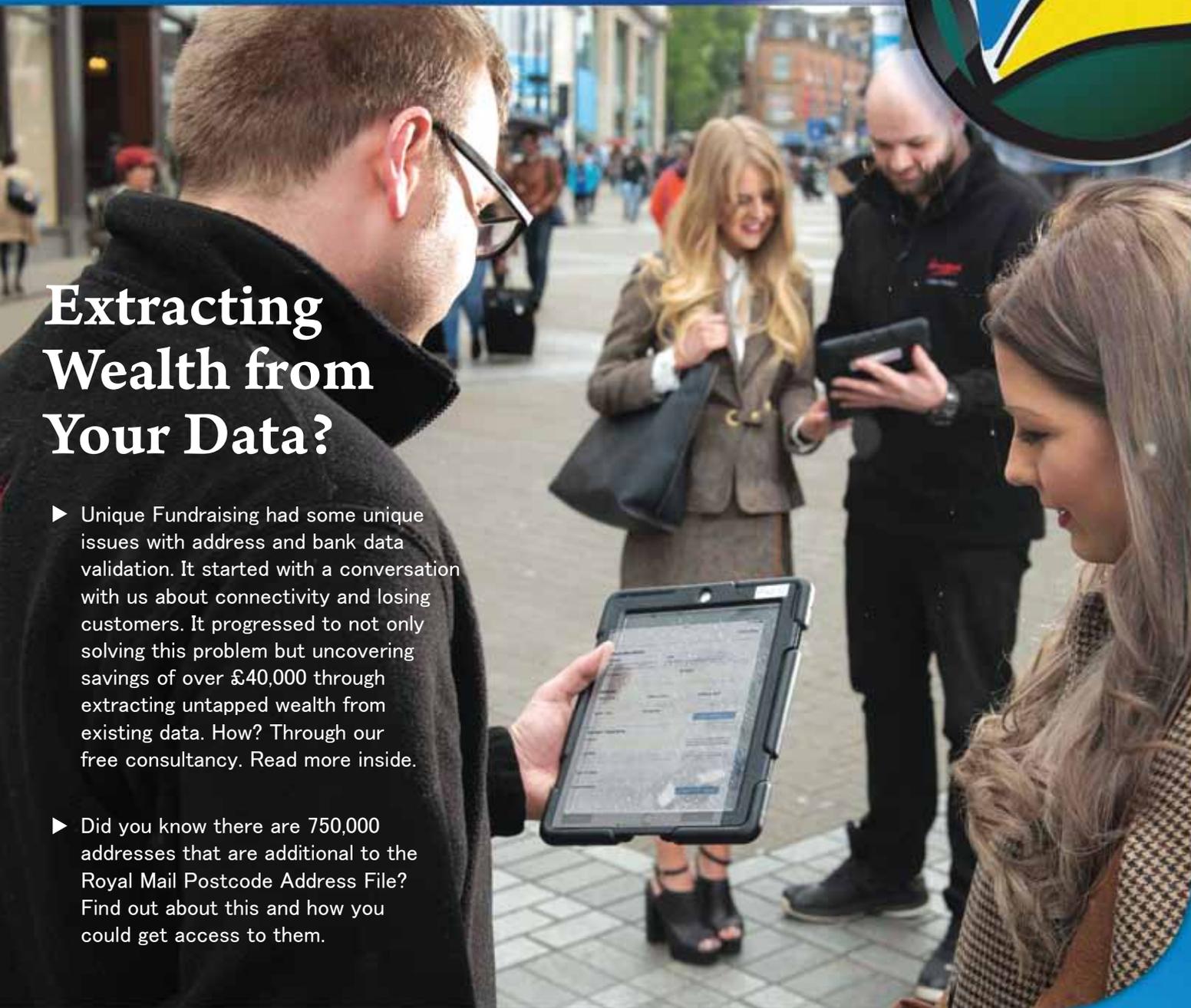
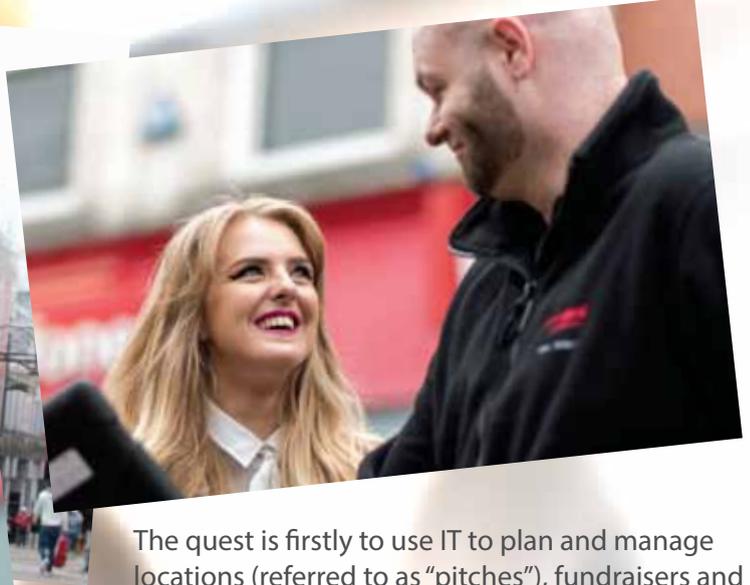




Extracting Wealth from Your Data?

