

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 11:30 on 24th November 2016

At Portland House, 4 Great Portland St, London W1W 8QJ

PRESENT

Ian Beesley	Chairman
Iain McKay	Improvement Service, rep for Scottish public sector use of PAF
Melanie Allsop	Mail Users' Association
Jason Goodwin	Experian Data Quality
Carolyn Valder	CACI
Alun Evans	Racer Ltd
Ian Paterson	Mail Competition Forum
David Heyes	Wigan BC, Local Government representative
James Mitchell	Royal Mail Group
Dan Cooper	Allies Computing Ltd
Paul Roberts	Secretary to the Board

Also in attendance

Scott Childes	AMU	(items 5 – 11)
Ian Evans	AMU	(items 5 – 11)
Tom Foyle	AMU	(items 5 – 11)

Apologies

Tim Drye	Direct Marketing Association
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Introduction

The Chairman welcomed attendees to the 5th and final PAB meeting for 2016.

1. Matters Arising

PAB(16)4th meeting minutes

Outstanding PAB Actions

Government/ AMU dialogue re. PAF use: The Chairman reported that the Government GDS office was still in transition and very limited progress had been made.

ACTION: The Chairman to continue to engage with all parties on an ongoing basis and report progress at the next PAB meeting.

Licensing Review Workshop: This action had been subsumed into an action documented in item 6 below.

Public Sector Licence (PSL) Scope Update: The Chairman advised no further progress had been made in this area and the action would be carried forward for onward discussion and update at the next PAB meeting.

Government Dataset Discussions: The Board agreed that, following the Experian update at the September 2016 PAB meeting, the Office of National Statistics (ONS) should be invited to the next available PAB meeting.

ACTION: The Secretary to invite the ONS to the next PAB meeting.

2. Chairman's update

The Chairman advised that Melanie Allsop would be leaving the PAB following the latest meeting due to changing work commitments. The Chairman thanked Melanie for her commitment to the Board and the Board wished Melanie well in her future endeavours.

A potential replacement for Melanie had been identified by the MUA, subject to approval by the Chairman.

3. Market Research Opportunities

This item was deferred until the next PAB meeting due to Tim Drye's absence.

4. PAB recommendations for PAF for 2017

The Board members each gave inputs on activities that could enhance PAF in 2017 and beyond.

- Consistent and enhanced focus within the Royal Mail Group on PAF core data quality. A clearer understanding for mail users and operators of how good PAF could be expected to be in terms of data quality

- A drive on further improvement to business address quality, including dialogue on the ongoing value of whether to continue having business name as part of the overall PAF dataset
- Early clarity required on the Public Sector Licence review and the relevant implications/ actions required; the lack of certainty was already causing uncertainty and disruption for SPs offering contract renewals to clients.
- Consideration of a move to drive development, enhancements and additions to PAF vs. the file being maintained against an existing specification.

5. Public Sector Licence (PSL) Review Update

AMU

The AMU gave an update on progress of the Public Sector Licence Renewal.

AMU had recently had meetings with BEIS and Scottish Government about the terms for renewal of the two PSL Agreements. The discussions remained positive with all parties keen to finalise renewal as soon as possible, but no formal commitment to renewing the PSL framework could yet be given.

In the case of BEIS there were several new personnel in place who were naturally keen to analyse the value of the PSL contracts to all public sector participants. AMU explained that the growth in usage through the PSL remained hard to demonstrate because one of the benefits to Public Sector organisations was that usage levels no longer needed to be monitored and reported.

The AMU reported that as well as looking at demonstrating current benefits, they were also developing potential options for enhancement of the PSL. These include;

- Inclusion of Multiple Residence and Not Yet Built
- Extension to academic research use
- Inclusion of small Charities
- Inclusion of start-up businesses (such as those covered by initiatives like Innovate UK)

The potential enhancements were welcomed by the Board, however they expressed concern that no firm commitment to renewal for April 2017 had been given. The need to agree the framework was pressing, particularly for the SME Solution Providers due to the current inability to quote for long term agreements with clients.

The Board advised that, if the PSL were to be suspended, there would be serious detrimental consequences for public sector users that would affect a large number of users.

ACTION: The Board agreed to publicise the current issues from a PAB perspective and to gather further inputs on how to bring pressure to drive onward with renewal of the PSL agreement.

ACTION: The Board recommended that the AMU warn Solution Providers about the current uncertainties.

6. Possible Financial Futures for PAF

AMU

The AMU indicated that it was keen to talk with the PAB about the current forecasts for Licence revenues from PAF. The Board and the AMU agreed to hold a small working group during December 2016.

The Board nominated 4 members to work with the AMU to drive effective operation of the working group.

ACTION: The Board invited the AMU to organise the working group for a date during December 2016, with outputs being outlined at the next PAB meeting.

7. PAF Quality Audit - Quarter 4 Headline Results

AMU

The AMU updated the Board on quarter 4 PAF quality audit headline results, conducted in partnership with DQM.

The audit covered urban, suburban and rural postcode areas.

Results showed a continuing upward trend in accuracy of both address assessment and accuracy on PAF.

Full quarter 4 audit results were expected to be available during December 2016.

The AMU advised that 5 quarters of auditing had now taken place. The first 2 quarters were confirmed as 'bedding-in' quarters for the process, and that analysis of hot-spots was developing as each quarter's results were overlaid against previous quarters.

The AMU outlined that they were currently working on a range of options to identify hot-spots and engage with the wider Royal Mail Group to drive further improvements in core PAF data quality. The Board welcomed the approach and requested that the AMU kept the Board updated on actions during 2017.

ACTION: The Board invited the AMU to share slides of the quarter 4 results once confirmed.

ACTION: The Secretary to invite DQM to the next available PAB meeting to discuss the process of auditing and the challenges faced/ solutions.

8. Taking the Pulse of PAF

AMU

The Board took note of the latest issue of the Pulse.

9. 2017 PAB Meeting Calendar

The dates for PAB meetings for 2017 were confirmed as: 19th January, 16th March, 18th May, 20th July, 21st September and 23rd November.

ACTION: The Secretary to write out to PAB members with confirmation of dates and hosting arrangements.

10. Business mailings

Alun Evans raised a question on the response rate and address accuracy from recent business mailings. The AMU had previously provided information in a separate update prior to the meeting.

The Board invited Alun Evans to liaise directly with the AMU to further discuss the issue, as appropriate

11. Next Meeting

13:00 to 16:30 on 19th January 2017 at the offices of Experian, George West House, 2-3 Clapham Common North Side, London, SW4 0QL.