### BIC PHYSICAL SUPPLY CHAIN COMMITTEE MEETING - Minutes

CILIP Building, 7 Ridgmount Street, London WC1E 7AE  
Tuesday 9th December 2014, 2pm

<table>
<thead>
<tr>
<th>Present</th>
<th>Apologies</th>
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<tbody>
<tr>
<td>Paul Almeroth, Woodland Media</td>
<td>Kate Stilborn, Blackwells</td>
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<td>Philip Amatt, Waterstones</td>
<td>Fraser Tanner, Batch</td>
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<td>Alaina-Marie Bassett, BIC</td>
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<td>Liam Diggins, Ingram Content Group</td>
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<td>Jon Green, Bertrams</td>
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<td>Matt Griffin, Little Brown</td>
<td>Neil Castle, Turpin Distribution Services</td>
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<td>Matthew Hogg, Macmillan Distribution</td>
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<td>Sue Kelly, Publish</td>
<td>Russell Evans, Simon &amp; Schuster</td>
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<td>Mike Levaggi, HarperCollins</td>
<td>John Garrould, Bertrams</td>
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<td>Stephen Long, Nielsen</td>
<td>Alison Lewis, Ingram Content Group</td>
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<td>Karina Luke, BIC (Temporary Chair)</td>
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<td>Ken Rhodes, NBNi</td>
<td>Kate McFarlan, Clays UK (Chair)</td>
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<td>Holly Milner, Penguin Random House (Deputy)</td>
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<td>Simon Pallant, Gardners</td>
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1. **Introductions and apologies**

The Group introduced themselves for the purpose of the minutes, welcoming delegates from both Ingram Content Group and Bertrams. KL informed the Group that she will be the Chair for this quarter’s meeting in KM’s absence.

It was noted that RE and SP have now been absent from three or more consecutive meetings and as such should be contacted by BIC to discuss their representation on the Physical Supply Chain Committee. It was also noted that HM has now been absent for two consecutive meetings.

**ACTION:** AB to contact RE, SP & HM regarding their attendance of this Committee’s meetings.

2. **Review minutes and follow-up on actions from the last meeting**

- **Representatives from Amazon and WHSmith**

  KL informed the Group that the contact information for Amazon and WHSmiths representatives has now been obtained, and she will be getting in touch with these contacts imminently. PA noted that he has already spoken to WHSmith’s Jenny Brownley (JB) but noted that he wasn’t confident JB (or a suitable alternative) would be able to attend. He noted that he will contact more retailers soon. The Group noted that returns are a key concern for retailers and discussing this topic may encourage retailers to
engage with this Committee. The Group considered whether to invite JB to attend the Physical Supply Chain Committee as a guest but agreed that this Committee requires a dedicated representative at all forthcoming Committee meetings. PA suggested that BIC should arrange a one-to-one meeting with JB in January, noting that he would do the same, in order to encourage JB to join this Committee.

**ACTION:** KL and PA to each arrange one-to-one meetings with JB in the new year.

- **Potential benefits of merging physical and digital sales reporting**
  KL noted that this topic is on BIC’s agenda for 2015 as both a BIC Breakfast and part of the Digital Supply Chain Committee with a view to promote the use of EDItX and encouraging adoption; both in the trade and library communities.

  **ACTION:** BIC to continue to re-promote EDItX in 2015.

- **Pack sizes workshop**
  KL informed the Group that this workshop has now been set up to take place on Tuesday 27th January 2015. Invitations have since gone out to all appropriate retailers and publishers. This workshop is discussed further in Section 7 of these minutes.

- **Response from the Metadata Sub-Committee to Simon Edward’s Supply Chain Review**
  The Group were informed that the response to this review is not a priority. It is currently being looked at and will be completed before the next Physical Supply Chain Committee meeting. The Group agreed that this response should be circulated to the Group before it is publically distributed. They also agreed that, once it is finalised, this report should be sent out *en masse* to help educate the book industry.

  **ACTION:** KL to follow up with the Metadata sub-Committee.

  **ACTION:** AB to forward the Metadata Sub-Committee’s response to this Group before the next meeting.

- **IRI returns messages**
  KL noted that PA’s contacts are currently being in the process of being contacted.

