

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 13:00 on 21 July 2022

By video conference

Present

Ian Beesley	Chairman
Nick Chapallaz	GeoPlace
Ron Wilkinson	Improvement Service, Scotland
Ian Paterson	Mail Competition Forum
Simon Biltcliffe	Webmart
Paul Cresswell	Experian
Charles Neilson	Mail Competition Forum
Neil Haydock	Metapack
Paul Roberts	Board Secretary

In attendance

Ian Evans	AMU
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Apologies

Stuart Watt	GB Group
Dan Cooper	Allies Computing
Rob Parker	CACI
Paul Brough	Mail Users' Association
Steve Goodsell	Royal Mail Group
Tim Drye	Direct Marketing Association

1 Pre-reading Materials – Comments & Questions

PAB members welcomed improvements to the provision of information in advance of the meeting and agreed that the new ways of sharing information would help focus time at PAB meetings.

a. General Feedback:

Graph and data-based pre-reading material would benefit from having some additional analysis (longer time stories, what the information is telling the reader).

Materials provided on strands of action (for example, agreeing a revised SLA with RM Operations) would benefit from project management information such as:

- what the action is meant to achieve (including measures)
- timescales for delivery
- actions delivered since last update
- current impact
- next steps

ACTION: The Secretary, Chairman and AMU to agree new reporting formats for the next PAB meeting.

b. Business Mailing & Business Names Activity

The PAB welcomed progress in this area to increase the visibility and accuracy of business details on PAF. Members questioned why there were more deleted addresses than additions or amendments from recently returned business mailing cards. The AMU advised that the volume of 'active' businesses was likely to have been affected by the Covid pandemic. The PAB and AMU agreed to review mailing and business name results as part of the business names working group and at future PAB meetings by exception.

The PAB also questioned whether the proposed change to the text used on the mailing cards to residential addresses for the latest mailing (making a greater incentive for recipients to return the cards) could have any impact on the level and type of returns. It was agreed that this would be discussed as part of the next business names working group meeting on 7 September 2022. PAB members also commented on the low level of additions from Companies House data

ACTION: The Board invited the AMU to share the original and proposed versions of the business mailing card for residential addresses, in advance of the next business names working group meeting.

c. NYB to PAF measures

The PAB pressed for information on the current delay between occupation of properties and their transfer from the NYB file to PAF. The AMU advised they were still working on identification issues and how to present the most relevant measures.

ACTION: The Board invited the AMU to share a further update on progress prior to the next PAB meeting,

PDA Requirements & Specification

The AMU advised that they had submitted the requirements and confirmed that they would allocate budgetary resources for the technical feasibility and benefits case to be completed.

ACTION: The Chairman to include reference to PDA developments in planned discussions with senior management at RMG.

ACTION: The Board invited the AMU to share a further update on progress prior to the next PAB meeting.

d. Quarterly Data Quality

The PAB commented they found the format of the information and analysis difficult to understand, particularly some of the bar charts.

The PAB commented on quality performance, which appeared to be declining on a continuing trend for over 2 years, and suggested there may be additional/ other targeted ways to gather and present information to help understand whether systemic or area-specific issues are prevalent.

The PAB identified this as a key concern and recommended that the AMU consider setting up a small working group involving selected PAB members to work with the research company (DQM) and the AMU on identification and implementation of remedial actions to improve data quality in PAF.

ACTION: The Chairman to discuss options with the AMU (and potentially arrange for DQM to join a future PAB session).

e. Annual Contact Centre Reporting

PAB members confirmed an interest in market developments suggested by the work of the contact centre, and requested further refinements to reporting, in line with the general feedback at (1a) above)

f. Annual Account Management Report

PAB members welcomed the view of activity and the changing nature of the account management roles and looked forward to further analysis of the content of the discussions, as per the general feedback at (1a) above.

2 Chairman's Update

The PAB did not appear to have visibility of the level of importance placed by RM Operations on the value of PAF to Royal Mail customers (and wider society). This was to be discussed further with the AMU.

3 PAB & AMU Priorities for 2022 (and beyond)

Further to previous work on PAB priorities, the Chairman had spoken with the Head of the AMU (Steve Rooney) to identify AMU priorities for 2022/23 and how they matched those suggested by the PAB. Details of AMU priorities had been shared in confidence with PAB members in advance of the PAB meeting.

Many items on the AMU list of project priorities aligned with PAB priorities; some were large scale 'business as usual' activities such as agreeing the next SLA with RM Operations/ renewal of the Public Sector Licence (PSL), and others were discreet change activities (for example, business mailing and business names activity).

In discussion, the link between the AMU priority activities and wider RM strategy was raised as needing refinement.

ACTION: The Chairman discuss the alignment of priorities with RMG senior management.

4 Responses to Price Increases

The PAB reflected back a generally positive market response to the recently announced PAF-related price rises being set below current inflation levels.

The PAB again stressed the need for the AMU to demonstrate ongoing value for money of PAF for customers and the wider addressing market, and to be mindful of any opportunities to streamline costs associated with supporting PAF.

5 Scottish Census Results

Ron Wilkinson gave a brief update on the 2022 Scottish Census from an addressing perspective.

The Census was still 'live' at this stage, with all elements of the survey process and results currently being reviewed by the National Records for Scotland (NRS) Team.

At this stage, there did not appear to be significant addressing issues related to the conduct of the census (the process for which was to send a letter to all households advising of the census, with an online portal for updating information and a secondary channel of households returning a form to request a manual census form if the household was unable to complete online).

ACTION: The Board invited Ron Wilkinson to provide a further update once more information was confirmed and publicly available.

6 SLA Update

The AMU advised that discussions about updating the SLA had started with representatives of RM Operations but had been slightly delayed by the need to reflect the new Delivery Operations structure. However, the AMU were confident that discussions regarding the next SLA would be able to re-start by early September 2022.

The PAB requested that input from previous SLA working group meetings (on ensuring some flexible costs based on performance, and targeted operational activities) be factored into the upcoming discussions and included in the new SLA. The PAB also recommended the SLA working group reconvene once the initial discussions had taken place.

ACTION: The Board invited the AMU to keep the SLA working group updated on developments so that a further SLA working group meeting could be established to ensure PAB input to the SLA process continued.

7 Public Sector Licence (PSL) Update

The AMU had briefed relevant new members of the Geospatial Commission. There had been positive initial meetings about continuing with a PSL and a further meeting was expected to be held at the Doxford Contact Centre during September 2022.

8 Returns Labelling

This item was carried over to the next PAB meeting.

ACTION: The Secretary to request an update on progress from Steve Goodsell prior to the next PAB meeting.

9 Long Term Future of Data Licensing

The Chairman suggested that it may be beneficial to understand how data licensing might evolve over the coming 5 to 10 years.

ACTION: As a first step, PAB members were invited to suggest any possible 'thought leaders' in the data licensing field to the Chairman by the end of August 2022.

10 Future PAB Meetings & Hybrid Solutions

The Secretary and Nick Chapallaz reported that GeoPlace had offered to hold a future PAB meeting, but that the current set-up was not yet fully hybrid enabled.

Experian, GBG and CACI might also be options for hosting future PAB meetings in 2023 (to be confirmed before the end of 2022).

Neil Haydock confirmed that the Auctane HQ in London was fully set up to host hybrid meetings and volunteered to host the October 2022 PAB meeting.

ACTION: The Secretary to arrange a visit to Auctane to conduct a test run, prior to confirming the venue as host for the October 2022 PAB meeting.

11 Next Meeting

20 October 2022, 13:00 – 15:30, venue to be confirmed (as **item 10** above) but expected to be a hybrid meeting.