

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 13:00 on 16th March 2017

At the offices of Royal Mail Group,

3rd Floor, 100 Victoria Embankment, London, EC4Y 0HQ

PRESENT

Ian Beesley	Chairman
Iain McKay	Improvement Service, Scotland
Darren McDonnell	Mail Users' Association
Carolyn Valder	CACI
Ian Paterson	Mail Competition Forum
Dan Cooper	Allies Computing Ltd
Alun Evans	Racer Ltd
David Heyes	Wigan BC
Paul Roberts	Secretary to the Board

Also in attendance

Scott Childes	AMU	(items 5 – 11)
Ian Evans	AMU	(items 5 – 11)
Steve Rooney	AMU	(items 5 – 11)

Apologies

Jason Goodwin	Experian
James Mitchell	Royal Mail Group
Tim Drye	Direct Marketing Association

1. Welcome and Introductions

The Chairman welcomed attendees to the 2nd PAB meeting for 2017.

2. Matters Arising

PAB (17)1st meeting minutes

Key Outstanding PAB Actions

Office of National Statistics at the PAB: The Secretary reported that, despite multiple attempts, the ONS had not yet responded to previous invitations to discuss the ONS views on addressing innovations with the PAB.

ACTION: The Board invited Iain McKay to liaise with Andy Tait (and onward to Michael James) from the ONS to attempt to progress the outstanding PAB invitation.

Public Sector Licence Renewal: This was to be updated by the AMU at item 6 of the agenda.

Alias File inclusion to PAF: It was confirmed that the AMU update on the alias file be deferred to the May PAB meeting.

Royal Mail Data Security: It was confirmed that the AMU update on data security be deferred to the May PAB meeting

3. Chairman's update

The Chairman advised that the Royal Mail Operations Centre in Portsmouth would be closing soon and the AMU Team located within the building would be transferring to an office within the Southampton Mail Operations Centre.

The PAB briefly discussed the area of developer licences and agreed that it would be beneficial for the AMU to update the PAB on latest trends, successes and challenges.

ACTION: The Chairman to write to the AMU and invite them to provide an update to the next available PAB meeting.

The Chairman outlined that the AMU had recently been audited by the Royal Mail Group Internal Audit Team and had recorded the highest available audit rating. The PAB welcomed the result and recognized the ongoing good work of the AMU Team underpinning the rating achieved.

The Chairman briefly outlined that a trial of personalised postcodes was currently underway. The PAB agreed to monitor developments in this area on an ongoing basis.

4. PAB Initiatives

4.1 Research

The Chairman led a round table discussion on potential opportunities for the PAB to drive added PAF marketplace value through commissioning independent research, designed to assess certain elements of PAF effectiveness.

The first area of interest centred on the timely update of PAF addresses, from the status of 'not yet built', onto the full PAF file. The Board discussed several different options on how to assess this area, including:

- Direct consumer surveying on the time it took them to be able to carry out online address-based business (shopping etc.) from their new address.
- Aligning PAF update records with other (mainly local authority and Valuation Office) datasets to assess how quickly PAF had been updated

ACTION: The Chairman to write to the AMU to establish funding options for conducting independent research

ACTION: The Chairman & Secretary to liaise with David Heyes to produce an initial proposal on how research in this area may be structured.

4.2 Multiple Residence

The Board discussed the issue of what was included in the definition of multiple residence.

ACTION: The Chairman to write to the AMU to request a full definition of multiple residence, for review by the PAB.

4.3 The 2015 PAF Contract

The Board expressed their desire to understand how easy (or otherwise) customers could understand (and operate with) the 2015 contract.

ACTION: The Chairman to write to the AMU to request that the AMU gather customer feedback on ease of use of new contracts, and report to the PAB at the next suitable PAB meeting.

5. Pricing Update

AMU

The AMU updated the PAB on PAF pricing progress. Following input from the PAB, the regulator and other stakeholders, the AMU had produced a pricing proposal that was being assured by the regulator.

Pricing increases, announced on 31st March, were as follows:



Pricing-Factsheet-20
17-v4.pdf

The AMU highlighted that pricing changes had been identified to fill a forecast revenue gap next year, driven by changing customer use of PAF (principally from user to transactional use) at a greater rate than forecast at the time of introducing the 2015 licence.

The AMU also outlined that the price changes were the first since 2015 in the areas of user/ transaction pricing and 2010 in the areas of bureau/ supply pricing.

The Board questioned how pricing would be affected where multiple look-ups were used in a single transaction (e.g. the need to view NYB as well as PAF). The AMU advised that any transaction that included use of PAF would be subject to the new pricing structure,

The SPs highlighted the logistical challenge of implementing the pricing changes, detailing the increased charges to be incurred by SPs and requesting stable pricing going forward.

