

THE POSTCODE ADDRESS FILE

ADVISORY BOARD (PAB)

Minutes of meeting held at 12:00 on 17<sup>th</sup> March 2016

At the offices of Experian, Clapham, London

PRESENT

Ian Beesley	Chairman
Tim Drye	Direct Marketing Association
Alun Evans	Mail Competition Forum
Carolyn Valder	CACI
Boris Huard	Experian Data Quality
Iain McKay	Improvement Service, representing Scottish public sector use of PAF
Razia Ahamed	Google, Internet organisations representative
David Heyes	Wigan BC, Local Government representative
Ian Paterson	Mail Competition Forum

Also in attendance

Chris Sheldrick	What3Words	item 1
Scott Childes	AMU	items 4 - 12
Ian Evans	AMU	items 4 – 12

Apologies

Melanie Allsop	Mail Users' Association
Rhona Parry	Royal Mail Group
Steve Rooney	AMU
Paul Tatman-Madsen	AMU

## Introduction

The Chairman welcomed attendees to the 2<sup>nd</sup> PAB meeting for 2016, and introduced Chris Sheldrick, co-founder of What3Words.

### 1. What3Words Presentation

Chris Sheldrick gave a presentation on the history, current remit and future direction of the What3Words business.

What3Words was based on the principle of geo-coding (using latitude and longitude as a starting point). The globe was split into 57 trillion 3 metre by 3 metre squares, all of which had their own unique 3 word combination to identify them. The 3 words were able to be converted into many languages used throughout the world.

What3Words was then overlaid to Google Maps to drive searches based on location (giving the 3 words for that segment) or input of the 3 words to find the location.

**ACTION:** The Board took note.

### 2. Matters Arising and Outstanding PAB actions PAB(16)1 meeting minutes

The chairman announced that 3 members of the board would be stepping down following the meeting – Rhona Parry, Razia Ahamed and Boris Huard. All 3 members were moving on to new positions not specifically aligned to the PAF Advisory Board.

The Chairman thanked all 3 members for their significant contributions to the Board and wished them all well in their new roles.

To assist with continuity, Boris had nominated Jason Goodwin, who also worked for Experian, to succeed Boris on the Board. The Chairman welcomed Jason to the Board.

**ACTION:** The Board invited Steve Rooney to nominate a replacement member for Rhona Parry from within the Royal Mail Group.

**ACTION:** The Chairman to engage with stakeholders to help identify potential replacements for Razia Ahamed and continue to engage with solution providers for a suitable replacement for Terry Hiles.

The chairman focused in one of the actions outstanding from the PAB meeting on 28<sup>th</sup> January 2016.

- Tim Drye had held further discussions with a potential provider of research into the future of the data market. Given the relatively high cost of undertaking the research, the Board agreed that engaging with a range of potential stakeholders to assess the opportunity of jointly undertaking the research would be an option to explore.

**ACTION:** The Chairman to identify and engage with potential interested parties and update at the next PAB meeting

**ACTION:** The Board invited Tim Drye to continue to engage with stakeholders to assess market appetite for undertaking research.

### **3. Chairman's update**

There were no updates.

### **4. Business Address Check Discussion**

The Board discussed the business address check process and form identified during the visit to the AMU Doxford Team in January 2016.

The Board queried the use made of the industry classification collected from respondents. The AMU confirmed that these had a historic relationship with internal systems used mainly within Operations.

The Board suggested that the data collected could be used to help build a separate business address database.

The Board also queried the categories used on the address check form and recommended analysis of the data received to assess the accuracy of addresses across different types of businesses.

**ACTION:** The Board invited the AMU to consider options on development of a discreet business address dataset going forward.

**ACTION:** The Board invited the AMU to analyse responses from recent checks and going forward, and update the Board at the next available opportunity.

### **5. PAB website update**

**PAF(15)20**

The Secretary gave an update on the PAB website development. The revised website had gone live on 15<sup>th</sup> March, in line with expected timescales and to the agreed specification.

The Board thanked the Secretary and designers of the website.

### **6. Licensing Trends Update**

**AMU**

The AMU updated the Board on licensing trends during 2015/16. The trend of slightly reduced revenue with a slight increase in end user numbers had continued in line with the update given at the January PAB meeting and was forecast to continue to year-end. This reflected a continuing move from user to transactional licensing.

The Board and the AMU confirmed that public sector licence uptake remained strong.

**ACTION:** The Board invited the AMU to investigate whether there was a case study for public sector licence use that could be reviewed. The AMU were invited to update at the next PAB meeting.

Tim Drye advised the Board of an issue surrounding market research terms and clauses within the overall licensing structure, which the AMU was aware of and needed to provide market clarification on.

**ACTION:** The Board invited the AMU to add a section to the existing FAQs to explain specific exceptions to licensing related to the Market Research sector.

