

THE POSTCODE ADDRESS FILE ADVISORY BOARD (PAB)

Minutes of meeting held at 13:00 on 18 July 2024

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

And by video conference

Present

Ian Beesley	Chairman
Richard Hartland	Data8
Charles Neilson	Mail Competition Forum
Stuart Watt	GB Group
Paul Cresswell	Experian
Paul Brough	Mail Users' Association

Guest

Paul Hamilton	GB Group
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In attendance

Ian Evans	AMU
Alasdair MacHardy	AMU

Attending by video link

Ian Paterson	Mail Competition Forum
Rob Parker	CACI
Nick Chapallaz	GeoPlace

Apologies

Ron Wilkinson	Improvement Service, Scotland
Tim Drye	Direct Marketing Association
Neil Haydock	Auctane

Secretariat

Paul Roberts

1 Welcome & Introductions

The CHAIRMAN welcomed Paul Hamilton (PH), Global Sales Manager for Loqate (part of GB Group), who would be leading a session on the customer value of addressing datasets (item 6 below).

2 Update from Wholesale Access Group (WAG) & RM meeting, May 2024

The WAG members were given a tour of the RM Operations data hub, where the primary focus appeared to be on tracking packets and parcels through the network pipeline. There did not appear to be any visible metrics relating directly to PAF quality.

PAB members asked whether there were any visible measures of PDA use. IP advised that there appeared to be measures in place for walk completion and timings, but no visible measures on the use of PDAs by front line delivery staff.

The BOARD thanked the WAG participants for a helpful report and took note.

3 Customer Relationship Management - PAF(24)13

PAB members were keen to understand the main reasons given when customers ceased using PAF. Although feedback was limited (gathered by emails, and telephone discussions if customers rang to advise they were leaving), many of the SP customers who had stopped taking PAF had used PAF data over a short time period, such as when conducting a specific project.

PAB members suggested that it would be beneficial for the AMU to take a more systematic approach to gathering End User cancellation requests.

The Board also recommended that future CRM reports contain more trend information and were more forward-looking in terms of likely changes in customer requirements.

ACTION: The BOARD invited the AMU to investigate how better use could be made of the CRM activities to obtain systematic information.

4 Annual Licence Audit Report PAF(24)14

In response to PAB member questions, the AMU reported that the contract for undertaking external audit work was due to be re-tendered soon. As part of the tender, the AMU would be re-evaluating how the successful vendor could best demonstrate the value of the audits.

Whilst acknowledging that the existence of an audit programme itself acted as a deterrent to evasion of licence fees, PAB members requested information on the scale of over and under-reporting of licence fees revealed by the audits.

ACTION: the BOARD invited the AMU to provide further detail on over and under reporting of licence fees and to ensure that future reports provided an assessment on the severity of issues identified by the AMU during auditing, not just whether there was full licence compliance.

The BOARD also stressed the importance of understanding and acting on any use of PAF data outside of the licensing process, and recommended that the AMU maintain a forceful approach in this area.

5 Chairman's Update

The CHAIRMAN reported on a recent meeting with Steve Rooney (SR) from Royal Mail, which had focused on four areas:

- I. The availability of funds to support PAB activity: SR advised there was no new funding for direct PAB activity, but that considerable time and resource was being put into improving PAF quality within the AMU.
- II. Feedback from Ofcom on the recent PAF price increases: The focus of the RM discussion with Ofcom had been centered on the proposed price rather than the market positioning and overall value of PAF as raised by the Chairman's email of 25 June to the Head of the AMU.
- III. Change of roles within the AMU: Ian Evans (IE) had recently been appointed as the overall head of the AMU. The PAB warmly congratulated him on this appointment. Tom Foyle (TF) had been appointed to a wider remit within RM, but would continue to oversee the AMU core financials (profit and loss accounts). IE stressed that his primary focus in the next few months would be to drive PAF data quality, working closely with stakeholders in RM Operations.
- IV. SR and IE had advised that they were looking to capture extra data sources within RM systems on 'traffic through the pipeline' that could be used in PAF quality assurance.

The BOARD took note of the discussions.

6 The PAF Value Proposition

Paul Hamilton of GBG led a discussion of emerging market trends for addressing requirements and the use of PAF, particularly where the customer is taking UK Address data as part of a Global Addressing data solution.

The BOARD expressed warm thanks for a stimulating and thoughtful presentation which highlighted a need for the PAB to stay abreast of emerging expectations in this market.

7 AMU & RM Ops SLA

I. Data

The AMU advised they had seen some improvement in the number of offices reporting address changes; however they were looking to improve prediction of the expected volumes of address changes by office in order to improve their targeting of offices. AMU also reported that they were also developing data based on the level of pre-sorted/sequenced mail by Delivery Office to further help identify and measure improvements.

II. Awareness and Engagement with RM Operations front-line

The AMU confirmed that the RMTV and Workplace web channels would continue to be used regularly, including using some extra content previously recorded.

Working with colleagues elsewhere in RM Commercial, a programme was being developed to include key PAF quality messages within wider commercial messaging into Operations.

III. Preparation for negotiations with RM Ops for a new SLA

Three existing measures for consideration in a new SLA had been identified. Three other potential KPIs relating to; the percentage of manual sortation, Doxford to Ops query turnaround times, and new build to PAF timings, were also being developed this quarter.

The BOARD proposed that the PAB SLA working group should work with the AMU to develop a straw man for a new SLA, so that the AMU had an early document to table for discussion with RM Operations. The AMU welcomed the PAB support towards achieving a new SLA.

IV. Engagement Plan

The AMU advised they had made contact with two Regional Operations Directors (ROD) and are working with them to understand how to engage most effectively with the Field Operations Directors (FOD) and RODs to cascade the importance of PAF quality in Delivery Operations.

ACTIONS: The BOARD invited the AMU to report quarterly on the frequency of changes reported by delivery offices and their accuracy.

The Secretary to set up a workshop during August to develop content for a potential new SLA.

8 AMU & GeoPlace Joint Working Project

The AMU and Nick Chapallaz reported on ongoing activity to identify and improve PAF records in two stages of the address lifecycle: (a) property under construction to live use, and (b) redundant records.

Outcomes from the initial study included an improved ability to update records and prompt for RM Operations to check address readiness or redundancy.

ACTION: The BOARD welcomed the progress made and invited the AMU and GeoPlace to provide a further update and onward plan for the October PAB meeting.

9 Next Meeting

17 October 2024, 13:00 – 15:30, in-person venue: GeoPlace, Sutton Yard, 4th floor, 65 Goswell Road, London. EC1V 7EN