

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 13:00 on 22<sup>nd</sup> April 2021

By video conference

PRESENT

Ian Beesley	Chairman
Dan Cooper	Allies Computing
Rob Parker	CACI
Paul Cresswell	Experian Data Services
David Green	GB Group
Nick Chapallaz	GeoPlace
Iain McKay	Improvement Service, Scotland
Ian Paterson	Mail Competition Forum
Charles Neilson	Mail Competition Forum
Steve Goodsell	Royal Mail Group
Judith Donovan	Strategic Mailing Partnership (items 1-7)

In attendance

Malcolm Warner	UBReg/Exaactly (items 1-2)
Ian Evans	AMU
Tom Foyle	AMU

Apologies

Tim Drye	Direct Marketing Association
Paul Brough	Mail Users' Association
Paul Roberts	Secretary

The Chairman welcomed Rob Parker (CACI) to membership of the Advisory Board and Malcolm Warner (UBReg/Exaactly) as a guest.

## **1 UBReg/Exaactly**

Malcolm Warner described an innovative approach to addressing which would allow real-time updating of information tailored to specific audiences. The presentation is attached as Annex A.

In a brief discussion, the Board sought assurances that the proposals were consistent with GDPR restrictions and clarification of the pricing structure for individuals who wished to register with the system. The Board further thanked Mr. Warner warmly for an interesting and stimulating description of the UBReg/Exaactly market offering.

## **2 Chairman's Update**

The Chairman reported that it was not yet certain whether PAF would be included in the forthcoming OFCOM postal review though that looked unlikely. He was pressing the AMU to make more of the success of the Developer Licence in their marketing.

## **3 Geoplace synthesis of addressing databases**

Nick Chapallaz described the work undertaken by Geoplace to compare and eliminate discrepancies between some 550 datasets (including addresses that are not postal delivery points) and highlighted efforts in support of the response to the Covid pandemic in Wales to locate vulnerable citizens and those in need of special help. The presentation is attached as Annex B.

In discussion, attention was drawn to an OFGEN Priority Services Register which contains addresses of citizens with medical conditions who are dependent on the maintenance of uninterrupted electricity supply. A lesson emerging from the efforts to deal with the effects of the Covid pandemic was the importance of accurate local data.

In thanking Mr. Chapallaz, the Board welcomed the spirit of co-operation between Geoplace, the AMU and the PAB.

## **4 Scottish Census Trial**

Steve Goodsell reported on an investigation of the addresses classified as not able to deliver mail during the trial (PAB (20)4<sup>th</sup> Meeting Minutes, item 4).

Further investigation in Glasgow had identified ambiguities in the categorization of reasons for non-delivery reported from the field – one group of instances was where properties were boarded up, but it was unclear whether this was temporary or a precursor to demolition; another concerned amalgamation of units on an industrial estate where numbering had been replaced by business names.

In discussion, the AMU indicated that the relevant standard field operating procedures for Delivery Offices would be reviewed with a view to removing ambiguities and improving consistency of reports of non-deliverable post.

**ACTION:** The Board invited the AMU to update the PAB with the results of the review of operating procedures and instructions when an address should be removed from PAF.

**ACTION:** The Board invited RM Ops to present how the PDAs now being issued to field staff could be used to update PAF at the October meeting

## **5 AMU/RM Ops SLA (PAB (21)3)**

In a brief discussion, it was commented that the preparatory work now in hand between the AMU and RM Ops promised both a better grip on monitoring of regular data quality activities and appropriate flexibility to use contracted hours for unforeseen short-term projects.

## **6 NYB/PAF study**

The AMU explained that, because of the coincidence of the effects of the pandemic and management restructuring in RM, not all the necessary information had been available in time for the meeting.

In discussion, it was argued that the speed of transferring occupied addresses from the NYB file into PAF data remained an important element of PAF quality. The latest update on the implementation of the study recommendations had been in July 2019 and an update was now overdue. Deferral to the July 2021 meeting was undesirable.

**ACTION:** The Board invited the AMU to provide an update for the interim progress report in June.

## **7 Data Quality**

The most recent report from DQM (Q21) had shown no change in the trend in accuracy scores and investigation was continuing into steps to reverse the small decline in reported accuracy. The report is attached as Annex C.

In discussion, it was argued that a comparison of when a walk in which DQM had been unable to validate the PAF address had last had its accuracy reported by the relevant delivery office could be a useful indicator of compliance with the AMU/RM Ops SLA.

