

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 13:00 on 15th March 2018

At the offices of:

Royal Mail Group, 3rd Floor, 100 Victoria Embankment, London, EC4Y 0HQ

PRESENT

Ian Beesley	Chairman
Carolyn Valder	CACI
Ian Paterson	Mail Competition Forum
Iain McKay	Improvement Service, Scotland
Martin Taylor	Royal Mail Group (items 1-9)

Also in attendance

Scott Childes	AMU
Ian Evans	AMU
Steve Rooney	AMU
Stephen Agar	Royal Mail Group (items 7-14)

Apologies

Jason Goodwin	Experian
David Heyes	Wigan BC
Dan Cooper	Allies Computing
Darren McDonnell	Mail Users Association
Charles Neilson	Mail Competition Forum
Tim Drye	Direct Marketing Association

Secretariat

Paul Roberts

1. Matters Arising

PAB (18)1st meeting minutes

1.1 Mailmark. Further to previous discussion the issue was now being progressed within Royal Mail Group through the appropriate channels.

1.2 GDPR. The Chairman confirmed that Steven McCartney from the Pearson Group would be attending the May 2018 PAB meeting to lead a discussion on GDPR and the potential implications for the PAF marketplace.

2. Customer feedback on 2015 licence satisfaction

Chairman

The Chairman confirmed he had written to Ofcom to obtain their reactions to the planned licence satisfaction survey.

ACTION: The Chairman to provide a further update on survey progress at the May 2018 PAB meeting. [Subsequently, a meeting with Ofcom was agreed for 10 April]

3. Chairman's Update

Chairman

3.1 The Chairman drew attention to press reports about homeless people finding it difficult to receive mail, which could exacerbate their situation, for example - missing important appointments.

The AMU advised they had just received a proposal from the person who had originally raised the issue with suggestions on how Royal Mail could help. The proposal was currently under review.

ACTION: The Board invited the AMU to provide an update at the next available PAB meeting.

3.2 The Chairman had attended an externally facilitated meeting to review Royal Mail's approaches to Corporate Social Responsibility (CSR). The meeting included a diverse range of stakeholders.

Outputs from the meeting included an opportunity for Royal Mail to further promote Royal Mail's heritage [for example – how RM staff had contributed to war efforts]; and to review how some CSR indicators were used, to move from an asset-based to an employee-based focus.

4. Geospatial Commission

Iain McKay

Iain McKay introduced a discussion on the current state of play on the Geospatial Commission. The Commission was still being established, the Terms of Reference had not yet been developed, and the Commission would be shortly appointing co-chairs with the aim of having a first phase plan in place within 2-3 months. It was understood that Commissioners will be appointed to represent different communities of interest. Some staff have been appointed to roles within the Cabinet Office.

The AMU said that their understanding was that the first phase of the Commission's plans would likely centre on making Ordnance Survey Mastermap data more easily available to UK based small businesses and that other possible inputs to a wider dataset (including PAF data) would be discussed later.

The AMU confirmed that Royal Mail were engaged with those in the Cabinet Office who were leading on the issue.

ACTION: The Board invited Iain McKay and the AMU to update the Board on a regular basis.

5. Market Sector/ Customer Segmentation Review

AMU

Further to an action from the January 2018 PAB meeting. The AMU gave a brief presentation on the take up of the PAF licence by market segment.

The AMU explained that the initial customer segmentation analysis had helped Royal Mail identify that it needed to undertake additional work to improve customer categorisation. Further, the AMU advised that growth and change in the volume of customers was based on organisations, not the number of users within each organisation.

ACTION: The Board invited the AMU to update the Board for the September PAB meeting.

6. AMU Customer Relationship Manager Case Study

AMU

Further to an action from the November 2017 PAB meeting, the AMU confirmed that, subject to approval from the Board, one of the Customer Relationship Managers could lead an interactive 'day in the life' discussion at the May 2018 PAB meeting. This was welcomed and approved by the Board.

ACTION: The Board invited the AMU to deliver the CRM session at the May 2018 PAB meeting

7. Public Sector Licence (PSL) Update

AMU

The AMU advised that the one-year extension to the PSL had just been signed off within the Royal Mail Group and would be advised to all PSL customers.

The Board commented that progress on discussions on a longer-term extension to the PSL appeared slow and was starting to impact PSL customers' ability to complete operational contracts with solutions providers.

