Powered by PAF®

An introduction to the Royal Mail Address Management Unit

Royal Mail

The AMU act primarily as wholesalers of a range of addressing datasets, most notably the Postcode Address File (PAF®).

Postcode Address File (PAF)

- is the UK's most complete and up to date addressing database.
- contains 29.3m residential & business addresses and 1.8m postcodes.
- contains 1.4m business names.

- holds details of 200k vacant properties.
- records are presented in a correct, postally accurate format.
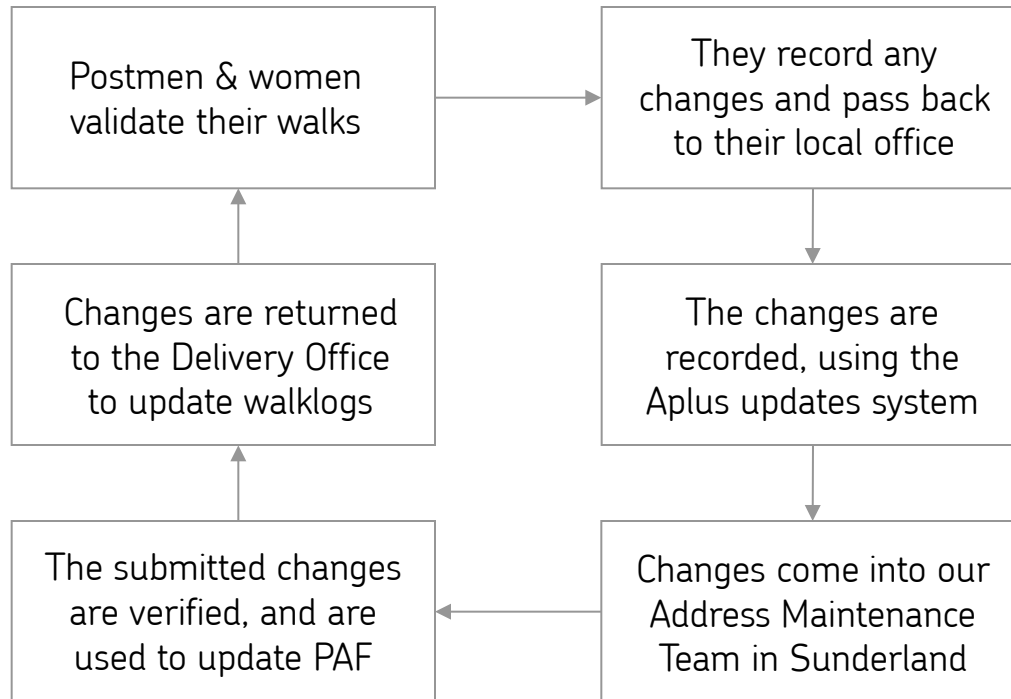- updates can be purchased on a daily, monthly, quarterly or annual basis.

We supply PAF and the complement datasets in a raw data format to enable programmers and developers to create their own software products.
In addition, we manage a range of other addressing products including the UK Addresses CD for address look-ups, and a printed address book.

Maintaining our data

- Our data is a primary asset and maintaining its quality is our no. 1 priority
- PAF® is constantly updated by our 90,000 postmen and women
- We make 1.3 million changes to PAF each year. These updates can be to business names, new builds or derelict properties that need adding or deleting

