

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of meeting held at 12.30 on Thursday 19th March 2015

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

PRESENT

Ian Beesley	Chairman
Razia Ahamed	Google
Melanie Allsop	Mail Users 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

Also in attendance

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

Apologies

Tim Drye	Direct Marketing Association
Carolyn Valder	CACI

1. Matters arising

PAF(15)1st Meeting Minutes

The Chairman informed the PAB that he would shortly meet a suggested Royal Mail member of the Board who came from the Government Relations department. It was agreed that the member should be able to represent the views of Royal Mail Operations.

The Board was informed that the comments on leakage into the PSL by new members of the PSMA should be amended to reflect a position whereby migration was allowable before 1 April 2015 but PAF fees would require to be paid to that date.

2. Chairman's update

The CHAIRMAN reported

- A visit to AMU in Doxford would be arranged for the Chairman, Melanie Phillips and Iain McKay. The AMU was looking to organise a visitor programme to highlight the work carried out in Doxford, and it would be appropriate to use the visit as a pilot for the programme.
- Due to diary commitments, Jim Conning, Data Services had requested that the Advisory Board rearrange his attendance to the May PAB meeting.
- The Chairman had received an acknowledgement to the letter to OFCOM regarding the maintenance of business addresses on PAF.
- The Ops SLA working group had requested details of the improvements planned for the 2015/16 agreement between Ops and the AMU. Also, the AMU had confirmed in writing that Data services and Post Office Ltd would continue to be licensed for PAF on the same terms as other users.

ACTION: The Chairman to confirm Doxford arrangements with the AMU.

ACTION: The Chairman to confirm Jim Conning's attendance at the May PAB meeting.

ACTION: The Chairman to liaise with the AMU over 2015/16 Ops SLA changes.

3. Open data

The Board had a short discussion of the ODUG document promoting a National Information Infrastructure (circulated as PAF(15)4). Note was taken of the call for improved metadata for key datasets. Though the ODUG paper made no reference

to PAF the Board agreed to consider at a later date how data quality as measured by the quality audits might be incorporated into metadata about PAF.

4. PAF Marketing

Following on from the meeting on 19th February, it was reported by the AMU that there were over a 1000 queries per week on addressing. In the light of this, and the difficulty navigating to the relevant part of the Royal Mail webpage, the AMU was working to substantially improve the customer experience to include:

- An acknowledgement.
- A response within 24 hours,
- A confirmation of actions to be taken.
- Confirmation when an amended or new address would 'go live'.

The PAB expressed its support for revamping the 'Powered by PAF' website as described by the AMU. In discussion the AMU confirmed that it had a plan for developing analytics from the amended website.

ACTION: The Secretary to invite the AMU (Paul Tatman-Madsen) to demonstrate the revised "Powered by PAF" website at the May meeting.

5. Preparing for April 2015 (Licence & PSL)

Ian Evans reported a strong sign-up for the new generic licence, with over 92% of revenue already covered. There had been almost no negative feedback but the change of terms, in particular the change to the user definition to take account of multiple platforms (e.g. the same person using a PC, tablet, and phone), had caused some concern. In a few cases it might be appropriate to mitigate the impact where usage had not changed. In response to a Board question, the AMU confirmed that no further increases to pricing for 2015-16 were currently foreseen.

3,860 nominations had been received for PSL licences against a theoretical eligible 10,000 to 12,000 target.

6. AMU Strategy

Steve Rooney shared a confidential one page AMU Strategy with the PAB and asked for comments. The Board felt that a small working group should analyse the strategy in depth, aiming to feed back comments to the AMU.

ACTION: The Chairman to convene a working group to examine the AMU strategy within the following month. [NB: The working group was subsequently set up comprising Ian Beesley, Boris Huard, Iain McKay, Ian Paterson].

7. The process for recoding postcode areas

The AMU reported that whereas in the past recoding had taken place twice yearly, the process was now more infrequent as postcode exhaustion was less prevalent. Recoding usually took place when linked to specific projects such as the 2012 Olympic village and followed a code of practice with a 9 to 12 month planning stage. The new development at Nine Elms/Battersea would be in the next phase of recoding. Reaction to the code of practice had been very positive and it was suggested that case studies might be introduced into the code of practice to illustrate how the process would proceed in the future.

ACTION: The Board invited the AMU to return and give more details of the Nine Elms/Battersea recoding process at an early stage of planning.

8. Quality audit 2015 – Update

The AMU reported that feedback on the January-March exercise was expected within the next month. Preparation for the April-June audit was already progressing. Sampling of the 121 postcodes would seek a varied geographic distribution and a mix of rural, urban and city areas with some targeting of areas that looked to be underperforming. Improvement Services (Scotland) offered help with data comparators.

ACTION: The Board invited the AMU to take up the offer of help from Improvement Services (Scotland).

9. Outstanding actions PAB (15) 5

The Board took note of the update.

10. Taking the pulse of PAF PAB (15) 9

The Board took note.

11. Chairman's Blog

The Chairman's draft Blog about the Board's focus for 2015/16 was agreed and would be published on the PAB website.

Future meetings

27th May Experian/QAS Offices

16th July Market Reach

1st October Market Reach

19th November Market Reach