. The Board remained concerned at the potential duplication of effort with local authority returns to PAF and to Geoplace and noted that the planned AMU portal would not of itself solve the problem of the update delays from the NYB to PAF data sets, which the Board believed was still a major problem with PAF quality.

ACTION – (1) The Chairman to seek clarification from the AMU how the risk of duplication would be mitigated.

(3) The Secretary to ask the PAB Working group to recommend how the extent of contact local authorities receive from the public and businesses claiming that address details do not appear on PAF might be assessed.

4. Open Data Business Case PAF(13)2 circulated

The Board had a brief discussion of the ODUG report – ‘Benefits of National Address Data’ and concluded that the case would be much stronger if it included data on the breakdown of the cost of maintaining PAF and the data to become available from the PAB study of the take-up of PAF.

ACTION – The Chairman to nominate a PAB member to help ODUG strengthen the case for making PAF free at the point of consumption. [Subsequently Razia Ahamed agreed to take this on.]

5. AMU update

a) Market intelligence

AMU sought the PAB views on information they had available to present at the Open Meeting in March. The Board made a number of suggestions:

- The information needed to be more current, at least up to December 2012
- Data should be presented in a consistent visual manner
- Slides should start with the big picture and then unpick the detail
- Where the definition of items was unusual or confusing the definitions should be spelled out

b) PSL

Ian Evans reported that following the previous PAB meeting when he had read a joint AMU/BIS statement of intent to conclude negotiations on the PSL with implementation from April 2014, a workshop had taken place in early December to consider implementation options, and a communication outlining the next steps for the PSL would be sent to the PAF marketplace and potential Public Sector End-Users shortly. The AMU confirmed that they will circulate this to the PAB as soon as available.

The Board asked about the expected length for the PSL Agreement. The AMU was unable to confirm the duration at this at this stage but pointed to the difficulty of giving as commitment beyond the current BIS CSR settlement (which had only two years to run). The Board stressed that consequent uncertainty about the duration of PSL arrangements would be likely to hamper take up of that licence and was to be deplored. In its view it should be possible to make a statement of intent to continue with the licence beyond the current CSR and asked that this view be urged on BIS officials.

The Board asked to be provided with a copy of the current project plan for PSL implementation and the AMU agreed to send this through.

ACTION – (1) The AMU to provide the draft PSL communications as soon as possible.

(2) The AMU to provide the Board with the PSL project plan.

c) Ofcom review

The AMU confirmed that it was expecting the Ofcom consultation on the management of PAF in late January.

d) International survey

The Board reminded the AMU that there was an outstanding action to provide further information from the international survey.

ACTION – The AMU to provide further details from the international survey to the

PAB

Next meetings:

Open Meeting	13 th March	Venue/date to be confirmed
21 st March	Rathbone Place	Venue confirmed