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┌─────────────────────┐         ┌─────────────────────┐
│  Postmen & women    │────────▶│  They record any    │
│  validate their     │         │  changes and pass   │
│  walks              │         │  back to their      │
│                     │         │  local office       │
└─────────────────────┘         └─────────────────────┘
          ▲                                │
          │                                ▼
┌─────────────────────┐         ┌─────────────────────┐
│  Changes are        │         │  The changes are    │
│  returned to the    │         │  recorded, using    │
│  Delivery Office    │         │  the Aplus updates  │
│  to update walklogs │         │  system             │
└─────────────────────┘         └─────────────────────┘
          ▲                                │
          │                                ▼
┌─────────────────────┐         ┌─────────────────────┐
│  The submitted      │◀────────│  Changes come into  │
│  changes are        │         │  our Address        │
│  verified, and are  │         │  Maintenance Team    │
│  used to update PAF │         │  in Sunderland      │
└─────────────────────┘         └─────────────────────┘
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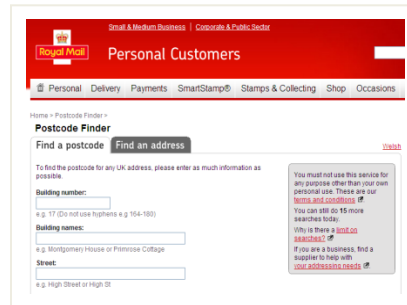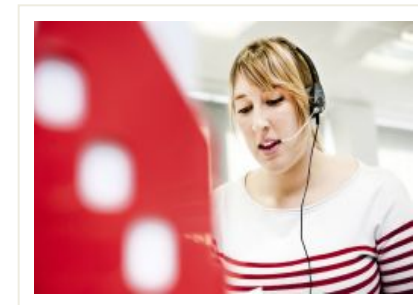
What is PAF® powering?

PAF was originally developed to aid mail sortation and delivery. Today PAF is still used for this, but increasingly it is also used to update customer databases, verify customer identities and to develop new location-based technology.
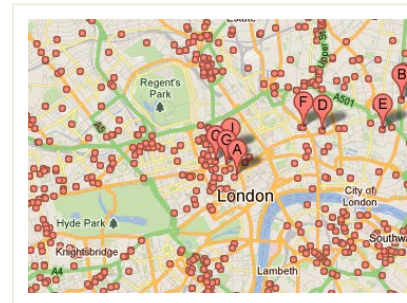

Ordering goods online

Online address look-ups

Verifying customer details

Sat Nav's

Digital Maps

Our marketplace

Market overview

- 37,000 organisations from all sectors of the economy license our addressing datasets
- Businesses who use range from SME's to Corporates. A third of PAF® users
  are organisations with 1 – 5 employees
- PAF® End-Users include Banks, Insurance Companies, Supermarkets, Venues,
  Government departments, Police, retailers, Charities & Football Clubs
- The AMU receives royalties from our c.250 licensed resellers who include
  our address data into their software products which they sell to End-Users
- The AMU also manages End-Users directly

Market Regulation

- As the rest of Royal Mail, the AMU is regulated by Ofcom. In February 2013, Ofcom
  published its review of the management of PAF ® and found Royal Mail to be
  responsible data owners
- In addition, the management of PAF® is monitored by the PAF Advisory Board (PAB)
- The AMU is a ring fenced business unit, responsible for our own P&L accounts

AMU Hierarchy

Steve Rooney
Head of the Address Management Unit

Liz O'Neill
PA

Tom Foyle
Finance & Income Recovery Manager

Ian Evans
Head of Commercial Licensing

Clive Martin
PAF Development Manager

Scott Childes
Data Supply Manager

Paul Tatman-Madsen
Marketing & Communications Manager

Maria Bancroft
Address Maintenance Manager

Calum McInnes
PAF Licensing & Pricing Manager

Carlton Hall
Licence Development & Issue Resolution Manager

Alasdair MacHardy
Customer & Commercial Relationship Manager

Adrian Williamson / Katherine Horniman
Relationship Managers

Kim Wake
PAF Integrity Manager

Nicky Went
Compliance & Project Manager

John Batchelor
Operational Performance & Development Manager

Sue Demain-Stone
Licence Support

Portsmouth team
6 team members

Doxford team
50 team members

Where can I find more information

Online

To find a supplier   www.poweredbypaf.com
To find product information   www.poweredbypaf.com
To look up a postcode   www.royalmail.com/postcode-finder

Call

To change your address   0845 606 6854 and press option 1
To request a free info CD   0845 606 6854 and press option 2
For general enquiries   0845 606 6854 and press option 2

E-mail

For PAF® product enquiries   address.management@royalmail.com
and general AMU info