

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 13:00 on 19th July 2018

At the offices of: Experian, 160 Blackfriars Road, London, SE1 8EZ

PRESENT

Ian Beesley	Chairman
Carolyn Valder	CACI
Ian Paterson	Mail Competition Forum
Iain McKay	Improvement Service, Scotland
Jason Goodwin	Landmark Group
Paul Malyon	Experian
Darren McDonnell	Mail Users Association
Tim Drye	Direct Marketing Association

Also in attendance

Scott Childes	(items 4-14)	AMU
Ian Evans	(items 4-14)	AMU

Apologies

Charles Neilson	Mail Competition Forum
Dan Cooper	Allies Computing
David Heyes	Wigan BC
Martin Taylor	Royal Mail Group

Secretariat

Paul Roberts

1. Welcome and Introductions

The Chairman welcomed everyone to the 4th PAB meeting for 2018 and introduced Paul Malyon from Experian. Paul would be the Experian representative on the Board on an interim basis until a successor for Jason Goodwin had been appointed at Experian.

2. Matters Arising

PAB (18)3rd meeting minutes

Customer Satisfaction with the 2015 PAF licence. The Chairman was expecting to circulate the questionnaire to PAB members for final inputs by the end of July. The survey was expected to be issued following the Summer school holiday period.

3. Chairman's Update

Chairman

RM Price Increases. The Chairman advised that informal discussions had suggested that RM may be moving to a regular price increase model which the PAB would need to monitor closely.

PAF Developer Licence. The Chairman commented in the light of experience with another developer licence how the PAF developer licence continued to be good value and easy to access (free to obtain and easy to deploy/ use/ maintain).

Strategic Mail Partnership (SMP). The Chairman sought guidance on the possibility of inviting the SMP to join the PAB. It was suggested that they might be invited to join the strategy day planned for November.

ACTION: The Chairman to write to the SMP to invite them to the PAB strategy day.

4. Geospatial Commission Update

Iain McKay

Iain McKay updated the Board on current Geospatial commission activity. Iain advised that the commission's emerging focus was to help build business, based on geospatial data and information, not purely [as was currently the perception in some corners] an open data commission.

It was understood that the commission had appointed 1 of its 2 co-chairs and was re-advertising for the second. No commission members were yet in place except for the Cabinet Office Director responsible for the Commission.

Recent discussions suggested that the commission was currently in 'discovery' phase – identifying what geospatial data was available and what might be suitable for inclusion to the overall strategy of the commission.

Iain outlined the potential for opportunities and risks for PAF. The Unique Property Reference Number (UPRN) had previously been made 'open' and the commission was currently working with the Ordnance Survey, Local Government Association and Improvement Service to investigate releasing the UPRN and geo-reference as open identifiers.

ACTION: The Board invited Iain McKay to ascertain the current schedule for UPRN and grid reference (once known) and update the PAB on progress.

5. Annual Customer Contact Report

AMU

Further to the first annual customer contact report in 2017, The AMU reported on customer contact volumes and trends. Headlines included:

- 1.6m activities [items] had been processed, slightly above 2016/17 (1.5m)
- 68% of the 1.5m activities had been captured within the Royal Mail customer relationship management (CRM) system, up from 56% in 2016/17 (with the longer-term target to increase Siebel activity capture to 80%, the optimum % for inclusion to Siebel).
- Of the activities captured on the CRM system, 85% were made by email (up from 82%), 12% by phone (down from 17%) and 3% by post (up from 1%)
- Actual customer contacts captured were 135k from local authorities (generating c. 530k activities), 240k from general customers (generating c. 380k activities) and 8k from 'other' customers - MPs offices, internal customer escalations etc. (generating c.100k activities)
- The overall largest category of enquiry concerned moving addresses to PAF from the NYB dataset.
- 91% of local authority contacts resulted in changes being made to PAF, vs. 62% for general customers and 59% for 'others'.

The Board questioned the high level of 'no changes' made to PAF from general and 'other' customer contacts and suggested that this was an area generating high workload for no change to PAF or customer benefit. The AMU advised they were currently analysing the results and would be focusing on reducing the percentage of no value contacts as part of wider AMU plans.

ACTION: The Board invited the AMU to share the contact presentation with PAB members and to investigate how nugatory work arising from customer contacts could be eliminated.

6. NYB to PAF - Report on Progress

AMU

Following the results and analysis of the research previously commissioned by the PAB, the AMU gave an update on the 6 areas of action identified:

- Record keeping. Advisors were now recording a notepad entry when a NYB request was received (with a macro developed to auto transfer data) and these entries were included as part of weekly audit activities, helping to identify where activities were not completed within expected timescales.
- Training. All relevant Doxford service centre staff had been trained on core NYB processes, with extra training given in areas that required additional specific focus.
- Core processes. The AMU were now using held and linked data to proactively question external and internal stakeholders on issues and potential things that may trigger NYB activity.

- Customer experience enhancement. The AMU had expanded the use of social media to engage more closely with developers and other stakeholders.
- Local Authority links. Starting with Scotland, the AMU were trialling a model of working closely together with multi-stakeholder groups to build mutual plans to improve NYB processes and identify triggers for NYB that could be fed to the AMU for action. The Board suggested that including the Utility companies in the joint working groups could be beneficial.
- Data relevance. The NYB dataset was established many years ago. The AMU were assessing data in the file to ensure relevance (example – developer data from 10 years ago on the intention to build with no subsequent action – was this now relevant for the NYB file).

