

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 11:00 on 10<sup>th</sup> January 2019

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

PRESENT

Ian Beesley	Chairman
Ian Paterson	Mail Competition Forum
Iain McKay	Improvement Service, Scotland
Paul Malyon	Experian
Carolyn Valder	CACI
Charles Neilson	Mail Competition Forum
David Heyes	Wigan BC
Tim Drye	Direct Marketing Association (items 4 - 13)
Jason Goodwin	Landmark Group (items 4 - 13)

Also in attendance

Scott Childes	AMU
Steve Rooney	AMU
Tom Foyle	AMU

Apologies

Dan Cooper	Allies Computing
Darren McDonnell	Mail Users Association
Martin Taylor	Royal Mail Group

Secretariat

Paul Roberts

## 1. Matters Arising

## PAB (18)5<sup>th</sup> meeting minutes

PAF Visualisation Tool. The AMU reported they were still working on development of a visualisation tool, which would be simpler than had previously been anticipated, due to changing requirements and specification. The initial design was currently being reviewed and tested by the AMU.

**ACTION:** The Board invited the AMU to update further at the March 2019 PAB meeting.

## 2. Chairman's Update

## Chairman

### Geospatial Commission Response.

The Chairman advised he had not received any acknowledgement or response from the Geospatial Commission to the PAB response [October 2018] to the Geospatial Commission Strategy paper. PAB members reported a similar lack of acknowledgement or response to various submissions over the same period.

The PAB agreed to monitor over the coming months and discuss once any response was received.

Separately, it was reported that the Geospatial Commission had now appointed Co-Chairs – Nigel Clifford (ex. Ordnance Survey) and Andrew Dilnot (formerly chairman of the National Statistics Authority)

### PAB PAF Licence Survey.

The Chairman reported that a review meeting covering outputs from the licence survey was held on 6<sup>th</sup> November 2018. The key overriding message from the survey was that respondents were happy with the licence itself. Specific potential improvements identified by respondents were:

- Quality and speed of processes (Inc. turnaround speeds of key areas such as Not Yet Built (NYB) and management information reporting).
- Quality (accuracy and completeness) of business addressing.

The AMU confirmed they were already working on specific actions to address the improvement areas identified.

### PAB Strategy Day.

The Chairman confirmed that he was developing revised options for holding the PAB Strategy Day, which was not able to be held in November 2018 due to lack of key personnel availability.

**ACTION:** The Chairman to update PAB on progress at the March 2019 PAB meeting.

### Royal Mail Ops Representation on PAB

The Chairman advised that, due to a change in role focus, Martin Taylor would be stepping down from membership of the PAB. The Board agreed that it was important for the core Royal Mail business to be represented on the PAB.

**ACTION:** The Chairman to liaise with the AMU to search for a new Royal Mail member for the PAB and update the Board.

### **3. Business Data Quality Work Update**

#### **Ensemble**

Further to an action from the July 2018 PAB meeting. OTM had provided input prior to the PAB meeting that they had received a business address sample from a local authority, but that the sample was too small to effectively assess, and subsequently inform specific business address quality improvement opportunities. OTM confirmed they had re-requested sample data, suggesting a larger volume and range of business sector information provided.

PAB members suggested that the sample size and sector restrictions may have been curtailed due to legal and regulatory issues with releasing specific data.

David Heyes suggested that Wigan BC or a similar neighbouring Council may be able to supply OTM and the AMU with targeted clustered (high density and relevant) business address data.

**ACTION:** The Board invited David Heyes to check local government terms for business data release.

**ACTION:** The Board invited David Heyes to research the possibility of a local Council (close to Wigan or surrounds) gathering and submitting a sample of business address data for review by OTM and the AMU.

### **4. Business Mailing Update**

#### **AMU**

The AMU gave a brief presentation to the Board on revisions to the approach to business mailings (gathering current business address details). Key points were:

- From September 2018, the AMU had moved to a monthly mailing approach, sampling lower volumes of addresses each month (100k or so business addresses each month), focused on high density business address areas (industrial park and retail areas as examples). This was intended to drive more real-time information flows and enhance the onward ability to update PAF.
- Email response options were now included to the business address update form issued to businesses.
- The work needed to produce mailings had been consolidated within the RM Group, driving process effectiveness.

To date, the proportion of returns and changes required to PAF had been similar to the previous mailing approach. The AMU advised they would continue to monitor uptake and response over the coming 12 months to better assess impacts of the revised mailing approach.

The PAB questioned whether it would be valuable for the AMU to produce a statement of business address quality work that had been undertaken throughout the previous year.

The AMU agreed that this would be very useful for helping communicate business addressing improvements with both Service Providers and the PAB audience.

**ACTION:** The Board invited the AMU to produce a 'business addressing improvement statement' for circulation to key stakeholders and onward inclusion to the PAB website.

