

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of meeting held at 12.30 on Wednesday 27<sup>th</sup> May 2015

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

PRESENT

Ian Beesley	Chairman
Razia Ahamed	Google
Tim Drye	Direct Marketing Association
Alun Evans	Racer Ltd
Terry Hiles	GB Group
Boris Huard	Experian
Iain McKay	Improvement Services (Scotland)
Rhona Parry	Royal Mail
Ian Paterson	Mail Competition Forum
Carolyn Valder	CACI

Also in attendance

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

Apologies

Melanie Allsop	Mail Users Association
David Heyes	Wigan BC
Steve Rooney	AMU

The Chairman welcomed Rhona Parry, who had been appointed as a PAB member to represent Royal Mail.

#### 1. Chairman's update

The CHAIRMAN reported

- That he had regular meetings with Steve Rooney, and it appeared that the AMU's resources were heavily engaged with the Battersea recoding.
- Siebel would be active from June.
- A visit to the AMU, Doxford was still planned, the Chairman was awaiting dates before confirming the PAB visit.
- The Chairman would contact the AMU to air his concerns, after it was reported that Jim Conning had been advised by Royal Mail not to attend a PAB meeting, though he had spoken about Data Services' strategy at a recent public conference. The PAB would have welcomed his participation.
- The Chairman aired his concerns that his blog was not more visible on the front page of the PAB Website.

ACTION: The Chairman to request the AMU ring-fence guidelines as they affected Data Services.

ACTION: The Chairman to chase the 2015/16 Ops SLA changes from the AMU.

ACTION: The Secretary to circulate the website login details to Razia Ahamed and the Chairman.

ACTION: The Secretary to invite the AMU to update the PAB on the Battersea Recording at the July meeting.

ACTION: The Chairman to request that the AMU's financial results be reported at the July PAB meeting.

## 2. Feedback from the market

The PAB discussed the marketplace and highlighted several areas of concern:

- There were unconfirmed reports of Royal Mail planning to exploit analysis of mailmark data in a manner that appeared to breach mail senders' privacy.
- Buying and selling of data could affect the provision of PAF.
- The definition of a user was not consistent between Royal Mail's User Licence and the definition in the OS licences. This was making contractual obligations extremely difficult for the re-sellers. The AMU confirmed that they were looking into the issue, and agreed that they would share any new developments with the PAB before notifying the marketplace.
- There seemed to be uncertainty and confusion around the eligibility of 3rd party contractors for the PSL.
- The mapping licence was reported to be expensive and complex. This license had been excluded from the 2015 revisions and might, therefore, benefit from being revisited.

ACTION: The Chairman noted these concerns and would address them with the AMU directly.

ACTION: Ian Evans to report back on consultations with Improvement Services (Scotland) on the application of the PSL to 3<sup>rd</sup> party contractors.

3. Developing PAF over the next 2-3 years

The PAB discussed and agreed the document circulated under PAB(15)10 (revised), that had been produced following the working group's discussions.

ACTION: The Chairman to amend page 3 on the threats to reflect the discussions

ACTION: The Chairman to write formally regarding the draft AMU strategy and ask for the AMU to present IT at the July PAB meeting.

ACTION: The Secretary to publish PAB(15)10 (revised) on the PAB website

5. Open Data

Ian Evans presented on the developments to make the French equivalent of PAF open data.

6. PAF address updating and marketing programme

The AMU reported that although the development work had gone well, they were now waiting for the Royal Mail digital team to update the webpages. The PAB reacted with dismay. It was several years ago that the issue of delays in updating PAF for new property, it was important to the PAB that this had been raised with the AMU and work was completed as soon as possible.

ACTION: The Chairman to maintain pressure on the AMU to ensure that the planned improvements were progressed with urgency.

7. Outstanding actions

PAB(15)12

The Board took note of the update.

ACTION: The AMU to present the 2015/16 Ops SLA at the July PAB meeting

8. Taking the pulse of PAF

PAB(15)13

The Board took note.

**Future meetings**

16<sup>th</sup> July            Market Reach

1<sup>st</sup> October            Market Reach

19<sup>th</sup> November        Market Reach