

Minutes of a Meeting of the Press Distribution Review Panel held on Thursday 30th April 2015 at 1.00pm at the Offices of Marketforce, Blue Fin Building, 110 Southwark Street, London, SE1 0SU

Present:	Neil Robinson Linda Gardner Mark Pardon Jason Ingold Rajiv Chotai Paresh Vyas Steve Archer	Chairman MD PPA NMA Independent Retailer Independent Retailer Independent Retailer
In Attendance:	Dorothy King	PDRP Administrator

1. Apologies for Absence and Welcome

- 1.1 Mark Gilhespie and Graham Read.
- 1.2 The Chairman welcome Jason Ingold News UK, deputising for Mark Gilhespie.
- 1.3 Debbie Dalston was absent.

2. Minutes of Last Meeting – 29 January 2015

- 2.1 The minutes of 29th January were adopted. Regretfully the September 2014 Minutes remain outstanding and hopefully will be published in the near future.
- 2.2 The Panel expressed its concern at the delays in publishing minutes of meetings and the Chairman was instructed to write formally to the PDF requesting that the Administrator be given sufficient time to carry out all of her PDRP duties on time. It was agreed to seek authorisation to increase the Administrators hours by 1 day per month for this purpose.

The Panel recognised that part of the problem is that the PDRP has become more active and the work ratio has increase requiring extra time and support from the Administrator.

3. Matters Arising

3.1 PR Sub Group Formation

The PR Sub Group has not held a conference call meeting and therefore the action for SA to draft a press release on how to obtain RDTs from wholesale and circulate the same to the PR Group and PDRP Panel is to be carried forward.

3.2 Wholesale Complaints – Best Practise

LG to contact DD as a priority to compare wholesale complaint responses (best and worse), in order to try and share/publish an internal document on best practises for complaint handling.

LG reported that the responses from MDL are thorough and adhere to the PDC guidelines and deadlines.

It was reported that complaint handling had been discussed at an SN conference, with focus on improvement.

3.3 Customer Survey

DK circulated a sample of an electronic survey for the panel to approve enabling retailers to respond to the survey anonymously. When responses are received they will be captured within a database.

When all Stage 2 & 3 complaints are resolved the link to the questionnaire will be forwarded to the retailers requesting them to submit their answers to the questions for feedback on engagement with the complaint process. This will help with the reviewing of the strengths and weaknesses of the complaint process.

SA was requested to draft a press release regarding the Electronic Survey and circulate to the PR Group and the PDRP Panel for comment.

3.4 NFRN Conference June 2015

SA reported that he had emailed Brian Murphy (Head of News Operations NFRN) 29/04/2015 regarding the possibility of NR attending the NFRN Conference on 8/9th June in Torquay.

SA was also asked to enquire into a five minute slot on stage for NR to address the delegates.

The panel discussed having a small table at conferences and trade shows as a trade stand for the delegates to visit during breaks, to engage with the PDRP and generally raise PDC awareness.

SA reported that he is also looking into obtaining a page in Retail Newsagent for NR to write a PDRP/PDC profile.

SA suggested that DD and LG should attend the conference as Heads of Customer Services and also as representatives from PPA and NMA.

4. Standards Sub Group

- 4.1 The Chairman pointed out that the sub-group must be mindful and aware, that changes to the PDC standards have historically been developed by a PDF group under an Independent Chairman, previously employed by BIS/DCMS, (Department of Culture, Media and Sport).

In these circumstances, the work carried out by the PDRP Standards Sub Group will constitute a PDRP submission to the Independent Standard Review Group for consideration when the PDC is next due for review.

- 4.2 He also pointed out that commercial issues cannot be discussed due to competition legislation and, accordingly would not be accepted by the Competition and Marketing Authority (CMA).

- 4.3 MP updated the PDRP on work carried out so far by the Standards Sub Group:

- 4 conference calls to date, which have resulted in the group venturing out of their remit, but are now back on course.

- 4.4 MP circulated a paper which the Standards Sub Group has been working on:

- Standards comparisons MDL Customer Service Pledge v3 V PDC v2.

➤ **Delivery Timeliness**

Every retailer should receive on time delivery of newspapers and magazines, for the day of sale.

2.1 The wholesaler will deliver all titles and their appropriate sections, no later than the Retailer Delivery Time (RDT), or Scheduled Delivery Time (SDT), for the day of sale, (MDL) if the product reaches them on schedule.

** What is the Publishers pledge to meet the agreed wholesale delivery schedules?

➤ **Delivery Quantity**

Every retailer should receive their delivery of newspapers and magazines, in a saleable condition, with clear delivery documentation.

3.2 Wholesalers will record the number of Tote boxes and/ or parcels and time of delivery in order to produce traceable delivery information in the event of a delivery dispute.

3.5 Retailers are advised to report shortages of magazines to their wholesaler by **3pm on the day of delivery. For retailers undertaking automated claims processes the deadline for claims receipt will be agreed between the retailer and wholesaler.

** MDL Pledge is now 4pm,

3.12 Delivery and returns parcels and Tote Boxes will be securely bound and not to exceed 18kg or the regulatory limits set by the Health and Safety Executive.

➤ **Order and Supply Management**

All retailers will be provided with information and a range of options to help manage their supplies in order to increase sales and reduce inefficiencies.

a) Confirmation of Supply

Demand.

4.5 A retailer can manage his newspaper and magazine supplies, provided this is within publishers sales promotions and unsold guidelines.

Wholesalers (MDL) will honour any change made to a Newspaper standing order value for the next two issues corresponding to the day of the week; or to a Magazine standing order for the next two issues. Such changes will not be honoured if it is impossible to do so within the publisher supply constraints.

