

THE POSTCODE ADDRESS FILE

ADVISORY BOARD (PAB)

Minutes of meeting held at 10:00 on Thursday 17th December 2015

At: Experian, George West House, 2-3 Clapham Common North Side,
London SW4 0QL

PRESENT

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

Also in attendance

Scott Childes	AMU	items 5-10
Paul Tatman-Madsen	AMU	items 5-10
Steve Rooney	AMU	items 5-10
Ian Evans	AMU	items 5-10

Apologies

Melanie Allsop	Mail Users Association
Razia Ahamed	Google
David Heyes	Wigan BC

Introduction

The Chairman welcomed all PAB members to the last PAB meeting of 2015 and outlined the agenda and intended timing for the meeting.

1. Matters arising

PAF(15)5th Meeting Minutes

The Chairman focused on a specific action tabled at the October 2015 PAB meeting, specifically:

Government Digital Services Group. The Chairman had met with Laurence Hopper to learn about the remit and scope of the Group. A desire of the group was to create a cluster of related address files to enable a wider customer view of environments and facilities associated with the address. Professor Sir Nigel Shadbolt had been appointed chair of a Government Steering Group on data policy and this was welcomed by the PAB. The Chairman confirmed that continued PAB engagement with the group should be encouraged during 2016.

2. Chairman's update

The chairman reported a number of updates

- The Head of the Address Management Unit (AMU) had taken on extra responsibilities within the Royal Mail Group, specifically leadership of the stamp production and logistics operations (but not the design of stamps). The Advisory Board took note and welcomed the continuity in leadership of the AMU.
- Tim Drye would take up the position as chair of the Demographic User Group from April 2016. Tim's appointment was viewed as a good opportunity for the Group to interface with PAB. The Board wished Tim success with the new appointment and welcomed the news that Tim would remain a member of the PAB.
- Terry Hiles would be stepping down from membership of the PAB to concentrate on a new role with Licence Check. The Chairman warmly thanked Terry for his contribution to the PAB, including significant input throughout the PAF licence revision exercises.
- The Chairman had attended a Royal Mail Group Corporate Social Responsibility (CSR) meeting in early December.
- Royal Mail reported that a new EU regulation had been agreed concerning cross-border trade that had implications for data sharing. The Board suggested that the AMU might make its earlier research into European addressing data available to the European Commission.

ACTION: The CHAIRMAN to consult solution providers about a potential replacement member for the PAB following Terry Hiles' retirement.

ACTION: The Board invited Rhona Parry to share the EU agreement on data protection with PAB members.

3. PAB website development

PAF(15)20

The Secretary shared outline plans for the structure (wireframes) of a revised PAB website. Overall progress on the website development pointed to going live in March 2016. Draft page designs would be ready for the January 2016 PAB meeting.

ACTION: The SECRETARY to circulate the wireframes to PAB members for final inputs prior to design work on the website

4. Database Marketing article (November 2015) and the future of licensing in response to new technology

The Board discussed the potential impact that new uses of technology would have on consumer requirements for addressing data. One area in which enhanced technology could potentially help was to reduce the cost of maintenance of PAF.

In addition the Board felt that there could be benefit in commissioning research to understand how technology and market developments may change the way end consumers and businesses wanted datasets to be presented in the coming 5-10 years, including how this may help drive the future PAF offering.

ACTION: The Board invited Tim Drye to advise on potential research options in time for the next PAB meeting.

5. Reaction to the initial AMU Blogs

The AMU reported that the first blog, produced in November 2015, had received mixed reviews from online readers, and that this was in line with many new blogs introduced elsewhere. On the other hand the blog had received positive Royal Mail responses from employees, welcoming the stress put on the importance of address accuracy in ensuring effective mail delivery.

The two Christmas-related blogs produced by the AMU had not had sufficient traffic to generate a report by the time of the PAB meeting.

ACTION: The Board requested data from the AMU on blog view statistics and comments for review at the next PAB meeting

Board members asked about future plans for AMU Blogs. The AMU said that the plan had not yet been fully mapped, but that the intention was to produce an average of 2 blogs per month over the coming 18 month period.

