

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 11:00 on 20 January 2022

By video conference

Present

Ian Beesley	Chairman
Paul Brough	Mail Users' Association
Nick Chapallaz	GeoPlace
Iain McKay	Improvement Service, Scotland
Ian Paterson	Mail Competition Forum
Charles Neilson	Mail Competition Forum
Neil Haydock	Metapack
Dan Cooper	Allies Computing
Rob Parker	CACI
Tim Drye	Direct Marketing Association (items 1-4)
Paul Roberts	Board Secretary

In attendance

Ron Wilkinson	Improvement Service, Scotland
Ian Evans	AMU
Patrick McGuirk	PostTag (item 1)

Apologies

David Green	GB Group
Judith Donovan	Strategic Mailing Partnership
Steve Goodsell	Royal Mail Group
Paul Cresswell	Experian Data Services

## 1 PostTag

Patrick McGuirk gave a presentation on Post Tag, an organisation focusing on 'last mile' delivery where the deliverer may not be familiar with details of the locality.

Details of PostTag can be found via the PostTag website: [www.posttag.com](http://www.posttag.com)

The Board thanked Mr. McGuirk for an informative and interesting presentation and discussion.

## 2 Matters Arising

Actions arising from the previous PAB meeting relating to 1. new labelling, and 2. reporting on reasons for termination of PAF licences, were carried forward to the next PAB meeting.

## 3 Chairman's Update

The Chairman reported that two members of the PAB were leaving the Board. Judith Donovan was stepping away from her responsibilities with the SMP, and Iain McKay was retiring from his role within Improvement Service, Scotland. The Chairman and the Board thanked both members for their significant contributions to PAB throughout their terms of engagement. In the case of Iain McKay, this was since the inception of the PAB in 2007.

The Chairman was currently researching potential replacements for Judith and Iain.

The Chairman also advised that the Postal Museum would open an exhibition at the end of March 2022 on 'Postcoding', and that this could be useful in raising the profile of the PAF and how it is managed. During the exhibition, the museum might also be a good location for a forthcoming PAB meeting.

**ACTION:** The Board requested that the AMU keep it in touch with any dialogue with the curators of the exhibition.

**ACTION:** The Secretary to establish whether a forthcoming PAB meeting could be held at the museum premises.

## 4 PAB Areas of Focus 2022

Each PAB member gave input on potential areas for PAB activity for 2022. The areas suggested were:

- Maintaining pressure for speedy implementation of priorities agreed by the AMU for PAF development.
- Improved processes for AMU provision of data to SPs.
- Improved PAF management information.
- Helping the AMU define its vision and strategic goals.

- A focus on reducing existing AMU expenditure so as to release funds for innovation and change.
- Helping to shape investment priorities based on customer and marketplace added value (examples: consolidating the number of addressing files; use of the new PDAs being rolled out in RM Operations; using data from sortation and delivery failures to identify opportunities to improve the use of addressing data ).
- Further improvement in the speed and completeness of updating PAF.
- Development of PAF to provide closer accuracy to an individual address location.
- Understanding potential new sources of data for addressing.
- Effective use of data from quality surveys.
- Innovation in the content and use of databases across the addressing marketplace.
- Efficient linkages and processes between the AMU and Local Government.
- Encourage 'returns' from licence users to the AMU identifying possible improvements in PAF.
- Use of feedback now being gathered from third parties such as retailers

The Chairman, summing up, thanked all participants for their contributions. He and the Secretary would analyse the long list of potential focus areas and present a draft prioritised list to the Board for agreement.

## 5 AMU Updates

5.1 NYB to PAF: measuring improvements. The situation remained as outlined at the previous PAB meeting.

**ACTION:** The Board invited the AMU to provide a written update on NYB to PAF measurement and results

5.2 PDAs: AMU requirements. The Board's request for sight of the requirements identified by the AMU was outstanding.

**ACTION:** The Board invited the AMU to share the requirements list as soon as possible.

5.3 Business Names. Business mailings would recommence in February 2022.

**ACTION:** (1) The Board invited the AMU to report on how many businesses were being mailed in each mailing.

**ACTION:** (2) The Secretary to organise a meeting to re-start the working group on business name improvement.

5.4 AMU & RM Ops SLA. The latest meeting between the AMU and RM Ops had focused on the quality of intelligence being reported by RM Ops to the AMU. The Board expressed frustration at a current lack of information regarding the upcoming new SLA (due for implementation from April 2022) and outlined that it was important from the Board's perspective to have inclusion and clear visibility of measurements and mechanisms to enable assessment of payment levels vs quality delivered.

**ACTION:** The Board invited the AMU to re-activate meetings of the AMU & PAB SLA working group.

5.5 Data Quality: Presentation and Analysis of Data. Progress had been delayed due to Tim Drye's recent illness. The AMU were due to meet shortly with the quality survey company (DQM) to examine the scope for DQM to audit business names.

**ACTION:** (1) The Board invited the AMU and Tim to press ahead with the work on reporting data quality; and (2) requested that the results of the discussions with DQM on business names be reported to the working group on business name improvement in PAF.

5.6 Geospatial Commission (GC). The AMU explained where responsibilities and relationships in respect of Address data sit within the GC and reported that they regularly attend and present at User Group and Contract Assurance Group Meetings, as well as having a good working dialogue with the relevant people in the GC. The AMU also reported that the GC were currently enhancing the focus on 3D mapping, especially establishment of an 'underground asset register'. The Chairman asked whether there was any prospective change in the way public sector licences were issued (pricing, eligibility criteria etc.). The AMU advised that 2021/2022 was the second year of a three-year arrangement and no changes were proposed or imminent.

## **6 Homeless Persons' Address - Format**

The AMU advised that the initial specification for creating a 'homeless person's address' had been constructed and was due to be trialed in a number of locations.

**The Board** welcomed progress in this area and requested that the AMU update the PAB as the system progressed.

## **7 Next Meeting**

21 April 2022, 13:00 – 15:30, currently scheduled at the Phoenix Centre, Royal Mail Group, London.

Subject to COVID rules at the time, the April 2022 meeting would be an in-person meeting.