

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 13:00 on 23rd November 2017

At the offices of:

Royal Mail Group, 185 Farringdon Road, London, EC1A 1BB

PRESENT

Ian Beesley	Chairman
Carolyn Valder	CACI
Tim Drye	Direct Marketing Association
Ian Paterson	Mail Competition Forum
Charles Neilson	Mail Competition Forum
David Heyes	Wigan BC
Iain McKay	Improvement Service, Scotland
Dan Cooper	Allies Computing
Martin Taylor	Royal Mail Group

Also in attendance

Scott Childes	AMU
Ian Evans	AMU
Steve Rooney	AMU
Jennie Kimberley-Bowen	Data Advance (items 9 and 10)

Apologies

Jason Goodwin	Experian
Darren McDonnell	Mail Users Association

Secretariat

Paul Roberts

1. Welcome and Introductions

Chairman

The Chairman welcomed everyone to the 6th and final PAB meeting for 2017 and introduced Martin Taylor, Head of Service Improvement within Royal Mail operations, as a new member of the Board representing Royal Mail Group.

2. TED video – Chris Sheldrick, what3words

The Board watched a video featuring Chris Sheldrick, CEO of what3words, outlining the what3words vision for helping develop addressing going forward. The video is at:

https://www.ted.com/talks/chris_sheldrick_a_precise_three_word_address_for_every_place_on_earth?utm_campaign=Residual%20activity&utm_source=hs_email&utm_medium=email&utm_content=58219126&hsenc=p2ANqtz-9MI5tvKYSSeqfaK8QejYdAdstzCZ-ekJoiB-pB2COXp7YTAK9ABIRSWCdP2NzbGKUM5zKj2lul7frUKnlvs5EeARiZe-KZPm1SD4_PX2ICEq_0Hkr0&hsmi=58219126

The video contained themes as previously outlined to the PAB (March 2016 minutes refer). Board member comments included:

The what3words solution appeared to be well suited to mobile-enabled environments, to help locate a 'square' (e.g. where consumers describe delivery preferences).

The product could work well in finding particular locations in complex buildings, but it was unclear whether it could recognise floors within multi-story buildings.

Identification of location in temporary environments could be a real benefit (for example in rescue situations or temporary camps).

Some addressing experts considered what3words would work well in countries with poor addressing infrastructure but not to bring as much added value in countries where addressing is well developed, other than as an additional dataset.

3. Matters Arising

PAB (17)5th meeting minutes

3.1 Addressing Anomalies: The AMU advised that Royal Mail had no/ very few issues of environments where developers had added unofficial street names to developments. Known unofficial street names would be placed on the PAF alias file.

3.2 Public Sector Licence (PSL) Extension: The AMU advised they were due to have a follow-up meeting with the Department for Business, Energy and Industrial Strategy (BEIS) during w/c 26th November 2017, with the intention to confirm an initial PSL extension (expected to be for one year from April 2018). The AMU also reported encouraging early signs of BEIS appetite for a longer-term extension of the licence.

ACTION: The Board invited the AMU to provide updates on an ongoing basis as discussions developed.

3.3 Customer Feedback on 2015 Contracts: The Chairman suggested that the time was approaching when independent research to gauge customer satisfaction with operation of the 2015 licence contracts could be valuable.

ACTION: The Chairman to notify Ofcom of the intention and to seek any input they might want to make.

ACTION: The Chairman to circulate initial survey questions to PAB members for feedback and update on progress at the January 2018 PAB meeting.

3.4 AMU Customer Relationship Manager (CRM) added value: The AMU had circulated a latest role profile for the CRMs, which was welcomed and endorsed by the Board.

ACTION: The Board invited the AMU to provide/ present case studies of the CRM role.

3.5 PAF Pulse developments: The Secretary had held a working session with the AMU to identify and develop a suite of improvements to the existing PAF Pulse report, including consolidation of the headlines page and a more user-friendly view of data and graphs on many of the pages of the report. It was expected that a draft of the enhanced Pulse report would be ready for viewing at the January 2018 PAB meeting, with full production of the report anticipated from period 10 (to January) 2017/18.

ACTION: The Secretary to liaise with the AMU to continue to develop the report, with the AMU invited to present a summary of developments at the January 2018 PAB meeting.

4. Chairman's Update

Chairman

4.1 Mailmark. During a discussion with Stephen Agar from Royal Mail, the Chairman had raised the issue brought to the attention of the PAB when abbreviations were used in addressing. He was now confident that the complaint was being handled at the appropriate point in Royal Mail.

Mr. Agar had shown interest in attending a future PAB meeting to understand how the effective governance approach developed between the Board and the AMU could potentially be deployed in other areas within Royal Mail Group, and to also present a view on current developments within the wider RM Group. This was viewed as a very positive move by all Board members.

