

PAF(13)5<sup>th</sup> Meeting

27<sup>th</sup> September 2013

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of a meeting held at 13:00 on Thursday, 19<sup>th</sup> September

At MarketReach, Stukeley Street, WC1V 7AB

PRESENT

Ian Beesley	Chairman
Joel Curry	QAS
Tim Drye	Direct Marketing Association
David Heyes	Wigan BC
Terry Hiles	GB Group
Michael MacClancy	DX Group
Iain McKay	Improvement Services (Scotland)
Ian Paterson	UK Mail

Also in attendance

Scott Childes	AMU
Ian Evans	AMU
Steve Rooney	AMU

Apologies

Razia Ahamed	Google
Alan Halfacre	Mail Users' Association

1. Matters arising

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The CHAIRMAN reported that he had met with BIS and during their discussions he had stressed again the importance of the PSL in the context of the new licence being implemented by 1<sup>st</sup> April 2014. Iain McKay confirmed that he had also asked if Scotland could be part of the PSL, but at present it had been reported that this was not possible.

**ACTION** – The Secretary to put the revised Register of interest on the PAB website

2. Chairman's update

- The Board congratulated Razia Ahamed on the birth of her baby boy, and sent their best wishes.
- The CHAIRMAN reported that Martin Taylor from Royal Mail Operations had resigned from the PAB since the last meeting, and thanked him for his contributions over the past few years. It was agreed that Royal Mail should continue to be represented on the PAB and a suitable representative, not necessarily from operations, would be sought.
- The CHAIRMAN reported a preliminary discussion with Ofcom to understand how the AMU would be regulated after the Royal Mail IPO. Regulation would continue to be based on the Postal Services Act (2000); other issues might be relevant to the Competition Commission. In a brief discussion the PAB agreed that because of the time taken for Competition Commission investigations it would be preferable to route any regulation issues through Ofcom, at least in the first instance.
- The CHAIRMAN had discussed with BIS and the Cabinet Office the possibility of recruiting a PAB member to represent Central Government. The two departments would be conferring about policy responsibility for postal matters after the IPO and would then revert to the chairman with options.

- The CHAIRMAN had been told by BIS that the Neffendorf Report is due to be finalised by October/November; it would then be made available to Royal Mail and OS for fact checking prior to full release.
- The CHAIRMAN reported that Alan Duncan MP had contacted him to request that obsolete counties titles should be deleted from PAF records. He had raised the issue with the AMU who would explore the case for a mini-consultation on the inclusion of county data – since it is not required for postal purposes.

**ACTION** – The Chairman to source a replacement to represent Royal Mail on PAB and to keep contact with BIS/Cabinet Office on the question of a possible member to represent central government.

### 3. Reports from the Working Groups:

#### **Address creation**

DAVID HEYES reported that he had little contact with Scott Childes since the last PAB meeting, apart from an update on the SLA negotiations with GeoPlace. The AMU preoccupation with launching a simplified licence for PAF might add further delay.

#### **Licence**

TERRY HILES reported that there were no updates and that he did not expect further activity until after the results of the licence consultation had been assessed by the AMU. The Board discussed the difficulties some members had encountered using the on line consultation portal, in particular the inability to save draft entries and go back later to complete them and the poor formatting of printed responses.

The BOARD approved the draft consultation circulated on 6 September subject to minor amendments to emphasise the importance of customer choice as a principle underlying the management of PAF.

**ACTION -**

- (1) The CHAIRMAN to submit a revised licence consultation document on behalf of the PAB
- (2) The SECRETARY to post the final consultation response on the PAB web site

4. A strategic framework for PAF

The CHAIRMAN introduced a draft framework of objectives and targets for PAB over the next three years (PAF(13)24). He proposed to circulate the document widely for comment by individuals and businesses. In discussion it was argued that the approach to retaining profit in the AMU or surrendering cash to RM more generally needed to be clearer. Cost reduction in the management of PAF and linked price reduction for the market should be a firm goal. In addition, it was agreed that the PAB needed to work on how to attach statements of quality to PAF elements. One possibility would be to commission independent research but this would need to wait until after the IPO.

**ACTION -** The CHAIRMAN to revise the document in the light of the discussion and to release it widely in the market for debate and feedback.

5. AMU update

- a. Royal Mail IPO - the latest information about progress toward an IPO, including a FAQ section would be available on the Royal Mail Website
- b. Licence Consultation

AMU confirmed that over 3000 invitations had been sent out to the PAF marketplace and that the results of the consultation would be published on the 'poweredbypaf' website as soon as possible over the next few weeks. In the meantime, in view of the uncertainty created by the more extreme pricing options discussed in the consultation document the AMU were working to reassure PAF users that the consultation was not a *fait accompli* for transaction pricing. The AMU

team would work closely with the Licence working group (and representatives of other significant users such as the DMA) before the licence proposals were finalised.

c. Outstanding Actions

AMU updated the PAB on the outstanding actions in PAF(13)22

- Compliance figures for the validation of PAF could not yet be made available but regular statistics on PAF changes were now being provided monthly;
- AMU plans for cost minimisation were internal management activity; annual cost data were being provided to the PAB;
- Regular monthly updates on progress with the developer licence were now beginning to flow.
- Monitoring protocols for investment projects were now available and circulated to the Board.

d. Taking the pulse of PAF

Data were beginning to flow and the provision of information would accelerate with the introduction of a new MIS for the AMU from November. On the figures already coming through a number of queries were raised: the incidence of 3rd party notifications to move addresses from the NYB file to the PAF seemed high (20-30% of changes). The AMU advised that with the rollout of new training for RM Operations they expected this proportion to fall. David Heyes suggested that this information could possibly form part of the SLA with GeoPlace.

It was noted with approbation that there had been 725 developer licences taken out so far; 54 had migrated to licensed use of PAF and the AMU had taken positive steps to encourage holders of the developer licence to respond to the licence consultation.

The investment project for a portal to report new addresses had gone to RED status because the RM digital team had been unable to carry out the impact analysis

required by RM procurement procedures. The Board urged the AMU to take urgent action to get the project back on track within the next month.

**ACTION -**

(1) The CHAIRMAN to discuss with the AMU how the emerging information could be re-formatted in a dashboard configuration.

(2) The CHAIRMAN to monitor AMU action to get the portal project back on track.

e. AMU Quality initiatives

After a brief discussion the Board agreed actions as follows:

**ACTION** – The SECRETARY to invite Kim Wake, the AMU quality manager, to the next PAB meeting to discuss future quality plans.

f. Good addressing campaign

The AMU had circulated mock-up pages for a new good addressing campaign for private mail addresses. In discussion PAB members argued that a comparable campaign for business addresses was needed, as there was great confusion over accurate business names in a multi residency premises. A number of specific comments were made to improve the precision of the messages to senders of mail. David Heyes offered to provide a point of on-going contact between the PAB and the AMU staff who were responsible for the campaign document via Charlotte Marshall of AMU.

**ACTION** – The BOARD members to send any further comments to David Hayes by the end of the month.

**Next meeting**

21 November

Venue to be confirmed