

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 13:00 on 28th March 2019

At the offices of: Royal Mail Group, 185 Farringdon Road, London, EC1A 1AA

PRESENT

Ian Beesley	Chairman
Carolyn Valder	CACI
Charles Neilson	Mail Competition Forum
David Heyes	Wigan BC
Dan Cooper	Allies Computing
Darren McDonnell	Mail Users Association (items 5 – 17)
Ian Paterson	Mail Competition Forum (items 5 – 17)

Also in attendance

Ian Evans	AMU
Tom Foyle	AMU
Steve Rooney	AMU (items 6 - 17)

Apologies

Iain McKay	Improvement Service, Scotland
Paul Malyon	Experian
Tim Drye	Direct Marketing Association
Jason Goodwin	Landmark Group

Secretariat

Paul Roberts

1. PAB Member Changes

The Chairman announced that David Heyes would be leaving his role as a PAB member at the end of April 2019. David had served with distinction since the inception in 2007 representing Local Government in England & Wales. David had also provided significant input to PAB initiatives and helped shape PAB strategy over the years.

The Chairman also advised that Scott Childes would be leaving the AMU at the end of May 2019. The Chairman recognised the sterling work that Scott had undertaken through the years to ensure the AMU continued to work very effectively with the PAB.

The Chairman thanked both David and Scott for their positive contributions and presented tokens in recognition of their services to the PAB.

The Chairman welcomed Tom Foyle from the AMU; he would be attending PAB meetings on a regular basis.

2. Matters Arising

Chairman

Business Data Quality: Further to an action from the January 2019 PAB meeting, David Heyes outlined he was awaiting data from a local authority to drive a further review of quality and would circulate the information once received. David was also awaiting a response on Local Authority terms for data release. This action was carried over to the May 2019 PAB meeting.

3. Chairman's Update

Chairman

Organisational Change within Royal Mail Group. The Chairman advised that he understood that the size of Royal Mail Data Services had been significantly reduced in the latest changes and that this may lead to a withdrawal from products like AddressNow - which competes with PAF Solutions Providers. This shift in emphasis was welcomed by the Board, who requested further updates as they came to light during 2019.

Automatic Verification of Addresses. The Chairman advised that Royal Mail were introducing a new version of the software used to verify postal addresses. The updated software was expected to drive significant improvement and speed up the verification process, via improved data entry mechanisms within Royal Mail operations.

4. Refreshing the PAB

Chairman

The Chairman reported he was currently pursuing a number of options to refresh PAB membership, with a key emphasis on ensuring representation covering many of the key stakeholder audiences within the addressing marketplace.

PAB members suggested that it would be wise to consider groups such as Geoplace, Public Sector Licence representation and the Strategic Mailing Partnership.

ACTION: The Chairman invited PAB members to provide suggested member groups and/ or names for his onward discussions.

ACTION: The Chairman to provide an update at the May 2019 PAB meeting.

5. Stakeholder Mapping

Chairman

The Chairman and AMU had met in February 2019 to begin to map key stakeholders and their requirements from PAF. Key aims of the mapping were to help drive future PAB strategy & influencing activities, and assist with ensuring that PAB member representation covered the appropriate stakeholder groups over time

Current stakeholder groups were divided into owners, customers, suppliers, staff, regulators, competitors, and other influencers.

The Chairman gave two examples of emerging elements of stakeholder group requirements:

1. Solution Providers (Customers) – minimal disruption to service, stable licence conditions, simple operation of licences for the solution providers, to be seen as valuable customers of Royal Mail, have a trusted data source.
2. Royal Mail Group (Owners) – deliver a stable operational model, grow revenue, drive regulatory stability, demonstrate strong corporate and social responsibility credentials.

The Board welcomed the work done to date and agreed that it would provide valuable input for the PAB going forward. The Board recommended further work be undertaken to enhance the modelling and provide input to the PAB strategy meeting [once confirmed].

ACTION: The Chairman to share the current mapping with PAB members for review and input

ACTION: The Chairman to update the PAB on progress at the July PAB meeting.

6. PAB Strategy Day – future options

Chairman

The Chairman reported he was continuing to work on options and would update the PAB at the next PAB meeting.

7. New Home Flyer

David Heyes/ AMU

David Heyes reported that he and the AMU had developed a flyer/ poster for consumers, developers and local authorities, to assist with establishing a correct postal address and deal with queries for those consumers moving into a newly built home.

The Board welcomed the initiative and suggested that the text and format be piloted before the comprehensive issue.

The AMU confirmed the flyer would be rolled out to specific audiences in the coming weeks and a direct link to the flyer would be placed on the PAF website.

ACTION: The Board invited the AMU to pilot the proposed flyer and to share the final version once completed, for inclusion on the PAB website.

8. RM Re-organisation Update

AMU

Further to the Chairman's update at item 3 above. The AMU confirmed that the initial phase of the latest Royal Mail re-organisation would be complete by the end of March 2019 and that there would likely be further phases of activity in the coming year, with re-organisation activity being fluid for the foreseeable future.