**ACTION:** The Board invited the AMU to look into the feasibility of using the suggested comparison as a trigger for action.

## **8 Inter-PAB updates**

The AMU reported that the planned inter-PAB meeting updates would start in June.

**ACTION:** The Board took note.

## **9 Postcode exhaustion**

The AMU reported a case where urgent action had been required in the LN1 postcode sector (an area of 140 Km square) to accommodate postcodes for new property development that would have exhausted the available new codes. Such occurrences were rare and in the past postcode exhaustion had been handled by the re-coding of the whole postcode sector. Apart from the Battersea case, where a large residential area was redeveloped, the latest instance had been in Cambridge in 2006. The procedure was disruptive for citizens and both unpopular with them and expensive for RM. Hence, a novel approach had been adopted whereby three new postcode sectors had been superimposed over the existing sector for the new addresses, leaving postcodes for the existing 6,000+ delivery points unchanged. A copy of the presentation was to be shared with PAB members in confidence.

In discussion, it was argued that whilst disruption to citizens would be avoided, the implications for some non-postal users of PAF such as those undertaking geo-marketing analysis at postcode sector level would be damaged by the loss of coherence. Further, the effect on zonal pricing of advertising post could be affected and the implications for mapping were unclear. As the new development was scattered across the postcode sector the coherence of the new postcodes would be weak.

**ACTION:** The Board proposed that even though the response to the LN1 issue had already been implemented, the AMU should open discussions with affected PAF users.

## **10 PAB website**

The Chairman reminded board members that their comments on the PAB website would be appreciated as input to a planned revamp.

**ACTION:** Those Board members who had not yet done so to send comments to the Secretary as soon as possible.

## **11 Next meeting**

13:00 on 22<sup>nd</sup> July 2021. To be held by video conference; details to be advised.

The agenda will include an update on the implementation of the Business Names Study and a presentation by Rowena Humby of Starcount about its work on predictive analysis for marketing.

## Annex A – UBReg/Exactly

### Universal Beacon Registration Ltd.

An introduction with Malcolm Warner

Copyright: Malcolm Warner & Universal Beacon Registration Limited

What does UBReg offer PAF?

- Not a 'wait and see' future.
- Not means to anticipate and prepare for a future that others will dictate.
- UBReg has the ability to complement or transform the future PAF offering

Why the ungainly name?

What does it look like?

What does it do?

- William Spooner : "I remember your name perfectly; but I just can't think of your face"
- find@@Malcolm.i.uk
- In short it is a dynamic location and data transmission system with a universal set of applications.

## Names

- We use:
- Universal Beacon Registration
- And
- Exaactly
- Each are unique and represent well what we do.

## Elementary...

- A UBReg emulates an email address but with two '@@'
- Customers chose a domain name unlike hotmail or Btonline – for instance mine would be 'Malcolm'
- To keep the domain name pool in bounds we have a pool per country – hence UK or US.
- The tag at the front is another customer choice
- So the UBReg for my oil delivery is `oil@@Malcolm.i.uk`
- And for my Bahamian holiday home `skylarks@@Malcolm.i.uk`
- And for my mountaineering followers `basecamp@@Malcolm.i.uk`
- More later....

So my concierge service gets my UBReg – what does it do with it?

- Step 1: It recognises it is a UBReg because of the unique '@@'
- Step 2: It goes to the UBReg website ([www.ubreg.co.uk](http://www.ubreg.co.uk) or [www.ubreg.com](http://www.ubreg.com)) and the home page comes up :

The screenshot shows the homepage of Universal Beacon Registration. At the top, there is a navigation menu with links for HOME, HOW IT WORKS / VIDEOS, FAQs, and BLOG. Below the navigation is a section titled "Choose your UBReg domain" which contains three input fields: "Domain Name" (with a placeholder "Your chosen domain name"), "User Type" (with a dropdown menu showing "(Individual)"), and "Country" (with a dropdown menu showing "uk (United Kingdom)"). A red "CHECK NOW" button is positioned to the right of these fields. Below this is another section titled "Search with a UBReg here" which features a search input field with a placeholder "Enter a UBReg here e.g. john@beacon.i.uk" and a red "SEARCH" button.

Then it...

