



**Minutes of a Meeting of the Press Distribution Review Panel held on Thursday 1<sup>st</sup> September 2016, at the PPA Offices, Second Floor, 35 – 38 New Bridge Street, London, EC4V 6BW at 1:00pm**

Present:	Neil Robinson Trevor Hudson Andy Smith Jason Ingold Steve Archer Paresh Vyas Raj Chotai	Chairman PPA SN - By conference Call NMA Independent Retailer Independent Retailer Independent Retailer
In Attendance:	Dorothy King	PDRP Administrator

**1. Apologies for Absence and Welcome**

- 1.1 Apologies were received from Linda Gardner (MD), Mark Gilhespie (NMA) and Graham Read (Independent Retailer).
- 1.2 The chairman welcomed Jason Ingold who represented the NMA in Mark Gilhespie' s absence.

**2. Minutes of Last Meeting – 7<sup>th</sup> July 2016**

- 2.1 The Draft minutes of 7<sup>th</sup> July 2016 were adopted.
- 2.2 The final minutes will be circulated within the next 7 days.

**3. Matters Arising**

**3.1 PR Sub Group**

The Press Release regarding how retailers can obtain their RDT and SDT times was published in 'Retail Newsagent', with a quote from Steve Archer. It was also published in 'Retail Express' and 'The Convenience Store' with Jac Roper urging retailers to use it.

### **3.2 Any Other Business**

AS confirmed that he will circulate an email after the meeting regarding 'Racing Post' being supplied direct to bookmakers.

AS has spoken to Simon Gage and Tom Rodgers and has been advised that SN has no part in this and is not engaging with the 'Racing Post' to enable it to take any supplies direct. It is possible that the 'Racing Post' is delivering direct themselves. SN wish to continue to keep it within the current supply chain.

SA advised that the format of the 'Racing Post' which is being delivered direct is different to those which are being sold in retail stores. It is a broadsheet, double, open, has gaps in it and has different information about the horses. One course takes a page, whereas in the edition which is sold via retail there are three courses to a page.

It is reasonable to consider that the publisher is supplying direct, because they can rationalise on production.

### **4.0 Report of Standards Sub Group**

**4.1** NR reported that he had submitted Standards paper to the chairman of the PDF and it came directly back with a request "what is the PDC actually recommending as the standards are not labelled PDC or MD. I am probably missing something obvious but it would be helpful to have clarification before I circulate the documents."

NR had amended the paper and recirculated to the PDRP on 16/08/2016 for comment, only receiving feedback from SA and TH.

NR requested better support from panelists. If a paper is circulated for comment prior to publishing it is important that panelists respond and give their comments. The paper represents the views of the PDRP and as such requires to be endorsed.

NR had put the suggested amendments into PDC Standard "Speak", from the two statements made by the wholesalers.

**4.2** AS undertook to respond back by end of the day (01/09/2016) on SN approval for the wording of the amendments.

**4.3** LG is not due back from vacation for approximately 10 days and will be unable to confirm MD's position until then.

**4.4** SA raised his concern over the confusion with regard to voucher processing and asked if wholesalers would consider a standard: "If vouchers are received BUT not processed for any reason then an average voucher credit could be given". SA suggested that this will assist in eliminating voucher complaints.

AS agreed in principle but added that Voucher Processing is not within his remit. Accordingly he would be happy to refer to the Operations Department of SN.

SA advised the panel that SN tend to operate an average voucher credit over the Christmas period because of the delays in collating vouchers and having them scanned.

DK advised that this would only work if retailers return vouchers regularly, retailers who return vouchers ad hoc do not have an accurate average return.

RC stated on behalf of retailer serviced by MD, that his shop returns its vouchers every week and when MD miss out they have applied an average credit so there is no impact on the retailer's cash flow.

The average credit is for when there have been delays in processing only.

**4.5** JI to respond back to the panel and advise if News UK (DTR) would be prepared to consider an average credit voucher when there have been delays in processing the voucher returns.

**4.6** SA to draft amendment re average voucher credits, along the line of: "When vouchers are received within time, an average voucher will be applied if the vouchers are not processed".

## **5.0 Report of PR Sub Group**

**5.1** At the meeting on 07/07/2016 it was agreed to reform the PR Sub group with representation of:

- Marie Kirven SN
- Mark Gilhespie NMA
- Steve Archer Independent Retailer
- Graham Read Independent Retailer

**5.2** In order to consider the possible presence of the PDRP at trade shows and events, a budget had been called for at the last meeting. GR had agreed to set this and to present at this meeting. Unfortunately, a budget was not prepared and therefore this item is carried forward.

**5.3** It was agreed that the budget needs to consider the events that the sub group considered best to attend during 2017, i.e. NFRN Annual Conference, Palmer and Harvey Show.

It was recognised that the NFRN has a standard charge of £1,000 for attending and exhibiting at its shows, but this is for commercial companies.

