

# Press Distribution Forum



## Quarterly report covering period April - June 2011

- 1) The PDF was inaugurated on 9th September 2010 and a constitution was agreed with the following objectives:

### Objectives

- i) To bring together on a voluntary self regulatory basis key stakeholders of the Press supply chain in a Forum that focuses on:
  - a. Serving consumers in the most efficient manner to ensure the widespread availability of newspapers and magazines.
  - b. The high level issues facing the sector to best ensure its ability to continue to provide the required level of service to all stakeholders in the supply chain in the most efficient manner.
  - c. Current and future service performance including monitoring and complaints resolution.
  - d. Environmental issues, changes in legislation and developments in technology.
  - e. Measures aimed at improving the total supply chain efficiency of newspaper and magazine distribution in the United Kingdom.
  - f. Communications designed to inform government and stakeholders of developments in the Press supply chain.
- ii) It is recognised that publishers, distributors, wholesalers and retailers may have individual bilateral relationships and the PDF will not impact on these relationships.
- iii) The PDF is intended to function as a collaborative coalition or "council of the willing".

### Board Meetings

- 2) The PDF have met at board meetings on a regular basis since its inauguration
  - 9th September 2010
  - 30th September 2010 Conference Call
  - 28th October 2010
  - 18th November 2010 Conference Call
  - 30th November 2010
  - 27th January 2011
  - 24th February 2011
  - 31st March 2011
  - 19th April 2011 Conference Call
  - 26th May 2011
  - 30th June 2011

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### Board Members

3) The PDF board members are :

- |   |                |   |                      |
|---|----------------|---|----------------------|
| • | Adrian Smith   | - | Chairman             |
| • | Mike Mirams    | - | PPA                  |
| • | Nicola Rowe    | - | PPA                  |
| • | Nigel Lomas    | - | NPA                  |
| • | Mike Newman    | - | NPA                  |
| • | Lucy Ukoumunne | - | NPA                  |
| • | Mark Charlton  | - | Smiths News          |
| • | David Morton   | - | Menzies Distribution |

### Administration and Website

4) All Press Releases are published on the PDF web site, together with recruitment campaigns an Retail invites to apply for the PDF Retail Forum Day , 6th October 2011.

Recruitment for Press Distribution Charter requires a voluntary Chairman for overseeing the review of the Industry Charter. [Appendix 1](#)

Monthly updates on Wholesale and Publisher KPI's for Transparency and Performance are published.

First six months tracking of PDC Stage 2 Fast Track Resolution and Stage 3 are imminently due for publishing.

[Web site analyses Appendix 2 provides more detail.](#)

5) **Retail Communications**

Over the 3rd quarter COU have continued to receive calls from retail and trade associations. Majority of these calls are initial point of contact and general enquiry, with a low percentage actually escalating into a Stage 2 complaint.

The communication initially is clarifying the process of how to log a Stage 2 Fast Track Resolution with the Wholesaler or Publisher, with the majority of the enquiries resolved before entering into Stage2 FTR or being fully resolved and not initiating Stage 3 Arbitration - this making the process quicker and more direct working closer with the retailers.

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### Press Distribution Review Panel (PDRP)

- 6) The PDRP was inaugurated 24th February 2011, and has been formed to:
- Encourage Industry compliance with the standards set out in the Press Distribution Charter (PDC)
  - Provide comment to the Press Distribution Forum (PDF), on compliance issues.
  - Ensure continuity of decisions resulting from the Charter's complaint resolution process.
  - Provide an ongoing mechanism for the identification of supply chain trends.
  - Collect, audit and publish data on compliance with the Charter.

The PDRP is an independent body made up of newspaper, magazine, wholesaler and retail Representatives as well as follows:

<b>Darren Barker</b>	Newspaper Publishers Association (NPA)
<b>Richard Church</b>	R & J Newsagents, Kent
<b>Jonathan Denton</b>	Smiths News
<b>Raj Ganatra</b>	Sweet News, Luton
<b>Carrie Rooks</b>	Professional Publishers Association (PPA)
<b>David Shedden</b>	Menzies Distribution
<b>Mark Williams</b>	Williams Brothers, Guildford
<b>Neil Robinson</b>	Independent Arbiter and Chairman

To date the Panel have now met and held two meetings:

- **24th February 2011**      The inaugural meeting and setting strategy
- **19th May 2011**      Agree What is A Complaint and how this should be dealt with - Launching a Complaint Resolution Process - Your 3 Step Guide.

