

**Minutes of the Meeting of the Press Distribution Review Panel
held on Friday 8th July 2011 at the Offices of the Professional
Publishers Association, Queens House, 55 – 56 Lincoln’s Inn
Fields, Holburn, London, WC2A 3LJ**

Present: Neil Robinson Chairman
 Jonathan Denton Smiths News
 Carrie Rooks PPA
 Mark Williams Independent Retailer
 Raj Ganatra Independent Retailer

In Attendance: Dorothy King Call On Us

1. **Apologies** – Darren Barker – NPA
 Dave Shedden – MD
 Richard Church – Independent Retailer

2. **Minutes of Last Meetings:** - 19th May 2011

2.1 The minutes were adopted as a true and accurate record.

3. **Matters Arising**

3.1 PDRP Retailers to Witness ‘Nightly Miracle’, Visit of Print Centre and Wholesale depot - Retailers visit to a print centre in order to witness the ‘Nightly Miracle’ is to be confirmed as to when this will take place.

This looks as if it is going ahead for week commencing 18th July –but is waiting for confirmation. The visit to Broxbourne is proposed for all three retailers on Wednesday night 20th July (Thursday 21st July papers). Raj Ganatra then to visit Borehamwood for Thursday’s deliveries with SN.

Mark William's and Richard Church to visit MD Maidstone for delivery of Friday 22nd papers.

As soon as receive confirmation from Janet Welch then will send out itinerary for the visits.

- 3.2 PDF database and website reporting functionality to facilitate the associations to enter complaint information direct onto database of website at the point of complaint raised and registered.

The cost indicated from our web developer is £630.00 + VAT this is for the following:

- To develop a SQL database (to cater and recording of complaint information)
- To develop an export of the excel data into SQL database
- To develop an import routine to the PDF website
- To develop user interface for the viewing of data within the PDF Website
- Timescale to be arranged.

- 3.3 PDC One Page Flyer – It was reported that the One Page Flyer – Complaints Resolution Process – Your 3 step guide, will not be distributed to the retail trade due to the cost, but will be circulated at Trade Shows.

The cost for printing and distributing was circa £1800.00, which has not been budgeted for and the PDF Board felt that this was a lot of money in view of the fact that the flyer would probably be ignored by the majority of retailers.

NI have offered publish the flyer in Retail Express free of charge to raise awareness. Wholesale call centres will also have copies which they can send out to retailers.

NewstrAid have agreed to display a pop-up banner at their trade fairs on behalf of the PDC.

MW suggested that may MD via i Menzies xtranet could promote the flyer and SN through their connect2u.

The Committee requested that the Chairman take the decision back to the Board of the PDF and challenge it, as they feel that the decision does not support the concept of a Self-Regulating Body thereby challenging the principles of the PDRP. The Committee feel that the promotion will get the message to the outside world.

4. Analysis of PDC Stage 2 Complaints

- 4.1 The Stage 2 complaints were published and circulated for the initial period November 2010 – May 2011, showing that 35 complaints were made and registered.

The reasons for the low number of complaints could be because:

- The message is not getting out and infiltrating
- The trade bodies are encouraging newsagents to boycott the PDC.
- That there has genuinely been the lack of need to make complaints of 'serious and persistent' incidents.

MW queried the information published as he had raised a Stage 2 complaint on 30/04/11 that does not appear on the spreadsheet. MW then commented that the matter was dealt with reasonably well and that not all of the official paperwork was used and the matter had been resolved locally.

MW voiced concerns that, if House Manager's are assessed on complaints registered against their house,— then maybe there would be a reluctance to submit complaints and aim to resolve issues at a local level thereby not reflecting an accurate picture.

- 4.2 So far, only one association/company had submitted their Stage2 and Stage 3 complaints statistics for June. Reminders to be sent to the three outstanding associations/companies.

- 4.3 The breakdown of the 35 complaints registered is:

- 35 Delivery Timeliness
- 1 Returns Management
- 1 Customer Service

The overall conclusion was that there does not appear to be too many trends to be concerned about. RG and MW felt that the word is filtering out and, if the problems are being resolved more frequently at local level, then this is good for the industry.

NR reported that at a meeting he had recently attended it was reported that every week there is an average of 2 vans stolen from wholesalers and 3 – 4 vans written off in road accidents, so with the best systems put in place, there are outside influences that affect the efficiency of the distribution.

4.4 NR referred the Committee to the report form and it was resolved that:

- Complaint Reference Number – The agreed methodology for numbering a unique reference is pre-fixed with PDC/ customer number / six digit date i.e. PDC/210731/130611.

To detail the following numbering sequence for NPA and PPA:

- NPA entry should identify the Publishers i.e. NPA/MGN/11/10/15
- PPA entry should identify the Distributors.
- Amend headings from “Stage 2 (FTR) Comm” to “date Stage 2 commenced” and “completion date” which will monitor the timeliness of the process.
- To filter complaints by date order.

4.5 It was agreed that the PDRP should prepare quarterly reports on the PDC statistics that should be released as a Press Release and published on the PDF website. DK to check with Data Protection Agency as to whether this is permissible.

5. PDC and Up Channel Standards Review

5.1 NR brought to the attention of the PDRP the fact that the PDF is starting to review the Press Distribution Charter Standards.

NR invited the PDRP members to look at the Charter and put forward any amendments they thought appropriate.

NR advised the PDRP that the PDF was looking and advertising for a Retail Chairman to carry out the process of reviewing the Charter. Application closing date 31.07.11.

5.2 The Chairman reminded the PDRC that up channel standards were not as important to the supply chain as they had been in the past due to extensive use of KPIs. KPI's are a measurement of ongoing performance and efficiency between the wholesalers and the publishers and are currently running at 98%.

This information is published a month in arrears on the PDF website for everyone to see for transparency and performance.

DK to circulate KPI statistics to the members of PDRP.

6. Dates of Next Meetings

Date of Next Meetings:

29th September 2011

Venue NPA Offices

13:30

There being no further business the meeting was closed at 12:30pm with a vote of thanks to the Chair.

MEETING – 8th July 2011 SUMMARY OF ACTIONS

Item	Action	By Whom
3.1	Retail panellists to attend 'Nightly Miracle' at print centre and wholesale house - Date to be confirmed.	DK
3.2	Append cost for additional website development	DK
3.3	To speak to PDF Board to revisit publishing the One Page Flyer	NR
3.3	Wholesale to look into advertising link/ banner of One Page Flyer on the xtra net/ websites linking to PDF website	DS/JD
4.1	Email to DS re MW Stage 2 complaint not registered	NR
4.2	To Speak with associations that have not submitted Junes Stage2 & 3 Data Send a reoccurrence reminder for 6 months on outlook to each association.	DK
4.4	To get commenced dates for Stage 2 Complaints for Nov - May	DK
4.5	Check with Mark Charlton on requirements of publishing retailer's details on PDRP Website and Press Releases	DK
5.2	To circulate monthly KPI's to PDRP members	DK