

THE POSTCODE ADDRESS FILE

ADVISORY BOARD

Minutes of meeting held at 12.30 on Thursday 1st October 2015

At Market Reach, 7-11 Stukeley Street, WC1A 7AB

PRESENT

Ian Beesley	Chairman
Razia Ahamed	Google
Tim Drye	Direct Marketing Association
Alun Evans	Racer Ltd
David Heyes	Wigan BC
Terry Hiles	GB Group
Rhona Parry	Royal Mail
Ian Paterson	Mail Competition Forum
Carolyn Valder	CACI

Also in attendance

Scott Childes	AMU	items 5 -12
Paul Tatman-Madsen	AMU	items 5 -12
Steve Rooney	AMU	items 5 -12

Apologies

Melanie Allsop	Mail Users Association
Boris Huard	Experian
Iain McKay	Improvement Service (Scotland)
Ian Evans	AMU

## Introduction

Prior to the formal agenda items, the Chairman introduced Paul Roberts, the new Secretary to the Board.

The Chairman also recognised the work completed by the outgoing Secretary, Samantha Hardy, and presented her with a token of appreciation from the Board.

## 1. Matters arising

### PAF(15)4<sup>th</sup> Meeting Minutes

The Chairman focused on various actions tabled at the July 2015 PAB meeting, specifically:

AMU ring-fenced guidelines. The Chairman had chased these guidelines, which had been shared on a non-disclosure agreement basis.

Revised AMU strategy document. This had now been received by the Chairman. Initial feedback was that the strategy did not appear to have changed significantly from the original version of the strategy. It was noted that input from the Board to the strategy appeared to have been taken on board and used by the AMU.

**ACTION:** The SECRETARY to confirm that the strategy document can be shared across the Board members and circulate as appropriate.

## 2. Chairman's update

The chairman reported a number of updates

- There was potential to replace the Open meeting with a User Group meeting. Initial feedback from the market had been positive.
- The Board had been advised that it would be wise to defer the options to expand public sector licence use within Central Government until the Government Expenditure White Paper was published (expected November 2015). However, use in local government and the NHS would be pursued separately.
- The Cabinet Office open data team (previously known as the data strategy group) had a new chairman, Laurence Hopper. It was understood that the Government open addressing project was currently being reviewed.

**ACTION:** PAB members to feed back to the Chairman their thoughts on a User group meeting (structure, contents) for further discussion at the next PAB meeting.

**ACTION:** The CHAIRMAN to meet with Laurence Hopper to discuss the remit and onward agenda for open data initiatives and to report back to the PAB.

### 3. News from the market

Mail users were questioning the status of 'RM Mail Mark'. Industry concerns centred on the potential investment required by mail users to support the product and provide RM with required data. RM was proposing to discontinue the existing, simpler, barcode product in the next year and concerns were reported that users may not be ready or able to support the Mail Mark product. Concerns also surrounded the type of data collected and the ownership of the data and its onward use by RM. Price changes were expected to be published during November.

The social marketplace continued to move to requiring instant information – for example, a consumer being able to obtain detail of a given business opening hours when in an urban/ suburban environment.

A change in the charity sector from opt-out to opt-in mailing could reduce mail volumes (estimated by as much as a 2/3 reduction). If this was replicated across industries, there would be a significant impact to potential use of PAF. A potentially positive impact of Mail Mark was if consumers could access their own data and contact organisations to unsubscribe from specific communications.

Within the Financial Services industry, there appeared to be an upsurge in a return to using mail as a key communications channel with customers.

Users of the recently introduced Eircode database in the Republic of Ireland had expressed concerns over the onerous administration requirements and commercial terms contained within user agreements.

Royal Mail had implemented a 'Keep me Posted' campaign, designed to help vulnerable groups remain in contact with organisations. Over 100 organisations currently supported this campaign, on the basis that mailing to customers will continue until the customer opts-out.

Customer 'data-related' expectations continued to increase, due to continued development and growth of mobile technology. This created an increasing need for PAF to be accurately and timely updated. An example of this would be to move 'not yet built' details across to the main PAF in the timeliest way so that customer mail would be delivered accurately.

**ACTION:** The SECRETARY to include a market update item once every 3<sup>rd</sup> PAB meeting.

#### 4. PAB website development

PAF(15)20

The requirements for a revised PAB website were debated. At present it was felt that the website was used purely as a document delivery mechanism and as SP's/End Users were the target audience the website should be developed to show a sense of momentum in the PAB and a keenness to hear PAF user views. It was agreed that the website had to be more flexible with some content being able to be moved around the site as appropriate, but without the need for a total rebuild, ensuring that the PAB conveyed that PAF was not static and news items were kept current. Search optimization techniques should be deployed.

**ACTION:** The SECRETARY to engage the website designers to confirm the specification, costs and onward delivery plan, and report back to the next available PAB meeting on progress.

**ACTION:** the proposal to publish PAB member contact addresses on the PAB website would be held pending the construction of the revised PAB website and further consideration.

**ACTION:** Razia Ahamed to provide input to optimisation options as the website is developed and implemented.

#### 5. Licence news

AMU

5.1 A potential revision to licence user definitions had been suggested by users in the retail sector. It was reported that AMU had received 45 responses from the market. The options were:

- 1) Stay as is
- 2) Move to a hybrid (mix of terminal and users)
- 3) Total redefinition

Given market feedback, a total redefinition had been ruled out. At this stage, there was the potential to tailor the options to different segments of customers and communities, but this would require clear definition of which customers sit in which communities.

