

**Minutes of the Meeting of the Press Distribution Review Panel  
held on Thursday 19<sup>th</sup> May 2011 at the Offices of the  
Newspaper Publishers Association, St Andrews House, 18 –  
20 St Andrews Street, London, EC4A 3AY**

Present:

|                 |                      |
|-----------------|----------------------|
| Neil Robinson   | Chairman             |
| Jonathan Denton | Smiths News          |
| Darren Barker   | NPA                  |
| Dave Shedden    | Menzies Distribution |
| Richard Church  | Independent Retailer |
| Mark Williams   | Independent Retailer |

In Attendance:

|              |            |
|--------------|------------|
| Dorothy King | Call On Us |
|--------------|------------|

1. **Apologies –** Carries Rooks PPA  
Raj Ganatra Independent Retailer

2. **Minutes of Last Meetings: - 24<sup>th</sup> February 2011**

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

3. **Matters Arising**

3.1 Training Call Centre staff - DS stated that the two MD contact centres have laminated instructions on the walls explaining PDC call handling and also have it stored on their shared files, and that this is all now fully operational and complete.

JD reported that SN has sent out a briefing to its call centres capturing information from the PDC Complaint Process and is in the process of rolling it out as a Standard Operation Procedure. The document should be signed off Monday

22<sup>nd</sup> May and the procedure will be distributed during the following week. Once it is signed off, Debbie Dulson will visit the Wholesale Houses giving training on the process and it will be on the appropriate personnel's pc's.

DB reported that NIDL had taken the opportunity to have a look at the process from both Wholesaler and Publisher elements, and tasked Des O'Dwyer and Mark Webber to streamline the NIDL process to match the PDC. The PDC process has been briefed out through the Circulation Department and other various departments to increase awareness. All complaints raised through NIDL are treated the same regardless if they have been raised through the PDF.

Training programme needs to address for two key elements:-

- I. Basic knowledge and training of the call centre personnel on how to handle Stage 1 and 2 complaints and separate genuine PDC complaints from enquiries.
  - II. To raise the retail profile and awareness of the Complaints Resolution Process of the Charter and the methodology of complaint handling.
- 3.2 PDCRC Retailers to Witness 'Nightly Miracle', Visit of Print Centre and Wholesale depot - The Retailers visit to a print centre in order to witness the 'Nightly Miracle' is to be confirmed as to when this will take place.

DB states that NI have got 3 available dates in June and will tie up with JD for a visit to Borehamwood for the retailers to see 'in bound' supplies, packing and delivery of live print and the distribution operation.

#### **4. PDC Stage 2 Complaints**

- 4.1 The PDC is a self regulating body that monitors the industry. In order to achieve this, there has got to be Industry Standards covering Wholesale to Retail and Up Channel Standards from Publisher to Wholesale. In future, this could even be extended to Retail back to Wholesale.

The function of the PDRP is to ensure that the standards are in place and being used and to monitor the complaints process in order to identify areas of concern within the supply chain.

This can only be accomplished by a vigorous reporting process that is uniform across the industry and used by all wholesalers and publishers. Local data must then be passed onto the Administrator of the PDC for publishing on the PDC website in order to record national performance, and identify any potential adverse trends, by type/ wholesale depot etc. .

It was unanimously agreed that the uniform reporting spreadsheet will be distributed to each association for them to pass onto their various centres. Wholesale companies and publishing associations will collate the monthly statistics and feed back to PDC Administrator by the 7<sup>th</sup> of the succeeding month.

The unique number for each complaint will be "PDC" followed by the 6 digit date and the customer number, i.e. PDC/190511/123456.

There was discussion concerning data being entered onto the national spreadsheet at depot level in order to prevent double handling. However, it was agreed that to start with each wholesaler and association must forward the data to DK for collation and publishing. NR and DK to speak to their contacts to get indication of cost and lead time.

So far it has been reported the following associations have received the following:

|     |   |                                                                                |
|-----|---|--------------------------------------------------------------------------------|
| NPA | - | 254 Complaint forms requested<br>178 Forms returned<br>125 Complaints resolved |
| MD  | - | 8 Stage 2 complaints received<br>7 Resolved<br>1 Pending<br>0 Stage 3          |
| SN  | - | 32 Issues<br>25 Resolved at a value of £480.81<br>7 Not resolved               |
| PPA | - | 0 No complaints received                                                       |

## **5. PDC Flyer/Poster**

5.1 NR thanked DS for preparing the first draft of the flyer, and discussed with the group the second draft.

The group approved the second draft with a couple of subtle changes required before re-circulation.

Wholesalers said that they are unable to print large quantities of the flyer in colour. DK reported that she had a printer who could print the complete requirement for

£1,800 +VAT. The group was concerned that the flyers will ignored by the retailers, but instructed NR to seek a budget from the PDF board.

## **6. Retail Forum**

- 6.1 NR explained to the PDRP that the PDF is to run a Retail Forum on 6<sup>th</sup> October 2011, at the NI new print centre at Broxbourne. If the forum is successful, more will follow.

The purpose of the Retail Forum is to engage with a cross section of retailers at grass roots level. The PDF suspects—that independent retailers concerns and issues are not necessarily the same as those of multiple outlets and retail associations, which can be politically motivated and not necessarily in the majorities' best interest.

## **7. Review Charter Standards**

- 7.1 NR brought to the attention of the PDRP 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.

## **8. Dates of Next Meetings**

Date of Next Meetings:

08/07/11      11:00      Venue PPA Offices

There being no further business the meeting was closed at 15:55pm with a vote of thanks to the Chair.

**MEETING – 19<sup>th</sup> May 2011  
SUMMARY OF ACTIONS**

| <b>Item</b> | <b>Action</b>                                                                                                                                                                                                        | <b>By Whom</b>  |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>3.2</b>  | <b>Retail panellists to attend ‘Nightly Miracle’ at print centre and wholesale house - Date to be confirmed.</b>                                                                                                     | <b>DB/JD/DS</b> |
| <b>4.1</b>  | <b>To get cost indication and lead-time for allowing associations to enter complaint information direct onto database of website.</b>                                                                                | <b>NR/DK</b>    |
| <b>4.1</b>  | <b>To brand and circulate PDC Stage 2 complaint Forms</b>                                                                                                                                                            | <b>DK</b>       |
| <b>4.1</b>  | <b>Stage 3 Forms - NR to circulate to group</b>                                                                                                                                                                      | <b>NR</b>       |
| <b>5.4</b>  | <b>One page flyer -raising awareness with brief pictorial of What is PDC/ What is a complaint and the step of the 3 Stages of complaint resolution process</b>                                                       | <b>DS</b>       |
| <b>7.2</b>  | <b>PDC reporting spreadsheet to be distributed to all wholesale depots and publishing head offices. To be completed by all for period 1/11/10 – 31/5/11 and returned by company to PDRP Administrator by 7/6/11.</b> | <b>DK</b>       |