

PAF(14)5th Meeting

5th October 2014

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of a meeting held at 13:00 on Thursday, 2nd October 2014

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

PRESENT

Ian Beesley	Chairman
Razia Ahamed	Google
Tim Drye	Direct Marketing Association
Alun Evans	Racer Ltd
Alan Halfacre	Mail Users' Association
Terry Hiles	GB Group
Iain McKay	Improvement Services (Scotland)
Ian Paterson	Mail Competition Forum
Carolyn Valder	CACI

Also in attendance

Scott Childes	AMU	items 6-9
Ian Evans	AMU	items 6-9
Steve Rooney	AMU	items 6-9

Apologies

Simon Hanson	Royal Mail
David Heyes	Wigan BC
Boris Huard	Experian

1. Matters arising

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The Chairman welcomed back Razia Ahamed from Google from maternity leave, and confirmed the appointment of Boris Huard from Experian as replacement for Joel Curry.

2. Chairman's update

The CHAIRMAN reported

- A copy of the Scottish PSL agreement had been received, but expressed his disappointed that the England and Wales PSL had still not been made available, although an NDA had been signed.
- He had met with BIS to discuss the Public Sector licence, and had offered BIS a place on the PAB.
- There had been a delay receiving the Ops SLA NDA, which had now been signed and he had confirmation from AMU that he would now receive the document.
- Following on from the Chairmans' letter to the Valuation Office, the VOA had agreed to a trial of address data cleansing between themselves and the AMU quality assurance team.

ACTION: the CHAIRMAN to chase AMU for the England and Wales PSL and the Ops SLA

3. Open data

Tim Drye and Iain Mckay attended the ODI Open Addresses Symposium in August, and reported there were no surprises in the discussions. Although Denmark claimed to have open addressing it had emerged that the provision of open data was in fact funded by their government. The Board confirmed its position that if the UK Government wanted to open up addressing, then they could do so by a similar arrangement with Royal Mail..

The PAB debated the possible release of UPRN data as open data. On balance the Board could appreciate the potential for data linkage that would open up but did not feel that a twelve digit code could replace the postcode without great disruption and potential public opposition. However, the

addition of UPRN codes to the PAF file would be enhancing. The Board noted that Local Authorities own the UPRN in Scotland and that OS/Geoplace owns them in England and Wales. So a commercial settlement with Government would be needed. It was reported that APPSI might be considering such an initiative. ACTION: The CHAIRMAN to contact APPSI

4. PAB ideas for PAF development PAB(14)29

The Chairman thanked the PAB sub group for their input into the brainstorming session, and further discussions took place with the PAB.

- Strategy - The PAB would push for the AMU to articulate a market strategy in the light of potential open data developments.
- Licence – The PAB confirmed they were in agreement with the revised licence to come into force in April 2015 and would not revisit the terms until after the new licence had bedded down, though there was some feeling that there was still scope for further relaxation of the restrictions in use.
- Marketing – the PAB agreed with the comments made by the PAB Sub Group. They confirmed that there should also be a focus on receiving mail, not just sending mail as in the AMU presentation.
- Quality – the PAB would push for quality statements at the level of postcode areas
- Costs – It was felt that the AMU needed to take the opportunities for reducing the cost of maintaining PAF more seriously.

ACTION: The CHAIRMAN to draft a comment on PAF Strategy for transmission to Royal Mail after clearance by the Board.

5. Register of Interests

ACTION: The Secretary to publish the revised document on the website

6. Preparing for the April 2015 (Licence & PSL)

AMU reported that both licences had been published, and within a week the portal for signing up to the licences would be live. AMU were working to improve the visibility of the PSL in conjunction with OS, through roadshows, visiting Solution Providers and logging feedback received. It was suggested that the AMU might contact public sector chief executives by letter to raise awareness of the PSL opportunities. The PAB asked to be referred to in the circulars under preparation but the AMU.

One formal complaint about the proposed part-PAF licence had been sent to Ofcom who were in discussion with the AMU about the proposed price changes. ACTION: AMU to provide the PSL communications briefing being used at the road shows to the Secretary for circulation to the PAB.

ACTION: AMU to explain the role of PAB in the communications and briefings that were being prepared on the PSL and 2015 Licence.

7. Data quality audit

Scott Childes confirmed that following the last PAB meeting he had met with Geoplace on 18th August, and that Geoplace had confirmed that they would consider the sharing of data but would come back on this with an actual proposal. As yet, however, there had been no further communication received from Geoplace. There would shortly be a contractual arrangement in place with the proposed supplier for further data quality comparisons (including possible checks against selective VOA data). The Board repeated that it was aiming for quality indicators to be incorporated in the PAF file at postcode area level and sought sight of the final report from DQM on the first quality pilot, which was to include recommendations on the KPIs for quality assurance in PAF. It sought an assurance from the AMU that stage 2 of the audit would not start until the report on stage 1 had been signed off; and asked to be notified of contractual changes between the two stages.

ACTION: AMU was asked to provide the assurances sought about the final report of stage 1 and the specification of subsequent stages.

8. AMU update –

a) Counties

AMU confirmed that the County drop-down menu for address look up was ready but activation had been postponed pending the results of a trial whereby the designation 'Humberside' would be deleted from the PAF file. It was reported that some Solution Providers had shown concern that their systems were not set up for the deletion of this data.

b) AMU management information system (MIS)

AMU reported that no progress had been made as there had been a lock down on technical developments during a restructuring of IT services across Royal Mail. Meanwhile the Board agreed that the current formulation of the 'PAF Pulse' was an improvement on past presentation. The Board reminded the AMU that it had sought information about the profile of users benefitting from the micro-business fee concession.

ACTION: The AMU to send through information on micro businesses PAF us

c) It was agreed that it was not a straight-forward process for the general user to propose changes to PAF entries using the AMU website. ACTION: Carolyn Valder agreed to assist the AMU with improving the process

9. Open meeting

The PAB had last held an Open Meeting at the end of 2012. Board members thought that the format had become a little tired, and held a preliminary discussion of alternatives such as a Webinar or an on- line survey it was agreed to resume consideration at a later date.

ACTION: The CHAIRMAN to discuss options for wider contact with the PAF market with the AMU.

Future meetings

20th November 2014 – venue to be confirmed