



YES! INTELLIGENCE SECRETS HIDDEN IN EVERY UK ADDRESS

Every day, your organisation captures address data. What's less obvious is that each one holds untapped intelligence potential. Could you turn this into practical value?

Organisations across education, retail, logistics, professional services and other sectors are doing exactly that. They are quietly enriching their address data with additional datasets from AFD to improve performance and gain competitive advantage.

Discover how you can do the same - inside.

Also in this issue, Postcode News shows how one specialist music school enriched student addresses automatically by linking to up-to-date additional data. This is saving time, improving accuracy, supporting compliance and protecting funding worth thousands per student. We help you see how additional data could help your organisation - regardless of sector.

Turn the page to read the full story >>

Additional Data: Luxury, or Just Common Sense?

With Gold Status in the Teaching Excellence Framework, recognition as Best Music Production School by DJ Mag, and the title of Best Independent HE Provider at the 2023 IHE Awards, Point Blank Music School is operating at the top of its game.

Now, with new power to award degrees, the school is determined to ensure the widest range of students can access its world-class training.

That commitment depends on accurate, reliable data. Specialist datasets such as POLAR (Participation of Local Areas) and IMD (Index of Multiple Deprivation) help institutions understand patterns of higher education participation and deprivation. When linked directly to student addresses, this data supports funding, regulatory reporting and widening participation.

Gabby McLaren, Head of Data and Insight at Point Blank, explains: "Institutions need to track how effectively they attract students from disadvantaged backgrounds and underrepresented areas.

Previously, we had to take each student postcode, find the relevant POLAR and IMD data using various online lookup tools, then manually copy and paste each item into the student record. The process was slow, resource-heavy and prone to error. As a result, reporting could be inaccurate, interventions were often delayed, contextual offers were not always applied correctly, and there was a real risk to funding.

We first contacted AFD Software three years ago to discuss our requirements for validating student addresses at the point of entry and reporting on POLAR and IMD data. When we realised this additional data could be returned automatically, removing the need for manual, error-prone work, implementing AFD's solution was an easy decision.



Our partnership with AFD was strengthened further last year when TUNDRA (tracking underrepresentation by area) data was added by the Office for Students to our reporting requirements. AFD added this dataset at our request, saving us from returning to manual lookups.

The impact of adding these datasets has been significant. Before AFD added TUNDRA to its solution, we carried out an internal review of the October 2025 cohort for regulatory reporting and found that around 30% of records required correction. That figure is now just 1.67%. We also save two full weeks of staff time each year, and our data remains continuously up to date.

Instead of chasing data, the team can now trust it - supporting better decision-making, stronger reporting and more timely student support."



When Poor Data Breaks the Connection

There was a second issue – and this one had a direct impact on revenue.

Online enquiry forms were intended to speed up engagement, but free-text entry meant that mistakes in email addresses and phone numbers could easily slip through.

Gabby explains: “We were losing around 20% of leads simply because we could not contact the enquirer. For international students, the impact was particularly clear – an estimated 10 lost students, representing around £400,000 in student lifetime value. We identified this through ongoing analysis of our enquiry and conversion data. The fix was again straightforward: real-time validation for phone and email fields.”

“With accurate email and phone data captured at source, those lost connections – and lost revenue – can now be prevented rather than recovered.

With AFD, we capture addresses, enrich them, and validate other contact details automatically, reliably and confidently.”

Gabby McLaren,
Head of Data and Insight at Point Blank Music School



Expert Insight

Point Blank's experience shows the value of treating routine data as a source of intelligence, not just administration. By linking additional datasets and validating contact details at the point of capture, the school reduced manual work, improved accuracy, strengthened reporting and protected valuable opportunities.

The wider lesson is clear: when contact data can be trusted from the start, teams spend less time correcting problems and more time acting on the insight already held within their data.

The next step is to make that standard practice, not the exception.

