

# Solutions Provider eNewsletter – June 2020

Hello everyone...

Since we posted our last newsletter, a lot has changed for us all. Our priorities during these uncertain times remain the health and wellbeing of our people and to carry on providing you with your data. We have adapted the way that we work to ensure that we can continue to fulfil our commitment to our team and our customers.

We would like to thank you for your support during this challenging situation and to send you our best wishes.

## Address Management Unit

### Public Sector Licence

Royal Mail recently announced that the PAF® Public Sector Licence is extended until **31 March 2023**.

**In addition to the extension** we have additionally arranged for the inclusion of our Multiple Residence and Not Yet Built datasets which took effect from 1<sup>st</sup> April 2020.

This means that End Users registered as PSL Members will automatically benefit from free at the point of use access to PAF, Multiple Residence and Not Yet Built data over the next three years.

If you have any questions about the 2020 extension to the PSL, please contact your Account Manager or one of our team at [address.management@royalmail.com](mailto:address.management@royalmail.com)



### PAF Licensing Centre

The PAF Licensing Centre will be undergoing some surgery this year and will be having a bit of a facelift. Nothing too drastic, a bit of re sculpture and the odd nip and tuck, which we hope will make your experience a bit prettier.

We will keep you informed about the 'patient' and thank you for your patience whilst work is underway!

### Good Addressing

We want to encourage all mail users to correctly address their mail this year. Look out look out for our updates online or follow us on social media @Royal\_Mail\_PAF



### Advertise with us

Your organisation can advertise your addressing solutions on our website 365 days per year from just £7 per day. Visitors to our website looking for an addressing solution are more likely to click on an ad on [www.poweredbypaf.com](http://www.poweredbypaf.com) than scrolling through the supplier listing.

If you would like to advertise with us and would like to trial your ad on our website please contact [amu\\_communications@royalmail.com](mailto:amu_communications@royalmail.com)

## Who or What is MR NYB?

MR NYB is not an affectionate name for a fancy fountain pen or pencil, they are in fact abbreviations for Multiple Residence (MR) and Not Yet Built (NYB) data.

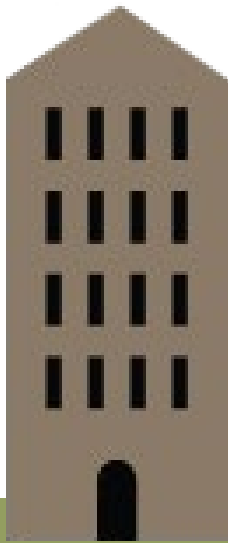
Some of you will know, MR and NYB as the additional data sets that complement PAF and can add oodles of oomph to your solutions!

MR can be used alongside PAF to help you identify the doors behind the delivery point. Apartment living is popular, and it can be incredibly frustrating trying to convince a friendly call centre advisor to sell you insurance, that you really do live at 'Flat 1, The Turrets' if that organisation doesn't use a solution powered with MR.

Similarly, how many marketing opportunities are missed by not knowing what properties are under development? NYB can help you understand what properties are in the planning and development stages, which could help someone sell a lot of sofas, light up the street and connect with services!

Speak to us about the benefits of MR NYB or visit [www.poweredbypaf.com](http://www.poweredbypaf.com)

# MR



# NYB



**Stay safe and well and  
have a great summer!**