

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 13:00 on 26th May 2016

At the offices of Royal Mail MarketReach, Stukeley Street, London

PRESENT

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| Ian Beesley | Chairman |
| Tim Drye | Direct Marketing Association |
| Melanie Allsop | Mail Users' Association |
| David Heyes | Wigan BC, Local Government representative |
| Ian Paterson | Mail Competition Forum |
| James Mitchell | Royal Mail Group |
| Paul Roberts | Secretary to the Board |

Also in attendance

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| Scott Childes | AMU | items 5 - 10 |
| Steve Rooney | AMU | items 5 – 10 |

Apologies

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| Alun Evans | Mail Competition Forum |
| Iain McKay | Improvement Service, rep for Scottish public sector use of PAF |
| Jason Goodwin | Experian Data Quality |
| Carolyn Valder | CACI |

Introduction

The Chairman welcomed attendees to the 3rd PAB meeting for 2016, and introduced James Mitchell from Royal Mail Group, a new member of the Board representing Royal Mail.

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

Matters Arising.

In an update from the marketplace, the Board was advised that Blackbay and the Mongolian Post Office had partnered with What3Words.

The Board also noted that the What3Words location product had been adopted by a number of local Government organisations to complement use of existing datasets.

Outstanding Actions

Licence categorisation. Tim Drye advised that PAF licence terms and conditions for use of PAF in market research had not yet been confirmed. Tim also advised that some educational establishments intended to start discussions to align licence use to the Public Sector Licence.

ACTION: The Board invited Tim Drye to continue to update the Board on an ongoing basis.

Board membership. Replacement of all Board members who had recently left the Board had not yet been completed.

ACTION: The Board invited Royal Mail to help identify a potential replacement for Razia Ahamed from the address mapping area of the addressing marketplace.

2. Chairman's update

The Chairman and members of the Board reported a market view that the AMU had made progress in reducing their cost base through improved RM Operational address validation (and onward accuracy of PAF), driving reduced administration effort on PAF. More could be done through an increased move to automated addressing updates and other electronic solutions. This was viewed by the Board as a key enabler to further improving PAF accuracy.

The Board noted the ongoing Government Data Strategy developments, specifically a speech on 28th April 2016 by Government Minister Matthew Hancock regarding the importance of high quality data in driving the overall data strategy forward.

ACTION: The Secretary to obtain a copy of Matthew Hancock's speech and circulate to Board members.

The Board noted speculation surrounding the future direction of the Ordnance Survey and agreed to continue to monitor developments.

3. General Data Protection Regulations (GDPR) Update

Tim Drye updated the Board regarding developments of GDPR

The new Regulation had come into effect on 24 May 2016. A key impact concerned the use of 3rd party data. Tim advised that some organisations were already stopping onward use of some 3rd party data files.

The new Regulation would also have an effect on personal data requests, by removing charging or advising subjects that it would be too difficult to access their own data. However, questions remained around how requests would be validated to prove it was the subject themselves asking for the data.

Additionally, there were potential changes to rules for personal data use – particularly surrounding the balance between opting in and opting out. Definitions of consent (including explicit vs. implicit consent) were currently being discussed.

The Board noted that a potential output of the GDPR could be the creation of separate marketplaces for identifiable and anonymised data. It was viewed by the Board as important to continue to monitor developments, to understand and contribute to where the postcode would potentially fit into the definitions of identifiable vs. anonymised.

4. PAB Website – articles

The Secretary reported that the revised PAB website contained capacity for industry articles to be housed within the website.

Board feedback was to continue to use the website as a document repository in the interim, and review on a regular basis to assess suitability of article information to be included within the website.

5. Business Address Check Update

AMU

The AMU updated the Board with details of recent business address checks. The AMU had sent 2 mailings (totaling 1.1m forms) to businesses asking whether they considered their addresses to be correct. 200k responses were received and 75k business addresses updated on PAF as a result.

Board input was that this was a good supporting approach to other address validation methods, but that the forms used could be refreshed to ensure the most effective information was being captured to drive accuracy, enable assessment of any particular sectors to be focused on, and enable other targeting (example, address validation by Royal Mail Operations).