- Step 3: It enters the UBReg into the search bar:


Search with a UBReg here

Search 

Enter a UBReg here e.g. jan@chester.luk

 SEARCH

Presto:

Exploiting  Ex/picnic@@ubreg.c.uk

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Picnic at Drum Maids

Hi Picnickers,

Don't forget the picnic is Saturday week (19th) suggested to bring:

1. Food & Booze
2. Kit for rough rounders/cricket
3. Rug
4. If it is raining we will meet in the Gardner's Arms (see below)


Transport by Tube

Take Tube to Loughton.

Walk straight out of station and go straight ahead for 100 yards.

Picnic at Drum Maids

Latitude: 51.65311, Longitude: 0.05521127





## We highlight

- A UBReg communicates – optionally:
- **Locations**
- **Data**
- And it can be updated by customers at a moment's notice.

## Why is this so powerful?

I buy a ticket for a Beyonce concert at the NEC and I receive not a ticket but the UBReg: [MalcolmWarner@@NEC19.c.uk](mailto:MalcolmWarner@@NEC19.c.uk) and if I put this into the UBReg home page it gives me:

- A beacon for the car park access which links directly into Google maps to take me there.
- A specific parking space (with location plan also Google linked)
- Details of the entry gate (also with plan - ditto)
- My ticket by Aztec code
- My seat number (with internal location plan)
- Facilities plans & descriptions (and location plans)

Or...

- My parcel delivery UBReg is: [post@@Malcolm.i.uk](mailto:post@@Malcolm.i.uk)
- Usually that is my home and I am expecting a parcel today but I have to be next door helping my daughter...
- So I change the details on the UBReg website from my home address to next door for the day.
- Simple as that.

Or...

- I work for the MOD and take my laptop to my holiday home in Beziers.
- On arrival I realise I have left it in a café in Limoges but learn it is no longer there – bit of a panic!
- Fortunately it has a sticker on it [find@@madrigal.i.uk](mailto:find@@madrigal.i.uk) so I update that UBReg to say that a work laptop was left in a café in Limoges and there is a reward of 150 euros for its return with my mobile number
- Now wait and hope!

## Security and Privacy

- The Caruso fan club: [fans@@caruso.i.it](mailto:fans@@caruso.i.it)
- Caruso's family and friends: [me@@carocaruso.i.it](mailto:me@@carocaruso.i.it)
- Address for Caruso's orders online: [cicero@@naples.i.it](mailto:cicero@@naples.i.it)
- Customers can put as much or as little data as they like on site and can change or delete it at whim.

## PAF + UBReg

What does UBReg offer to PAF?

- Rollout from a parochial UK to international address system
- Dynamic rather than static addresses
- Greater address accuracy
- Simplicity
- Access to the data transmission market

## International



- A UBReg works anywhere in the world
- Can replace all existing post codes, zip codes etc. – so a new address hierarchy.
- Creates an address system where there are none (or where disasters have swept away landmarks).

## Dynamic

- *Locations*
- Buckingham Palace: SW1A 1AA
- Windsor Castle: SL4 1PD
- Sandringham Estate: PE35 6AB
- Balmoral Castle: AB35 5TB
- home@@queen.i.uk
- *Updated*
- By customers at any time

## Accuracy

- Postcodes – on average say 14 properties
- Not applicable for large swathes of land
- UBReg is accurate to about 1metre
- So can pinpoint an H plate for drone deliveries to surgeries:



## Simplicity

- Contrast:
- 14 Acacia Avenue,
- Worthing
- Surrey
- GU10 5HY
- home@@Malcolm.i.uk

## Data transmission

### *Moving house:*

Automatic forwarding address

Automatic notification of change of address to one's bank

Labelling of bicycles, chainsaws etc remains the same

### *Disaster relief*

Which relief points for food and water, which for medical assistance and which for evacuation.

### *Generally*

Changes in festival line up to ticket holders

What feed to put into which silos at the farm

## Integration

Inputting a UBReg into our website is obviously 'clunky'

Integration of a UBReg with the automatic address systems when people buy goods now is a simple concept.

The effect is that the locations and data are automatically downloaded to the delivery driver and updated with time.

## Public Service



The ambulance finding finding an address for a diabetic in a coma on a dark night – other address systems may get you there, but will they tell you where the keysafe is and the code?

Drone delivery of defibrators

International disaster relief

## Competition

Various ones exist, especially with static location systems.

Millions have been poured into some and the funding model is open to criticism.

