



Time to Spring Clean your Data?

Spring brings with it a feeling of renewal. Lighter evenings, the first signs of warmer weather, Easter celebrations, and the annual urge to “Spring Clean” that has been a tradition since biblical times!

In this edition of Postcode News:

We hear from The Evangelical Alliance, a church-focused membership organisation, and their requirement to clean their member address database prior to a major system migration. Read how AFD’s solutions and expertise exceeded their expectations.

As trailed in our previous edition of Postcode News, as part of AFD’s 40th anniversary celebrations last year, we commissioned a poem by Harry Baker, World Slam Poetry Champion. You can read the full version of the poem inside, but we highly recommend following the link to watch the entertaining video of Harry performing it!

Two Decades of Partnership and Ongoing Trust



Established nearly two centuries ago, the Evangelical Alliance (EA) serves tens of thousands of individuals, organisations, and churches across the UK. As a membership-charity, they advocate for the evangelical community to the government, media, and other areas of influence, as well as providing support, training, resources, and facilitating gatherings to help their members to act upon their faith.

Having relied on the Postcode People at AFD as their partners in address and bank data quality for over 20 years, when a system migration was required, they sought expert consultancy from AFD to discuss their four specific requirements:

1. AFD's address and bank validation would need to work in the new system.
2. Addresses in the contact database being transferred would need to be confirmed as accurate and up to date.
3. Additional functionality would be required – to validate members' emails and phone data.
4. The ability to find the exact location of churches using property-level grid co-ordinates.

evangelical alliance
together making Jesus known



DATA READINESS FOR MIGRATION

Prior to the EA migrating to a new Microsoft Dynamics 365 (D365) CRM system, AFD completed a comprehensive evaluation of the address data held in the member database. Tim Coysh, Head of Digital & Membership at EA, explained: "We aimed to establish an accurate contact data foundation for future communications to our members. This involved cleansing, re-formatting, and de-duplicating member addresses. Identifying members that had deceased or "gone-away" from the address we held so we could suppress them from future mailings and updating members' new addresses where possible. We recognised the substantial value this would add to both the organisation and our supporters."



ENHANCED COMMUNICATION

Traditionally relying on quarterly magazine mailings, the EA wanted to strengthen its relationships with members and potential members by continuing with the tried and tested physical mailings, but also expanding through the channels of phone and email. AFD's phone and email validation was implemented to help ensure these electronic communications are going to a live, valid email or phone number.

Tim continues, "In addition to the magazine, members can select from specialist interest emails they wish to receive. The last thing

we want is our members to choose specific communications relevant to them, only to not receive any due to an error in their email address!"

STREAMLINING PAYMENT PROCESSES

As members of the EA pay via Direct Debit to help ensure that its vital work can continue, AFD's Bank Validation has been confirming account numbers and sort codes for them for two decades. On the importance of the checks, Tim said: "Without AFD's solution, even a minor bank account detail error would prevent us from collecting payments, leading to extra administrative costs, member frustration, and might

even lose new members before they even start."

LOCATION & MAPPING

Accurate location information for organisation members, primarily churches and charities, has become increasingly crucial for people wanting to find a church local to them and facilitating member networking. Tim observed: "Many church buildings are on large sites, often without a mailbox, with multiple entrances on multiple streets. We needed precise longitude and latitude coordinates, more specific than a postal address, to guide people to the correct entrance. AFD's Address Lookup solution is able to return this exact detail when an address is searched and selected."

“AFD proved to be a valuable source of expertise in all the areas we’ve discussed.”

POSITIVE OUTCOMES

Reflecting on the project’s results, Tim stated: “Having straightened up our contact data with AFD, we now maintain its quality by catching mistakes, flagging them to members and staff AND allowing corrections to be made – before they enter our database. The AFD D365 plug-in made this possible to add address, email, phone, and bank validation – with ease. The value of more effective communication, enhanced member experience

and lower admin costs saves the organisation tens of thousands of pounds (and frustration) each year.

AFD proved to be a valuable source of expertise in all the areas we’ve discussed. The insight gained from having a specialist ask the right questions to uncover the true nature of problems and guide us toward solutions cannot be underestimated, and such expertise is rare.