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### 7) **Transparency and Performance**

The Transparency and Performance panel is made up as follows:

<b>Nigel Lomas</b>	Chair Person
<b>Simon Gage</b>	Smiths News
<b>Mark Cassie</b>	Menzies Distribution
<b>Steve Cripwell</b>	PPA

The monthly Wholesale and Publisher Key Performance Indicator Reports are now being published on the PDF web site detailing passes and fails on Service Level Agreements (SLA).

This reporting details on the separate functions of Newspapers and Magazines :

Newspapers are measured against

- Weighted Retailer Delivery Time (RDT)
- Pack Accuracy Copy
- Pack Accuracy Customers
- Return Collections

Magazines are measured against

- On sale Compliance
- Pack Accuracy Copies
- Pack accuracy Customers
- Returns Accuracy
- Grade of Service

The group have maintained to aim the standards set higher than those set within the Charter and therefore believe that this has alleviated a majority of complaints, as the performance is constantly being reviewed and published.

### **Bank Holiday Allocations**

8) The Bank Holiday Allocation Group is made up as follows:

Nigel Lomas	Chair Person
Robert Rattley	NPA
Daniel Scott	NPA
Martin Fern	PPA
Natalie Murphy	NPA
Tom Rodgers	Smiths News
Mark Burnell	Menzies Distribution

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The sub group was formed in response to retailer feedback, members of the PDF acted swiftly to review copy allocations and distribution arrangements for Bank Holidays.

Difficulties over the Christmas period highlighted that there was a need to improve processes; the new arrangements have been heralded as a great success, and have laid the foundations for each Bank Holiday Supply Allocations.

### 9) **Olympic Distribution Group**

The Olympic Distribution Group members are:

<b>Nigel Lomas</b>	Chairman
<b>Chris Carden</b>	NPA
<b>Stuart McLean</b>	Menzies Distribution
<b>Tim Freeman</b>	NPA
<b>Mark Soesan</b>	NPA
<b>Simon Locket</b>	Smiths News
<b>Daniel Scott</b>	NPA
<b>Lucy Ukoumunne</b>	NPA
<b>Steve Easton</b>	PPA

This sub committee headed by Nigel Lomas is striving into achieving the maximum coverage for Newspapers and Magazines covering the period of the Olympic Games 2012.

Meetings and communications are taking place with organisations to ensure a smooth operation with maximum road closures and high security making distribution for retailers with the catchments of the games a logistic concern.

The group have a meeting scheduled to meet with the TFL 2nd August, to discuss how publishers/ wholesalers can address the distribution challenges that might arise as a result of the Olympics .

The Olympic Distribution Group (ODG) have got a presentation to Transport for London (TFL), supported with statistics of how the newspaper and magazine distribution works in London . There will be a number of questions raised at the end of the presentation for the TFL representatives to respond too.

A similar method will be taken with London Organising Committee of the Olympic Games (LOCOG).

ODG will also be liaising with the Home Office over the concerns of security boxes.

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### 10) Pre Notification Group

Members of the sub committee are:

<b>Simon Cripwell</b>	PPA
<b>Simon Gage</b>	Smiths News
<b>Andy Poskitt</b>	Menzies Distribution

During the summer of 2010 an agreement was reached as part of the PDC Charter discussions to create a matrix of future per notifications options that enable retailers to be offered a choice to what is advised on their allocation advice note.

The matrix remains a major opportunity to enhance retailer communication in light of the OFT's planned autumn review; therefore has been deemed a development project by the PDF steering group.

The group report that both wholesalers have commitments to honour order changes made by a retailer. There will be a press release communicating the forthcoming changes in the near future.

### 11) Retail Forum Group

Members of the sub committee are:

<b>Nigel Lomas</b>	Chairman
<b>Lucy Ukoumunne</b>	NPA
<b>Mike Mirams</b>	PPA
<b>Nicola Rowe</b>	PPA
<b>Dave Shedden</b>	Menzies Distribution

The primary objective is to open communication channels between retailers and the PDF regarding service, without the necessity of involving retail representative bodies or associations, to receive feedback on the effectiveness of the Charter and PDF.

On 6th October 2011, at Broxbourne Print Centre, will see the launch of the first PDF Retail Forum Day.

Invites for the day have been circulated to retailers and published on the PDF website and Retail Express encouraging retailers to apply to attend this day, as numbers are restricted.

The format of the day is for retailers to meet with the publishers and wholesalers, brief introduction of the purpose of PDF and the Charter by the current Chairman and introduction to key speaker Simon Prodger of Reed Aviation and former Chair of NewstrAid (Old Ben) .

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Open floor participation discussions between retailers and PDF , finishing for lunch, followed with a plant tour of Europe's largest and newest print centre.