But they cannot compete with UReg which is both dynamic and has the equally important data transmission functions.

## The funding model

- Domains are free to individuals with a bundle of 5 tags:
- [oil@@Malcolm.i.uk](#), [home@@malcolm.i.uk](#) etc
- Inputting into our website of a UBReg is free
- No advertising or sale of data
- Companies pay a premium for [home@@ici.c.uk](#)

## The mothballing

- 2017 UBReg handed to daughter
- Investor input £350k including John Lewis PLC, a VC fund etc.
- Revised target audience to retail
- 2019 mothballed (website [www.ubreg.co.uk](http://www.ubreg.co.uk) – will not take payments)
- Exactly and the new system



## Value

UBReg needs enthusiastic staff and cash, followed by promotion

The usual valuation exercise is unreal

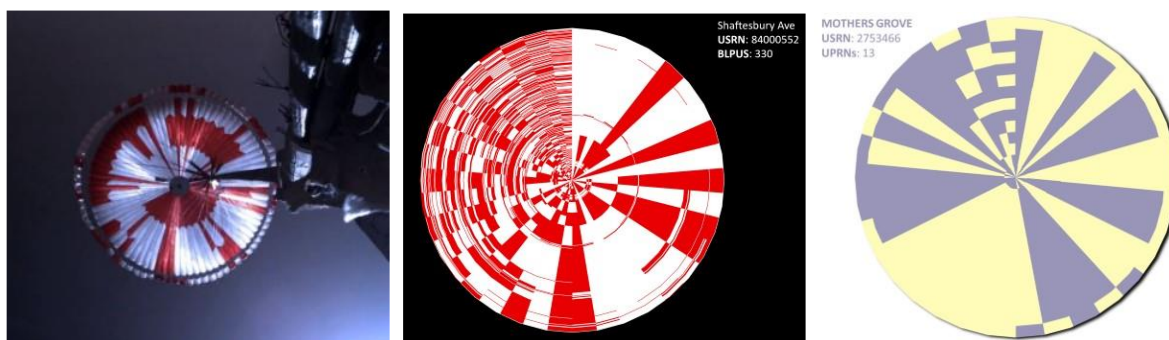
An alternative is a licence, for example:

- Term say 5 years
- Strong best endeavours clause to promote
- Income sharing in period
- At expiry licensee can buy equity at say 20% discount to value at time

## Contact


[Malcolm@ubreg.co.uk](mailto:Malcolm@ubreg.co.uk)

## Annex B - Geoplace synthesis of addressing databases



### Synthesising address data

Nick Chapallaz, MD, GeoPlace 22<sup>nd</sup> April 2021

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[www.geoplace.co.uk](http://www.geoplace.co.uk)

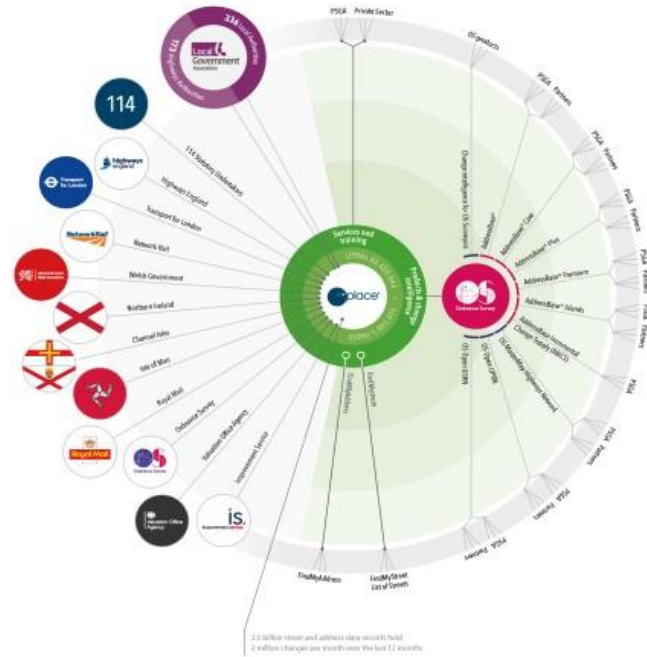
## GeoPlace – background

- GeoPlace™ - a 50:50 Limited Liability Partnership between Local Government Association (LGA) and OS.
- Formed by government statute to create single definitive national geospatial street and address datasets
- Create and maintain National Address Gazetteer and National Street Gazetteer UK geospatial reference base
- GeoPlace LLP 10 years old on 1<sup>st</sup> April 2021
- GeoPlace contracts OS as distributor of AddressBase to the market
- UK offer including Scotland and Northern Ireland and Channel Islands- GeoPlace processes and manages all of this data.
- Local authority Street naming and numbering and custodians are the foundation data providers against which other sources are synthesised