It was agreed that the PDRP will appeal to NFRN for a gifted stand, but will require a budget for dressing the stand and promotional literature.

The panel was reminded that Londis and Booker are holding shows in the North and South, (Manchester and Sandown Race Course). These events could be considered in order to capture non NFRN retailers.

PV thought that the NRFN branch and district shows should be considered as there would be little or no cost to attend as the venue cost is met by the NFRN.

**5.4** RC raised concern as to whether trade shows are a good return on investment. There are a limited number of attendees to the shows and those who do attend have an agenda of who they wish to visit and how much time they can afford away from their business. He thought many retailers will bypass the stand and not engage.

**5.5** PV suggested engaging with regional Cash and Carry's and host a stand with a representative to talk to the retailers. Cash and Carry have not charged for this previously.

**5.6** RC suggested that the most efficient way to get retailer's awareness to the Charter is to carry out a leaflet promotion 2/3 times a year with clear precise bullet points to attract attention. This should capture all independent retailers at minimal cost and be something for the retailer to retain for reference.

The one page flyer 'PDC Complaint's Resolution Process', has been the most successful.

From wholesale experience, written communication to retail generally gets disposed of regardless of the importance of the documentation. It can be hit and miss when communicating on issues such as SNAAP, when supplies have been delayed due to production issues, RTA or weather.

**5.7** PV advised the panel that he is currently organising having the PDF document “What We Stand For” translated into:

- Urdu
- Hindi
- Gujarati
- And waiting for Sinhalese

This is because many retailers on average speak four different languages and are unable to speak English.

PV was visiting a retailer in St Helen’s who owns 15 shops, but is unable to speak a word of English. Although she is unable to speak English it does not mean that she is unsuccessful in business.

When it comes to making daily contact with wholesale regarding order supplies, delivery issues or general day to day processes such retailers rely on staff.

It may be possible to have the Charter translated into the four alternative languages and published on the PDF website, but this would only be relevant to retailers using on-line communication.

There are a high number of non-English speaking retailers who are unable to engage with the industry because they are unable to communicate.

Consideration was given to the viability of having a brief outline of what the PDF stands for translated into the four languages with the PDRP helpline number. These translations together with a translation of the PDC Complaints Resolution Process to be published on the website.

The wholesalers reported that, from their perspective, they are only able to engage in English and will only deal with issues in spoken or written English.

If this consideration of multi-lingual promotion was to happen, retail complaints and other communications would only be accepted in written English. It would only be for awareness purposes that the complaints process is translated into the four popular languages.

There was also a belief held by some panelists that the PDC, the complaints process and all promotional material should only be in English.

It was agreed to pass this item onto the PR Sub Group to investigate how best to get the story of the PDC Charter and Complaints Process to the wider audience. The PDRP is not committed to partaking in trade stands and asks the PR Sub Group to explore other promotional avenues which might include leaflet drop to retailers or putting a multilingual sheet on the PDF website.

**5.8** DK stated that, although it is possible to promote multilingual information via the website, it needs to be formally translated with an unwritten declaration. Once transcribed for the website it will again require further proof reading and a further declaration that everything is correct and nothing in the content to cause upset or be offensive to anyone one or group etc.

## 6.0 Stage 2 Complaints Audit

- 6.1 The latest press release was sent out on 08/08/2016 to all trade press entitled "We Need Your Help", advising retailers who have engaged with the complaints process that there is a quick on line survey for their feedback of their experience of the process.

Since launching the on line survey the PDRP have never received a completed form from a retailer to say that the experience has been good, bad or average.

## 7.0 PDRP Constitution and Tenure of Office

- 7.1 The Chairman advised that the tenure of office for retail representatives is two years, however the PDRP Constitution had been revised and published dated 01/01/2016, providing that members maybe re-appointed for a further term of two years by a majority of 2/3 vote of the panel.

The current retail representatives became members of the PDRP in September 2014 and it is therefore now time for them to consider if they wish to re-apply for a second term or to relinquish their post.

- 7.2 RC became a member of the PDRP during January 2012, and extended into a second office of tenure in September 2014. RC is happy to continue to serve for a further term until January 2018.

- 7.3 SA has served for his first two years of office and personal circumstances have changed with his now owning a home in South Africa. However he is still very passionate about the industry and involved with the news trade and when home would like to be a member of the panel.

SA advised that he is leaving for South Africa during September and returning home at Christmas, looking to return to South Africa between January and the end of April. Although at this time he cannot commit to attending four meetings a year he is still committed to the cause.

SA also raised that whilst we discuss engagement with the retailers, change is required.

When next year's meeting dates are agreed, SA will be able to confirm if he is able to stand for a second office of two years.

- 7.4 PV is happy to consider remaining for a further two years.

