# Continuous Development

**Developing People:** Events over the past two years have led to a greater focus on retraining and upskilling as demand for certain job roles and their necessary expertise either increased or decreased.

In this edition of Postcode News, we feature Learning Curve Group, specialists in training and development, and themselves recently named in the top 30 of the top 100 apprenticeship employers in England.

We find out why accurate address data is vital in knowing if a student is eligible for funding for their desired course.

**Improving databases:** Accurate contact databases are at the centre of organisations delivering excellent customer service. Once a contact record has a valid, accurate address, it is easier to enrich the data with additional information, providing further insight and analysis. We highlight some of the additional datasets that AFD's solutions can return or append to your data.

Discover this and more inside.

# Transforming Lives Through Learning

**Learning Curve Group are a national training and education specialist. Their vision is to transform lives through learning, and by working with individuals, employers, and education providers, they make lifelong development accessible to everyone.**





Data shows that adult participation in learning is not distributed evenly and those least likely to access available resources are adults living in poverty with the lowest qualifications. Targeted funding and delivery of the right training provision will help people in this demographic, enabling them to enter the workforce and enjoy the associated benefits of health, wellbeing and encouraging others in their communities to participate.

As one of the largest training providers in the UK, Learning Curve Group are unrivalled in the breadth and choice of courses they offer. Each year they also help over 4,500 employers with workplace development plans and qualifications. They deliver training to 100,000 learners helping them attain nationally recognised qualifications, learn new skills, and advance their careers.

## NAVIGATING CHANGES

Funding for adult learning has seen significant changes over the past few years. Until 2019, the Adult Education Budget (AEB) provided funding for adult learning, but funding is now split between the Education and Skills Funding Agency (ESFA) and devolved authorities.

The postcode of each learner determines who they receive funding from, so providers of adult learning courses need to know whether a course has available funding for a particular student. In some cases, addresses separated even by just one postcode district e.g., PE8 and PE9, have different sources of funding – and that's where AFD can help!

We spoke with Steve Morris, Commercial Director at Learning Curve Group, to understand how they have navigated these changes to funding:

"In the new devolved-funding world, we now have a situation where there are multiple devolved authorities responsible for their own AEB, and the other postcodes that do not fall within those areas

## WWW.AFD.CO.UK/ADDRESS-LOOKUP

receive funding from ESFA. We now must understand who funds each learner based on their address and, more specifically, if funding is available to them for the course they have chosen. This will soon get even more complex when county devolution becomes a reality.

We need to avoid the scenario where learners were completing a 25-minute enrolment process then finding that their source of funding does not cover that course, resulting in wasted time and disappointment."

## POINT OF ENTRY CONFIRMATION

"To ensure we could continue to provide our learners with the best possible experience from initial interest to enrolment, we needed a solution that would instantly identify which courses were available to each learner, based on their postcode.

After searching online, we found The Postcode People – who had the exact solution to our problem: an address lookup that provided an accurate address AND returned the relevant AEB data.

Now we had the right solution, the next job was to ensure we covered all points of data entry on the website, CRM system, and Management Information system.

Prior to introducing AFD's solution, we had multiple tools to validate addresses and capture and attach funding data. We would run a separate process to check the address in the back office and then match this with the funding information. We now have an automated process using the learner's valid address to tie it all together, saving valuable time and helping ensure address and funding accuracy, and helping to avoid disappointment and frustration for the potential student.

## HIGHLY TARGETED MARKETING

After introducing point of entry validation, attention turned to other areas of the organisation that would benefit from linking address data with the relevant funding bodies.

*AFD not only had the right solution for our exact requirement, they also had the right team to talk us through all their relevant solutions and help improve wider data issues.*

Rachel Cornforth, Head of Marketing, explains: "By appending the additional geodemographic classification data from AFD which adds relative affluence, life-stage, and lifestyle, we can build a better picture of an 'ideal learner profile' for specific courses. We can then take this data to upsell courses to existing customers with a similar profile and reach out to similar potential learners, safe in the knowledge that the correct funding is available for the courses we advertise to them.

We also contact employers to provide training courses to their teams. Our sales staff needed support in categorising businesses as they added them to our CRM system to facilitate business segmentation. Using AFD's business data we can quickly append business sector, turnover and employee count to our data, and tailor which courses are relevant to their business. Segmented marketing will save both manual processing time and wasted opportunity costs.

Specifically targeting businesses with courses that are relevant to them and their industry, will improve sales performance and ensure the sales team can better target their efforts."



## THE RIGHT PARTNER

When discussing AFD Software as data quality partners, Steve commented: "AFD not only had the right solution for our exact requirement, they also had the right team to talk us through all their relevant solutions and help improve wider data issues.

We used a third-party contractor to help us implement the AFD solutions, and the AFD team went above and beyond communicating with them and representing us to have everything put in place.