  **ACTION:** KL to follow-up with the IRI message users to encourage their involvement in this potential Task & Finish Working Group.

- **Individual book weight & dimensions**
  KL noted that this topic will now be addressed by the Product Data Excellence Award (PDEA) Accreditation Review Task & Finish Working Group to be included in the future scheme if at all possible.

  **ACTION:** AB to add Weights & Dims to the agenda for the PDEA Review T&FWG.

- **Printer direct deliveries**
  MG informed the Group that Little, Brown Book Group is currently looking into an automated process to resolve this issue. He noted that the aim is to make this a one-
size-fits-all model, if at all possible. He also noted it will be a way for organisations to automate what they already do before the physical delivery so it hopefully will not involve a lot of development. MH agreed, noting that providing the trigger points can be defined the model should be appropriate for all. MG will update the Group on this project in January.

**ACTION:** MG to update the Group on progress for this project in January.

- Interaction between members of this Committee between meetings
  KL informed the Group that BIC is seeking out an admin assistant. This person will begin work for BIC in January 2015 which will help BIC to make progress more quickly. KL also noted that she has been sending out reminders to this Committee member’s about their actions and questioned if this is okay. The Group agreed it is good practice.

**ACTION:** AB to send out reminders about Committee member’s actions for forthcoming meetings and future minutes.

3. BIC Consultants
The Group were informed that the Operation Board meeting on 4th December 2014 included a session looking into BIC’s use of consultants. The Operational Board has stated that the way BIC uses its consultants needs to be better structured and refined: in essence, BIC should only use consultants for specific projects, or exercises where a particular level or type of expertise is required. KL clarified that this means consultants should not sit on BIC Committees as it’s not the best, or most appropriate use of BIC’s resources; particularly as all other committee members are volunteers. KL asked the Committee members to let her know if they do not agree with this decision. There were no disagreements raised.

4. Watching brief on regulations (e.g. EU regulations, country of origin, green regulations, etc.)
KL noted that the only changes that have occurred to this watching brief since the last Physical Supply Chain Committee meeting have been to EU Timber regulations and EU VAT. She noted that these regulations don’t fall under the remit of this Committee. The Group had nothing further to add to this watching brief at this time.

**ACTION:** BIC to maintain a watching brief and continue its relationship/liaison with the PA and the BA on this matter.

5. Updates for existing Task & Finish Working Groups (T&FWG)

- Price & Availability
  KL informed the Group that the Price & Availability T&FWG has now met twice. She noted that this Group is currently reviewing the TRADACOMS 54 List, defining the code’s definitions and assessing whether each code should be used as an order acknowledgement, an availability code or both. MH noted that this is absolutely necessary since the problems arising from TRADACOMS go back twenty years or so. He noted that this is the first time such a venture has been organised and suggested it will
be a lengthy but necessary process. KL informed the Group that the project is set to run in two phases, for 18-24 months in total but noted that updates will be released sporadically to keep BIC members well informed. She also noted that a Live Project Update will be available on the BIC website soon for all T&FWGs so that anyone interested can track the progress of the work being undertaken by each Group; these documents will be updated on a monthly basis by the relevant Project Leader. MH commented that, when this project is nearing completion, the Price & Availability T&FWG should seek out endorsement.  
Click here for the Project Brief.

- Best practice for Print on Demand (POD) & Short Run Printing
KL noted that a call-for-volunteers has now gone out for this Group. The first meeting will be arranged for January 2015. KL noted that unfortunately the first meeting could not be brought forward. It is estimated that this T&FWG will run until the end of February 2016.  
Click here for the Project Brief. 
Post-Meeting Update: A Doodle Poll has now been sent out to arrange the first meeting of this Group in late January / early February.

- SAN & GLN
KL informed the Group that a call-for-volunteers has now gone out for this T&FWG, the deadline for which was 28th November 2014. The first meeting will be arranged shortly.  
Click here for the Project Brief. 
Post-Meeting Update: A Doodle Poll has now been sent out to arrange the first meeting of this Group in late January / early February.

- Web Services Review Task & Finish Working Group (T&FWG)
KL informed the Group that a call-for-volunteers has now gone out for this T&FWG also. The deadline for applications is 23rd December 2014. The first meeting will be arranged shortly to take place in late January / early February 2015.  
Click here for the Project Brief. 
Post-Meeting Update: A Doodle Poll has now been sent out to arrange the first meeting of this Group in late January / early February.