- ▶ Unique Fundraising had some unique issues with address and bank data validation. It started with a conversation with us about connectivity and losing customers. It progressed to not only solving this problem but uncovering savings of over £40,000 through extracting untapped wealth from existing data. How? Through our free consultancy. Read more inside.
- ▶ Did you know there are 750,000 addresses that are additional to the Royal Mail Postcode Address File? Find out about this and how you could get access to them.





Supporting People, Processes and Growth

What if there is potential in your data which if released would steer you to increased growth and success? What if a meeting with one of our specialists could help you uncover that potential?

That's what happened to Unique Fundraising. They are experts in acquiring long-term monthly donors for UK charities through face to face contact. This contact is made by being active in carefully selected retail or event locations.

The quest is firstly to use IT to plan and manage locations (referred to as "pitches"), fundraisers and identify new prime sites. Secondly to help each fundraiser focus on relating to the supporter and to provide clarity and transparency to their clients.

Field Connectivity and Supporter Acquisition

Each fundraiser goes into the field equipped with an iPad installed with a specially developed "Unique App" which connects to a live central database. However the locations often have neither Wi-Fi or a 3G signal.

Unique Fundraising IT Manager, Tom Colmer said "We'd be really engaging well with a potential charity supporter – and then lose them because the lost connection meant we couldn't sign them up. We can't afford for that to happen. We needed the whole process to happen securely on the local iPad – including the installed address and bank data validation."

"AFD Software were the only organisation that had a full range of name, address and bank validation solutions ready for mobile platforms – including iOS. Roll out took just two days.

Now we are saving thousands of pounds and opening new “pitch” opportunities in network ‘dead-spots’” Tom continued: “The following week our data centre went down for 45 minutes. Prior to the roll-out of installed address and bank validation for our fundraisers out on the street, this would have lost our partners £3,600!”

Wealth in Data

Dominic Peel is the Data Analyst and Researcher at Unique Fundraising, he explained: “We had a database of about 20,000 venues where we had worked or could work – but most records just had the store and town name. The poor quality data prevented us from using the experience and value this data represented to support our growth plans with analysis. We wanted it complete and accurate with a geographic location for each site.

We also wanted to understand the demographics of supporters we acquired in relation to the sites and the surrounding area. This would help us know where and when fundraisers would be best deployed and what additional sites would be most likely to deliver the best outcomes – and to grow.

Extracting the Wealth

In just two weeks we had ‘rescued’ the data, protected the substantial investment it represented and put ourselves in a position to analyse and predict pitch performance. We now have 23,000 accurate, geocoded locations. We are in the process of controlling future data entry using Postcode Plus. We saved an estimated £40,000 and 4,000 man hours of manual intervention with AFD Refiner and were amazed that Refiner could provide complete accurate addresses from such scant data.”





Demographic Analysis

IT Manager Tom Colmer: "In addition to this we plan to use the Censation Geodemographic Classification system to analyse the backgrounds of over 100,000 supporters in relation to the locations where they signed up. This new knowledge helps us hone our efforts for our partners and repeat patterns of success."

Control and Transparency

Tom continues "We need to pay for the pitch location by the hour – so with the data appended using AFD Refiner we can check and know that each fundraiser is in the right place at the right time and the pitch is not vacant! This transparency fulfils resource management requirements and ensures our staff are only working in locations where we have official permission."



Each stake-holder wins

Tom goes onto say: "We, our Partners, and our fundraisers love the results of switching to AFD Software. In a sensitive and competitive environment we are operating at a higher level and able to deliver measurably more supporters, better process efficiency and better resource allocation."

AFD Software's implementation has allowed Unique to further strengthen its proposition to charity partners and released the time we need to develop those relationships and build the business."

Consultancy

Tom concluded: "We started talking with AFD Software because of field connectivity issues, and our AFD consultant Jonathan carefully worked through our business model with us. Doing this really added value to our business and the result is a much deeper and wider solution. AFD were also flexible in tailoring their solutions to our specific needs. The benefits are both tactical and strategic, immediate and long-term."

Can our free consultancy help your organisation grow? Call Joel Miller on **01624 811711** or email joel.miller@afd.co.uk to book your meeting now.