The Board questioned what key performance indicators would be used by the AMU to demonstrate success of the NYB to PAF improvement activities. The AMU advised they were [and would continue to] measure volume of customer contacts suggesting they had addresses but no mail, with a view to decreasing the volume markedly over time.

ACTION: The Board invited the AMU to share a copy of the progress update with PAB members and to update the Board on the performance indicators proposed for implementation of the recommendations from the NYB/PAF survey.

7. Quarterly Data Quality Update

AMU

The AMU reported results and actions arising from the latest 2 quarters of data quality activity.

Results were broadly in line (and indeed improved) from the latest 6 quarters, showing over 96% capture and over 97% PAF accuracy on average.

The AMU advised that a few issues had been identified (including previously discussed addressing on industrial business/ parks) and that they were continuing to work closely with local Royal Mail Operational Areas and external stakeholders (including Local Authorities) to address issues identified by the data quality audits.

The AMU advised they were considering the option of changing the frequency of data quality audits from quarterly to 6-monthly, given the consistent standards being achieved. The Board advised that given the overall relative volume of inaccuracies still identified and local issues identified, they would recommend continuing with a quarterly approach.

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.

Ian Paterson raised the opportunity to further enhance the quality of business addressing through analysis of mailing file samples and aligning to PAF to identify variances. Darren McDonnell advised that OTM were just beginning to start work in this area.

Ian also questioned the current accuracy of business names within PAF. The AMU advised they were currently analysing the area of business names.

ACTION: The Board invited OTM to present to a future PAB meeting on emerging business address work once timescales were established.

ACTION: The Board invited the AMU to update the PAB on business name accuracy within PAF.

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

8. Homeless People Mail Receipt Update

AMU

Further to an item at the March 2018 PAB meeting. The AMU updated the Board on progress of the initiative.

The AMU had worked closely with the originator of the activity, focusing on the practicalities of deploying the initiative. The key issue appeared to be which type of properties could be used as proxy addresses and how could these be robustly validated.

The AMU advised they were currently waiting for the initiative originator to respond on questions asked and would need concurrences from Local Authorities and other relevant stakeholders before progressing any development activity.

The Board took note.

9. Licensing Trends Update

AMU

The AMU shared a presentation with the Board regarding licensing trends covering 2017/18 compared to 2016/17 and comparative previous years/ quarters.

Licence numbers and revenues showed similar trends to those outlined at the January 2018 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 January 2018.

The proportion of revenues accounted for by user licensing for 2017/18 was 34%. Transactional licensing for the same period was 24%, with capped use licensing accounting for 42%. Since 2013/14, user licensing had fallen from 45% to 34%, with transactional licensing increasing from 16% to 24% and capped use licensing rising from 39% to 42%.

Initial figures for Q1 2018/19 suggested the rate of User based licensing revenue could fall to 30% for 2018/19, with transactional percentages rising to 28% and capped use remaining static at 42%. The AMU advised that this could affect full year revenue compared to original expectations.

Customer feedback had indicated that moving from user to transactional use had given them greater operating flexibility and was proving easier to manage.

The AMU also advised that they were currently expecting to review licence pricing on an annual basis.

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

10. Taking the Pulse of PAF

AMU

The Board noted the latest editions of the Pulse report and had no questions.

11. Planning for PAB PAF Strategy Day

Chairman

Further to discussion at the March and May PAB meetings, the Chairman advised that the PAB PAF strategy meeting had been confirmed for 6th November 2018, replacing the regular PAB meeting for that month (although there would be flexibility to also deal with any emerging PAB topics within the framework of the day). Due to the strategic importance of the session, the meeting was likely to be a full day meeting as opposed to the usual PAB timings.

The Board agreed that it would be wise to engage external facilitation for the session to ensure objectivity of purpose and outcomes, and that it would also be valuable to invite a few external stakeholders to the meeting to ensure as wide a representation from the addressing marketplace as possible.

Board members advised it would be worthwhile to have a short list of questions for attendees to consider prior to the meeting, relating to topics of discussion and desired outcomes of the meeting.

ACTION: The Chairman to investigate suitable venues for the meeting.

ACTION: The Chairman to source external facilitation for the meeting.

ACTION: The Chairman invited PAB members to nominate potential suitable external attendees for the meeting.

12. Charity use of PAF

The AMU informed the Board that they were extending the availability of free access to PAF data for small charities, so that Solutions Providers would also now be able to offer free licensing to qualifying organisations. The offer would work using the same processes as the Public Sector Licence (PSL), in that qualifying charities would be registered through the AMU Licensing Centre and allocated a customer number which Solutions Providers would need to quote when submitting a 'zero-return' to the AMU. To qualify, the charity must be UK-based, have a registered charity number and have an annual income of less than £10million. This new offer would be available from Sep 1st 2018.

The Board took note.

13. Not Yet Built, Multiple Residence & UK Addresses Licence clauses

The AMU advised the Board that they were removing a clause - within the Multiple Residence, Not Yet Built and UK Addresses Licence agreements – about notifying and discussing changes to the agreements with the PAF Advisory Board. The clause was a copy of the PAF agreement but was not appropriate on the other three agreements as they are not regulated files.

The Board took note.

14. Next meeting

13:00 on 20th September 2018

At the offices of CACI, Kensington Village, Avonmore Road, London, W14 8TS