THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 13:00 on 30th April 2020

By Video Conference

<u>PRESENT</u>

Ian Beesley	Chairman
Ian Paterson	Mail Competition Forum
Iain McKay	Improvement Service, Scotland
Carolyn Valder	CACI
Charles Neilson	Mail Competition Forum
Tim Drye	Direct Marketing Association
David Green	GB Group
Judith Donovan	Strategic Mailing Partnership
Dan Cooper	Allies Computing
Paul Malyon	Experian
Jason Goodwin	Landmark Group
Paul Brough	Mail User Association
Nick Chappallaz	GeoPlace
Paul Roberts	Secretary

<u>Also in attendance</u>

David Heyes	Wigan BC
Ian Evans	AMU
Steve Rooney	AMU
Tom Foyle	AMU
Miranda Sharp (guest speaker)	Ordnance Survey

<u>Apologies</u>

None

1. Matters Arising

In light of the ongoing Covid-19 pandemic, and in line with existing Government guidelines to cancel all non-essential travel, the full PAB meeting scheduled for 30th April 2020 was cancelled.

Ongoing actions continue and will be updated and discussed at the next PAB meeting, currently scheduled for 25th June 2020.

The PAB were able to conduct one item via video conferencing, namely a discussion on 'Smart Cities', which was the subject of an outstanding PAB action.

2. Smart Cities

Miranda Sharp from the Ordnance Survey (OS) shared.a presentation on the ongoing development of 'Smart Cities'. The key points covered were:

- Smart Cities would provide greater added value if the quality and use of data is high, not just by using the highest specification of technology.

- Enhanced mapping could showcase the value of georeferenced addresses

- A potential benefit from a national data sharing database containing information relating to the location of services and utilities, ideally in an 'open data' set format.

- If Smart Cities mean 100% digital cities then there could be a risk that citizens only exist digitally, which could potentially have legal implications?

- A need to ensure that addresses/ postcodes develop as essential building blocks for future addresses in a Smart City context

- Mapping dynamic data becoming more prevalent than traditional static data.

- With the move to dynamic data mapping, the need to ensure data is up to date becomes more critical.

- Increased 3D mapping adds significant complexity to mapping models and systems.

- Enhanced data may identify good uses but also creates a requirement on resources to ensure mapping is thorough and effective.

- As digital smart city data evolves, it needs to ensure there is clear focus on providing solutions to needs and not. generating data for data's sake where it adds little or no value to existing or predicated future needs).

The PAB thanked Miranda for a highly informative and thought-provoking discussion and wished her well in her future career, as Miranda was leaving her current role with the OS in the coming days.

3. Next meeting

13:00 on 25th June 2020. To be held by video & audio conference.