

BIC PHYSICAL SUPPLY CHAIN COMMITTEE MEETING – Minutes**Location:** CILIP Building, 7 Ridgmount Street, London WC1E 7AE**Date and time:** Thursday 6th October 2016, 2pm**Minutes taken by:** Sophia Sophocleous

Present

Paul Almeroth, Woodland Media
Matthew Hogg, Macmillan Distribution
Sue Kelly, Publiship
Alison Lewis, Ingram Content Group
Karina Luke, BIC
Andrew MacBeth, Waterstones (AB)
Kate McFarlan, Clays (Chair)
Ken Rhodes, NBN International
Sophia Sophocleous, BIC
Fraser Tanner, Batch

Apologies

Alaina-Marie Bassett, BIC (AMB)
Russell Evans, Simon & Schuster
John Garrould, Bertram's
Matt Griffin, Little, Brown Book Group
Mike Levaggi, HarperCollins Publishers Ltd
Mark Lincoln, Cambridge University Press
Stephen Long, Nielsen
Simon Pallant, Gardners
Peter Skone, Penguin Random House
Kate Stillborn, Blackwell's

1. Welcome and apologies

The Group were welcomed to the meeting by KM and the apologies were delivered.

2. Competition Law – Conduct Reminder

The Group were reminded about BIC's Competition Law Policy – for more information regarding this policy, click here: <http://www.bic.org.uk/149/BIC-Competition-Law-Policy/>

3. Review minutes and follow up on actions from the last meeting**- Shippers & Freight Forwarders**

KM noted that issues affecting shippers and freight forwarders should be raised during meetings as and when they become apparent, as actioned in the last meeting.

- **ONGOING ACTION:** ALL (but especially PA and SK) to raise any issues of this nature, as and when they become apparent, in future.

- Requests received for information

FT clarified a section of the minutes concerned with requests received for information. FT informed the Group that the issue is with order acknowledgments, rather than ordering, and that it is a process issue. FT added that Batch is working on this issue.

- Customer Service

KL informed the Group that she had liaised with JG of Bertram's regarding improvements to customer service. KL referred to some points made by JG as follows: JG suggested looking at what calls / emails are going into Customer Services departments. JG speculated that a number of inefficiencies may be found that could be addressed by new electronic messages or better workflows (i.e. Order Cancellations, Order Changes and Order Chasers). KL noted

that this could be of interest. FT noted his surprise that an automated claims process is not used more. The Group agreed that EDI should be used and that an automated process for back orders would mean that retailers would then be able to manage back orders themselves.

- Metadata Workflow Map

KL informed the Group that a Project Brief for the Metadata Workflow Map has been drafted and will be discussed and hopefully finalised during the next meeting of the Metadata Sub-Committee on 12th October 2016.

- SAN / GLN Task & Finish Working Group (T&FWG)

KL confirmed that she had circulated information to this Group regarding the Operational Board's decision concerning the SAN / GLN T&FWG.

4. Update on the representation of this Committee

- **Attendance of guests / speakers at forthcoming meetings**

KL informed the Group that she had approached Foyles and Amazon to join this Committee but has not heard back from either so far. KL noted that Amazon is already involved with BIC with Nabiha Evans sitting on the UK *Thema* National Group. AL suggested two contacts at Amazon that may be suitable for this Committee and agreed to send the contact details on to KL. KM noted that receiving feedback from retailers regarding any issues they have in the physical supply chain is the objective. KL suggested that the BA could ask one of their retailer members to attend the next meeting of this Group to provide a summary of their issues. AB noted that he would be happy to contribute as well. MH noted that he could provide KL with two contacts (Michael Weather of Books Etc. and Andy Chart of the Book Depository). KL noted that she had spoken to Mark Majurey (MM) of Taylor & Francis with the aim of having a representative (ideally from Production/Operations) attend the next meeting of this Group. KL agreed that she will liaise with SL regarding a potential delegate from Nielsen.

- **ONGOING ACTION:** KL to continue to liaise with retailers / wholesalers about joining this Group.
- **ONGOING ACTION:** ALL to approach their respective retailer / wholesaler contacts to encourage them to join this Committee.
- **ACTION:** AL to provide KL with details of her two contacts at Amazon.
- **ACTION:** KL and FT to invite a retail representative to attend the next meeting of this Group.
- **ACTION:** MH to provide KL with details of Michael Weather of Books Etc. and Andy Chart of the Book Depository.
- **ACTION:** KL to ask SL whether he would be able to send a delegate to attend meetings when he is unable to attend.