ACTION: The Board invited the AMU to review the business address check form and update at the next PAB meeting

ACTION: The Board invited the AMU to provide regular updates to the Board on business address check results, alongside other existing quality and compliance updates.

6. Public Sector Licence (PSL) Review Update

AMU

The AMU updated the Board on progress of the planning stage of the PSL review due in 2017. The AMU had made progress internally on drafting initial options, which required expanding and amending prior to formal dialogue. The options included the incorporation of an RPI price link, extra datasets and the intention to extend usage across the whole of the UK.

The Board requested the AMU make a formal approach to B.I.S. to increase pace of progressing the review prior to the revised PSL framework, due in 2017.

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

The Board noted that the ongoing Government Digital & Data Strategy could impact the PSL structure and requested inclusion in ongoing dialogue with Government regarding PAF inclusion in the overall Government strategy.

The AMU confirmed they had not received any requests for extensions of the PSL from organisations not currently covered by the framework.

The Board questioned whether research elements of social sciences faculties in universities could be considered to fall within the Market Research terms and conditions.

ACTION: The Board invited the AMU to discuss options with Tim Drye to ensure Board input had been fully captured.

ACTION: The Board invited the AMU to give an annual PSL uptake update to the next PAB meeting.

7. AMU Blogs – update and site usage data

AMU

The AMU reported that there had been 9 blogs produced to date, generating over 3300 views. Additionally, 2 infographics had been published. Data showed that the blogs were being read for an average of over 3 minutes.

A sizeable proportion of the views were continuing to come from internal Royal Mail employees, who were using the blogs to increase awareness of quality improvements within the organisation.

The Board noted that the existing AMU blog plan only ran to the end of June 2016.

ACTION: The Board invited the AMU to share the blog plan for the second half of 2016 for review and input by the Board.

8. Information Update

AMU

Quarterly quality checks

The AMU updated the Board on delivery of the quarterly audit quality checks for addresses. Discussions were ongoing between the AMU and the surveying organisation to re-confirm quality control requirements, definitions and metrics.

The AMU reported current issues regarding the time-lag between RM Operational address validation updates and quality checks undertaken, resulting in a number of addresses apparently being incorrect but which were actually updated on PAF in line with address validation requirements.

The AMU were currently producing a 'heat-map' of the quality of UK postcode data, to be updated regularly and help identify potential hot-spots around the UK that required extra work between the AMU and RM Operations. This was welcomed by the Board.

David Heyes reported that some Local Government organisations used benchmark and league table data to review quality standards, with specific metrics for quality and accuracy.

ACTION: The Board invited David Heyes to share the criteria framework (not actual metric results) with the AMU for consideration on whether a similar framework could be used to add to the analysis of address accuracy.

BFPO Postcodes

The AMU reported that BFPO postcodes were being introduced to various commercial sector datasets, as part of the ongoing move to ensure that serving British Forces personnel could receive the same level of service offering as the rest of the UK population.

Mail users had reported an inability to use BFPO postcodes due their non-inclusion in the standard postal sortation database. It was believed that their exclusion was at the behest of BFPO itself, which seemed to run counter to the wider Government initiative to improve services for serving military personnel.

ACTION: The Board invited the AMU to make contact with BFPO to discuss the opportunity of including BFPO postcodes to the sortation database.

Battersea Postcode Recoding

The AMU reported on the ongoing programme to recode circa 2000 addresses (mainly residential) in the Battersea area. The postcodes would change from SW8 to SW11.

The programme was intended to run from August to December 2016. The AMU had written to all main stakeholders regarding the programme and would be supplying consumers with materials to be able to advise of the change of postcode.

The AMU confirmed that RM and AMU operations had both been readied to administer the programme, and that addresses would be updated on PAF and RM Postcode Finder on the day of postcode change.

ACTION: The Board invited the AMU to update the Board as the programme continued.

9. Government Digital Strategy : Address Register

AMU

The AMU reported on the latest feedback from Government. A formal meeting between B.I.S. and the AMU, was scheduled for 6th of June 2016.

ACTION: The Board invited the AMU to provide an update on discussions to the next PAB meeting.

10. Next Meeting Details

13:00 to 16:30 on July 14th at Royal Mail MarketReach, Stukeley Street, London