

# Powered by PAF<sup>®</sup>

How Royal Mail's postal address and  
Postcode information powers  
organisations across the UK.



POWEREDBYPAF.COM

# What is PAF?

- **The Postcode Address File (PAF) is Royal Mail's database of UK postal addresses and Postcodes.**
- **PAF contains over 30 million residential and business postal addresses and all 1.8 million Postcodes. It also includes more than 1.4 million business names.**
- **PAF is the UK's most up to date and widely used address database.**
- **We're committed to maintain its accuracy, in fact we update thousands of records each day.**

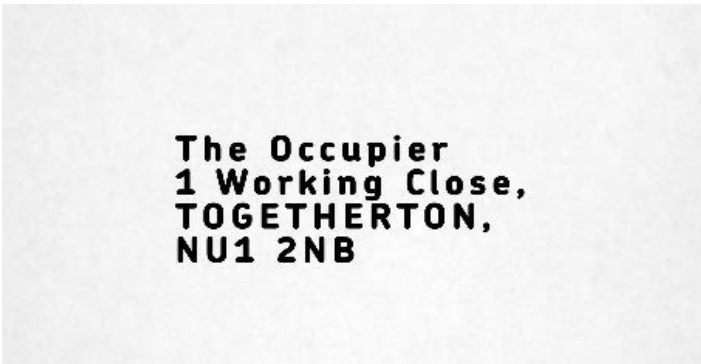


# Creating new addresses and assigning new Postcodes

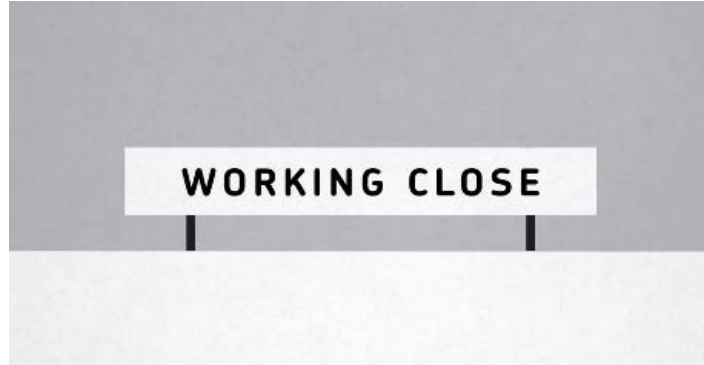
Royal Mail works closely with every single UK Local Authority.



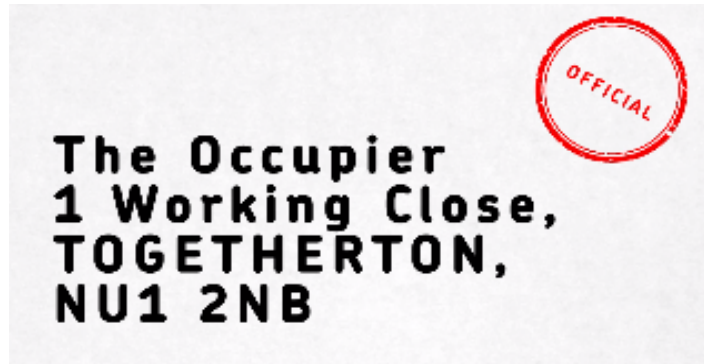
We support planning departments with defining street names and addresses for all new properties.



We have developed long established relationships and processes with Local Authorities.



We ensure all new addresses are assigned an official Royal Mail Postcode. We are the only organisation to assign Postcodes.



# Our coverage and scale is unparalleled for capturing address change intelligence

Our postmen and women...



walk every street in the UK, six days a week.



The address changes they capture contribute to us making between 4,000 and 5,000 changes each day or around 1.4 million updates to PAF each year.



# Postcodes have become part of the UK's social fabric

## 92% of UK residents find it easy to remember their Postcode

Postcodes are more memorable than other personal information such as bank account details, birthdays and pin codes. Ipsos MORI, February 2016.

- Postcodes were first introduced in the UK in 1959 and by the end of 1974 had been rolled out nationally.
- The simple combination of alpha-numeric has aided their memorability and in turn cemented their place in our social consciousness.
- They were originally designed to help facilitate the efficient and effective delivery of mail.
- Their use has evolved and they are now widely used by organisations across the public and private sectors.



