

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 11:00 on 18th January 2018

At the offices of:

Experian, Friars House, 160 Blackfriars Road, London, SE1 8EZ

PRESENT

Ian Beesley	Chairman
Carolyn Valder	CACI
Tim Drye	Direct Marketing Association
Ian Paterson	Mail Competition Forum
Charles Neilson	Mail Competition Forum
Darren McDonnell	Mail Users Association
Iain McKay	Improvement Service, Scotland

Also in attendance

Scott Childes	AMU
Ian Evans	AMU
Steve Rooney	AMU
Jennie Kimberley-Bowen	Data Advance (item 7)
Rachel Kent	Data Advance (item 7)

Apologies

Jason Goodwin	Experian
David Heyes	Wigan BC
Dan Cooper	Allies Computing
Martin Taylor	Royal Mail Group

Secretariat

Paul Roberts

1. Matters Arising

PAB (17)6th meeting minutes

1.1 Mailmark. The Royal Mail response to an identified issue around address and post-code abbreviations affecting Mailmark had not yet been received.

ACTION: The Board invited the AMU to raise the issue internally within Royal Mail and report back.

1.2 PAF Pulse Developments. The AMU had recently shared a first draft of a revised Pulse report with the Secretary and were making some changes based on feedback. Subject to PAB approval, the AMU would look to produce the revised Pulse report during March 2018 (to cover information to P11 2017/18).

ACTION: Once agreed with the AMU, the Secretary to share a version of the revised Pulse report with PAB members for final inputs prior to deployment. The Board also invited the AMU to provide an update to the March 2018 PAB meeting.

1.3 GDPR. The Board identified that the Information Commissioner's Office (ICO) had recently produced material giving some input on the debate around what is considered 'legitimate interest' by an organisation in using personal information vs. being given consent to use the information. A key point was around organisations needing to carry out a comprehensive reasonableness test to demonstrate legitimate interest in the use of information and any use for legitimate interest being subject to investigation by the ICO at any given point.

The material is contained within a wider GDPR page at: <https://ico.org.uk/for-organisations/charity/charities-faqs/>

The Board agreed to monitor the emerging GDPR picture for potential impacts to PAF.

2. Chairman's Update

Chairman

The Chairman announced the passing of Philip 'Phil' Good, the founder of Hopewiser. Phil was a leading figure in the addressing solutions industry. The Board wished to pass on their condolences to Phil's family and colleagues.

ACTION: The Secretary to place an appreciation by the PAB on the PAB website.

3. Customer Feedback on 2015 Contracts

Chairman

Further to an action arising from the November 2017 PAB meeting (item 3.3).

The Chairman shared a potential approach to gathering customer feedback on the 2015 PAF Licences and a draft version of survey questions to go to 2015 Licence customers, with research tailored to Service Providers (SPs) and Direct End Users (DEUs). The main aim of the research project was identified as being to assess the effectiveness of simplification of the licence in 2015 and any further work required on licensing from a customer perspective.

Following positive feedback from the Board on the approach to conducting the research and the types of questions used, an outline timetable for completing the research was agreed.

ACTION: The Chairman to notify Ofcom of the intention to gain customer feedback and seek any input that Ofcom might want to make.

ACTION: The Board to sign-off the final research approach and survey questions at the March 2018 PAB meeting.

Board member input was that, subject to successful completion of the research project, it could be useful to conduct further phases of similar research, potentially looking to target different areas of the marketplace e.g. Direct Marketing Association (DMA) members.

Separately, the Board asked about whether there was specific mention of data protection regulation within the 2015 licences. The AMU confirmed that it is not mentioned specifically, because there is a clear statement in the licences advising SPs and Users that it their responsibility to abide by all applicable law (which would include data protection).

The Board asked if the AMU believed that it can provide PAF compliantly following GDPR and AMU responded that they had provided a statement about this to SPs, who had put the same question to them.

ACTION: The Board invited the AMU to share the statement on GDPR Compliance, to be placed on the PAB website once received.

4. Licensing Trends Update

AMU

The AMU shared a presentation with the Board regarding licensing trends covering the first 3 quarters of 2017/18 compared with the same period in 2016/17 (and previous years where appropriate).