ACTION: The Board requested sight of a worked up blog communications plan for discussion at the next PAB meeting.

6. Evaluation of new AMU Address Change Portal/ 'report' form

The Secretary updated the Board on a mystery shopper evaluation of the new AMU Address Portal & reporting incorrect/ missing address form. In short, the findings were that the form itself was easy to use once found, but that searching for the portal and form was difficult, both on web search engines and within the royalmail.com website.

ACTION: The SECRETARY to share results of the evaluation with the AMU.

The Board was awaiting a response from the AMU on inputs made previously by the Board on the designs of the address change portal.

ACTION: The Board invited the AMU to provide a full response to inputs provided.

7. New Year Resolutions for PAF

The Board members each gave inputs on activities that could enhance PAF in 2016 and beyond.

- Maintained and increased interaction between the AMU and external stakeholders to help raise the profile of PAF (for example the European Commission on data strategy).
- Meetings to focus on revisiting the structure of PAF business names (content, volume, use of and maintenance/ update).
- Consistent and enhanced focus within the Royal Mail Group on PAF core data quality
- An increased focus on understanding and acting on emerging trends and risks to PAF, in addition to protecting the current core offering.
- An enhanced business address package, such as to include other business facilities nearby.
- Increased focus on identifying which businesses occupy specific addresses.
- A forward view on what future addresses might look like
- Increased attention to the impact of recent EU developments on data protection and the possible onward impacts to PAF, in terms of ability to gather and use data that could be classed as personal.
- PAF to be 'geo-referenced' at property level to make mapping available to a wider audience at a satisfactory price
- Simplified terms on which licences are given to sat-nav providers, given the direct relationship between those providers and consumers. Additionally, consumers using sat-nav may be able to feedback directly on addresses to help improve PAF quality.

Action: The Board invited the AMU to factor the ideas put forward into its development thinking

8. Update on the data quality audit

AMU

There had been issues in quarter 1 around fieldworkers not fully understanding what was to be covered by an audit. A training programme had been deployed but there were some residual issues during quarter 2. The AMU confirmed that an enhanced programme would be delivered in future quarters, including more direct support from the AMU Team where appropriate.

Detailed quarter 2 results were not available for review at the PAB. The action was carried forward to the next PAB meeting.

ACTION: The Board Invited the AMU to report on quarter 2 results at the next PAB meeting.

9. Outstanding PAB actions

PAB(15)26

User group meeting. A user/ interest group meeting was seen as positive step. Structure and timings for the session were to be confirmed once nominations for attendance had been received and assessed. A draft target of March 2016 for the meeting was agreed.

ACTION: PAB members to submit nominations of potential attendees to the Chairman by the time of the next PAB meeting.

Government Digital Agenda. The AMU were intending to meet with Laurence Hopper in February 2016 to discuss the agenda and potential impacts to PAF. A precise date had not yet been confirmed.

Licence User Definitions. The AMU had completed their options evaluation and decided to stay 'as is', but with enhanced advice and options to users (for example, coverage for instances when a prime user was on holiday or ill). The AMU was in the process of updating the website and FAQs to reflect the decision. Market research licence terms needed to be clarified and communicated to relevant stakeholders.

ACTION: The Board invited Tim Drye to check market research terms and suggest any amendments as appropriate.

Charity definitions. The AMU had evaluated the way that charities were defined in the public sector licence terms and concluded that no changes needed to be made based on the profile of existing and potential new charity licensees.

The AMU updated the PAB on public sector licensing. Agreement for 2016/17 had been completed. The approach for the longer term was still to be agreed with BIS, with negotiations scheduled to start in April 2016. There were still some teething troubles with a few SPs charging licence fees where inappropriate.

ACTION: The Board invited the AMU to update the PAB at its next meeting.

10. Taking the pulse of PAF

The Board took note. A question was raised surrounding an apparent reduction in 3rd party conversions on not yet built.

ACTION: The Board invited the AMU to investigate and report back to the next PAB meeting.

Any Other Business

None recorded.

Future meetings

The PAB visit to the AMU Team at Doxford was confirmed for 20th January.

The next PAB meeting will be held on 28th January at the BFPO site in Northolt. The AMU will provide location details.