

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of meeting held at 12.30 on Thursday 16th July 2015

At Market Reach, 7-11 Stukeley Street, WC1A 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
Iain McKay	Improvement Service (Scotland)
Ian Paterson	Mail Competition Forum
Carolyn Valder	CACI

Also in attendance

Scott Childes	AMU	items 4-12
Ian Evans	AMU	items 4-12
Steve Rooney	AMU	items 4-12

Apologies

Tim Drye	Direct Marketing Association
Boris Huard	Experian
Rhona Parry	Royal Mail

1. Matters arising

PAF(15)3rd Meeting Minutes

ACTION: The Chairman to chase the AMU ring-fence guidelines

ACTION: The Chairman to chase the revised AMU strategy document.

2. Chairman's update

The CHAIRMAN reported

- That AMU had been awarded a gold award for 'Investors in people', the PAB expressed their congratulations.
- Congratulations also went to Tim Drye for being awarded a DataIQ Award for New Data.
- The visit to the AMU, Doxford had been postponed but was still planned for later in the year.
- The Open meetings were under review, and it was felt that a 'user group' meeting could be more beneficial to the marketplace.

3. PAB website development

Razia Ahamed reviewed the proposal received from the website designers for re-vamping the PAB website. The general approach was felt to be sensible but a clear scope and objectives would be required to be agreed in advance with the designers and the fee quote for the work would need to be reconfirmed. In discussion it was suggested that the main objectives to be set would be for website visitors to know that the Board is open for business and to understand what the PAB is, what are its objectives, who its members are, what it does, what it has done recently, how to make contact, and that the PAB was independent from Royal Mail. There could also be links to other relevant organisations.

ACTION: The Secretary to circulate a draft website specification for comment;

ACTION: The Secretary to re-engage with the website designers and reconfirm the fee quote;

ACTION: The Chairman to check with Ofcom if a link to its website could be added to the PAB website;

ACTION: Secretary to consult PAB members about the desirability of putting contact addresses on the website

ACTION: The Secretary to circulate the PAB website Analytics;

ACTION: Carolyn Valder to discuss search engine optimization for the PAB website with Paul Tatman-Madsen.

4. Licence News

The AMU discussed comments received from solutions providers about the new user definition in the 2015 Licence which had been adapted to move to an 'individual' user possibly operating across more than one platform. Feedback had been generally positive but there had been some concerns about the application of the definition to temporary stand-in staff operating for short periods of cover for the licensed operator (for example, in the retail sector operating EPOS systems). The AMU was in the course of surveying solution providers' experience with the new definition. So far, 33 had responded but feedback was still outstanding from several of the larger firms. The aim was to consult the PAB about any proposals for adjustment of the application of the definition and to complete the work by the end of July.

Ian Evans presented on Eircode, the Irish equivalent of Postcodes, which had now been launched. It was the AMU understanding that an online Eircode look-up website, similar to Postcode finder in the UK, was planned to be available from on 20th July.

5. AMU Financial results

Scott Childes reported on the AMU 2013/14 financial accounts which had been published in the Royal Mail's yearly accounts and showed a 9.2% return on PAF turnover. The PAB expressed concern that the 2014/15 results were not yet available.

ACTION: The Board requested that the AMU forward the 2013/14 financial results to the Secretary for circulation.

ACTION: The Board invited the AMU to report on the 2014/15 financial results at the October PAB meeting.

6. 2015/16 Ops SLA

The AMU reported that a description of the 2015/16 service level agreement with Royal Mail operations had been sent to the Chairman for circulation to the PAB working party under non-disclosure conditions

7. PAF Quality update

Scott Childes gave an update on the PAF external quality audit. The AMU were currently working with DQM to remedy some sampling and procedural errors in the current exercise and would report back when the audit results were available. Meanwhile, response to the internal marketing of the importance of quality to Royal Mail Operations was extremely encouraging. The number of PAF changes originating from operations that had been taken through the quality programme had risen by around 10% a month on average with operations managers and their staff showing positive interest

in improving the accuracy of PAF as an important part of improving Royal Mail delivery performance.

The PAB felt the results coming from the AMU quality team were very encouraging and expressed a wish to invite them to share experiences with the Board.

ACTION: The Secretary to invite the AMU to present the work of the internal quality team to the Board at the meeting on 1 October.

8. The Digital Agenda

The Board discussed the relevance of the Government Digital Agenda, as described by the Rt Hon Matthew Hancock MP at the National Digital Conference on 25th June 2015, to the development of PAF. The Minister had identified three underlying principles for success with digital services: simplicity in transactions, iterative policy and systems development, building the digital infrastructure. All three had a resonance for PAF. The 2015 Licence had significantly simplified matters for SPs and final users and it was essential that this thrust should not be diminished by amendments to handle any rough edges such as the recent issues over user definition. Difficulties should be dealt with by establishing procedures and precedents that did not require Licence amendment and complication. The Board commended an iterative approach to systems development based on 'customer-led design' in areas such as the reporting of changes to delivery point addresses – especially as recent hold-ups in systems development were regrettable. In addition, the Board urged the AMU to become formally involved in the digital agenda debate as it felt that the contribution made by innovations such as the Developer Licence and the Public Sector Licence did not receive the attention in the debate that they deserved.

ACTION: The Board invited the AMU to report on progress in engaging with the Government digital initiative at its next meeting.

9. PAF Marketing

The AMU reported that the promotional video on awareness of PAF was currently running on Royal Mail Television (RMTV) and confirmed that a second video would start shooting in the autumn focused on the importance of PAF accuracy and updating. A prototype of the 'update your address' portal for crowd sourcing of PAF changes was now completed, but the AMU was still waiting for the Royal Mail IT services to finish development of the final version. The Board emphasized the importance of completing this work by whatever means was necessary.

ACTION: The Board invited the AMU to arrange a demo of the system at its next meeting.

ACTION: The Board invited the AMU to circulate a link to the existing video and to seek PAB comments on the Beta version of the new one

10. AMU Update

The AMU reported that postcode re-coding for the major redevelopment being undertaken in Battersea was underway and negotiations were in hand with the property developers. Some existing SW8 properties would change to SW11; this would require a consultation lasting three months after the boundaries had been confirmed. Battersea property development would be a 7 year programme which would be supported by a separate Royal Mail communications exercise with the developers built around developer and resident FAQs.

11. Outstanding actions

PAB(15)15

The Board took note of the update.

12. Taking the pulse of PAF

PAB(15)16

The Board took note.

Future meetings

1st October Market Reach

19th November Market Reach