Within the AMU, there had been some personnel changes and restructuring of roles and workload to ensure the most effective continuity and consistency of operation and service for PAF.

ACTION: The Board invited the AMU to share an updated AMU organisational chart once confirmed.

9. Pricing Proposals for 2019

AMU

The AMU gave an overview of core PAF pricing changes for 2019/20, which would be announced on 29th March 2019 and implemented from 1st July 2019.

Overall, licence charges would increase by an average of 3.1%, in line with RPI and closely aligned with increases from previous years. Customer groups increases would range from 1.9% to 3.9%

Different levels of price increases were aligned to the changing market situation and would favour smaller and medium size enterprises.

The Board sought the rationale for the price increases – why they were needed at all, and why some of the levels of increase varied. The AMU advised that increases were made to offset a decline in revenue driven by the ongoing switch from user to transactional based licensing and to ensure ongoing investment in improving the quality and accuracy of PAF. The AMU also reported that, as with most businesses, much of the operating cost base within the AMU was rising in line with inflation.

The Board also questioned the need to have a separate charge for data supply. The AMU responded that customers reported no issues with the data supply charging model but would review the options at the next pricing review.

The AMU advised that they were continuing to review business costs and that further efficiency improvements would help mitigate price increases and further invest in enhancing PAF quality for customers.

The AMU reported that pricing reviews for Not Yet Built and Multiple Residence files would be reported separately.

ACTION: The Board invited the AMU to share the pricing update presentation.

10. Postal Addresses for the Homeless

AMU

Further to previous updates from the July 2018 and January 2019 PAB meetings.

The AMU advised that the overall project to develop postal addresses for the homeless was being led by the corporate and social responsibility (CSR) team within RMG and that AMU were providing advice and guidance on issues relating to addressing and PAF. Options were currently being evaluated, with the AMU reporting there were multiple considerations to be able to operate a service effectively for the community, including consumer convenience, identification requirements and security

ACTION: The Board invited the AMU to provide a further update at the July PAB meeting.

11. Customer Segmentation Update

AMU

The AMU reported that an overall customer segmentation had been completed for the core customer database. The refresh had improved categorisation overall, but significant issues of relevance remained. The AMU were now analysing the data to improve alignment with PAF requirements.

ACTION: The Board invited the AMU to provide an update on progress at the July PAB meeting.

12. PAF Business Names Improvement Statement **AMU**

The AMU advised they were currently putting the business addressing improvement story together. This was expected to be completed by the end of May

ACTION: The Board invited the AMU to report on progress at the May PAB meeting.

Separately, Board members reported that surcharges were being levied on many Mailmark items due to incorrect addressing being used.

ACTION: The Board invited Charles Neilson to liaise with the Royal Mail Wholesale Team to obtain a representative sample of failed Mailmark item details for the AMU to check alignment with PAF and Local Authority data.

The Board also recommended that it would be a good idea for the AMU to develop a flyer similar to the 'new home' flyer to be targeted at changes in business names

ACTION: The Board invited the AMU to work with PAB members to develop a business customer flyer and update on progress at the next available PAB meeting.

13. Scottish Census Trial Update

AMU

The AMU reported that the Scottish census trial had been completed. Approximately 8500 records had been sent to the AMU by the Scottish Census Bureau as they appeared to be undeliverable addresses. Investigation by the AMU resulted in c.1000 changes to PAF (12% of the records received), meaning that 88% of the addresses should have been deliverable according to PAF).

Of the errors identified, the main categories were 1. numbering configurations in blocks of flats, and 2. holiday lets which had been converted to primary residences.

The AMU expected that, going forward, census bureaus would want to continue to send samples of addresses that could not be matched locally and that this would require significant resource in a short-term window to identify address alignment with PAF.

ACTION: The Board invited the AMU to produce and circulate an explanation of what was meant by a holiday let and how this was categorised on PAF.

14. Charity Visibility on PAF Website

AMU

Further to an action from the January 2019 PAB meeting. The AMU confirmed that they would be undertaking a review of the PAF website, to identify and implement improvements to signposting, navigation and clarity of content. The AMU confirmed that Charity visibility on the site would be one of the elements covered in the wider review

The AMU expected the PAF website refresh to be undertaken by Autumn 2019 and would ensure that PAB members were included in testing various elements of the site once redesigned.

ACTION: The Board invited the AMU to provide an update on progress at the September PAB meeting

15. Public Sector Licence (PSL) Update

The AMU confirmed that the 2019/20 one-year PSL extension for Scotland had already been signed and that the agreement for England and Wales was expected to be signed shortly.

16. House Name Register

The AMU advised they had become aware of a company called House Name Register who appeared to be promoting themselves as a one-stop-shop for getting a residential address 'named' as a supplement to the primary formal address. The AMU clarified that the company does not have any formal connections with the AMU or Royal Mail

David Heyes confirmed that a property could only have one primary identifier (number or name) and any requests for changes would need to be routed through to the relevant Local Authority for validation.

17. Next meeting

13:00 on 30th May 2019.

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