

PAF(13)6th Meeting

29th November 2013

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

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

At QAS, Clapham Common, SW4 0QL

PRESENT

Ian Beesley	Chairman
Joel Curry	QAS
Tim Drye	Direct Marketing Association
Alan Halfacre	Mail Users' 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
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1. Matters arising

PAF(13)5th Meeting Minutes

The CHAIRMAN reported that he understood that Sarah Jane Eglon, of RM Government Relations would be nominated as PAB member from Royal Mail in replacement for Martin Taylor.

Action: CHAIRMAN to issue a letter of appointment to Sarah Jane in which he would emphasise that the focus should be RM as a user of PAF rather than as the owner

2. Chairman's update

The CHAIRMAN reported that he had attended a meeting of the Mail Competition Forum, (MCF) who felt that there had been a significant weakness in RM communications about the options for a revised PAF Licence. During discussion the MCF also voiced concerns over Royal Mail's redirections database and questioned whether this database should be maintained by a third party to prevent Royal Mail from gaining an unfair advantage given that in the past Royal Mail had been reluctant to share redirection information even though it was normal for Royal Mail to seek a written consent of the homeowner to share the information with third parties.

3. Reports from the Working Groups:

Address creation

DAVID HEYES reported that there had been no further developments since the last meeting.

Quality

The Board had a preliminary discussion of how to take forward the invitation from Ofcom for the PAB to assign quality indicators to PAF elements. The BOARD was mindful that it might be helpful to commission external research on the design of quality indicators in due course but meanwhile it was necessary to find out more about internal AMU work in this area. Later in the meeting AMU disclosed to PAB that they had already put a piece of work on quality measures out to external tender.

Action: The SECRETARY to invite AMU to give a presentation to the PAB on quality initiatives at the next meeting.

4. Rules of engagement with the AMU

The CHAIRMAN reported that it had become noticeable post privatisation that the AMU was being required to seek clearance on a wider scale within RM for communications with the PAB. The BOARD aired concerns that this could restrict its ability to engage with the AMU in a timely fashion as an independent group.

Action: The Board agreed to keep these possible developments under review over the next 6 months and authorised the Chairman to make representations to RM as he judged appropriate.

5. Results of the 2013 License Consultation

The AMU confirmed that there had been a healthy engagement from the Marketplace with the Licence Consultation; the main message was that a one size fits all approach to licensing would not work, and that a choice of Licence options would be required. The AMU was completing second and third phases of analysis on the consultation responses and would engage fully with the PAB Licence working group as soon as authorised to do so. The PAB stressed that a meaningful engagement over licence development would require full and frank sharing of data at a detailed level and not just a conceptual discussion. The Board also aired its annoyance that the AMU had issued a public summary of the Consultation shortly before the PAB meeting and without adequate warning to PAB members.

The AMU also reported that the PSL negotiations and discussions were still continuing with BIS

Action: The AMU to: (1) offer dates for resumption of work in the Licence Working Group (2) to provide the working group with details of the second and third phases of analysis of

the consultation responses and (3) to share an updated project plan for the licence development.

6. AMU update

a. Outstanding actions

The Board expressed concern that the AMU were reporting some actions as completed on the basis that they would be covered by 'Taking The Pulse', when 'Taking The Pulse' did not yet cover the item (or included the item but so far with no data). Scott Childes confirmed that Kim Wake from AMU was progressing external quality activities focusing on the quality SLA's as performance measures, and that several were running parallel. The AMU had already put out to external tender a QA pilot to undertake an independent quality measure of PAF. As part of the quality measures under the terms of the SLA with operations AMU are seeking to validate every delivery point once a year by the postie, and have this validation endorsed by their Delivery Office Manager.

Steve Rooney would seek advice on the amount of information on cost minimisation to share with the PAB.

The AMU reported that they have implemented PABs recommendations for improving their Postcode Finder Address Enquiry Form to now include a date field for newly built houses. The website now provides a self serve facility for customers to report when they move into new houses.

The AMU reported that they were in discussions with GeoPlace with a view to formalising a SLA for a single feed of electronic address change intelligence from Local Authorities. It is anticipated that this SLA would replace the current end to end addressing project which had stalled. AMU requested PAB involvement with these discussions prior to completion of any formal SLA.

Action: – AMU to share the specifications of the Quality pilot with the PAB

b. Implementations of G8 initiatives

AMU reported a modest take up of raw PAF from charities and micro-businesses

Next meeting

16th January Venue to be confirmed

ACTION – SECRETARY to arrange the Open meeting, after further development of the licence proposals probably in mid March