**ACTION:** The Board invited the AMU to liaise with Tim Drye and the Market Research/ Direct Marketing community to drive awareness of specific licence terms & clauses.

## **7. AMU Blogs – update and site usage data**

**AMU**

The AMU reported that there had been approximately 1700 views of the blogs produced to date, with a sizeable proportion of the views coming from internal Royal Mail employees, who were using the blogs to increase awareness of quality improvements within the organisation.

**ACTION:** The Board invited the AMU to provide a further update at the next PAB meeting.

## **8. Government Digital Initiative – Discussions Update**

**AMU**

The AMU had met held further discussions with the Government Digital Strategy Team. The Government had outlined a desire to review all digital registers, not just addressing.

The Board heard that the Chancellor's budget of 16<sup>th</sup> March had included potential funding of up to £5 million to support a digital addressing initiative, but that it was not clear how any funding would be used to help develop the agenda or where PAF may sit within the overall strategy.

**ACTION:** The Chairman to discuss with Lawrence Hopper to see if any information could be obtained on how the potential funding may input to the direction and pace of the overall strategy.

**ACTION:** The Board invited the AMU to continue to update the Board on the ongoing discussions with the Government Team.

**ACTION:** The Board accepted an offer from Experian to provide an update to the next PAB meeting on separate discussions ongoing around other datasets that might be covered within the overall Government strategy.

## 9. Management Information

## AMU

The AMU presented a proposed revision of the existing PAF pulse. The emphasis was to enable a greater view of trends (in-year and year-on-year), more relevant and timely data, and a more detailed view on different elements of the overall PAF dataset.

**ACTION:** The Secretary to circulate the revised Pulse pack for input from PAB members.

The AMU also presented a proposal on options for updating the PAB with different management information elements on a regular basis. This included items that would be updated each meeting, those that would be updated against every 6 months and those that would be updated against annually.

**ACTION:** The Secretary to circulate the proposal to PAB members for input to the proposed approach.

The Board questioned whether the Pulse information was being used in the AMU to drive improvements. The AMU advised that the Pulse was circulated and reviewed by the AMU on a regular basis to identify quality improvement opportunities.

## 10. Update from the Marketplace

## Ensemble

Organisations using address data were continuing to diversify to using other complementary datasets including geo-mapping and mobile applications.

The digital marketplace was continuing to develop mobile location services such as location beacons (in tandem with phone & mobile device applications) to give users immediate advice on local surroundings. In the longer term, this technology was seen as having multiple uses, such as tracking website use into actual physical behavior (for example, ordering goods then going to collect).

Local Government continued to see a drive on cost efficiency and reduction in duplicate activity. This was seen as potentially having an impact on where addressing information was used in the sector.

Some members had noticed a cut-back in spend on user licences, reflecting the move from user to transactional use of PAF.

The public sector was continuing to see an increase in consumer expectations around addressing needs. The Board advised that it would be important for the AMU to continue to re-inforce with local authorities that the public sector licences were free at the point of issue, to help drive ongoing improvements in local addressing-related areas.

Emerging EU legislation and regulation on data protection and consumer ownership of data was continuing to drive a need for more standardised data across organisations. Consumers were increasingly able to retrieve their personal data held by one organisation and pass it on to other organisations of their choosing.

It had been reported that, in line with central and local government licence approaches to PAF, Universities had identified the opportunity to develop a collective agreement with the AMU for the licensing of PAF in that sector. An approach to the AMU could be expected shortly

Ongoing issues around customer/ user permissions for companies to gather and use data continued to be a key theme in the addressing and wider marketplace, specifically around the change to 'unambiguous permission for specific uses of data' in the new EU standards that would come into force in the next 2-3 years. The Board questioned how consumers were advised by organisations when regulatory permission changes were implemented at various times.

The Board noted that Royal Mail had developed an incentive scheme, to be introduced in April 2016, encouraging the use of mail. The incentive was in the form of discount vouchers to be used against future mail costs. It was also noted that the incentive was restricted to advertising mail and that the mail could demonstrate compliance to the mail-mark standard.

A member of the board asked the AMU representatives if Royal Mail Data Services and the AMU were engaged in joint tendering approaches. The AMU confirmed that a recent tender for Audit services involved a single tender with two distinct ring-fenced lots on the advice of Royal Mail Procurement. The AMU confirmed that this was exactly the same as the process undertaken when procuring Audit services in 2010. **ACTION:** The Board invited the AMU to provide further clarification at the next PAB meeting.

## **11. Next Meeting Details**

13:00 to 16:30 on May 26<sup>th</sup> at Royal Mail MarketReach, Stukely Street, London

Tim Drye advised that the Direct Marketing Association may be able to host a future PAB meeting.

**ACTION:** The Board invited Tim Drye to investigate and liaise with the Secretary on any options.