ACTION: The Board invited the AMU to share a statement confirming the one-year extension to the PSL, for onward inclusion to the PAB website.

ACTION: The Chairman to write to the AMU to prompt the acceleration of longer term PSL discussions.

8. General Data Protection Regulations (GDPR) Compliance

AMU

The AMU reported they had received a few requests from licence customers, asking the AMU to outline and confirm the expected impact of GDPR in the PAF area. The AMU advised they were currently constructing a response.

ACTION: The Board invited the AMU to share the response once completed, for onward inclusion to the PAB website.

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

AMU

The AMU advised that they had received the final project report & recommendations from Data Advance on behalf of the PAB and were currently developing an action plan. Opportunities for potential inclusion to the plan included:

- Revised information flows between local authorities and the AMU
- Improved contact with large property developments to improve information flows.
- Analysis of the NYB database to eliminate records that have been on the file above a threshold time limit.

ACTION: The Chairman to write to Data Advance to thank them for their work.

10. Wider Royal Mail Context

Stephen Agar

Stephen Agar, Managing Director of Consumer & Network Access for Royal Mail Group (RM) gave the Board some insights into the way that PAF is viewed in the wider context of the Royal Mail business.

- PAF data remained critical to the operational running of the wider business. Collection, sorting and delivery were massively assisted by effective deployment of accurate PAF data within the RM Operations.
- Post-privatisation, the business view of PAF at Board level remained that accurate delivery point addressing continues to be an important part of Royal Mail's core service.

- The RM business current view was that the postcode and associated data work were key operational enablers, rather than a significant profit opportunity for RM.
- Given the changing landscape of UK consumer behaviour (continuing expansion of parcel traffic vs ongoing decline in letter volumes) and other addressing developments, it would be important for RM to enhance the way that PAF data is collected, validated and utilised.

The Board asked what assurances RM could provide on the sustainability of key customer access points to the RM network (for example, caller's offices). Mr. Agar advised that the overall number of RM delivery offices (and associated caller's offices) had remained steady over the years, and that the main thing that had changed was location, which was being modernised to support changes in the letter & parcel business with operational improvements and continuity of public service for the customer

The Board asked how PAF IT requirements were prioritised within the wider RM IT agenda. Mr. Agar advised that prioritisation was based to a degree on commercial criteria and that a robust case for PAF enhancement would receive his support if based on customer, employee and shareholder value.

The Board asked whether RM received any recompense for extra costs incurred because of the activities of developers of new housing/ business developments. Mr. Agar advised that these increased costs to RM were absorbed as part of RM's commitment to the universal service obligation. Nevertheless, RM worked closely with major developers to cope with increased volumes and gave the example of the developer making available a dedicated final sorting facility within a development.

The Board asked Mr. Agar's view on the balance of innovation vs 'care and maintenance' within the PAF environment. Mr. Agar responded that he believed more innovation would benefit PAF going forward and suggested that a future meeting of the PAB could be focused on longer term strategy for PAF.

ACTION: it was agreed that the September meeting of the PAB should be dedicated to a discussion of strategy and that the views of solutions providers and direct end-users should be solicited through the PAB website.

Mr. Agar asked PAB for views on what major impacts the PAB had made to the way PAF and the AMU have developed. The Chairman pointed to the PABs contribution to improvements and further focused on some specific PAB achievements:

- Fundamentally changed the relationship between the AMU and Service Providers (SPs), through significant effort to drive joint working of development opportunities.
- Delivering significant change to configuration of the 2015 revised PAF licence, driving a blended usage and pricing model.
- Drove development of the Developer licence
- Strongly supported the creation of a public sector licence.

11. PAF Pulse Report Development

Secretary

The Secretary reported that the revised and updated PAF Pulse report had now been produced and circulated to the Board. The report was endorsed by the Board, including a recommendation to review the report at regular intervals to assess relevance and usability for the PAB, plus any additional content that may be required.

12. PAB meeting dates and hosting for 2018

Secretary

The Secretary confirmed that the May meeting venue for 2018 had not yet been confirmed.

ACTION: The Secretary to write to Royal Mail to establish whether they could host the May 2018 meeting (subsequently confirmed, as below).

13. Next meeting

13:00 on 17th May 2018, Royal Mail Group, 185 Farringdon Road, London, EC1A 1AA