6. Discussion about any potential new Task & Finish Working Groups (T&FWGs)
KL questioned whether the Group had any other ideas for new T&FWGs, noting that any new suggestions would need to be scheduled in carefully due to the amount of amount of live projects that are currently ongoing. The Group agreed that BIC should concentrate on the active projects for the time being rather than starting up more.

7. Pack Sizes Workshop
KL informed this Group that this workshop is set to take place on Tuesday 27th January but noted that more retailers are needed to make this workshop successful. MG noted that he
has contacted Asda but informed the Group that they were tentative about attending. He suggested that an agenda and a list of attendees would be a useful tool in engaging organisations. MG noted he is hopeful about Asda’s attendance and will chase them again soon, providing them with the agenda. KL noted that this event is intended to involve 20 people. ML agreed this is a useful amount, providing the right organisations are represented.

**ACTION:** KL to put together an agenda and list of attendees for this workshop.

**ACTION:** AB to circulate this agenda to the Group for promotional usage.

PA noted that this workshop could link into Auto-Stock Replenishment (ASR) in order to help plan storage. ML agreed, noting that smaller pack sizes are a topic for this workshop. PA noted that the scale of any potential project in this area is huge and suggested that only certain aspects should be included in the scope for this workshop. KL agreed and noted that the 27th January workshop’s main aim is to flush out all/any issues associated with printers pack sizes to help BIC ascertain which (if any) areas should be a priority for future work/projects.

PA suggested that he will research what retailers need to be static fields and report back to BIC.

MH commented that this workshop needs to ascertain why the processes around pack sizes are currently not working, and that this should also include an investigation into the practices concerning pack size data/information exchange. MG reiterated the scope of this workshop noting that there are even two sets of dimensions for B-format books now, and these change in different regions too. KL suggested that this workshop may need to include an exploration into the potential for the standardisation of formats too. She suggested that a discussion on formats should be added to the agenda.

**ACTION:** KL to add the standardisation of book formats, and pack size data/information exchange to the agenda for the workshop.

**ACTION:** KL to send out a draft agenda to this Group before Christmas 2014.

8. Updates on other BIC Committees’ activities

- **Digital Supply Chain Committee**
  KL noted that the Acquisitions and Divestments T&FWG had its first meeting on Wednesday 3rd December 2014. KL noted that this project has an emphasis on the digital aspects of acquisitions and divestments and informed the Group that a call has gone out to find a consultant to lead this project.  
    Click here for the Project Brief.

- **Libraries Committee**
  KL informed the Group that the BIC Libraries Committee has a number of live T&FWGs at the moment:
i) The e4Libraries Review T&FWG is reviewing the e4Libraries accreditation scheme with a view to ensuring it remains relevant, and is more transparent and easier to use; this project is nearing completion and will most likely be launched in the first quarter of 2015.

ii) In response to a recent EU Privacy Mandate, The RFID & Privacy T&FWG is establishing a set of guidelines (for Libraries) to meet the requirements of the mandate. KL noted that there isn’t any legislation in place about this as yet but BIC is ensuring it is in a strong position to be on hand if / when the time comes. Until then BIC will continue to offer advice on the requirements of the mandate to Libraries as appropriate.

- Metadata Sub-Committee
  KL noted that the Product Data Excellence Award (PDEA) Accreditation Review T&FWG’s first meeting took place on Wednesday 3rd December 2014. She noted that this T&FWG will review the current accreditation scheme to reflect the changes in the book industry since the scheme was originally conceived, and ensure it remains relevant. Amongst other things, the changes to this scheme will include a recognition of Thema and ONIX3.0 users. It will also be extended to include retailers, data aggregators, distributors, and so on. She suggested that the project will start by looking at what retailers want, work out how to achieve this and will subsequently seek out endorsement from retailers. Click here for the Project Brief.

SL questioned whether the Supply Chain Accreditation is open for applications this year. KL informed SL that the scheme is taking applications but will not be reviewed this year. She noted that the Supply Chain Accreditation scheme is likely to be readdressed in 2016/17 and that the Committee may decide to wait until all the T&FWG’s projects have been completed before reviewing this scheme. The Group agreed that this should be the case since the outcome of the work being undertaken is not yet known and the accreditation scheme should reflect these findings.