[www.geoplace.co.uk](http://www.geoplace.co.uk)

# GeoPlace overview



## Some numbers

- NAG holds 45 million addresses for 40 million buildings, sub divisions, structures
- NSG has 1.5 million streets
- 2.5 billion street and address data references
- 80 million links to other datasets
- **PAF matching rigorous and continuous to connect the postal view**
- Unique Property Reference Numbers (UPRNs)
- Unique Street Reference Numbers (USRNs)



www.geoplace.co.uk

## COVID 19 – vulnerable person register – free-form data capture highlighted awareness of address data management and data quality



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## GeoPlace work through COVID 19 – touching many organisations and many parts of government

Supporting adoption of UPRNs and USRN to connect and improve data



[www.geoplace.co.uk](http://www.geoplace.co.uk)

## Example street / address / coordinate COVID data requests

Definitive lists from originating sources, addresses, UPRNs and coordinates

**Purpose:** Quality improvement through data matching for accuracy, completeness, validation, linking/sharing

Ambulance Station	Pharmacies	Hotels
Fire Station	Air transport	Mortuaries
GP/Doctor	Airports	National Points of Interest
Hospital	Car Parks	Places of worship
Police Station	Distribution hubs	Roads national
Care Homes	Electricity Substations	Roads regional
Residential Households	Electricity transmission lines	Supermarkets
Hospices	Green Space	Telecoms masts
Cemeteries	Funeral Directors	Utility and industrial assets



[www.geoplace.co.uk](http://www.geoplace.co.uk)



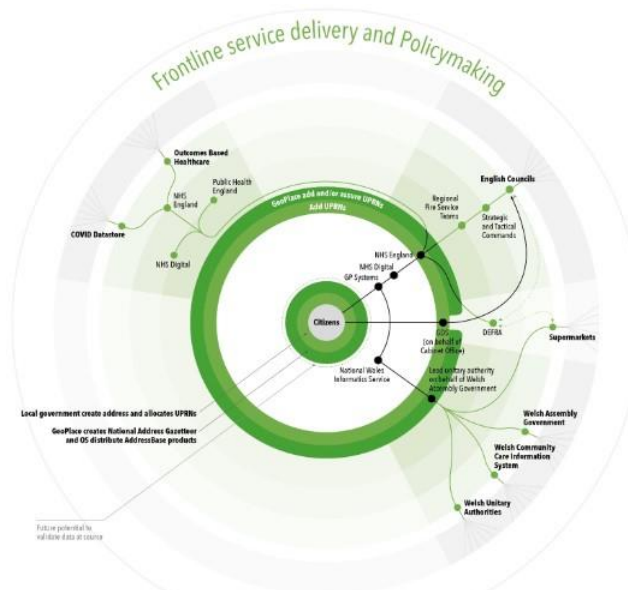
## Welsh Government / Newport City Council example

- Initial challenge for Newport to create a single complete list- Shielding, most vulnerable/deprived
- Newport led the way- A wide range of sources of patient and social care lists matched and analysed and UPRN added to maintain accurate link and location
- Approach and data output shared with Welsh Government and NHS Wales and then used nationwide
- Collaborative applications -
  - Single contact, direct mail, telephones
  - Food banks and shops, routing from care homes, PPE supply centres, pharmacy locations
  - Data lists shared directly with Supermarkets
  - Utilities aware of risk areas when dealing with outages, maintenance
  - Notification of deaths to remove individual from lists
  - Vaccination roll-out – identification of location of ‘Groups’ and where to place centres
- Floods prior to initial lockdown added to the challenge in many areas
- On-going activity to maintain and improve data e.g. as new patients register, change happens
- New body formed– Digital Health & Care Wales will adopt UPRN throughout their processes



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## COVID 19 - Observed data flows and lessons learned



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- Single actions from government depts
- Data management practises mixed
- Inconsistent adoption of definitive data
- Local expertise under used/recognised
- Data sharing– quality, contracts and technical infrastructure



