

<b>Report of:</b>	<b>Chief Executive</b>
<b>Contact Officer:</b>	<b>Stephen Brown</b>
<b>Telephone No:</b>	<b>01543 464553</b>
<b>Portfolio Leader:</b>	<b>Corporate Improvement</b>
<b>Key Decision:</b>	<b>No</b>
<b>Report Track:</b>	<b>Cabinet: 30/01/14</b>

**CABINET  
30 JANUARY, 2014  
MEDIA MONITORING LICENCES**

**1 Purpose of Report**

- 1.1 In order to copy and share press coverage in relation to the Council, a NLA Copyright Licence is required. This is renewed on an annual basis and the cost is dependent upon the number of 'users' attached to the licence.
- 1.2 In 2012/13, the Council paid £937 for a licence for one 'user' and, upon renewal, the Communications Team has been advised that all individuals receiving the information from this system via email, will need to be considered as 'users'. Therefore all 74 individuals (Elected Members and Leadership Team) who currently receive the weekly press coverage information from the Communications Team would count as 'users' on the licence renewal. As such, the cost to renew the licence with 74 users is £11,556.22.
- 1.3 It is possible to significantly reduce this cost to £1,606 if our licence has only two users, based in the Communications Team. Alternatively we can renew the licence with seven users to allow one user per political group. Costs for this option are to be confirmed but are expected to be approximately £2,200 for a licence to allow seven users in total.
- 1.4 This report details the implications of reducing our users in order to significantly reduce the renewal fee.

**2 Recommendations**

- 2.1 That Cabinet agree to reduce the number of licences available to directly access the media monitoring service.
- 2.2 Subject to agreement of recommendation 2.1, Cabinet to determine whether the licence is renewed with two users in the Communications Team, or seven users to allow licences for one Elected Member per political group.

**3 Key Issues and Reasons for Recommendation**

3.1 In order to access press coverage which relates to the Council, an NLA Copyright Licence is required. The costs of this licence vary significantly dependent upon the number of users included on the licence. This report recommends a reduction in the number of users which will reduce the cost of renewal significantly whilst setting out how Elected Members and Leadership Team can access press coverage information as required.

**4 Relationship to Corporate Priorities**

4.1 This report supports the Council's Corporate Priorities as follows:

- (i) Transformation – The proposed approach will ensure that Cabinet continues to receive information in respect of positive, negative and neutral media monitoring whilst ensuring value for money.

**5 Report Detail**

- 5.1 The Council's Communications Team currently provides a weekly summary of press cuttings and coverage to all Elected Members and Leadership Team. This summary is produced through the Gorkana media monitoring system for which the Council pays an annual fee based on the number of users. The licence is mandatory in order to ensure that the Council is compliant with copyright legislation.
- 5.2 The 2014/15 licence is now due for renewal and in order to continue to share the weekly cuttings with all Members and Leadership Team, the annual fee will be £11,556.22. This is a significant fee for the service and it is proposed that the 2014/15 licence is renewed for a smaller number of users. The cost of two users on our licence will be £1,606, a reduction of £9,950 on the costs associated with 74 users. These two licences would be held in the Communications Team. Alternatively, the renewal can incorporate seven licences, again at a significantly reduced cost, which would allow one user per political group to be included.
- 5.3 The main implication of reducing the number of users is that all Members and Leadership Team will no longer receive a weekly summary of press coverage. However, the following options are available:
  - Where Elected Members or Leadership Team members wish to view a specific article, the Communications Team can provide a hard copy from the relevant publication (this may need to be ordered dependent upon which publication is required);

- The Communications Team will be able to provide on-screen access to specific articles through the licences retained in the Communications office.
- If Cabinet opt to include a licence for one user per political group, those Elected Members nominated as users will continue to receive the weekly press coverage summary.

5.4 It is important to note that the quarterly media monitoring report to Cabinet will continue to be produced by the Communications Team. These reports summarise the volume and percentage of positive, negative and neutral press coverage together with the cost benefit of the publicity achieved during the quarter.

## **6 Implications**

### **6.1 Financial**

The cost of either options, as referred to in para 1.3, can be contained within the existing approved 2013-14 budgets within the PR & Marketing service.

The options for providing the necessary information to Members and Leadership Team can be carried out with no increase to staffing costs within the PR & Marketing Service.

There are no additional financial implications for the Council as a result of this report.

### **6.2 Legal**

Literary works, such as newspapers, are subject to copyright protection. This prevents unlawful copying or reissue of such publications. Use of these publications under lawful licence would not infringe copyright law.

### **6.3 Human Resources**

None

### **6.4 Section 17 (Crime Prevention)**

None

### **6.5 Human Rights Act**

None

### **6.6 Data Protection**

None

**6.7 Risk Management**

None

**6.8 Equality & Diversity**

None

**6.9 Best Value**

This report details how we can reduce the cost to renew our NLA Licence whilst still ensuring that timely information regarding press coverage is still made available to Elected Members and Leadership Team as required.

**7 Appendices to the Report**

**Previous Consideration**

**Background Papers**