Licence numbers and revenues showed similar trends to those outlined at the May 2017 PAB meeting, with a continuing trend of gradual movement from User-based to transactional licence use, and at a very similar rate to that outlined in May 2017.

The proportion of revenues accounted for by user licensing had fallen from 37% in the first 3 quarters of 2016/17 to 34%. Transactional licensing for the same period had risen from 22% to 23%, with capped use licensing rising from 41% to 43%. Over the last 6 years, user licensing had fallen from 51% to 34%, with transactional licensing increasing from 13% to 23% and capped use licensing rising from 36% to 43%.

The AMU reported there had been an increase in End Users. The Board asked whether this was growth of clients or existing clients adding users.

ACTION: The Board invited the AMU to investigate and provide an update to the Board.

The Board questioned what the customer churn by sector was and how that had developed over time.

ACTION: The Board invited the AMU to investigate and provide an update to the Board.

The AMU advised that the ongoing trends were continuing to affect overall revenue. 2017 pricing changes had covered a revenue shortfall and the AMU reported there had been very little adverse feedback from customer regarding the price changes.

The Board asked whether there was potential for new products to be added to the PAF offering to enhance/ manage revenue movements. The AMU advised this was something they continually review, with recent examples of product enhancements including Not Yet Built and Multiple Residency files. The AMU also advised that new products would need to be specific and valuable for customers and align to the core service offering.

ACTION: The Board invited the AMU to share the licensing trends presentation with PAB members.

5. Quarterly PAF Data Quality Audit Update

AMU

The AMU presented details of the latest Data Quality Audit results, covering 2 quarters of activity.

Results were broadly in line with the latest 3 quarters, showing over 96% capture and PAF accuracy on average.

The AMU advised that a few underperforming areas had been identified and that they were continuing to work closely with local Royal Mail Operational Areas to address issues identified by the data quality audits.

The Board welcomed the ongoing use of data quality audits and the continued focus of the AMU in working with Royal Mail Operations to drive consistently high standards of PAF accuracy.

ACTION: The Board invited the AMU to share the results presentation with PAB members.

6. Public Sector Licence (PSL) Update

AMU

The AMU advised that they had received verbal agreement from the Department for Business, Energy and Industrial Strategy (BEIS) to progress a one-year extension of the PSL for 2018/19, although the extension was not expected to be finalized until March 2018.

The Board welcomed the news and stressed the need to progress discussion on longer term licence extension at the earliest possible opportunity.

ACTION: The Board invited the AMU to share an update with the PAB once the one-year extension had been finalised, for onward announcement on the PAB website.

ACTION: The Chairman to write to the AMU to prompt long term PSL discussions.

7. Not Yet Built (NYB) to PAF timeliness project

Data Advance

Further to an interim update provided to the November 2017 PAB meeting. Data Advance provided a summary presentation outlining headline results, analysis and recommendations arising from the research project.

21 Local Authorities (LAs) had been invited to provide details on NYB information records exchanges. 17 had taken part, suggesting a positive interest in helping the aims of the research project. The summary highlighted internal improvement opportunities and the opportunity for the AMU to work more closely, as appropriate, with LAs to drive more effective and timely information exchange processes.

The Board stressed that this project was commissioned to enable PAB to discuss improvements with the AMU, designed to enhance the experience of consumers moving into new build properties. The results of the analysis would inform that dialogue.

The Board thanked Data Advance for their efforts in delivering the research project to date and welcomed the opportunity to discuss final recommendations with the AMU.

ACTION: The Board invited Data Advance to share the presentation with the Board and finalise recommendations for agreement with the AMU.

8. Anniversary of the Postcode

Ensemble

Based on viewing various media articles, the Board enquired as to the next major anniversary for the establishment of the Postcode. The AMU advised that the next major anniversary would be in 2019, marking 60 years since the first extensive use of the postcode system.

9. PAB meeting dates and hosting for 2018

Secretary

The Secretary advised that venues for the PAB meetings on 17th May and 15th November had not yet been confirmed

ACTION: The Secretary to pursue potential offers of venues.

10. Next meeting

13:00 on 15th March 2018, to be hosted by Royal Mail Group, 3rd Floor, 100 Victoria Embankment, London, EC4Y 0HQ.