It would be a disaster if we were unable to validate our members’ contact data and we would spend far too much time fixing errors introduced from manual data entry. If your organisation needs to communicate accurately with your members or customers, I recommend sharing your requirements with AFD”.

WHY NOT ACT NOW?

- 1 If you’re grappling with “Difficult Data,” reach out to an experienced AFD expert through ~ joel.miller@afd.co.uk
- 2 Curious about what’s wrong with your data and how to rectify it? Request a free contact data health check report at healthcheck@afd.co.uk
- 3 For inquiries about the best plug-ins and APIs for your systems, email one of our technical experts at support@afd.co.uk



An Ode to the Postcode

World Slam Poetry Champion Harry Baker joined AFD Software's Annual Charity Event and 40th Anniversary Celebrations in November last year to deliver "An Ode to the Postcode".

When not writing poems about The Postcode People at AFD, celebrating charitable donations and the importance of postcodes! Harry writes about a wide range of topics including hope, dinosaurs, and German falafel-spoons. His work has been shared on TED.com and viewed millions of times worldwide, as well as being translated into over 20 different languages. Harry's work has been described as "Absolutely beautiful" by Zoe Ball, he has been hailed as "a champion" by Ed Sheeran and "Epic" by Ice Cube. Here is his Ode to the Postcode in full.

Some heroes wear capes, some come dressed in Lycra

Some swing on webs once they're bitten by spiders

Often the heroes are ones that we don't know

Here's an ode to the unsung hero: the postcode.

First trialled in Norwich, they mustered up history

Imparting knowledge with such specificity

No need for sonnets or colourful imagery

Just alphanumeric pure rugged efficiency

It starts with the area code:

You might pop to Preston for the good PR

Or choose to chuck Coventry on your CV

If you dwell in Darlington, keep it on the DL

Or head to Huddersfield for life in HD

If you wanna get online, take a trip to Ipswich

An IP address gives you all that you need

Of if you're in Belfast and you need to bell fast

I can guarantee your phone line comes from BT

The next digits give you the district:

If central Newcastle is your fixed abode

You can always say yes to: "Is NE1 home?"

Or if school's in South Peterborough and Gym's not for you –

In all likelihood you'll avoid PE2

Catch me walking round Hayes in a Daze for sure

Getting Deja Vu – I've seen UB4!

Or this happens all of the time:

Does a German reluctant

to solve workplace conflicts

in outer Herefordshire

go and see HR? Nein...

Finally you have the sector and unit:

If we find ourselves on the Isle of Man

And think King Edward Road is where we should meet

There's no need for stress or contriving plans,

Just know that: IM3 2AT

Imagine if Frodo had known Mordor's postcode

The eagles could have dropped him off and then flown

home,

there's no place like home for Dorothy and Toto

But it could have helped show where the yellow brick road

goes

Way back when if I'd said I'm on the High Street

There were 5,410 I could mean.

Now the 3,811 Station Roads

Can all be separated by these basic codes.

It's like we're all Disney princesses, white as snow

How up to 7 small characters can guide us home

They may not see through walls or have super speed

They just help you get to where you need to be

Which brings us to AFD:

The first ones to use postcode data online

To help companies comfortably contact their clients

And just like anyone who's made lots of bucks

They spent all their profits on planes, yachts and trucks!

Except:

The truck was for Beach Buddies cleaning our shores

The plane to deliver supplies to the poor

The yacht for disabled folk sailing on board

And they've donated so much to so many more.

Given their work it seems only apt,

The Postcode People put these on the map

They may not have super strength, or be angry and green

They've helped others get to where they need to be

All of this founded on strong Christian values

Enacted in every thing that they do

As they've given to hundreds of organisations

There's power in people, and postcodes too

Jesus cleanses the sins of whoever confesses

They cleanse your database of duplicate addresses [Ect.!!!]

Jesus fed thousands and walked onto water

They validate thousands of emails,

and that's also important.

We know the Lord works in mysterious ways

And yet through him and through them there's millions raised.

Long may his work continue through AFD

As he helps us all get to where we need to be.

Some heroes can fly, some are quick as a flash

Some become weirdly obsessive with bats

Often the heroes are ones that we don't know

This goes out to the unsung hero: the postcode.



