

PAF(14)3rd Meeting

21<sup>st</sup> May 2014

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of a meeting held at 13:00 on Thursday, 15<sup>th</sup> May 2014

At QAS, Clapham Common North Side, SW4 0QL

PRESENT

Ian Beesley	Chairman
Tim Drye	Direct Marketing Association
Sarah Jane Eglen	Royal Mail
Alun Evans	Racer Ltd
Alan Halfacre	Mail Users' Association
David Heyes	Wigan BC
Terry Hiles	GB Group
Michael MacClancy	DX Group
Ian Paterson	Mail Competition Forum
Carolyn Valder	CACI

Also in attendance

Scott Childes	AMU	items 3-5
Ian Evans	AMU	items 3-5
Steve Rooney	AMU	items 3-5

Apologies

Razia Ahamed	Google
Joel Curry	QAS
Iain McKay	Improvement Services (Scotland)

- The CHAIRMAN welcomed two new members to the the PAF Advisory Board, Carolyn Valder from CACI to represent the Solution Providers in replacement for Emma Gooderham, and Alun Evans from Racer Ltd, a registered postal service, in replacement for Michael MacClancy.
- The CHAIRMAN and the Board thanked Michael MacClancy for his support and contribution during his period on the Board and wished him well in the future.
- The CHAIRMAN reported that a link would appear on the Royal Mail website to confirm that a County designation was not required in a postal address; but if a sender wanted to continue to use one then it was important to ensure the designation was correct and the link would provide the information to do so. Notification of the link had been sent to Alun Duncan MP and Graham Stuart MP who had raised the issue with the Board.
- The Board discussed a draft letter to the AMU on PAF Quality indicators (PAF(14)17) requesting some parallel engineering to secure more rapid progress . It was agreed by the BOARD that after some slight amendments the letter should be sent to the AMU.
- The PSL was now published on the poweredbyPAF website.

ACTION: The CHAIRMAN to write to the AMU with the text on quality assessment as amended in discussion.

ACTION: The Board had noted that it has no visibility of the current SLA between the AMU and RM Operations. The CHAIRMAN would discuss further with the AMU whether a copy could be provided against a no disclosure agreement.

ACTION: For the benefit of new members the Secretary would circulate the process map on PAF maintenance that had been produced by the AMU and presented at a previous PAB meeting.

## 2. Chairman's update

The CHAIRMAN reported

- The AMU was in the process of releasing the 2<sup>nd</sup> International study of postcode files.
- The commentator site on government matters, [www.authority.com](http://www.authority.com), had drawn attention to the BIS release of consultation responses to the Neffendorf report. The BOARD took note.
- The 40<sup>th</sup> Anniversary of PAF press releases from Royal Mail had received strong and positive publicity.
- The CHAIRMAN had met with the newly appointed Commercial Director of Ordnance Survey, Andrew Loveless, pressing the case for the OS and Royal Mail to work closer together.

## 3. 2013 Licence & PSL Licence review

The AMU confirmed that the final version of the 2013 Licence had been released on the licence compliance centre web page and that individual notifications had gone to Solution Providers. The AMU confirmed they were capturing and addressing issues raised by the Solution Providers, noting that the main areas of concern were Part PAF and usage via the web. The Board discussed the relationship of the price changes for part PAF and Full PAF. The AMU confirmed that there was no extra cost to maintain both full and part PAF.

The general view in the Board was that it was appropriate to encourage the use of Full PAF over part PAF because it felt that full PAF was the better product. However, recognising that the information concerned would be commercially confidential, the Board thought that in discussing the price changes with SPs that had significant sales of part PAF the AMU should explore the materiality of the part PAF price change in the context of the whole amount paid by end users.

It was confirmed that there were two separate PSLs in place, one through BIS and the other through the Scottish Government. Scottish Government and the Improvement Service were working on the communications to the Scottish public sector about the PSL, together with Royal Mail. The Term and Conditions would be the same.

The AMU confirmed that the Public Sector Licence (PSL) had been signed, and phase one implemented with PSMA members. The AMU was advertising the PSL through 'Powered by PAF', face to face meetings with Solution Providers during the year up to 2015, and through communication packs to support the Solution Providers. The Board was encouraged by a report that 3,500 organisations had signed up for the PSL and would return at a later date to the arrangements made between the AMU and the Department for Business, Innovation and Skills (BIS) to review the PSL after the widening of eligibility post 1 April 2015.

**ACTION:** The BOARD requested that the AMU keep it informed of the forthcoming discussions with sellers of part PAF.

**ACTION:** The Board requested sight of the communication packs to be provided to SPs before the next PAB meeting.

**ACTION:** The CHAIRMAN would contact BIS to exchange views on further marketing of the PSL.

ACTION: DAVID HEYES to assist the AMU with a one-page communication document for general public sector circulation.

ACTION: The CHAIRMAN requested that the AMU provide a copy of the PSL agreement between the AMU and BIS for the Advisory Board (under NDA terms as necessary).

4. The new AMU management information system (MIS)

Scott Childes gave a progress report on the work the AMU was carrying out to implement a new MIS. The Advisory Board recommended that at least one year of historical data would be required to provide early indications of progress and that the AMU should consider widening the scope of data beyond customer management to cover a balanced scorecard such as, for example, the model designed by Kaplan and Norton

ACTION: The AMU to demonstrate a populated MIS at the September PAB meeting.

5. AMU update –

(a) PAF promotional video

The promotion video which would be released internally in June 2014 was shared with the Advisory Board. The AMU confirmed that the video would initially be used to raise awareness internally in Royal Mail through training sessions and RMTV. A further stage would be to consider showing it in Post Offices and on the Royal Mail website since the messages of accurate delivery were relevant to business postal customers. Future videos might cover the use of PAF as a means of securing postal discounts and PAF as a customer key to non-postal business and social welfare information. The Advisory Board could act as a sponsor for these developments and in exploring PAF videos as an Open Data source for Solutions Providers' marketing.

(b) Taking the pulse of PAF

PAF(14)16

ACTION: Scott Childes to re-issue the data including monthly data for 2012/13 and 2013/14 as well as the monthly figures for 2014/15.

(c) Compliance audit 2013/14 and 2014/15

The AMU confirmed that 72 audits were planned for 2014/15 with greater emphasis on Direct End Users.. The Advisory Board members who had already been audited felt it was a thorough and formal audit procedure.

ACTION: Scott Childes to confirm how many Direct End Users had been audited already.

(d) Investment 2014/2015

The Advisory Board and AMU agreed that a working group be set up to look at future investment opportunities.

ACTION: The CHAIRMAN to convene a brainstorming session for possible investment projects.

Future meetings

17<sup>th</sup> July

Venue tbc'd

In a brief discussion the Board settled on a pattern of meetings with one annual meeting at OFCOM, one in three meetings would take place at a Royal Mail venue or funded by Royal Mail in hired accommodation and four meetings a year on SP or mail competitors' premises.