

PAF(14)4th Meeting

25th July 2014

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of a meeting held at 13:00 on Thursday, 17th July 2014

At MarketReach, 7-11 Stukeley Street, WC1V 7AB

PRESENT

Ian Beesley	Chairman
Tim Drye	Direct Marketing Association
Alun Evans	Racer Ltd
Simon Hanson	Royal Mail
David Heyes	Wigan BC
Terry Hiles	GB Group
Iain McKay	Improvement Services (Scotland)
Carolyn Valder	CACI

Also in attendance

Scott Childes	AMU	items 5-8
Ian Evans	AMU	items 5-8
Steve Rooney	AMU	items 5-8

Apologies

Razia Ahamed	Google
Joel Curry	QAS
Alan Halfacre	Mail Users' Association
Ian Paterson	Mail Competition Forum

1. Matters arising

PAF(14)3rd Meeting Minutes

The CHAIRMAN welcomed Simon Hanson to represent Royal Mail, as a replacement for Sarah Jane Eglon on the PAF Advisory Board. The Advisory Board expressed their sincere thanks and best wishes to Joel Curry who had stood down as a Board member as a result of a career move to the US, for his support and work on PAB.

ACTION: The CHAIRMAN to source a replacement for Joel Curry

2. Chairman's update

The CHAIRMAN reported

- An agreement had been reached with Royal Mail on a disclaimer and look-up link for the Counties alias file in PAF; a 'go live' date was still to be announced. This work had been initiated by PAB after complaints from MP's for Rutland & Melton and for Beverley and Holderness. Although the CHAIRMAN had been involved in the negotiations and notified the MP's he had not received an acknowledgement from them.
- The Advisory Board agreed if there were reactions from the marketplace on County data being removed then they would take action to review the process. The Advisory Board made reference to Royal Mail's code of practice, specifically section 1 explaining what postal addresses are and agreed that this statement should be more dominant on their website to avoid ambiguity or misunderstanding.
- The CHAIRMAN had received correspondence from a concerned member of the public requesting an address change and also a change to eight other properties he believed were affected by Sat Nav problems using postcodes. A site visit from

AMU had taken place to follow up the query and further investigations would take place to resolve the issue with the local Council.

- A meeting to discuss the Public Sector Licence would be taking place week commencing 21st July. The Advisory Board discussed the PSL agreement and it was agreed an initial sight of this contract was required by PAF Advisory Board members.
- The Advisory Board expressed their concern that they had not had sight of the SLA with RM operations and asked for a redacted version to be made available (if necessary to a limited number of board members).
- Tim Drye would be representing the Advisory Board at the ODI Open Addresses Symposium in August.
- It was reported that APPSI were considering drafting a report on UPRNs identifying the benefits of UPRN cross reference data being available free of charge.

ACTION: The CHAIRMAN to discuss further the PSL agreement with BIS.

ACTION: Ian McKay to keep the Advisory Board informed on the APPSI report.

ACTION: AMU to look at the option of a redacted version of the SLA with RM operations being made available to a limited number of board members.

3. AMU/Geoplace negotiations

David Heyes reported that a meeting had taken place, and that further discussions were needed between AMU and Geoplace. The Board expressed a degree of frustration with the apparent inability of the AMU and Geoplace to make progress with the exchange of address information.

4. Investment ideas

The CHAIRMAN reported that a brainstorming session had taken place with a small number of Advisory Board members. The results would be circulated for comment.

ACTION: The CHAIRMAN would circulate a draft document outlining possible ideas for investment in PAF for further comment.

5. The new AMU management information system (MIS)

ACTION: The Secretary to arrange an agenda item for AMU to present the new MIS at the September PAB Meeting

6. 2013 Licence review

The AMU reported that a public statement of the rationale for the new licence arrangements would be available for publication shortly. The Board noted that AMU had received one complaint from an SP about the proposed pricing for part-PAF that the AMU was in the process of reviewing. The AMU also confirmed that they were in the process of engaging with individual SPs prior to October when they would start sign up to the Licence. FAQ's were available on the Licence Portal of the AMU website.

7. Quality project

Scott Childes reported that the DQM fieldwork on the accuracy of PAF against other datasets had ended. The findings showed that PAF had a high degree of accuracy. However,

as only two postcode areas had been used in the trial a wider roll out of postcode areas was required to fully test DQM's methodology. The AMU believed that the independent measures used by DQM could improve quality and highlight performance issues in specific areas of existing PAF maintenance.

The Advisory Board thought that the issues raised in the AMU presentation emphasised that PAF methodology and definitions must be made more transparent and consistent. The Board also recommended that DQM introduce VOA and GeoPlace data into an extension of the trial to establish whether these data could improve the process and have the potential to reduce future data matching costs. (The Chairman had written to the VOA but had not yet had a reply.)

Further discussion between AMU and DQM would take place to establish viable costs to roll out the activity to other postcode areas. Meanwhile, the PAB sought access to the report on KPIs and methodology that would be delivered by DQM at the end of the project.

ACTION: The AMU to chase GeoPlace for sample trial data

ACTION: The AMU to review how the trial could be extended to more postcode areas at a reasonable cost.

ACTION: The Secretary to circulate the AMU presentation (for Advisory Board members only).

8. AMU update –

(a) Outstanding Actions

The outstanding actions were discussed and a number of amendments made.

ACTION: The Secretary to circulate an updated actions log

(b) Taking the pulse of PAF

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The Advisory Board confirmed it was a better set of data

ACTION: The AMU to provide a summary of the type of micro businesses that had signed up for the free licence.

Future meetings

25th September – Due to AMU's limited availability at this date, they requested that the date could be changed by a week.

ACTION: The Secretary to look at options.

20th November