

PAF (13) 3rd Meeting

28 May 2013

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of a meeting held at 13:00 on Thursday, 23 May

At QAS, George West House, 2-3 Clapham Common North Side, London, SW4 0QL

PRESENT

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

Also in attendance

Scott Childes	AMU	Item 6
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Apologies

Joel Curry	QAS
Tim Drye	Direct Marketing Association
Emma Gooderham	Allies Computing
Terry Hiles	GB Group
Martin Taylor	Royal Mail

1. Matters arising

PAF(13)2nd Meeting Minutes

- The Secretary reported back to the Board on the PAB website Statistics, between the period of 21 April 2013 to 21 May 2013
 - 37 New visitors to the website
 - 12 returning visitors
 - On average 2.84 pages were visited on each visit to the website
 - On average 2.21 minutes were spent on the website
 - 31.61% of visitors arrived on the website and left

The Board agreed it was useful information

ACTION – Secretary to produce and circulate a report showing the website usage, specifically which pages are being viewed on a monthly basis

2. Chairman's update

The Chairman had met with Ofcom on 12th May. Ofcom had asked for the Board to work closely with RM to ensure appropriate measures of quality were developed for PAF and that updates were timely and complete. Responses to consultation on the draft findings on PAF had included a challenge to the suggestion that PAF costs were reasonable. Clarification was needed that whilst Ofcom had concluded that cost allocation was reasonable, the cost of maintenance needed to be kept under review and options for cost recovery studied as part of the 2013 Licence review. It was expected that Ofcom would release their final directions in late June. Meanwhile Ofcom lawyers had ruled that to protect the independence of Ofcom it was inappropriate for Ofcom staff to be included in PAF circulations for documents and for Ofcom staff to attend PAF meetings as observers.

ACTION - Ofcom to be taken off all PAB circulation lists

3 Reports from the Working Groups:

a) Communications, promotion and education PAF(13)10

The document had been circulated in advance of the meeting. In the absence of Emma Gooderham comments should be sent to the Chairman by 11 June.

4 Shakespeare Report PAF(13)11

The document had been circulated prior to the meeting and was noted without comment.

5 2013 Licence Review ORAL

The Board discussed ideas for the strategy to be followed in the 2013 review in a confidential session. These included, but were not restricted to:

- A permissive instead of a restrictive licence
- A proposed pricing structure
- How the revenue for PAF should be collected.

Iain Mackay reported on the AGI conference that he and Tim Drye had attended. Iain indicated that the view of the majority of attendees had favoured a zero charge or a flat fee.

6 AMU Update

a) Outstanding Actions PAF(13)13

- The International Survey was on the RM website.

ACTION – The Chairman to draft a News item for the PAB website

ACTION – Scott Childes to provide details of the Developer Licence sign ups and the process for getting the Licence data

b) Taking the pulse of PAF

Scott Childes acknowledged the receipt of the note from the Chairman on 'Taking the pulse of PAF' – PAF(13)7 of 18th March 2013

The Board again debated NYB and the delays transferring data into PAF. RM suggested that the most useful measure would be the number of new home owners contacting the

AMU when they had moved in. Scott Childes reported that figures from RM showed that around 9% of new home owners were calling up in this way.

ACTION: David Heyes, would discuss further additional intelligence and improvements in a separate meeting with Scott Childes.

c) Investment programme

Scott Childes reported that extra resource had been brought into the AMU to lead on investment projects and to provide a better communication channel to the Board.

d) Address creation

Scott Childes confirmed that further development of the portal for reporting new addresses to the AMU would be on hold until RM's business case had gone through and the appropriate scoping was completed. The business process laid out by RM prevented the use of external resources and, given the current situation of impending sell off, the project was down in the list of RM priorities. The Board expressed strong dismay that its investment programme was not better supported.

ACTION – David Heyes to draft a letter for the chairman to send highlighting the urgency of releasing the investment funds already agreed between RM and PAB which had been allocated to this project

e) Induction course for RM recruits

Scott Childes reported on the Induction programme for new postmen/women, focusing on NYB, the importance of PAF and reporting procedures. RM had used extra resource to develop a pack that could be used for new recruits, existing delivery staff and delivery management. Dedicated time for training had been allocated for new staff, and during weekly work time listen and learning for existing staff with line managers would be used to roll out the programme. This would also enable problem offices to be targeted to provide specific training. No cost implications for learning would necessary for this training of staff.

ACTION – AMU to share the PAF induction pack with the Board

The Board debated DPS (Business names) and were in agreement that this was a prime candidate for improving PAF data. AMU were working to improve Marketplace awareness by producing a brochure and would bring forward a suggested quality indicator in this area.

ACTION – The AMU to respond with counterproposals for PAF quality indicators for discussion at the July PAB meeting.

- Scott Childes presented the RM Mainframe transactions report and clarified a number of points about how events would be recorded. The welcomed the report and asked for a regular monthly update as a matter of course.

ACTION – Scott Childes to arrange for monthly reports to be sent to the Board

6 Pinpoint

It was reported that Pinpoint, a project of RM Data Services, had been abandoned; as a result the AMU had received a credit against the sums payable to RM operations to reflect the failure of Data Services to deliver the benefits that had been anticipated when the AMU made a contribution to the project costs.

The Board took note.

Next meeting

18 July Venue to be confirmed