In such cases the publisher will authorise the wholesaler to include the retailers request as part of their allocation system process, for that publishers titles. In the event the retailer fails to meet the unsold guidelines, the facility will be withdrawn.

4.6 When a retailer delists a title, the request will be honoured immediately. In order to relist the title, the retailer must notify the wholesaler.

Where there is evidence that a retailer has not sold a single copy of a magazine title for three consecutive issues, wholesalers will nil the standing order. . Should this be included?

➤ **Invoicing**

Retailers can expect to receive a detailed invoice on a daily or weekly basis, showing supplies, credits and any additional charges. Wholesalers will have a clear process to record and swiftly answer queries. Claims and overs and under charges will be clearly marked on a subsequent invoice.

MDL will provide deferred payment on Stickers and Collectable items for a period of one week, which is aimed at the retailers stocking these products without an adverse impact on their cashflow. If a retailer prefers

not to receive deferred terms on these items MDL will remove them on request.

➤ **Voucher Processing**

Publishers and wholesalers will provide an easily administrated system for redemption of vouchers, allowing for swift confirmation, crediting and resolution of any queries. Retailers should receive credit no more than 14 days after submitting voucher claims, minimising the impact on cashflow. All voucher credits and rejections will be clearly detailed on the invoice.

7.3 All valid vouchers returned will be credited within 14 days of return.

What is the rationale for this period?

Could it be reduced to 7 days to help retailer cashflow?

- Newspaper supplements insertions & voucher handling processes including payment.
- Order and Supply Management . within the Charter it discusses the retailer managing his newspaper supplies provided it is within the publishers unsold guidelines, - Magazines order and supply management policy is not included within the Charter.

4.5 The PDRP shared a view that there should be just one industry Charter to which the entire industry should subscribe to.

4.6 It was agreed that MP and the Standards Sub Group arrange a conference call with DD (SN) to discuss the findings and for DD to refer up channel to SN.

4.7 The Chairman congratulated the Sub Group for the work carried out so far.

5. Report of PR Sub Group

5.1 There has been no formal meetings or conference calls held by the PR Sub Group.

6. Standardisation of Restitution Payments

6.1 The Chairman reported that the PDRP recommendations on the standardisation of restitution payments had been referred to the NMA in February and the PPA in March. The publishers originally agreed to the proposals in principle, but then looked further at the definition of ~~Persistence~~

The publishers have now requested that the PDRP amend the wording of ~~Weekend~~ newspapers and magazines in order to distinguish between Saturday and Sunday newspapers.

It was agreed that the amended wording read:

- Newspapers . The same problem occurs three times in three weeks for Monday to Friday newspapers, three times in six weeks for Saturday or Sunday newspapers.
- Magazines . The same problem occurs three times in six issues of a weekly, fortnightly or monthly magazine.

6.2 NR was instructed to draft a note to the PDF to accompany the amended definition of ~~Persistence~~

6.3 When agreed and accepted by the PDF a press release should be released to the trade partners and retailers.

7.0 Stage 2 Complaints Audit

7.1 The example of electronic survey approved with thanks to Newsco Software for their support.

8.0 Report on Complaints Resolved Via PDF 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:

19 complaints received and 39 breaches between 31/01/2015 . 30/04/2015.

	Stage 2	Stage 3	Total
Smiths News	12	2	14
Menzies	4		4
NUK	2		2
Unknown	1		1

Breached of Standards . 39 Breaches

T&C	DT	Del Q	OSM	SBR	RM	Inv	VP	Sub R	C/S	C/C
0	7	0	9	0	2	4	1	0	16	0

8.2 Delivery Quality has seen a marked decline, with an incline in Order & Supply Management and Customer Services.

9. Any Other Business

9.1 PDF Round Table . 19th May 2015 Trinity Mirror Oldham 11:00am . 2:00pm.

9.2 Paresh Vyas agreed to attend the Retailer Round Table to represent the PDRP.

9.3 The PDF are trying to have a democratic split between MDL and SN retailers.

Meeting closed at 15.45pm with thanks to the Chairman.

Date of Next Meeting

The next meeting will be a Conference Call held on Thursday 23rd July 2015 at 14:00, dial in details attached below.

MEETING –30th April 2015 SUMMARY OF ACTIONS

Item	Action	By Whom
2.1	NR to write to the PDF Board re PDRP Administrator and allocation of time, requesting more time be allocated per month to the PDRP.	NR
3.1	SA to draft a press release on how to obtain RDTs from wholesale and circulate to PR Group and Panel	SA
3.2	LG to contact DD regarding the SN & MDL comparing complaint responses (best and worse) in order to compile an internal document on best practises of complaint handling	DD/LG
3.4	SA to draft a press release regarding the Electronic Survey on the Complaints Process and circulate it to the PR Group and panel	SA
4.6	MP and the Standard Group to arrange a conference call with DD to inform DD of the sub groups findings and for DD to refer up channel to SN	MP
5.1	DK to amend Guidance Note for Retailers incorporating the amendments as requested by NMA and PPA re definition of P Persistenceeq	DK
6.2	NR to draft a note to the PDF regarding the amended and approved definition of P Persistenceeq	NR
6.3	Press Release for the publishing of the revised Guidance Notes For Retailers	PR Sub Group

Dates for Meetings 2015

- 23/07/2015 2pm Conference Call - **Call: 0845 351 0342 – Participant passcode:610500**
- 03/09/2015 1pm Blue Fin Building
- **10/12/2015** 1pm Blue Fin Building

Please note that the last meeting date has been amended to 10/12/2015.

The next PDRP catch up is a conference call on 23/07/2015

**Dial In No: 0845 351 0342
Participant Code: 610500**