**I genuinely cannot say enough good things about the service that has been delivered, the proposal was clear and all the staff we dealt with** **were highly knowledgeable about this area and skilled in what they do.**

This project went beyond validating an address, I am confident that The Postcode People at AFD are the go-to provider of data quality solutions and would recommend them to other organisations that need accurate data and a review of data processes."

**To discuss your organisation's data accuracy requirements and review data processes, contact joel.miller@afd.co.uk or call 01624 811711.**

The Postcode People    your address & data quality partners

# Data Synergies

Thousands of unique organisations rely on AFD's validation and cleansing solutions to get contact data right. Based on customer feedback, our range of available datasets continues to increase as teams processing and analysing data look to avoid manual processes and maintain multiple datasets. Accurate addresses combined with relevant datasets have the power to yield much more useful information than either the address or the dataset on its own. Here are just some examples of datasets we already offer:

**Participation Of Local Areas (POLAR) classification** data shows how likely young people are to participate in Higher Education (HE). Each postcode is given a rank between 1–5, with 1 being the lowest likelihood of HE participation and 5 being the highest. This data then helps AFD customers in the HE sector to more effectively target specific areas with marketing efforts to meet targets for widening participation (attracting students from areas less likely to go to University) and essential funding.

**Not Yet Built (NYB)** data helps identify properties that are still under construction or have been completed but do not yet appear on the Postcode Address File (PAF). NYB data allows businesses to process orders to deliver white goods and furniture, as well as critical services such as energy, phone, and internet, that wouldn't ordinarily be possible without a valid address.

**Censation**, AFD's geodemographic classification solution, indicates the relative affluence, life stage and lifestyle of the people living within a particular postcode. This powerful dataset helps organisations understand more about the 'profile' of their best customers and use this information to either target prospective customers or upsell to existing customers with relevant goods or services.

**Property level latitude and longitude data** combined with a valid address provide a pinpoint location at metre level accuracy. Integrating this solution into your chosen mapping tool allows delivery teams to find the actual delivery location quickly and accurately – preventing late or abandoned deliveries as well as lost time, additional staff cost and wasted fuel.

In the same way that adding AEB data transformed the productivity of Learning Curve Group's database of student records, would your CRM database benefit from the inclusion of any datasets which are specific to your industry sector?

AFD's expertise in combining datasets to overcome pains for our customers is one of the many reasons why the Postcode People at AFD are the go-to partner for address and data quality solutions.

Get in touch with our team today to discuss any requirements your organisation may have around linking datasets to reduce manual work, improve efficiency and of course, data accuracy.
Contact joel.miller@afd.co.uk or call 01624 811711.

# WWW.AFD.CO.UK/DATASETS

# AFD Data News  Q.3/22

Between April and June 2022 there were significant updates to data on PAF. These included 9 new localities; 7,824 new postcodes; 106,221 new delivery points and 19,349 delivery point changes.

| Post-code | Double Dependent Locality | Dependent Locality | Post Town | Locality added for new development |
|---|---|---|---|---|
| LN1 4 | | BURTON WATERS | LINCOLN | YES |
| NR34 7 | HORNBILL BUSINESS PARK | ELLOUGH | BECCLES | |
| RH10 2 | | COPTHORNE | CRAWLEY | YES |
| S45 9 | HOLMGATE | CLAY CROSS | CHESTERFIELD | YES |
| LN13 3 | | SUTTON-ON-SEA | MABLETHORPE | |
| DH3 9 | | WALDRIDGE | CHESTER LE STREET | |
| SA71 5 | UPPER NASH | LAMPHEY | PEMBROKE | |
| SA69 9 | | WOODEN | SAUNDERSFOOT | |
| PE7 4 | | CHESTERTON | PETERBOROUGH | |

The most up-to-date PAF data is available now in our latest Q.3/22 update. You can order updates for any AFD Software solution by calling 01624 811711 or email postcode@afd.co.uk

## Ryan Hepburn *(QA Analyst)*

Fresh out of school when he started, Ryan has now been working as part of the Postcode People team at AFD for over a decade.

To round off ten years in multiple roles supporting customers and then managing and maintaining our internal systems, Ryan sought a new challenge and was able to make another career change within the company.

Still learning the ropes but fully committed to his new role as a QA Analyst, Ryan states: "I enjoy the problem-solving part of the job, being able to provide good solutions and products for customers. The work environment and the people around me make the job even more enjoyable."

Ryan has lived in Ramsey in the north of the Isle of Man his whole life and recently moved into a new house with his partner (very soon-to-be wife!) Sophie and their dog Luna. With abundant glens and nearby countryside, it makes it the perfect place to take Luna on long walks.

Ryan participates in the local pool league and keeps himself fit playing five-a-side football, but also never misses any chance to watch his preferred Manchester City play. Living in Ramsey also provides a prime location to watch the Isle of Man TT and Manx Grand Prix, which is enough to satisfy his keen interest in motorbikes – rather than actually riding them!

When he's able to get off the island, Ryan loves to travel, particularly to the United States. His favourite place to visit is New York, but he will also take advantage of a cruise to visit many different places in one trip.