## **5. NYB to PAF Project Update**

## **AMU**

Further to previous updates from 2018, the AMU updated the Board on progress of NYB actions. Key areas of recent progress were:

- Records keeping – the AMU were now date stamping requests received and fully tracking progress through to adoption into the full PAF database.
- Process improvements – the AMU were now proactively checking similar properties to the reported NYB requests (on same developments etc.) in high density areas to assess likely and actual NYB transition addresses.
- Comms – the AMU had developed specific twitter feeds and groups to gather NYB information

Initial results were encouraging, with a greatly reduced rate of errors logged, and Siebel contacts made by consumers wishing to record NYB movements.

The AMU confirmed they would be continuing to progress the NYB action plan and monitor impacts to KPIs, and would update the PAB during 2019.

**ACTION:** The Board invited the AMU to update the Board at the July 2019 PAB meeting.

## **6. Postal addresses for the homeless**

## **AMU**

Further to an item from the July 2018 PAB meeting, in addition to proposals produced by the individual concerned, the AMU had also been contacted by the Citizens Advice Bureau regarding potential use of PO Boxes as proxy addresses for homeless people.

The AMU reported they had reviewed the proposals and in line with Royal Mail's strong corporate responsibility package of actions were willing to play their part in helping the homeless receive mail. However, it was important to understand that postcodes for the homeless would not solve the problem of homeless exclusion.

- The focus appeared to be purely around provision of a mailing address for homeless people, whereas the AMU's views, which were endorsed by the PAB, were that the issue ensuring engagement and inclusion of homeless people through effective communications spread much wider than a postal address (such as a proper digital identity and communication by other channels)
- The practicalities of deploying even a mailing address needed to be carefully thought through to take account of [as examples] the frequency with which homeless people moved around different physical locations and the needs of people sleeping rough on the streets.

The AMU advised they were currently working to identify and network with major stakeholders to progress the issue to establish the scope and ownership of relevant solutions for homeless people.

**ACTION:** The Board invited the AMU to share a further update at the March 2019 PAB meeting.

## **7. Scottish Census Trial**

## **AMU**

To support effective addressing accuracy in the 2019 Scottish Census Trial, the AMU confirmed they had received data from the 3 areas in Scotland conducting the trial and were reviewing the data prior to inclusion for the census trial.

The census trial was due to be completed by the end of March 2019. Pending successful identification and resolution of addressing anomalies, there may be an opportunity to roll the process out to cover the wider UK census due in 2021.

**ACTION:** The Board invited the AMU to share a further update at the May PAB meeting, once the data had been validated and the trial completed.

## **8. Licensing Trends Update**

## **AMU**

Further to an update from the July 2018 PAB meeting.

The AMU gave a brief presentation on emerging licensing trends in core PAF licence areas (excl. the PSL) and an updated current forecast for full year 2018/19. Key points were:

- Revenue split between user types remained fairly static, but full year revenues may be affected mainly by a reduction in take up of part-PAF solutions.
- There was a slight change to the forecast in the ‘% of use’ split between user, capped and transactional use, mainly down to a slower decline in user vs capped solutions
- The rate of growth in transactional use (% of use and revenue) was stable and forecast to continue

The AMU advised that some Solutions Providers (SPs) were being asked for rolling monthly contracts by their customers, in line with contracts for some other products operated in wider commercial areas.

A full picture for 2018/19 was expected to be produced for the July 2019 PAB meeting

The PAB requested that for the 2018/19 full year view of licence trends, it would be valuable to see the trends by customer sector to better understand how this impacted the wider overall trends.

## **9. Taking the Pulse of PAF**

**AMU**

Ian Paterson questioned why 7k addresses in the Luton area had been deleted from PAF in late 2018. The AMU advised these were PO Box addresses that were no longer in operation.

## **10. Charities Visibility on AMU PAF Website**

**PAB members**

Some PAB members had recently viewed the PAF website and found difficulty in finding information regarding the terms for charities.

**ACTION:** The Board invited the AMU to investigate and update the Board at the next PAB meeting.

## **11. Public Sector Licence (PSL) Update**

**AMU**

The AMU advised that they had sent a letter to the relevant Government bodies outlining their desire to extend the PSL for a further one year, with the same terms & conditions and pricing increased in line with RPI. Responses were due by the end of January 2019

The Board noted and requested being kept informed of progress.

## **12. TV Licensing Address Validation**

**Tim Drye**

Tim Drye advised that as part of ongoing assurance work, TV Licensing (TVL) had conducted research into the volume of residential properties that were not on their database (or were on the database and they could not 'find'). TVL identified 40k address anomalies which, when investigated, resulted in 9k actual discrepancies within PAF. Out of 30m addresses, this was viewed as confirmation of PAF accuracy.

## **13. Next meeting**

13:00 on 28<sup>th</sup> March 2019.

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