5. Feedback on the Weights and Dimensions Workshop

KL informed the Group that this Workshop went ahead on Wednesday 21st September 2016. KL gave the Group an outline of the report Simon Edwards (SE), BIC Consultant, had written

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following the Workshop. She noted that 9 issues had been identified and went on to discuss these along with the proposed solutions. KL raised the issue of trimmed page size (TPS) and book dimensions. KM noted that it is possible to state these dimensions in ONIX but that education is vital to ensure that all organisations know how to do this correctly. KM noted that correct weights and dimensions are essential to the whole industry, but especially online academic retailers, where postage and packaging costs must be considered. KM speculated whether a Task & Finish Working Group would be necessary, or whether the solution to this issue is simply education and awareness of the importance of entering the correct data and ONIX. She added that production staff can sometimes estimate the dimensions of a book, particularly in the case of the trade publishing market in the UK. International dimensions would be harder to estimate.. KL noted that the next step for this Committee is to decide whether a T&FWG is worthwhile and what type of education is necessary (i.e. should there be another workshop, guidelines or standards?). KL noted that there are no best practice guidelines yet. KL pointed out that SE suggests that first, an analysis of data should be carried out to establish to size of the issue.

- ❖ **DECISION:** The Group agreed that an analysis of data (to establish the level of missing or inaccurate weights and dimensions information) should be the next and first step taken and that SE should lead this analysis.
- **ACTION:** KL to ask Simon Edwards (BIC Consultant) to lead the collection and analysis of the data before this Group decides on action to take (i.e. best practice guidelines, another workshop).

6. Surveying the wider supply chain for ongoing supply chain issues

KL noted that it was decided at the last meeting of the BIC Operational Board that a survey regarding BIC's strategy would be useful and that having an additional Physical Supply Chain survey may be excessive. FT noted that the BA and also The Publishers Association (PA) could send the agreed survey out on behalf of BIC but KL noted that there may be overlap as some members of BIC are also members of the BA and PA and stressed her concern of inundating organisations with too many surveys. KM suggested that if there is to be an overall BIC strategy survey, then the Physical Supply Chain Committee is a very important part of this and noted that both the IRI and Print on Demand Task and Finish Working Groups were created in response to the work of this Committee. KL agreed and suggested merging the two surveys, or creating two separate ones. SK suggested merging the material within the surveys and adding specific sections for BIC Committees. . KL noted that BIC had last conducted a survey of this sort 4 years ago and that the response rate then had been approximately 10%. KR stated that as essentially custodians of the physical supply chain and trade, this Committee should be receiving a lot more feedback regarding issues from the industry. He noted that it would be beneficial if CEOs and management personnel in particular received the survey as working with this Committee would be good for business, improving sales, profit and money spent. KL agreed stating that it is clear from this

discussion that it is critical that the survey is sent to the right contacts.

- **ACTION:** KL to draft a survey on behalf of the Physical Supply Chain Committee to circulate to members of the Booksellers Association (BA), The PA and BIC members as a sub-section of the overall BIC Strategy survey.
- **ACTION:** ALL to provide KL with details of any supply chain directors / CEOs to circulate the survey to.

7. How does the book industry adopt new standards / best practices? Gaining feedback on the adoption process and the time involved.

KL suggested that this may be something worth including in the Physical Supply Chain survey. KL noted that BIC disseminates and promotes their work through Clinics, BIC Breakfasts, BIC Bites etc.

KM stated that the engagement and influence of retailers is critical; for example, if a retailer does not accept metadata without the correct weights and dimensions then that will lead to change. KM added that this is the main reason why more retail representatives are needed on this Committee.

8. Education / raising awareness about EDI ordering within smaller organisations

- How are publishers and distributors promoting EDI services to their customers?

KM noted that distributors are promoting EDI services to their customers but that promotion may be stale and as such it is not realistic to make EDI mandatory. KR suggested making promotion more exciting but noted that this would not be something for this Committee to do.

9. Educating / raising awareness about the difference between Print on Demand (POD) and Digital Short Run (DSR)

KL informed the Group that the Best Practice Guidelines for POD and DSR books are being looked at by the Book Industry Study Group (BISG) for their input. KL noted that she will be meeting with them at the Frankfurt Book Fair and that the next step once feedback is received is to publish and promote it (with a BIC Breakfast etc.), disseminating it to the right organisations. KL noted that the drive for this came from Waterstones and agreed to send AB a draft copy of the Best Practice Guidelines.

- **ACTION:** KL to send AB a copy of the draft Best Practice Guidelines.

10. New legal requirements for the physical supply chain

PA informed the Group of the changes made to the Union Customs Code.

11. Researching similar sectors / other industries to review their innovative practices

KL asked the Group for any suggestions. AL highlighted the changing roles in publishing and the technological skills that are expected now and suggested researching IT start-up

companies.

- **ACTION:** ALL to make any suggestions to KL.

12. Issues affecting shippers and freight forwarders

PA informed the Group of the situation of Hanjin Shipping's bankruptcy which has resulted in freight vessels being refused entry to some ports, being seized by authorities or being marooned.

13. Suggested representatives / volunteers for the BIC Supply Chain Excellence Award (SCEA) Review Task & Finish Working Group (T&FWG)

KL noted that there was a disappointingly low attendance at the first meeting of this T&FWG and that another call for volunteers will be circulated. KL asked the Group to provide details of any individuals suitable to join the T&FWG.

- **ACTION:** ALL to provide KL with details of any individuals suitable to join the SCEA Review T&FWG.

14. A.O.B.

There was no other business to discuss.

15. Date of next meeting

16th February 2017.