

PAF and Address Management

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How are you affected by PAF or Address Management ?

- As more housing is required our postcodes get stretched
- New postcodes are required to fulfil the growth
- New postcodes are not always subsets of existing sectors
- Some new postcodes don't sit in their existing postal sector
- Not all postal sectors are contiguous
- Address linking is difficult (for single customer views)
- However addresses can now be linked individually

2 examples of how I have been affected by address changes recently

① Cambridge postcode changes September 2006

1 Wholesale postcode changes can have large customer impacts ...

Personal | Business

Search

Delivery Services Marketing Services Logistics Services Discounts & Payment

Welcome Ben | My Profile | Log out

Home » Marketing Services » New to Direct Mail » Mailshot services » Address

Marketing Services

New to Direct Mail

Ringling the changes
Postcode Updates™ Keep data current

What are mailshots?

2006 Postcode Updates

Why mailshots work

The power of Direct Mail

How to use mailshots

Legal issues

FAQs

Mailshot services

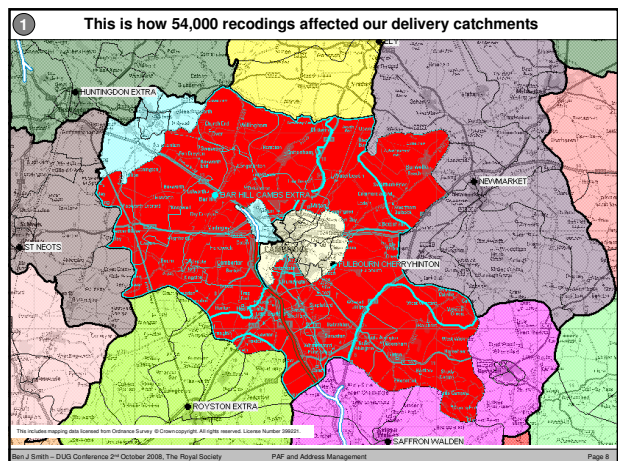
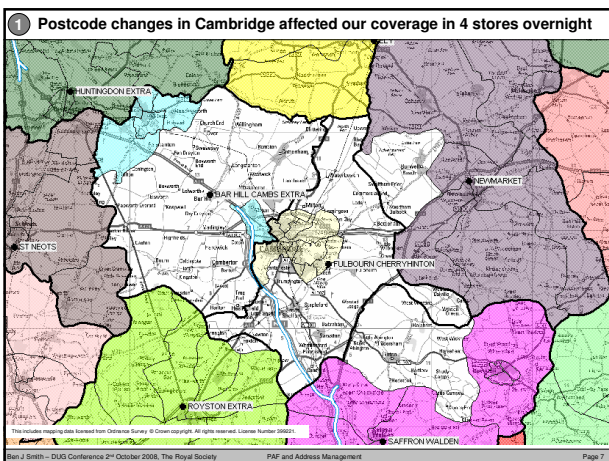
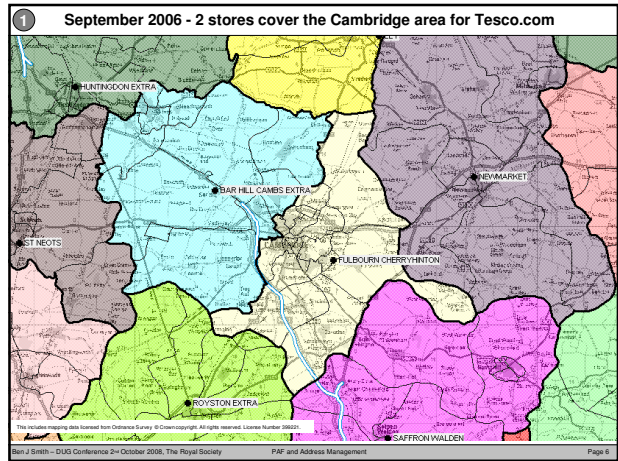
Address data

Postcode Updates occur every six months. Changes in **Postcode Update 43** appeared on PAF in September 2006, and include a major recode of 54,000 delivery points in the Cambridge area, Postcode areas CB1 - CB5. There were no locality changes and corrections, and only 4 [new sectors](#).

Data files for Postcode Update 43 are available to download FREE in .txt format (ASCII Text File) below. There are two .txt files for each update: one has a double quote text qualifier, one has no text qualifier. Here is the [file specification](#). All links below open in new windows.