## 8.0 Report on Complaints Resolved Via PDRP Help Line

- 8.1 The PDRP Administrator stated that all the complaints handled by the PDRP Help Line are conducted in the nature of a Stage 2 Customer Complaint; she informed the panel that there had been:

23 complaints received and 62 breaches between 01/07/2015 – 31/08/2016.

	Complaints	Breaches
Smith's News	12	26
Menzies	4	10
DTR	7	26
NMA	0	0
PPA	0	0

Breached of Standards – 62 Breaches

T&C	DT	Del Q	OSM	RM	Inv	VP	Sub R	C/S	C/C
5	11	5	4	8	10	0	0	19	0

- 8.2** There had been a decrease of 27 complaints from previous meeting, although the previous stats were based on three months as opposed to two months as detailed above.

Year to date collectively there has been 128 complaints via the PDF Helpline and 341 breaches.

## **9.0 Any Other Business**

- 9.1** SA advised that the NFRN report of its industry summit in April is interesting it reports that "The fourth publisher's summit took place on April 28<sup>th</sup> 2016, with good attendance from publishers, wholesalers and Mike Newman on behalf of the PDC".

SA stated that he has not been asked as yet, who is Mike Newman and what is the PDC?

It is out in the public domain and circulated by the NFRN, which has to be good.

- 9.2** SA stated that in the June edition of the NFRN's 'Thefed' magazine there was a feature "Together for the Future of News", about the summit the NFRN held in April, with some key actions points.

Within the same edition of the magazine Simon Gage was featured within 'Turning the Spotlight On'.

In the April issue the 'Turning the Spotlight On' featured Mark Cassie of MD.

- 9.3** NR advised the panel that he is unhappy with the performance of wholesale and publisher houses in dealing with the complaints process at Stage 2 and Stage 3 with regard to timeliness, accuracy and completing the appropriate paperwork.

In the meeting with the PDF earlier in the day NR had suggested to the Board that, with the assistance of DK, he should prepare a 'PDC Wholesalers Notes for Guidance'. This will assist wholesalers and publishers when there is change in personnel as the document can be handed over to the incoming operative with a comprehensive view of the process.

- 9.4** NR raised concern about DK receiving data through on time for the quarterly reports, and has requested members of the panel referring this back to the appropriate person within their organisation.

- 9.5** Dates of next year's meetings. DK to prepare a draft of suggested dates by the next meeting.

- 9.6** PV raised concern with SN regarding the tags for the magazine tote boxes. PV advised that, so far, he has had to wait 6 weeks and still has not received his requested tags. PV stated that there are several retailers who have brought this to his attention. Stockport is the supplying depot. AS said he will check with Stockport on tote tags, there should not be an issue, but if there was there are trunks moving product all around the country, so they can obtain stock from alternative depots.

Meeting closed at 2:55pm with thanks to the Chairman.

## **Date of Next Meeting**

The next meeting will be held on Tuesday 6<sup>th</sup> December 2016 at 13:00 at the Marketforce Offices, 5 Churchill Place, Canary Wharf, EC14 5HU .

**MEETING 1st September 2016  
SUMMARY OF ACTIONS**

<b>Item</b>	<b>Action</b>	<b>By Whom</b>
<b>2.2</b>	The final edition of Minutes 07/07/2016 will be circulate within the next 7 days.	<b>NR/DK</b>
<b>4.2</b>	AS to confirm to NR the SN approved wording for the revised Standards Report	<b>AS</b>
<b>4.3</b>	LG to confirm MD's position with regard to the revised Standards Report	<b>LG</b>
<b>4.4</b>	AS to enquire from the SN Operations Department regarding the Average Voucher Credits process being the normal when there has been a delay in processing returned vouchers.	<b>AS</b>
<b>4.5</b>	JI to advise if News UK (DTR) are prepared to consider average voucher returns; if voucher processing is delayed.	<b>JI</b>
<b>4.6</b>	DK to amend wording for document for average voucher crediting.	<b>DK</b>
<b>5.2</b>	SA and GR agreed (in GR absence) to prepare budget for PR Sub Group to present to the panel	<b>SA/GR</b>
<b>5.7</b>	PR sub group to consider promoting awareness of the PDC Charter and Complaints Process via a leaflet drop to retailers and/or a multilingual information sheet for the PDF website.	<b>MK/MG/SA/GR</b>
<b>7.3</b>	SA to advice by December's meeting if he would like to remain and serve a second term of office as a PDRP panelist.	<b>SA</b>
<b>9.3</b>	Prepare a draft 'PDC - Wholesalers Notes for Guidance'	<b>NR/DK</b>
<b>9.4</b>	Members of the panel to refer back to the person within their organisation forwarding complaint data to DK with a request regarding receiving the monthly Stage 2 and 3 Stats within the specified requested time i.e. the 21 <sup>st</sup> of each month following the month in which is being reported upon.	<b>NMA/PPA/SN/ MD</b>
<b>9.5</b>	Circulate draft meeting dates for 2017	<b>DK</b>