# We have other address databases that add detail to PAF

## Multiple Residence



A database of 185,000 postal addresses where the property has two or more individual dwellings that share a single letter box. The file contains details of 750,000 individual multiple residences.

Database is used to identify suitable delivery options and reduce risk of fraud.

## Not Yet Built



Not Yet Built contains details of 485,000 properties that are in the planning or construction stage. We add 25k new records to this database every month. Once delivery point can receive mail, the record is transferred to PAF.

Using Not Yet Built enables organisations to accept orders from new owners before the property is occupied.

## Alias

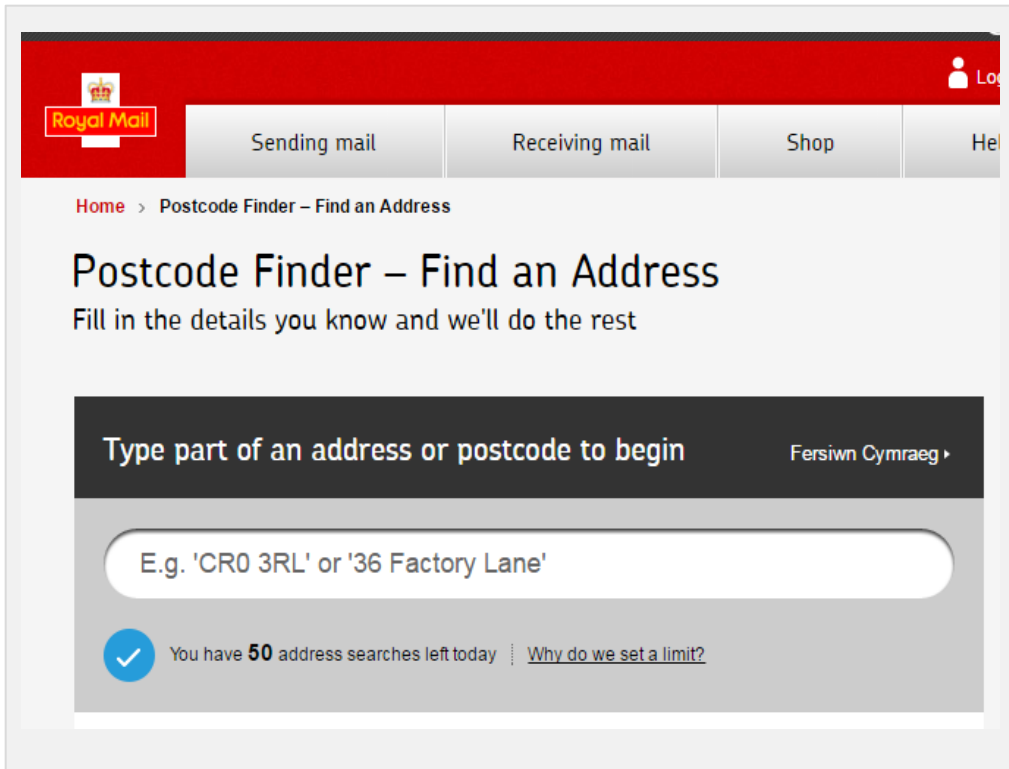


Some addresses use alternative details to those held in PAF, such as a property name rather than number or a county name, and this information is held in our Alias file.

Used in ecommerce websites & customer contact centers.



# It's easy for citizens to access address and Postcode information



The screenshot shows the Royal Mail website's Postcode Finder interface. At the top, there is a red header with the Royal Mail logo and navigation links for 'Sending mail', 'Receiving mail', 'Shop', and 'Help'. Below the header, the page title is 'Postcode Finder – Find an Address' with a breadcrumb trail 'Home > Postcode Finder – Find an Address'. The main heading is 'Postcode Finder – Find an Address' followed by the instruction 'Fill in the details you know and we'll do the rest'. A dark grey input field contains the text 'Type part of an address or postcode to begin' and a link for 'Fersiwn Cymraeg'. Below the input field, there is a search bar with the placeholder text 'E.g. 'CR0 3RL' or '36 Factory Lane''. At the bottom of the search area, there is a blue checkmark icon and the text 'You have 50 address searches left today' with a link 'Why do we set a limit?'.

- Citizens can access address and Postcode information via Royal Mail's online Postcode Finder application.
- The application can be accessed on a desktop or via a mobile device.
- Users can lookup 50 addresses every day.
- There are approximately 5 million completed searches on Postcode Finder every month.

