



Press Distribution Review Panel

Annual Report 2018

Executive summary

During 2018 we have seen a slight reduction in number of Stage 2 complaints compared to 2017, however, there has been a significant increase in those that progressed to Stage 3 and in the number of wholesale houses from which complaints have originated.

Performance data is summarised on pages 3 and 4 of this report and includes history of breaches by standard, association and timeliness. Details of breaches by wholesale location are in Appendix 1.

| | 2016 | 2017 | 2018 |
|---|------|------|------|
| Wholesale houses originating complaints | 40 | 34 | 47 |
| Number of completed Stage 2 forms | 167 | 289 | 283 |
| Number of Stage 2 Breaches | 266 | 324 | 284 |
| Number of complaints escalated to Stage 3 | 9 | 22 | 41 |

Despite some progress in 2018 refocusing the PDRP's activities and improving the general reporting, several challenges remain for the complaints process to reduce retailer frustrations with accessibility, heavy administrative burden and associated timescales.

It is also important to put into perspective the overall scale of activity that occurs between wholesalers and retailers, and the number of potential instances that could lead to a service failure as defined in the Charter. In its simplest form one instance is one retailer receiving a single product, be that a newspaper or a magazine.

Summary data has been provided which shows that in 2018 there were a total 396 million instances that could have led to a service failure and a complaint. Of these 232 million were newspaper, and 164 million were magazine instances. Whilst some frustrations remain, the current level of service failures represent a very small proportion of the overall levels of activity in the supply chain.

However, PDRP reporting has to date failed to capture the true extent of complaints in the supply chain and the PDRP group has been keen to gain visibility of all that arise, notably before a retailer may trigger a formal Stage 2 complaint. The wholesalers have recognised the benefit that greater transparency can bring and from January 2019 will provide information on all complaints received that are dealt with under Stage 1 of the complaints process.

This is major step forward and will now enable the PDRP to monitor and review the true extent of service standard failures.

In terms of focus for 2019, the key areas for the PDRP are:

- Improving retailer access, providing better guidance and simplifying the process.
- Identifying opportunities to reduce the timescale to arbitration
- Develop the website to better support the complaints process
- Improving awareness through more relevant marketing and communication channels
- Reviewing and updating of the Charter and supporting documentation
- Highlighting the positives of progressing a complaint, through reporting and case studies
- Addressing inconsistencies of wholesaler approach to ensure compliance with charter
- Ensuring the Charter and complaints process is seen as an independent and national process

At the end of 2018 Dorothy King who had provided the administrative support for the PDC and PDRP process since inception resigned to take on a new full-time position. Consequently, from January 2019, administrative support will be provided by Linda Windsor. The PDC and PDRP would like to formally record their sincere thanks for the support that Dorothy has provided over her many years of service.