**Nick Chapallaz**

GeoPlace LLP, Managing Director

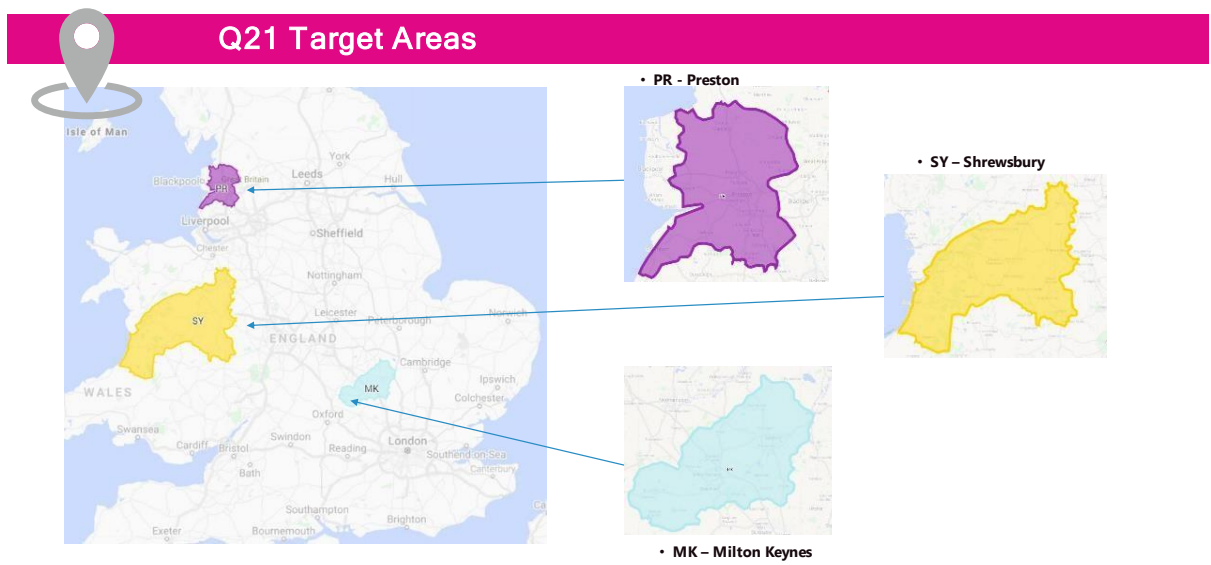
[nick.Chapallaz@geoplace.co.uk](mailto:nick.Chapallaz@geoplace.co.uk)

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## Annex C – PAF Data Quality Update



# PAF Scores

**Delivery Point Score 95.0%**

	Q21
City	(PR) 94.3%
Urban	(MK) 97.0%
Rural	(SY) 93.0%

**Changes Score 94.2%**

	Q21
City	(PR) 93.0%
Urban	(MK) 96.8%
Rural	(SY) 92.0%

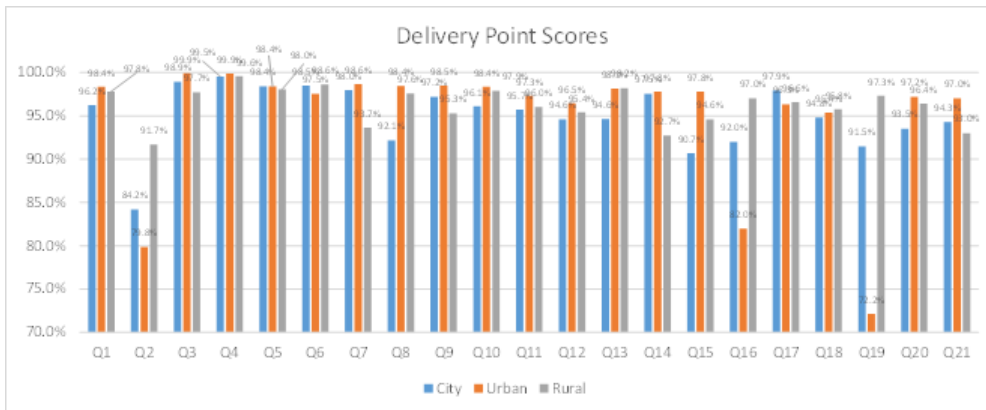


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## Weighted PAF Scores To Date







## Weighted PAF Scores To Date