[www.royalmail.com/find-a-postcode](http://www.royalmail.com/find-a-postcode)



# It's easy and affordable for businesses to access address and Postcode information too

Organisations wishing to use PAF have two options:

Search Solutions Providers >

**To find a ready made PAF solution.**

Use the data yourself >

**To develop their own solutions.**

- Developers can access sample data for free.
- Small, registered charities can access PAF for free.
- Micro-businesses can access Full PAF for free for 12 months whilst developing solutions.
- Licensed members of the Public Sector Licence can access PAF for free.
- Licensing PAF for commercial use is affordable for all. Licensing a single Postcode Area is £2.10\* and the Full UK is £72\*. Licensing transactions start at just £1.25\*\*

**\* Per User per annum. Price exclusive of VAT. \*\* For a block of 100 transactions. Prices exclusive of VAT.**





# The Postcode and address information held in our databases is used in a wide range of innovative ways

Making Online Transactions Easier



Verifying Customer Identities



Delivering Mail Efficiently



Managing Databases Effectively



Identifying Addresses in a Specific Geographic Area



# Example 1: Making online transactions quicker and easier

<b>Title *</b>	<input type="text" value="-- Choose one --"/>	
<b>First name (Given name) *</b>	<input type="text"/>	
<b>Last name (Family name) *</b>	<input type="text"/>	
<b>Email *</b>	<input type="text"/>	
<b>Confirm email *</b>	<input type="text"/>	
<b>Mobile</b>	<input type="text"/>	
<b>Landline</b>	<input type="text"/>	

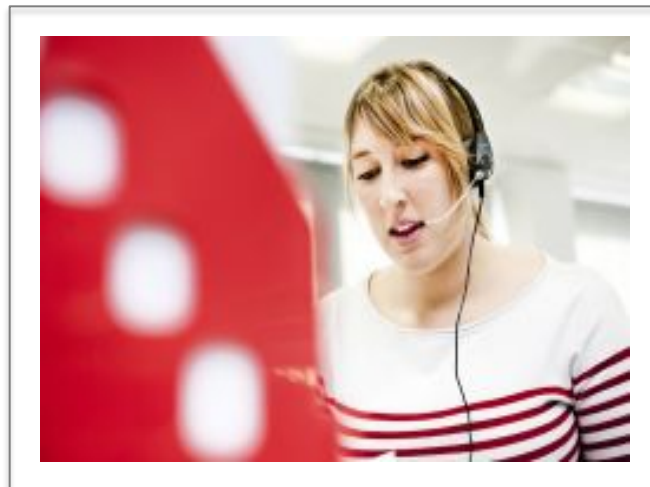
  

<b>Postcode (UK only)</b>	<input type="text" value="RG10 0AD"/>	Please enter your postcode and select your address when the list appears.
<b>Address Line 1 *</b>	Keep typing your address to display more results	
<b>Address Line 2</b>	RG10 0AD, 1, Orpington Close, Twyford, Reading	
<b>Address Line 3</b>	RG10 0AD, 2, Orpington Close, Twyford, Reading	
<b>Town/City *</b>	RG10 0AD, 3, Orpington Close, Twyford, Reading	
<b>County</b>	RG10 0AD, 4, Orpington Close, Twyford, Reading	
<b>Country *</b>	RG10 0AD, 5, Orpington Close, Twyford, Reading	
<b>Date of birth *</b>	RG10 0AD, 6, Orpington Close, Twyford, Reading	
	RG10 0AD, 7, Orpington Close, Twyford, Reading	