The response to the occasion is proving to be exceptionally popular, and the PDF are looking to hold these meetings more frequently around various locations nationally, to be more accessible for retailers.

### 11) **Review of Charter**

It has been proposed to review the industry Charter and the PDF are seeing a Voluntary Chairman to oversee the review.

The Chairman's role will be to head up the review of the PDC and utilise their experience gained within the industry to support, guide advise and challenge the Review Committee in terms of defining and delivering long term standards and best practice, as well as identifying potential challenges before they materialise.

A timetable has been drafted for the review with a republish date if appropriate late 2012.

### 12) **Bailey's Report**

**Mike Miram**                      PPA  
**Jonathan Denton**             Smiths News

The publication of the Bailey's Report 6th June has attracted a wide audience from cross sector market.

The PDF were invited to attend a Ministerial Round Table meeting of between 45 - 50 people from business such as BBC trust , Microsoft, Universal Music, Primark, M&S - with Reg Bailey and Sarah Tether ( Secretary of State for Children).

The focus is to establish how to raise more awareness of the guidelines. A planogram has been designed by the PPA entitled "Making Money from Magazines", which separated children's products from men's lifestyle.

### 13) **Industry Association Meetings**

The PDF have maintained communications with the industry and associations that are not members by either written communication or meetings. The following meetings has been held:

- NFRN, 9th August 2010, 9th September 2010, 22nd February 2011
- ANR, 24th November 2010, 18th January 2011
- RSA 9th May 2011

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### 14) Conclusion

The PDF is continuing to make good progress with industry sectors, associations and trade bodies.

Although no trade association has decided to join the PDF, there is still a good line of communication, and the PDF welcome the opportunity to work close with the independent retailers directly, and any other relevant trade associations.

**Bank Holiday Allocations Group** - has been reported in Retail Newsagents as a great success!

**Transparency and Performance Group** - publishing monthly wholesale/ publishers Key Performance Indicators - consistently achieving 97 - 99% efficiency

**PDRP** - to publish six monthly PDC Report re complaints and resolutions.

**Olympic Distribution Group** - Opening dialogue and working with key sectors organising 2012 Olympics, to minimise disruption for retailers whilst maximising sales, and maintain within the confines of the Olympic organisers.

**Pre-notification Group** - press release imminent on order change process.

**PDF Retail Forum Group** - first Retail Forum Day 6th October 2011 at Broxbourne Print Centre.

**Review Charter** - Bi- annual review of standards published with the PDF Charter, with independent Chairman with retail background to oversee the process.

**Bailey's Report** - Engaging with ministerial associations on review of sexualisation of children and auditing guidelines and processes.





## **Appendix 1**

### **PRESS RELEASE**

#### **PRESS DISTRIBUTION CHARTER REQUIRES A VOLUNTARY CHAIRMAN FOR OVERSEEING THE REVIEW OF THE INDUSTRY CHARTER**

The Press Distribution Forum is seeking a Voluntary Chairman with a background in newspaper and magazine retailing to oversee the review of the Press Distribution Charter (PDC).

The PDC is a set of minimum standards which makes clear the service that retailers, their agents or retail head offices can expect from the industry supply chain. The PDC relates exclusively to newspapers and magazines.

The Chairman's role will be to head up the review of the PDC and utilise their experience gained in the industry to support, guide, advise and challenge the Review Committee in terms of defining and delivering the long term standards and best practice, as well as identifying potential challenges before they materialise.

We are looking for a well rounded individual, with the gravitas and influencing ability, who has the passion and enthusiasm to drive self-regulation forward.

It is anticipated that the position will require two days per month for an approximate six month period. This is a voluntary role which requires an individual, preferably with retail experience, looking to put his/her experience to good effect for the benefit of other retailers and the industry generally, however reasonable expenses will be paid.

Please submit your application by 31st July 2011 addressed to:

The Administrator  
Press Distribution Forum Ltd  
67a South Street  
Stanground  
Peterborough  
PE2 8EX  
[admin@pressdistributionforum.com](mailto:admin@pressdistributionforum.com)

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## Appendix 2

### Website Visitor Statistic Summary

<b>Period</b>	<b>Visits</b>	<b>Page Views</b>	<b>Average Time On site</b>	
Jan 2011	124	565	11.88	
Feb 2011	96	351	5.48	
Mar 2011	111	322	5.32	
Apr 2011	137	393	7.30	
May 2011	219	578	9.23	
Jun 2011	210	472	3.65	
<b>Totals</b>	<b>897</b>	<b>2681</b>		