- Update 43 (changes between April & September 2006) [double quote](#) text qualifier & [no text](#) qualifier.

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2 **Setting up new gas and electricity supplies was quick online**

Welcome Mr Smith, Log out

Contact us In an emergency Search

At Home For Business

Home Products & Services **Your Account** Help & Advice Energy Efficiency About Us

You are here: > Your Account

Back to Home

Your Account

Make a payment

Submit Meter Readings

View Account History

Your Messages

Amend Personal Details

Move Home

View an Online Account Demo

Logout

Your Account

Electricity

Customer number: 85002435

Credit Balance: - £ 225.92

Where we supply the service: Welwyn Garden City

View Last Bill | View Account History | Submit Meter Readings

Gas

Customer number: 85002443

Credit Balance: - £ 67.25

Help and Advice

Why are prices going up? >

How can I save money? >

Will prices rise again? >

Will my direct debit amount increase? >

See all price rise Help and Advice questions >

Stop future increases to your bill!

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2 **However address merging caused me problems**

Welcome Mr Smith, Log out

Contact us In an emergency Search

At Home For Business

Home Products & Services **Your Account** Help & Advice Energy Efficiency About Us

You are here: > Your Account > View Account History

Back to Your Account

Make a payment

Submit Meter Readings

View Account History

Account History Details

Energy Consumption

Amend Personal Details

Move Home

View an Online Account Demo

Logout

View Account History

Please choose the account for which you'd like to view history.

Your Accounts

Customer number	Type	Where we supply the service
85002435	Electricity	Garden City, Welwyn
85002443	Gas	Garden City, Welwyn
85002685	Gas	garden city, Welwyn

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2 **I was unable to edit my own account !**

Welcome Mr Smith, Log out

Contact us In an emergency Search

At Home For Business

Home Products & Services **Your Account** Help & Advice Energy Efficiency About Us

You are here: > Your Account > Amend Personal Details

Back to Your Account

Make a payment

Submit Meter Readings

View Account History

Amend Personal Details

Move Home

View an Online Account Demo

Logout

Amend Personal Details

You may amend some of your details directly below. Be sure to click submit when you are finished.

Your Name and Address

Mr. Brian W Smith

Security updated online

Welwyn Garden City

Hertfordshire

GB

Your Security Information

Date of birth:

ME MY DAD

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2 **What was the address link ?**

My recent £2 credit report Linked addresses

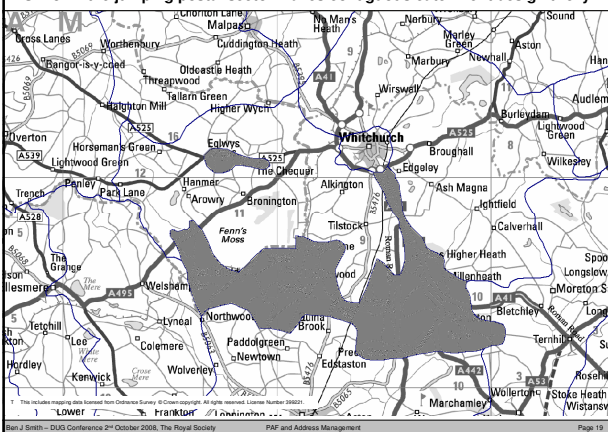
- My parents' Welwyn address 2002
- Previous St Albans address 2006
- Previous Welwyn rented address 2006
- Current Welwyn address 2008

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What experiences do you have that can help improve things ?

APPENDIX

SY13 2 - the jumping postal sector makes contiguous catchment design tricky



What do we need going forward ?

- **ACCURACY**
We need to know with accuracy where people live and if houses are businesses or residential addresses
- **MULTI-OCCUPANCY and MIGRATION**
We need to know if there are 1 or 1000 people behind a delivery point and we need to track populations frequently
- **MODERN UPDATE METHODS**
We need quicker more dynamic methods of updating e.g. FTP
- **A DEFINITIVE NATIONAL ADDRESS FILE**
We need one source that everyone is happy with e.g. something like the ill-fated National Spatial Address Infrastructure
- **PAF Advisory Board**
To faithfully represent wishes of users and VARs
- **ADDRESS Strategy Subgroup**
Needed to provide direction and advice for census 2011
- **FREE OUR DATA ...**
Files like PAF should be maintained for the public good and its use encouraged. It is data that should ultimately be free in its standard form