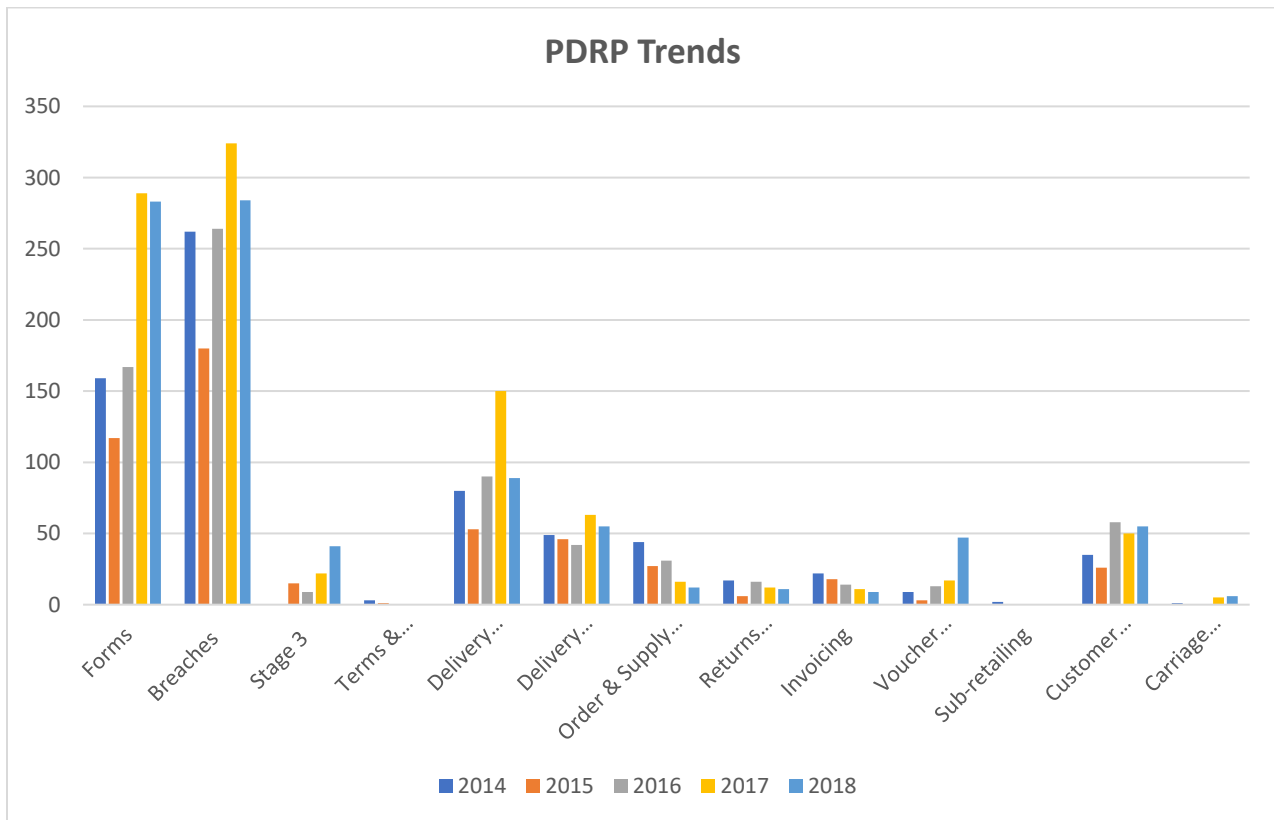
Summary Data

This data represents the result of the PDRP's monitoring of the PDC and its complaints process and provides transparency of performance against key measures of delivery and customer service.

1. Full year comparisons including breakdown by standards.

The table and graph below summarise; totals of Forms completed, Stage 2 breaches, Stage 3 complaints and breaches by Standard in full year 2014 – 2018, the periods for which comparable statistics exist.

| Year | Forms | Breaches | Stage 3 | Breaches by Standard | | | | | | | | | |
|------|-------|----------|---------|----------------------|---------------------|------------------|---------------------------|--------------------|-----------|--------------------|---------------|------------------|------------------|
| | | | | Terms & Conditions | Delivery Timeliness | Delivery Quality | Order & Supply Management | Returns Management | Invoicing | Voucher Processing | Sub-retailing | Customer Service | Carriage Charges |
| 2014 | 159 | 262 | n/a | 3 | 80 | 49 | 44 | 17 | 22 | 9 | 2 | 35 | 1 |
| 2015 | 117 | 180 | 15 | 1 | 53 | 46 | 27 | 6 | 18 | 3 | 0 | 26 | 0 |
| 2016 | 167 | 266 | 9 | 0 | 90 | 42 | 31 | 16 | 14 | 13 | 0 | 58 | 0 |
| 2017 | 289 | 324 | 22 | 0 | 150 | 63 | 16 | 12 | 11 | 17 | 0 | 50 | 5 |
| 2018 | 283 | 284 | 41 | 0 | 89 | 55 | 12 | 11 | 9 | 47 | 0 | 55 | 6 |



2. Full year breaches by Association

| Association | Standard | | | | | | | | | | |
|--------------|--------------------|---------------------|------------------|---------------------------|--------------------|-----------|--------------------|---------------|------------------|------------------|------------|
| | Terms & Conditions | Delivery Timeliness | Delivery Quality | Order & Supply Management | Returns Management | Invoicing | Voucher Processing | Sub-retailing | Customer Service | Carriage Charges | Total |
| 2018 | | | | | | | | | | | |
| Menzies | 0 | 20 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 4 | 28 |
| News UK/DTR | 0 | 3 | 4 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 10 |
| Smiths News | 0 | 64 | 50 | 12 | 9 | 8 | 44 | 0 | 55 | 2 | 244 |
| NMA | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| PPA | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 0 | 89 | 55 | 12 | 11 | 9 | 47 | 0 | 55 | 6 | 284 |
| 2017 | | | | | | | | | | | |
| Menzies | 0 | 8 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 10 |
| News UK/DTR | 0 | 1 | 5 | 2 | 2 | 1 | 4 | 0 | 0 | 0 | 15 |
| Smiths | 0 | 76 | 57 | 13 | 10 | 10 | 13 | 0 | 50 | 5 | 234 |
| NMA | 0 | 65 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 65 |
| PPA | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 0 | 150 | 63 | 16 | 12 | 11 | 17 | 0 | 50 | 5 | 324 |