## Example 2: Verifying customer address details over the phone

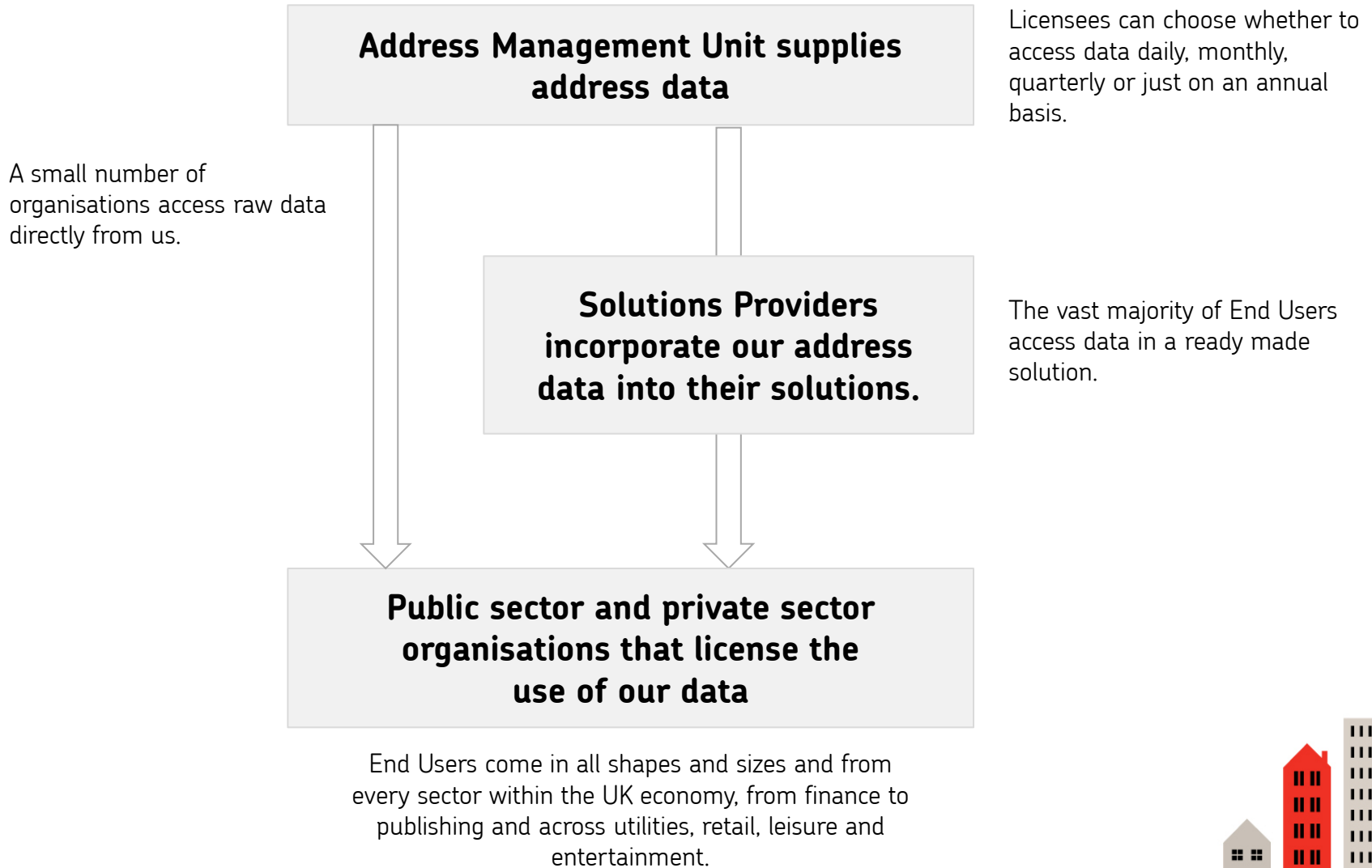
**“May I take your Postcode and the first line of your address please?”**



A customer contact centre.



# PAF is used by close to 45,000 organisations in the UK



# The value of PAF

**“This study estimates that the direct economic value to UK from PAF<sup>®</sup> as being between £992m - £1.38bn per annum”.**

The findings in a study conducted by ESL & Network, Europe Economics and Data Advance, commissioned by the PAF Advisory Board.

**September 2012**



# Find about more information



## Online

Homepage

[www.poweredbypaf.com](http://www.poweredbypaf.com)

Licensing information

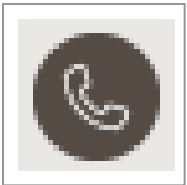
[www.poweredbypaf.com/licensing-centre/](http://www.poweredbypaf.com/licensing-centre/)

Pricing information

[www.poweredbypaf.com/licensing-centre/public/pricing.html](http://www.poweredbypaf.com/licensing-centre/public/pricing.html)

Look up a Postcode

[www.royalmail.com/find-a-postcode](http://www.royalmail.com/find-a-postcode)



## Call

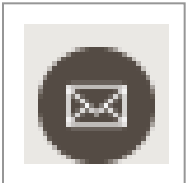
Change your address

0845 606 6854 (option 1)

General enquiries

0845 606 6854 (option 3)

- Calls cost 5p per minute plus your telephone company's network access charge.



## E-mail

All enquiries

[address.management@royalmail.com](mailto:address.management@royalmail.com)