Talk to The Postcode People

To explore how your organisation could improve its own data quality processes, speak to one of our experienced data quality experts today on **0333 433 0711** or email **joel.miller@afd.co.uk**

What Could Your Address Data Reveal?

Point Blank's story may come from education, but the same principle applies across many sectors – from banking, finance and insurance to legal services, healthcare, logistics, retail, charities and membership organisations.

Every address you capture is more than a contact detail. Used well, it becomes a key to additional insight. Linked to the right datasets, it can reveal geographic, demographic, property, business and risk information that supports better decisions and more efficient processes. Yet many organisations still overlook this potential, or rely on time-consuming manual lookups. Once you understand what is possible, neither approach makes sense.

Place Intelligence

Place intelligence reveals more about the location itself, including coordinates, urban–rural classification, property type and administrative boundaries. **AFD's data supports accurate addressing, planning, routing and service delivery.**

Property Intelligence

Property intelligence dives into details about the property or premises, including attributes, household context and indicators that **support valuation, risk assessment and decision-making.**

People & Organisational Intelligence

People and organisational intelligence **reveals more about the organisations or individuals connected to an address.** Using business, Companies House and demographic data, it can support targeting, profiling and cleaner records.

Explore What Your Address Data Could Reveal

A short conversation could uncover opportunities you may not yet have considered, or show how organisations like yours are already using additional data to improve processes, reduce costs, increase margins, and retain and grow customers. If you can't see the dataset you want – ask us, and we'll see what we can do!

Speak directly with Joel Miller on 0333 433 0711 or email joel.miller@afd.co.uk for a personal, tailored introduction.



AFD Data News Q.3/26

Between April and June 2026 there were significant updates to data on PAF. These included 12 new localities; 6,229 new postcodes; 101,113 new delivery points; and 19,326 delivery amendments.

Postcode	Double Dependent Locality	Dependent Locality	Post Town
BN18 1		FORD	ARUNDEL
EX32 0		WESTACOTT	BARNSTAPLE
GU23 6	STRATFORD VIEW	OCKHAM	WOKING
HU15 3		ELLOUGHTON	BROUGH
IM4 4	BRADDAN WOODS	DOUGLAS	ISLE OF MAN
KY16 9		SEGGIE	ST. ANDREWS
LNI 6		INGHAM	LINCOLN
LN6 6		SWINDERBY	LINCOLN
PR4 7		LOWER BARTLE	PRESTON
SO41 5	PLYEWELL	EAST END	LYMINGTON
TN22 2		BUDLETTS COMMON	UCKFIELD
ZE2 9		YELL	SHETLAND

The most up-to-date PAF data is available now in our latest Q.3/26 update. You can order updates for any AFD Software solution by calling **0333 433 0711** or email **postcode@afd.co.uk**

Duncan McLeod

Compliance Manager



Originally from Surrey, Duncan moved with his family to the Isle of Man 15 years ago, after feeling a clear calling to make the island their home. That move also marked the beginning of his journey with AFD Software, an organisation he has been proud to serve ever since.

Journey at AFD

Until 2026, Duncan had spent his entire AFD career as General Manager, although the title only hints at the breadth of his contribution. Over the years, he has supported finance, major projects, GDPR, ISO standards, training, sales and product strategy.

More recently, Duncan has moved into a part-time Compliance Manager role, confident that the strong team he has helped build will continue the excellent work.

His Greatest Reward

For Duncan, the greatest joy is seeing people grow, develop and succeed. Being part of a supportive team committed to excellence is what gives his work meaning.

Life Beyond Work

Family, faith and the outdoors are central to Duncan's life. He and his family share their home with Furgus, a lively Springer Spaniel, always ready to keep them on their toes.

His favourite getaway remains the Lake District, where nothing beats walking, breathing in the fresh air, and enjoying the spectacular scenery.

A Special Journey

One particularly meaningful recent experience for Duncan was visiting his ancestral home on the Isle of Skye, including the historic seat and house of the Clan MacLeod – a personal milestone connecting heritage, history and identity.

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