The Board questioned how long the new pricing structure would continue. The AMU advised that customer behaviour and other factors would drive regular reviews of pricing, in line with pricing reviews across industry but there was currently no indication of the need for a further increase. The Board requested that the AMU update the PAB on a regular basis, in line with other regular updates provided on PAF usage.

The Board members sought reassurance that the average price increase (average 2.7% across the pricing structure) was in line with inflation. The AMU advised that the average price changes were below the headline RPI over the same time period (3.3%)

6. Public Sector Licence (PSL) Update

AMU

The AMU updated the Board on further developments of the PSL renewal discussions.

The AMU confirmed that, at the time of the PAB meeting, renewal of the PSL framework for a further year had been agreed in principle, but still required confirmation by all involved parties in the forthcoming days and weeks.

The Board requested immediate notification once the outcome was confirmed. The AMU confirmed that all key stakeholders would be advised as soon as the outcome of discussions was agreed.

The AMU also advised that discussions about the longer term PSL licence framework was imminent and offered to update the PAB at the next available opportunity.

7. AMU Plans for 2017/18

AMU

The AMU updated the PAB on the key elements of the AMU business plan for 2017/18. The 4 main components (with key sub-components) were:

7.1 Enhance PAF quality

7.1.1 Increased focus on business address quality

- improved wording in business address check mailings
- simplifying business address check process
- enable email address capture for business addresses to drive online business address checking

ACTION: The Board invited the AMU to publish messages on the AMU website, linked to business address mailings, to encourage businesses to report changes to address details.

7.1.2 Utilising other databases and aligning with PAF to drive accuracy

- Internal RMG databases
- External datasets

7.1.3 Alias file development

- Enhance the detail in the file and make it consistent
- Increase accuracy and timeliness of information
- Educate stakeholders/ users on what the file is, what it is best used for and why

7.1.4 Education of RMG Operational Staff

- Increased delivery office visits
- Inclusion of PAF material in Operational forums
- PAF performance data within Operational performance reviews
- PAF-related communications on Operation PAF validation application

7.2 Operating Efficiency

7.2.1 PAF Validation Centre

- As for 7.1.4 above, messages and videos for RM operational staff relating to PAF. Tailored to specific offices/ areas/ regions.

7.2.2 RMG-wide development of single customer view (SCV)

- Gathering data from RM operations and other sources to give overall customer view
- Extract key addressing-specific (not personal customer data) elements and align to PAF to drive PAF accuracy and address anomalies between systems.

ACTION: The Board invited the AMU to identify what level of data would be gathered in the SCV [in terms of value-adding for PAF] and report back to the PAB at the next available meeting.

7.2.3. PAF viualisation

- Increased use of visual tools to identify key trends, successes and challenges on PAF quality and accuracy across the UK.
- To be used on snapshot and trend bases.

ACTION: The Board invited the AMU to share a link to enable a view of the ongoing development of the visualisation tools.

7.3 Managing Revenue

7.3.1 PAF pricing changes and onward impact to customer behaviour (as covered in item 5 above)

7.3.2 Public Sector Licence – onward negotiations on renewal options (as covered in item 6 above)

7.3.3. Audit & Compliance focus

- Internal drive within AMU and wider RMG on process quality
- Review of inactive customers and mis-licensing (due to misinterpretation on how PAF Licence should be applied)

7.4 Maintaining Satisfaction

7.4.1 Continue to monitor satisfaction with key customer groups (Service Providers, Local Authorities etc.)

7.4.2 Drive further improvement to complaint handling processes for individual customer issues

7.4.3 Investor In People (IIP) standards

- Retain AMU IIP Gold standard status
- Aim for Platinum standard
- Advise and encourage other areas of Royal Mail Group to aim to achieve IIP accreditation where appropriate.

7.5 Other AMU Plan Activity

In addition to the core plan elements, the AMU outlined their aim to enhance the way that non-core files associated with PAF (e.g. Not Yet Built, Multiple Residence) were segmented and offered as part of an overall service package for customers.

7.6 PAB Input on other possible plan actions

7.6.1 Account Management

The Board voiced some concerns regarding the apparent variation in levels and standards of customer account management by the AMU and recommended that the AMU consider producing a simple 'what you can expect from your account management and support' for different customer segments.

ACTION: The Chairman to write to the AMU to formally request consideration of production of enhanced account management information materials.

7.6.2 Use of APIs

Some Board members questioned whether APIs could help SPs integrate PAF into their offerings. On the other hand, other Board members felt that API development was best left in the hands of competing SPs.

8. Business Address Check Update

AMU

This area was covered under item 7.1.1 above

9. Taking the Pulse of PAF

AMU

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

10. AOB

None recorded.

11. Next Meeting

13:00 to 16:30 on 18th May

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