750,000 Additional Address Records Now Available

Did you know that around 750,000 address records are additional to the Royal Mail Postcode Address File (PAF)?

Why are so many address records missing?

The Royal Mail PAF contains almost 30 million 'front door' letterbox addresses in the UK. But behind around 182,000 of those front doors are 733,000 residences or organisational units which do not appear on PAF.

This is because those additional addresses do not each have their own Royal Mail accessible letterbox. Now, these extra addresses are available from AFD.

What kind of properties are affected?

Student accommodation, apartments and business premises are all present on the multiple residence file. The number of separate addresses behind the single accessible letterbox can be as few as one additional record – or as many as 1,000!

Why does it matter to you?

This situation can have serious consequences in many sectors including financial, insurance and distribution. For example, if you capture an address as

30 Park Place, LS1 2SP (above) you would not be aware that this building containing 63 residences only has one address on PAF. It's easy to see how fraud can occur.

A courier delivers a TV signed for by a person who opens the front door – and the intended recipient denies receiving it. A credit card is delivered with the sender not realising that this is a 'high risk' property.

What can you do about it?

Thankfully Royal Mail has put considerable resources into building a Multiple Residence file which aims to cover these 'missing' or 'hidden' addresses. If you would like to access them please contact Joel Miller on **01624 811711** or email joel.miller@afd.co.uk now to find out how.

Multiple Residence Facts

There are 182,000 'parent' addresses on PAF behind which are 733,000 'child' addresses.
82% of parent records have 1-4 children
17% of parent records have 5-17 children

261 parent records have 100 or more children, of these:
4 have greater than 1000
41 have greater than 500
95 have greater than 250

Between April and June 2016 there were significant updates to data on the Royal Mail Postcode Address File (PAF).

These included 28 new localities; 7,637 new postcodes; 114,736 new delivery points and 35,062 delivery point changes.

New Localities

Postcode	Double Dependant Locality	Dependant Locality	Post Town
BA1 0		COMBE DOWN	BATH
BN99 4			WORTHING
BT27 4		HILDEN	LISBURN
BT92 6	GOWNY	NEWTOWNBUTLER	ENNISKILLEN
CA22 9			MOOR ROW
CB22 3		SHELFORD BOTTOM	CAMBRIDGE
CF37 9			TREHARRIS
CO11 9			MANNINGTREE
CW2 8		WISTASTON	CREWE
EX39 6			BIDEFORD
GL6 1			STONEHOUSE
HR6 0		BIRCHER COMMON	LEOMINSTER
IV18 9			INVERGORDON
KA13 6		DALGARVEN	KILWINNING
LD1 9			KNIGHTON
ME6 9			SNODLAND
NE61 5		WIDDINGTON VILLAGE	MORPETH
NE63 3			NEWBIGGIN-BY-THE-SEA
PL1 9		BOVISAND	PLYMOUTH
PL31 2		BODINIEL	BODMIN
S66 6		MALTBY	ROTHERHAM
SA43 9			CARDIGAN
SA43 9			GLOGUE
SO41 1			BROCKENHURST
ST9 9	GRATTON	ENDON	STOKE-ON-TRENT
TD6 6			EARLSTON
TF10 0			NEWPORT
TN22 4	ETCHINGWOOD	BUXTED	UCKFIELD

Newbiggin-by-the-Sea was a popular tourist destination until erosion reduced the beach to a shadow of its former self.

In 2007, the beach was redeveloped using over 500,000 tonnes of sand kindly donated from Skegness.

The most up to date data is available now in our latest Q.3/16 update. The Q.3/16 Names & Numbers is due for release in July. You can order updates for any AFD Software solution by calling **01624 811711** or email postcode@afd.co.uk



Philip Dorricott

Senior Software Tester

Philip joined AFD software in autumn 2000. Starting out in the Support team, Philip moved into the Quality Assurance team and has been testing AFD Software's services ever since.

So what is software testing? According to James Bach "testing is an infinite process of comparing the invisible to the ambiguous in order to avoid the unthinkable happening to the anonymous."

This process of comparing the invisible to the ambiguous is what Philip and the rest of the Quality Assurance team do to ensure our products reach customers performing and behaving how they should.

Philip has been married to his wife Becky for 13 years and is father to two sons Isaac (7) & Jacob (5). His hobbies include swimming with the family, hill walking, and taking his electric bike for a spin. His favourite spectator sport of Formula One is somewhat faster-paced! Other very British Interests include Wallace & Gromit and Monty Python (the latter adherence inherited from father David).

As a committed Christian, Philip is part of the sound desk team at his local Baptist church, ensuring the sound levels during a service are correct and all the instruments and vocals can be heard as intended.

Favourite holiday location? "Madeira. Always being close to the sea and beautiful landscapes makes it feel like a home away from home from the Isle of Man! But with a new culture to explore with the sights, sounds and tastes."

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