The AMU were awaiting the commercial implications of options 1 and 2 before making a decision on which option to progress.

**ACTION:** AMU to update this position at the next PAB meeting.

5.2 A number of entities that were not defined as registered charities (such as sports clubs) had been applying for free PAF use, based on their treatment in legislation as equivalent to charities. The AMU were currently fact-finding.

**ACTION:** AMU to update this at the next PAB meeting.

## **6. Government digital initiative**

**AMU**

The AMU had met with the Government GDS Team to scope options. It was reported that many of the GDS Team had now moved away from the team and so re-engagement is required.

**ACTION:** AMU to engage with the new Cabinet Office chair, Laurence Hopper, to progress, and report back to the next PAB meeting.

## **7. AMU financial performance**

**AMU**

Licence and revenue performance during 2015/16 were broadly in line with 2014/15. The mix of licences was changing, from the traditional user-based to a transaction-based model.

**ACTION:** The AMU to present a full analysis of user and revenue performance to the PAB later in the financial year (meeting date to be confirmed)

## **8. Marketing PAF and other AMU datasets**

**AMU**

The AMU presented a draft slideshow versions of 3 videos currently in development.

- 1) Multiple Residences
- 2) Not Yet Built
- 3) Address Maintenance

The video for multiple residences would be targeted at PAF end users. The not yet built video would be targeted at service providers as well as end-users. In the case of both videos, the aim was to encourage users to consider purchasing these datasets as added value to the base PAF dataset

The address maintenance video would be targeted at internal RM employees, stressing the importance of identifying and recording address changes in an accurate and timely manner.

Inputs from the PAB members were:

- At the end of the multiple residence and not yet built videos, a pointer to the supplier directory could be added to the existing 'ask AMU' link.
- The multiple residence video could include more content on how the dataset can be used and what it contains that the PAF dataset doesn't
- Longer-term, could the multiple residence dataset be integrated into PAF.
- As well as standard marketing channels, versions of externally-facing videos could be placed on social media channels (for example YouTube) to help consumers understanding of addressing data and the things consumers can do to help ensure their address is kept up to date.

- For not yet built properties, RM could consider including a 'lifecycle of a new build property', showing how a new address develops. This would help consumers understand the links between developers, local authorities, Royal Mail and other related stakeholders.

**ACTION:** AMU to analyse suggestions and report back on outcomes at the next PAB meeting.

The Board took note of developments in other project areas within the AMU, linked to helping providers, users and consumers better understand the addressing market:

- A blog to sit within the AMU website, aimed at the wider addressing marketplace.
- Website development – refreshing content, simplifying/ enhancing customer journeys through the site, simplifying access to high demand sections and enabling total transaction completion via the web with no paperwork

## 9. Demonstration of the address change portal AMU

The existing reporting portal was under-utilised. The AMU outlined 2 initiatives designed to enhance consumers' ability to report where they believe their address to be incorrect.

- 1) Making the facility easier to find. This included areas such as web search engine optimisation
- 2) Development of a new form to help make reporting wrong or missing address details much simpler for consumers.

A test version of the new reporting form was presented. Board member questions and suggestions relating to the reporting form were:

- Clearer definition required on 'issue type' – some existing types appeared duplicated or unclear
- Some data on the form appeared to be not directly related to the core imperative of improving mail delivery and the accuracy of the supporting PAF dataset
- Was the form as short as it could be, to encourage consumers to complete rather than become frustrated with the amount and type of information required?
- Data generated by the form inputs – how and where was this to be used?
- The terms and conditions needed to be enhanced, to make clearer the uses that would be made of data being provided
- There was no plan to acknowledge submission of the form, just a 'thank-you' on the portal itself once the form had been submitted. A notification from the AMU to the customer when action had been taken would be advantageous, even if up-front acknowledgement of submission was not available.

**ACTION:** AMU to consider the inputs from the PAB members and update progress at the next PAB meeting.

**ACTION:** PAB members to test the form and report back to the AMU for consideration.

## **10. Update on the data quality audit**

**AMU**

In Quarter 1 2015/16, 3 areas were assessed – Luton, Sunderland and Telford. These areas represented an equivalent make up of properties in line with the wider overall PAF dataset.

Information from the results was fed through to the relevant local RM Operational leadership teams, together with an 'important things to ensure are completed' briefing, which was locally rolled out to employees in the specific areas.

Each location was re-measured to ensure their key messages were embedded.

For Quarter 2, research had been completed covering Ilford, Newport and Dumfries. Results for those areas was expected by the end of October.

The Board discussed what improvements could be made to the data analysis to enhance the audit and drive further targeted improvements at a national and local level. The key opportunity identified was to further segment down results, including a split of business address accuracy vs. domestic address accuracy.

**ACTION:** AMU to report on business and domestic address accuracy at the next PAB meeting.

## **11. Outstanding actions**

**PAB(15)22**

The Board took note of the outstanding actions, specific to the AMU.

## **12. Taking the pulse of PAF**

**PAB(15)20**

The Board took note. A question was raised surrounding a spike in the not yet built numbers during August 2015.

**ACTION:** AMU to investigate and report back to the next PAB meeting.

## **Any Other Business**

None recorded.

## **Future meetings**

The next PAB meeting will be held in December, date to be confirmed.

**ACTION:** The SECRETARY to liaise with PAB members.