KL noted that an accessibility accreditation scheme has been raised as a potential T&FWG though this has been controversial. She informed the Group that the general consensus is that it may be outside of BIC’s remit and could potentially be difficult to implement. She noted that many specialist organisations are already looking at accessibility and, as such, BIC doesn’t necessarily need its own accreditation scheme in this field, but could instead promote those that may already be available. The Group agreed.

9. Generation BIC Update
KL informed the Group that the BIC Operational Board have agreed this project should be discontinued so that BIC can concentrate its time and resources on other more pressing projects. She noted that there had been relatively little interest in Generation BIC overall, and that BIC should use its resources for more pressing concerns. ML and SL noted their surprise at the low level of responses to this initiative. In particular, SL noted that he knows of at least a few good candidates for volunteers from Nielsen.

10. A.O.B.
- Results of the ‘Strategy and Direction for BIC’ Survey
This survey was sent out to ascertain the priorities for BIC in 2015/16. KL informed the Group that there was a 10% response rate to this survey with 60 responses out of 600. She noted that the survey consisted of 20 questions, all with a scale of answers from ‘Very Important’ to ‘Not Important’. The results were as follows:

**Top 5 areas that were considered “Very Important” by BIC members (in order):**
1) To review and have deep rooted involvement in current (and new) industry standards such as ONIX, Thema, etc.
2) To continue to establish best practice guidelines in new, undocumented areas of the book supply chain, for example Print on Demand.
3) To ensure current best practice guidelines and any additional associated documents are regularly reviewed and remain up to date, e.g. EDI, Web Services, IRI, etc.
4) To ensure BIC’s Accreditation schemes remain current and are a fair reflection of practices in the book industry.
5) To raise awareness of the documents, guidelines and tools that already exist to aid efficiency in the book industry supply chain.

**Top 5 areas that were considered “Important” by BIC members (in order):**
1) To commission research papers on specific topics (this would need sponsorship / external funding).
2) To organise regular paid for events for BIC members and the wider book industry.
3) To seeking input and advice on specific supply chain issues / challenges from other industries.
4) To continue to invest time and resource into the marketing and promotion of BIC’s activities and as an organisation in general.
5) To organise regular free information/knowledge sharing events for BIC members.

KL noted that the full results will be circulated in January / February 2015.
The Group went on to discuss who had replied to the survey and SL suggested that KL should recirculate the link to the survey to this Group so that they can ask someone in their organisation who is not on the BIC mailing list to fill it out.

**Action:** KL to recirculate the survey link to this Committee.

**Action:** All to forward the link of this survey to one or more people in their organisation and ask them to fill it in.

KL questioned whether the Group feels there is anything that BIC should do that it currently doesn’t. KS noted that it’s important to advertise the progress and results of the T&FWGs. PA agreed, suggesting a roadshow might address this, particularly to the larger retailers. The Group agreed that this would be worthwhile despite the time it might take. SL noted that BIC is discussed regularly with Nielsen clients but for every BIC member organisation there is another Non-Member organisation. He noted that Nielsen hand over information about BIC but do not know whether organisation follow-up on this or not; a roadshow would help to raise awareness of BIC and what it does.

KS suggested that BIC’s mailing list is important too as it controls who BIC reaches. KL agreed and suggested a review of the list to be carried out asap.

**Action:** KL to send out a list of contacts to each organisation and ask for any amendments / additions. This exercise to be extended to all Committees.

- **Trade Technical Implementation Clinic**
  SL questioned who will Chair the Trade Technical Implementation Clinic now that consultants are no longer to sit on committees. KL noted that this will need to be discussed. SL noted that he no longer attends these clinic meetings but has noted their decreasing attendance rates of late. He commented that the clinic meetings used to attract up to forty people at one time. KL noted that it is hard to tell whether the issue is attendance in general or whether there is simply a lack of problems that need to be addressed. MG suggested that the clinic could be carried out over the phone. The Group agreed this is worth a try to see whether the clinic gains more traction over the phone.

**Action:** AB to add this discussion to the agenda for the next Trade Technical Implementation Clinic in January.

11. **Date of next meeting**
   Tuesday 3rd March 2015.