ACTION: The Secretary to liaise with Mr. Agar's personal assistant to confirm future meeting attendance.

4.2 Ordnance Survey. The OS had approached the PAB Chairman regarding potential future governance approach models, similar to the ways of working between the PAB and the AMU. The PAB Chairman's initial input had been that any arrangements needed to be chaired and administered independently from OS and that members of a Board would need to represent all key areas of the marketplace.

4.3 The 2017 Autumn budget. Paragraph 5.3 of the Chancellor's Autumn 2017 budget statement read: 'Geospatial data – The UK has some of the best geospatial data in the world, and much of it is held by public bodies. The potential economic value of this data is huge. To maximise the growth of the digital economy and consolidate the UK's position as the best place to start and grow a digital business, the government will establish a

new Geospatial Commission to provide strategic oversight to the various public bodies who hold this data. To further boost the digital economy, the government will work with the Ordnance Survey (OS) and the new Commission, by May 2018, to establish how to open up freely the OS MasterMap data to UK-based small businesses in particular, under an Open Government Licence or through an alternative mechanism, while maintaining the OS's strategic strengths. The Budget provides £40 million a year over the next two years to support this work.'

Articles:

<http://central-government.governmentcomputing.com/news/geospatial-commission-wants-to-maximise-value-of-government-location-data-5984777>

<http://www.ukauthority.com/data4good/entry/7700/uk-to-establish-geospatial-data-commission#>

The following main points were made in discussion:

- The strategy could help boost data-driven business, especially in the small and medium enterprise (SME) market.
- Money seemed to have been earmarked for the Commission but there did not appear to be detail of how or what the money would be spent on.
- Where within Government would the Commission be owned and operated?
- Given the potential for a wide-ranging master dataset, it could open the door for the OS to request a 'free issue' copy of PAF to be made available to UK-based SMEs. The Board agreed that that this would need careful licensing to avoid misuse and on-selling.
- The Commission may begin to view all key datasets (including PAF) to establish which data could be included in an open data strategy.

The Board agreed to monitor the situation closely.

5. Taking the Pulse of PAF

AMU

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

6. PAB meeting dates and hosting for 2018

Secretary

The Secretary confirmed meeting dates for PAB for 2018 as: 18th January, 15th March, 17th May, 19th July, 20th September and 15th November.

Experian were confirmed as hosts for the January 2018 PAB meeting, but other hosting had not yet been agreed.

ACTION: The Secretary to write to the AMU, MUA, Experian and CACI to establish which meetings the relevant organisations could host for 2018.

7. Addressing Marketplace Developments

Data Advance

Jennie Kimberley-Bowen from Data Advance led a discussion with the Board on current addressing market developments and some insights on the potential future marketplace. Key points were:

- E-commerce continues to grow at a rapid pace and would be contributing a significant proportion of all consumer spend by 2030.
- Amazon currently accounted for c.50% of e-commerce growth
- Consumers continue to move to wanting ever more transparency, consistency, reliability, flexibility and speed of delivery. 10 years ago, consumers viewed 2 days as express delivery, current view appears to be 1-2 hours. Some consumers now wanted to go further and be able to change the point of delivery while an item is in-transit.
- Online retailers continue to develop fleets and to partner with couriers. Automated delivery vehicles and mechanisms are at an early stage of development but could require more granularity in addressing data to aid effectiveness.
- A continuing increase in managed and independent courier networks, requiring ever more detailed information to effect delivery (data such as parking opportunities, location of door etc.)
- An increased (and expected further increase) to digital addressing solutions (such as Exaactly, Localz), where more than standard address data are used, based on consumer sign up to a service.
- A digital address is not restricted to geography – it may contain consumer-led data/ preferences and be supported by geocode data.
- As yet, there does not appear to be a central organisation ensuring one digital identification for each individual.

The Board thanked Jennie for a very thought-provoking discussion.

8. Not Yet Built to PAF timeliness project

Data Advance

Data Advance had been commissioned to conduct research to answer the core question of - 'what is the promptness of newly built properties getting onto the main PAF?'

Research included taking a sample of properties newly built between July and September 2017 and comparing when local authorities confirmed an address was on their register against when it appeared on PAF.

Success measures for the project had been agreed – timeliness gaps, quantifying the SLA between local authorities and the AMU, and key drivers of timeliness.

Data Advance confirmed that the project research was underway and full results from local authority and AMU data was expected to be received within the coming few weeks.

ACTION: The Board invited Data Advance to present results, analysis and recommendations from the project at the next available PAB meeting.

9. Next meeting

11:00 to 13:30 on 18th January 2018, to be hosted by Experian, Friar's House, 160 Blackfriars Road, London, SE1 8EZ