See Harry performing An Ode to the Postcode at www.afd.co.uk/harry
More information about Harry including his Ted Talks can be found at www.harrybaker.co

Between January and March 2024 there were significant updates to data on PAF. These included 14 new localities; 6,784 new postcodes; 120,789 new delivery points and 25,043 delivery point changes.

Post-code	Double Dependent Locality	Dependent Locality	Post Town
BN20 9		LOWER WILLINGDON	EASTBOURNE
BT94 4	SLUSH HILL	BROOKEBOROUGH	ENNISKILLEN
DD4 9		CLAVERHOUSE EAST INDUSTRIAL ESTATE	DUNDEE
DE65 5	MOUNT PLEASANT	CHURCH BROUGHTON	DERBY
EH52 1	BANGOUR VILLAGE	DECHMONT	BROXBURN
GL1 9		THE DOCKS	GLOUCESTER
GU20 5		KNAPHILL	WOKING
HD2 2		BRADLEY	HUDDERSFIELD
IP28 2		WEST ROW	BURY ST. ED-MUNDS
M28 8		SWINTON	MANCHESTER
S40 4		HOLME HALL	CHESTERFIELD
S63 3		MANVERS	ROTHERHAM
SA62 6	TRELEDDYD FAWR	ST. DAVIDS	HAVERFORDWEST
SO50 3		HORTON HEATH	EASTLEIGH

The most up-to-date PAF data is available now in our latest Q.2/24 update. You can order updates for any AFD Software solution by calling 01624 811711 or email postcode@afd.co.uk



James Allen,
Developer

James works within our Research & Development team specifically focusing on maintaining AFD's solutions.

He enjoys working on and maintaining solutions that he knows help thousands of organisations solve real problems around contact data validation, and being part of a like-minded team.

"My journey with AFD began 9 years ago when I spent my placement year whilst studying at Queen's University Belfast, working on real software and development as opposed to theory.

As part of AFD's commitment and investment in nurturing young people, I was then sponsored for the remainder of my course which led to being permanently hired upon finishing my degree."

Outside of work, James enjoys playing board and role-playing games, with 3D printing becoming another hobby which he uses to make enhancements or repairs to the board games he already has. "I got a 3D printer a few years ago and that's been amazing (it's like something out of a sci-fi movie). With it, I built a 3D version of Settlers of Catan for my sister and have used it to make custom gifts for people (and replacement parts for some of the board games I have)."

James and girlfriend Amy recently spent a trip travelling around Europe and the standout destination was Krakow. "It was wonderful walking around the inner town and Wawel castle. We enjoyed the great food and had a chance to throw some ninja stars! Would recommend it and looking to go back at some point."

AFD Software Ltd

Mountain View Innovation Centre
Jurby Road,
Lezayre, Ramsey,
ISLE OF MAN IM7 2DZ

01624 811711 (Sales)
0333 433 0711 (Sales UK Landline and Mobiles)
01624 811712 (Support)
0333 433 0712 (Support UK Landline and Mobiles)
01624 811714 (Accounts)
0333 433 0714 (Accounts UK Landline and Mobiles)



www.afd.co.uk

postcode@afd.co.uk

Postcode News is printed on Cocoon 50 premium woodfree coated paper. Produced using a high percentage of recovered fibres, delivering superb environmental credentials without compromising quality. Manufactured with 50% recycled fibre and 50% virgin fibre, this paper is FSC® Mix certified.



'AFD', 'AFD BANKFINDER', 'CENSATION', 'DATA EVOLUTION', 'AFD MAILSAVER', 'AFD NAMES & NUMBERS', 'AFD POSTCODE', 'POSTCODE-EVERYWHERE', 'POSTCODE EVOLUTION', 'AFD REFINER', 'ROBOT', 'SIMPLY BEAUTIFUL', 'TRACEMASTER', 'AFD WORLD ADDRESS', 'ZIPADDRESS', 'The Postcode People' the AFD WorldAddress and the Envelope devices are Registered Trade Marks of ZipAddress Ltd.

All other trade marks acknowledged.

©2024 AFD Computers, ©2024 AFD Software Ltd and ©2024 ZipAddress Ltd.