



Carina Tillson  
Floor 4  
Competition Group  
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London SE1 9HA

21<sup>st</sup> March 2012

Dear Carina,

### **OFCOM'S POSTCODE ADDRESS FILE REVIEW**

Mail Users' Association thanks Ofcom for the opportunity to contribute to its Postcode Address File Review. As MUA Chairman, I would personally wish to declare a particular interest in this matter, in the sense that I sit on the PAF Advisory Board. This having been said, however, the following comments represent the opinions of membership as cutting edge practitioners working with PAF on a daily basis:

- MUA members recognise that the existing licensing framework requires some simplification, but would recommend in this consideration that the current Corporate Group licensing framework be retained, given that a solely user based licensing regime would be a large and unnecessary overhead for multi-site organisations to administer. In this respect, MUA members look forward to working alongside the PAB and Royal Mail to create a new more appropriate overall structure.
- MUA members also concur with Ofcom that the completeness and quality of PAF data is important to users of PAF, and the publication of data on the completeness and accuracy of PAF data, and the setting of targets against which to benchmark these measures, would be beneficial for the wider takeup and use of PAF, and in growing the user base for PAF.
- MUA recognises the commercial nature of the licensing framework should provide incentives for Royal Mail to improve PAF data quality and to innovate. However, MUA would wish to emphasise the fact that the existing business name data held on PAF is frequently reported by members as being incorrect, and that this causes subsequent IT challenges for customers when cross referenced against Mailsort at a data level – as customers' information in this respect is presently regularly found to be more up-to-date than PAF.
- MUA would therefore state there is a strong argument to say there is a not only a need for a drive to develop a more complete database of business names linked to addresses, but also that this data field should arguably be taken out of the main stream PAF data, and provided as an additional sub set.



MUA would again welcome the opportunity to work with PAB and Royal Mail in developing the most appropriate framework to achieve this.

- Finally, MUA would wish to raise the issue of the uneven application of Royal Mail rules surrounding punctuation in PAF. Once again, this is an area which impacts on customers own processes, and members would be keen to work with Royal Mail to overcome the related problems in this issue.

I hope that you find the above comments useful in the review process. Should you have any questions, do not hesitate to get in touch.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Alan MJ Halfacre".

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