

PAF(14)6th Meeting

12th December 2014

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of meeting held at 10:30 on Tuesday, 2nd December 2014

At QAS/Experian, Clapham Common North Side, SW4 0QL

PRESENT

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

Also in attendance

Scott Childes	AMU	items 5-7
Ian Evans	AMU	items 5-7
Steve Rooney	AMU	items 5-7

Apologies

Simon Hanson	Royal Mail
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1. Matters arising

PAF(14)5th Meeting Minutes

The PAB welcomed Boris Huard as replacement for Joel Curry from Experian.

Sincere thanks went to Alan Halfacre, a founder member of the PAB who would be standing down from the PAB to enjoy his forthcoming retirement.

2. Chairman's update

The CHAIRMAN reported

- Following the Chairman's letter of 6 November to Steve Rooney a meeting between a PAB working group and the AMU had taken place on 1 December to discuss the SLA between the AMU and Royal Mail operations. The PAB team had been obliged to sign Non-disclosure Agreements, but could report that, in general, the AMU had been able to answer most of the questions raised in the letter of 6 November. However, the Chairman would be writing shortly to request additional and more up to date information which the PAB team would then reconsider.
- In the interest of stimulating discussion with a wider range of organisations in the PAF marketplace the PAB suggestions on strategy would now be made public,.
- No further developments had been reported by the AMU on MIS.
- The Chairman had met with the BIS newly appointed team on addressing which now fell under the group responsible for innovation. The Innovation Fund budget was currently £500m though the amount of discretionary spending was much less.. Nevertheless the AMU should be encouraged to engage with the BIS team, especially as BIS had an interest in open addressing following the Neffendorf report.

ACTION: The Chairman would publish the PAB strategy recommendations on the PAB website.

3. Communications working group with AMU

Carolyn Valder had represented the PAB at a meeting with Paul Tatman-Madsen of the AMU to look at how the public could register concerns about how their addresses were registered on PAF. Paul had produced a comprehensive report following the meeting which the AMU were planning to use as the basis for an on going communications strategy.

ACTION – Paul Tatman-Madsen to be invited to attend the next PAB in January to discuss his findings.

4. APPSI principles

PAB (14) 35

The Chairman reported that David Rhind, the Chairman of APPSI, had been invited to attend the PAB meeting but had sent his apologies due to the PAB changing the time of the meeting. It was reported that the APPSI draft principles covering the IP of data when organisations were privatised had been sent to the Government, but as yet nothing definite had been received back. With the prospect that future commercialisation of public sector information could involve PAF IP the Board would endeavor to stay abreast of developments.

ACTION: The Chairman to invite David Rhind to the PAB January meeting.

5. Preparing for April 2015 (Licence & PSL)

Ian Evans confirmed that the preparations were going well and the licence portal was now live on the licensing centre website. So far, 36 Solution Providers had signed up to the new licence and there had been one formal complaint to Ofcom about the pricing of part-PAF.

The AMU had expressed concern over delay in completing promotional material in conjunction with BIS for the general launch of the PSL in April. Ian Evans would be taking a lead role in this activity and expected to have material available early in the New Year.

During a wide ranging discussion on perceptions of how public sector bodies were responding to the PSL and on the prospective 2015 generic PAF licence some issues were reported where the new PAF pricing would be higher without an obvious improvement in quality, coverage or service. There was also confusion over the AMU stance on developments in the SP network – was it happy to sit back and let market forces play out or would it take steps to maintain a diversity of channels to market. The Board sought clarification.

ACTION: The AMU to respond at the PAB meeting in January. 2015.

6. Data quality audit

Scott Childes shared the DQM findings with PAB, and explained that the future independent audit programme would cover 3 postcode areas per quarter. Although the AMU had communicated these plans within Royal Mail the public profile of the audit had still to be decided. The Board suggested that the AMU should at least make the activities known to BIS and preferably more widely to PAF users.

Scott Childes presented the on-line PAF validation Centre for Delivery Office managers, and Satellite offices which had been launched in October. 1400 offices had already registered, which left 100 offices still to sign up. The process would give greater visibility of walk validation and help identify where further action was required. It would give the AMU the ability to target a proposed AMU troubleshooting team (and the DQM audits) on Delivery Offices that were not sufficiently active in PAF validation. Scott Childes would be the lead AMU manager concerned.

The Board welcomed the initiative and asked for a report on progress in 6 months time.

ACTION: AMU to report progress at the July 2015 PAB meeting.

7. AMU update –

- a) Outstanding actions

Discussed and agreed.

b) Taking the pulse of PAF

PAB (14)37 and 38

Discussed and agreed.

ACTION: The PAB requested a further update from the AMU on the proposal for a maintenance efficacy study highlighted in the report.

c) Strategy for PAF

PAB (14)39

It was confirmed that as yet no formal response to the Chairman's letter of 6 November had been received from AMU.

ACTION: Steve Rooney to respond as a matter of urgency.

8. Open meeting

The Chairman reported that he had been looking at options to enhance the website, possibly by including a discussion board to create an active dialogue for users of PAF. The PAB discussed further options such as social media, email alerts for news items, and whether it would be possible to make the PAB website more user friendly.

ACTION: Tim Drye and Razia Ahamed to look at options for wider engagement with the PAF marketplace and report back at the PAB meeting in January 2015

Future meetings

15 th January	Market Reach
19 th March	Market Reach
27 th May	Experian/QAS Offices
16 th July	Market Reach
1 st October	Market Reach
19 th November	Market Reach