

---

PAF (13)2<sup>nd</sup> Meeting

25 March 2013

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of a meeting held at 13:00 on Thursday, 21 March

At Royal Mail, Rathbone Place, London

PRESENT

Ian Beesley	Chairman
Razia Ahamed	Google
Joel Curry	QAS
Tim Drye	Direct Marketing Association
Alan Halfacre	Mail Users' Association
Terry Hiles	GB Group
Michael MacClancy	DX Group
Iain McKay	Improvement Services (Scotland)
Ian Paterson	UK Mail

Also in attendance

Ian Evans	AMU	item 5
Stephen Morantz	Metro Research	item 4a
Hugh Neffendorf	Katalyis	item 3
Steve Rooney	AMU	Item 5

Apologies

David Heyes	Wigan BC
Emma Gooderham	Allies Computing
Martin Taylor	Royal Mail

---

1. Matters arising

PAF(13)1<sup>st</sup> Meeting Minutes

- Razia Ahmed had provided information for the secretary to obtain statistics of hits on the PAB website

**ACTION – The Secretary to provide the website information to the Board**

- The Chairman reported that Mark Chipperfield had resigned from the Quality Working Group and the Board for personal reasons. This left the Quality WG activities monitoring the investment programme without leadership and alternative solutions might be required.

**ACTION – The Chairman to discuss alternative means of providing programme management resources with the AMU**

- The Board discussed PAF(13)8 - Outstanding requests to the AMU- and agreed to invite the AMU to update the status of each item and then to include the table on a regular basis as an appendix to Board Minutes.

**ACTION – The CHAIRMAN to invite the AMU to update the status of actions before circulation as part of the minutes.** [The attached appendix contains the AMU update.]

2. Chairman's update

- Attendance at the Open Meeting had been 31, somewhat down on the 2012 meeting, but several attendees had left positive feedback about the scale of PAB activities and the relevance of issues discussed at the meeting
- The AMU was in the process of producing cardboard foldouts on Good Addressing to be displayed in Post Offices. The Chairman had reviewed the drafts and provided minor comments.
- Ofcom had given the Board until 5pm Friday 22 March to respond to its Consultation on PAF. The Board approved PAF(13)6 (Revise) as its response

**ACTION – The Chairman to submit PAF(13)6 (Revise) to Ofcom; the Secretary to post the response on the PAB web site.**

---

### 3. Open Data Study

- The Chairman introduced Hugh Neffendorf of Katalysis who had been commissioned by BIS to examine how a national address data base free at the point of use might be assembled from existing data bases. Mr Neffendorf described the thrust of his study and identified four case studies of data being made free at the point of use –the population census; the Public Sector Mapping Agreement; OS Open data; Health statistics. He invited PAB members to contact him should they wish to engage further in the debate.

In a free-flowing discussion the following main points were made:

- a. Some users wished to separate the issues of pricing and licensing for PAF. They would be prepared to pay an initial fee for the data provided that subsequent use was relatively restriction free.
- b. Others were concerned that evidence from government statistics suggested that maintenance of quality would be more difficult if data were free at the point of use and emphasized that data quality should be the most important priority. Concern was raised that a licence that allowed relatively unconstrained use could create confusion over what was the definitive data set.
- c. Postal operators, the insurance industry and credit bureaux would want very rapid updating of the data; other users might be satisfied with, say, cheaper access to data updated on, say, a 2 monthly cycle.
- d. It was vital that the original purpose of the postcode (i.e. the delivery of mail and parcels) should not be compromised by any move to Open Data or towards a national address gazetteer.

The CHAIRMAN, summing up the discussion said that the PAB had identified a number of concerns which pointed to requirements that: (1) there should be an adequate return to the owner of PAF IPR so as to preserve quality and focus; (2) there remained a close but independent user relationship with the postal and the SP markets; (3) attention should be paid to the PAB view that on balance arrangements that were “free at the point of consumption” would favour the bigger players who would be able to exploit scale to the

---

disadvantage of smaller or new entrants; (4) with the removal of the cap on profits the PAB saw PAF cost minimization as a high priority

The BOARD approved the Chairman's summing up.

3 Reports from the Working Groups:

a) Communications, promotion and education

Stephen Morantz from Metro Research presented the report prepared for the working group on why some potential users of PAF had not done so and reprised the presentation he had given at the Open Meeting.

After a short discussion the BOARD agreed that the presentation and the full report (PAF(13)5) should be posted on its web site.

