

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of meeting held at 12.30 on Thursday 15th January 2015

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

PRESENT

Ian Beesley	Chairman
Razia Ahamed	Google
Melanie Allsop	Mail Users Association
Tim Drye	Direct Marketing Association
Alun Evans	Racer Ltd
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 5-10
Ian Evans	AMU	items 5-10
Steve Rooney	AMU	items 5-10

Guest

Professor David Rhind	APPSi
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1. Matters arising

PAF(14)6th Meeting Minutes

The PAB welcomed Melanie Allsop who had been appointed as replacement for Alan Halfacre, to represent the Mail Users Association.

The Chairman informed the PAB that Simon Hanson had resigned from Royal Mail and hence from the PAB, no replacement had been made at present.

2. Chairman's update

The CHAIRMAN reported

- In the interest of PAB visibility the Chairman planned to visit AMU in Doxford, he invited other members to join him.
- The Chairman had met with the newly appointed Data Services Director for Royal Mail, Jim Conning. It was reported that Data Services would be joining the Solution Provider market, an announcement would be expected within the month. PAB expressed its concerns that Data Services must be treated in exactly the same way as all other third party SPs and that there should be more clarity on the ring fencing between AMU and Data Services.
- Following concerns reported about AMUs Postcode finder service, the Chairman experienced difficulties when testing the service specifically when attempting to verify a street and locality.

ACTION: PAB members to notify the Chairman by 23 January of interest in visiting Doxford

ACTION: The Chairman would write to Jim Conning to outline the PAB concerns, and invite him to 19th March PAB meeting.

3. APPSI draft principles for public sector data

Professor David Rhind gave an update on the development of APPSI and its recent submission to the Government on principles to govern the transfer of undertakings from the public to the private sector.

4. OFCOM's recent proposals and PAF

Ian Paterson reported on OFCOM's recent concerns that Royal Mail had introduced zoned address charges for the 'last mile' delivery of competitors' mail based on the proportion of business addresses in postcode areas. OFCOM intended to introduce regulations to oversee any movement of Postcode areas between zones, to provide clear parameters for consistent pricing. The Mail Competition Forum had been part of the discussions. The PAB agreed that the monitoring of any movement between zones should be included in the Pulse and should be detailed in the SLA.

ACTION: Ian Paterson to clarify the definition of business addresses with AMU and to draft a letter to OFCOM, in support of their concerns and would attempt to monitor the situation as part of the monthly PAF Pulse exercise.

5. Communications working group

Paul Tatman-Madsen reported on the fact-finding exercise he undertook with Carolyn Valder on the ease of reporting address changes to the AMU and described the communications strategy for 2015. A joint initiative between PAB and Royal Mail would be advantageous and a follow up meeting would take place to continue discussions and agree actions. PAB considered it important that measures be put in place to monitor the success of communications and marketing. The AMU confirmed that measuring the success would be introduced to cover the transition to the new

licence. Actions promoting the benefits of PAF, growing PAF awareness and usage to drive quality would be monitored as well as any complaints.

ACTION: Paul Tatman-Madsen to specify the communications plan and associated timings by end March.

ACTION: The AMU to include reports on progress as part of the bi-monthly updating activities for the PAB.

6. PAB Communications

The Chairman agreed to discuss the next actions off line with Razia Ahamed and Tim Drye.

7. Preparing for April 2015 (Licence & PSL)

It was reported that overall the feedback on the new licence and the PSL had been positive. However, the PAB expressed its concern and disappointment that the managers of the PSMA appeared not to have honoured the commitment given to Royal Mail that during the year to April 2015, when only PSMA members could operate under PSMA terms, no new PSMA members would be eligible for the PSL; thus discriminating against private sector SPs. The AMU reported that they would be raising the issue with BIS at a meeting scheduled for 20th January.

ACTION: The Chairman to publish a communication regarding the new Licences on the PAB website

8. AMU Strategy

Steve Rooney confirmed that a one page strategy document had been produced and shared with the Chairman, but still required sign off by Royal Mail's legal department.

The PAB expressed their concerns over Data Services becoming a Solution Provider offering address based products; in particular how could AMU guarantee that Data Services would be treated the same way as other Solution Providers? AMU responded that Data Services had been in the marketplace for around 5 years, and had always remained outside the AMU ringfence on the same basis as other service providers.

ACTION: The Chairman to comment on the AMU strategy document prior to submission to the compliance authorities in Royal Mail.

ACTION: Steve Rooney to put together a one page/slide capable of wide circulation to outline the precautions in place to protect the wider marketplace as Data Services moved into the address based solutions market.

9. Outstanding actions

PAB(15)1

Noted

10. Taking the pulse of PAF

PAB(14)3

Noted

Future meetings

19th March

Market Reach

27th May Experian/QAS Offices

16th July Market Reach

1st October Market Reach

19th November Market Reach