3. Timeliness of Stage 2

2018

| Wholesaler / Publisher | No of Complaints | Not completed in 28 days | Average time (days) for completion |
|------------------------|------------------|--------------------------|------------------------------------|
| DTR London | 10 | 0 | 2.25 |
| Menzies Distribution | 28 | 2 | 13.8 |
| Smiths News | 244 | 13 | 8.6 |
| NMA | 2 | 0 | 4.3 |

2017

| Wholesaler / Publisher | No of Complaints | Not completed in 28 days | Average time (days) for completion |
|------------------------|------------------|--------------------------|------------------------------------|
| DTR London | 14 | 1 | 17.58 |
| Menzies Distribution | 10 | 1 | 14.8 |
| Smiths News | 200 | 4 | 6.82 |
| NMA / Telegraph | 65 | 65 | 36 |

Appendix 1: 2018 Breaches by wholesale location

| Wholesale Location | Standard | | | | | | | | | | |
|--------------------|--------------------|---------------------|------------------|----------------|--------------------|-----------|--------------------|---------------|------------------|------------------|-------|
| | Terms & Conditions | Delivery Timeliness | Delivery Quality | Order & Supply | Returns Management | Invoicing | Voucher Processing | Sub-retailing | Customer Service | Carriage Charges | Total |
| Aberdeen | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| Ashford | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| Birmingham | 0 | 6 | 14 | 0 | 1 | 0 | 0 | 0 | 9 | 0 | 30 |
| Bournemouth | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| Bristol | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Crawley | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| Croydon | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| Dalgety Bay | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 |
| DTR London | 0 | 3 | 4 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 10 |
| Exeter | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Gloucester | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 5 |
| Hammersmith | 0 | 4 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 5 |
| Hemel Hempstead | 0 | 9 | 1 | 5 | 4 | 2 | 0 | 0 | 5 | 0 | 26 |
| Hornsey | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Inverness | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Lancing | 0 | 4 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 6 |
| Leicester | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 4 |
| Linwood | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 3 |
| Liverpool | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Maidstone | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Milton Keynes | 0 | 3 | 1 | 0 | 1 | 0 | 0 | 0 | 5 | 0 | 10 |
| NAC | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Newbridge | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Newcastle | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 5 |
| Newmarket | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Newport | 0 | 1 | 5 | 0 | 0 | 1 | 4 | 0 | 5 | 0 | 16 |
| Nottingham | 0 | 4 | 6 | 0 | 0 | 0 | 1 | 0 | 2 | 0 | 13 |
| Oxford | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Peterborough | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 2 |
| Preston | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| Reading | 0 | 3 | 1 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 7 |
| Sales Centre | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| SEL | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 |
| Sheffield | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Slough | 0 | 2 | 4 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 9 |
| Southampton | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 |

| | | | | | | | | | | | |
|-------------------|----------|-----------|-----------|-----------|-----------|----------|-----------|----------|-----------|----------|------------|
| Stevenage | 0 | 4 | 3 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 9 |
| Stockport | 0 | 6 | 3 | 0 | 0 | 1 | 0 | 0 | 4 | 0 | 14 |
| Stockton | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Stoke | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 |
| Swansea | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Wakefield | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 |
| Warrington | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 6 |
| Wednesbury | 0 | 2 | 0 | 2 | 2 | 0 | 37 | 0 | 4 | 1 | 48 |
| Worcester | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 3 |
| Yeovil | 0 | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| York | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| Total | 0 | 89 | 55 | 12 | 11 | 9 | 47 | 0 | 55 | 6 | 284 |