**ACTION The Secretary to post the slides and full report on the PAB web site.**

b) Licence Review PAF(L)(13)1<sup>st</sup> circulated

The Board reviewed the minutes of the WG meeting on 13 March and approved their release on the PAB web site

**ACTION – The Secretary to publish the Licence Working Group minutes on the PAB website**

c) Address creation

No further information had been received from AMU regarding the risk of duplication of reporting by local authorities about new addresses

4 Taking the pulse of PAF

The CHAIRMAN introduced PAF(13)7 which proposed that in the light of increasing pressures on AMU resources as evidenced by the work to set up the Public Sector Licence the PAB should draw up a short list of indicators that could be used to monitor the health of the PAF market. After a brief discussion the Board agreed to request AMU information as proposed in the paper subject to replacing the stakeholder satisfaction item with a monthly indicator of licence remittances received.

---

## 5 AMU update

### a) Outstanding Actions

The Board aired concerns on the outstanding actions listed in PAF(13)8 and invited the AMU to provide more up to date status reports by the close of play on 22 March. Subsequently the Secretary would incorporate the list of outstanding actions in matters arising in the Board minutes and would continue to do so.

**ACTION – The Secretary to incorporate the list from PAF(13)8, suitably amended in the light of AMU updating in the meeting minutes.**

### b) Public Sector Licence (PSL)

The Board noted that the documents circulated as PAF(13)9 on Wednesday 20 March were work in progress but nevertheless provided a sound basis for review. The AMU confirmed that they would be signing the contractual agreement with BIS on Tuesday 26 March; the AMU had expected the final End-User and SP terms and conditions to have been made public on 19 March, but had been delayed by waiting for final sign off from BIS. However, the AMU were able to confirm that the Licence Portal was ready and would go live for sign up to the PSL on 2 April.

The Board reviewed PAF(13)9, concentrating on the implementation plan to be sent to Solutions Providers. During discussion the following main points were made:

- i. The main agreement with BIS could drive changes in the EUL and SPL; hence the PAB should have sight of the agreement as soon as possible .
- ii. The AMU explained that “internal use” in the documents referred to any non-commercial core activity of the licensee..
- iii. In section 3 of the implementation plan it was wrong to imply that SPs should ensure their customers were properly licensed. The SP would need to satisfy itself that a customer was eligible for the PSL if approached but that was all. It was the responsibility of the end user to seek PSL terms if appropriate.
- iv. The guidance to end users from the AMU should be specific about where eligibility for the PSL could be claimed.
- v. The Board noted that the advice to public sector customers who took PAF for the whole of the UK (such as might be the case for the RNLI, for example) was still to be formulated in section 5 of the guidance. It stressed the importance of tying this issue down before 1 April in respect of Scotland and Northern Ireland.

- 
- vi. The Board expressed strong reservations whether the AMU should take on the task of demonstrating efficiencies and benefits recognized by the PSL licensees (section 6.3) as this would be a significant burden which, if attempted by the AMU, should be adequately recompensed by BIS in addition to the PSL fee.
  - vii. The AMU advised that although local authority schools were public sector bodies there were problems of definition under the PSL and so would be excluded from the initial 2013/14 scope.

**ACTION – The AMU to provide the PAB with the full PSL contractual agreement with BIS, if necessary in confidence.**

**ACTION – The Board invited the AMU to take note of the comments and suggestions made during final revision of the guidance to SPs and the final versions of the EUL and SPL documents and then to provide the final versions of these documents for release also on the PAB website.**

**Next meeting**

23 May            Venue to be confirmed

## OUTSTANDING AMU ACTIONS

Date	PAB request	AMU response at 25 March
July 2012	Regular reports on RM Operations' compliance with the SLA for validating PAF	Still looking to agree the type of metrics that would be appropriate and relevant. Any required measures will need to be built on data that can be captured and reported on a regular basis and that UK Ops are happy to endorse. Action here is for PAB to define some performance measures and AMU to test viability of creating and maintaining them
Nov 2012	Plans for cost minimisation	Thought that we had pushed back on this with the PAB as we consider this to be a core AMU task that we drive and manage internally
Nov 2012	Planned structured analysis of Developer Licence	We have already produced a lot of material to support this action including the material used at the PAB open day – Can we ask PAB to define what exactly they believe they are still expecting?
Nov 2012	Circulation of International Study	Expected by end March but might roll into early April – happy to confirm that we will be releasing a streamlined version of the complete document via <a href="http://poweredbypaf.com">poweredbypaf.com</a> and the PAB website
Nov 2012	Completed monitoring protocols for each	This is a gap in current process and we do need to address this

## APPENDIX

---

	investment project	challenge – activity is ongoing but is not really being tracked and reported on a consistent basis. It has been suggested that we align additional resource to the reporting task and that we adopt the simple monthly bulletin approach that we use to manage our internal stakeholders. We will be interested to see what the suggested range of ideas is from the PAB members.
Jan 2013	Mitigation of possible duplication of reporting by local authorities to Geoplace and the AMU	This should form part of the actions that support regular investment reporting
Jan 2013	PSL project plan	Shared for comments
Jan 2013	PSL communications plan and draft texts	Shared for comments
Mar 2013	Licence WG request to see PSL T&C	Shared for comments