Appendix 1 continued: 2017 Breaches by wholesale location

| Wholesale Location | Standard | | | | | | | | | | |
|--------------------|--------------------|---------------------|------------------|---------------------------|--------------------|-----------|--------------------|---------------|------------------|------------------|------------|
| | Terms & Conditions | Delivery Timeliness | Delivery Quality | Order & Supply Management | Returns Management | Invoicing | Voucher Processing | Sub-retailing | Customer Service | Carriage Charges | Total |
| Birmingham | 0 | 9 | 7 | 2 | 0 | 1 | 0 | 0 | 2 | 0 | 21 |
| Borehamwood | 0 | 2 | 2 | 1 | 1 | 1 | 0 | 0 | 3 | 0 | 10 |
| Croydon | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 |
| DTR London | 0 | 1 | 5 | 2 | 2 | 1 | 4 | 0 | 0 | 0 | 15 |
| Exeter | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Gloucester | 0 | 1 | 4 | 1 | 2 | 0 | 0 | 0 | 3 | 0 | 11 |
| Hammersmith | 0 | 1 | 0 | 1 | 1 | 0 | 2 | 0 | 4 | 1 | 10 |
| Hemel Hempstead | 0 | 3 | 4 | 2 | 2 | 0 | 3 | 0 | 5 | 0 | 19 |
| Hornsey | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 10 |
| Inverness | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Lancing | 0 | 6 | 2 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 11 |
| Leeds | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Leicester | 0 | 3 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 5 |
| Linwood | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| Liverpool | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Milton Keynes | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 5 |
| Newcastle | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Newport | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 3 |
| Northampton | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Norwich | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Nottingham | 0 | 4 | 1 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 8 |
| Peterborough | 0 | 6 | 0 | 0 | 0 | 0 | 1 | 0 | 3 | 0 | 10 |
| Reading | 0 | 67 | 2 | 0 | 1 | 2 | 1 | 0 | 2 | 1 | 76 |
| SEL | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Sheffield | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Shrewsbury | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 3 |
| Slough | 0 | 5 | 11 | 2 | 1 | 0 | 0 | 0 | 3 | 2 | 24 |
| Stevenage | 0 | 9 | 4 | 2 | 0 | 3 | 2 | 0 | 2 | 0 | 22 |
| Stockport | 0 | 12 | 10 | 0 | 0 | 2 | 0 | 0 | 4 | 1 | 29 |
| Wakefield | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Warrington | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 2 |
| Wednesbury | 0 | 4 | 2 | 0 | 0 | 0 | 4 | 0 | 1 | 0 | 11 |
| Worcester | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Yeovil | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Totals | 0 | 150 | 63 | 16 | 12 | 11 | 17 | 0 | 50 | 5 | 324 |

Appendix 2: Governance

The Press Distribution Review Panel (PDRP) was established to:

- a. Encourage compliance with the Press Distribution Charter (PDC).
- b. Provide comment on compliance issues.
- c. Ensure continuity of arbitration decisions.
- d. Provide an ongoing mechanism for the identification of trends.
- e. Collect, audit and publish data on compliance

A copy of the PDC can be obtained from wholesalers, the Press Distribution Forum web site www.pressdistributionforum.com or by contacting the PDF Administrator on 0843 289 3967.

The Charter is backed by a free, fair, fast and reliable complaints process which covers most non-commercial aspects of newspaper and magazine distribution. If a retailer has a complaint about a serious or persistent failure to achieve a PDC standard, there are a number of options that can be used to start the complaints process.

The complaints process is structured under a streamline three stage process that puts greater emphasis on resolving issues locally yet provides a final independent arbitration.

The PDC provides a simple, 3-step process that enables a retailer to raise any issue on the standards and get it resolved efficiently as follows:

Stage 1 – Resolving the issue informally by discussion with the wholesaler.

Stage 2 – If Step 1 is unsuccessful, request a Fast Track Resolution Form from the wholesaler concerned or the PDF website/Administrator. Complete the form and return it as directed.

Stage 3 – If unsatisfied with the outcome of Stage 2 or you think Stage 2 has not been completed by the wholesaler within a reasonable time, the PDF Administrator can be requested to refer the complaint to an independent Arbitrator for final adjudication.

Membership of the Press Distribution Review Panel 2018

The PDRP members for the year under review were:

Rajiv Chotai (Independent Retailer)
Brian Murphy (NRFN/ Independent Retailer)
Graham Read (Independent Retailer)
Paresh Vyas (Independent Retailer)
Linda Gardner & Fiona Campbell (Menzies Distribution)
Marie Kirven (Smiths News)
Mark Gilhespie & Ayk Tahir (NMA)
Trevor Hudson (PPA)
Steve Cripwell (Independent Chairman)

Dorothy King (PDRP Administrator)