



Crown
Commercial
Service

PROCUREMENT STRATEGY REPORT

FOR

**RENEWAL OF LICENCES TO VIEW NEWSPAPER
CONTENT**

CONTRACT REFERENCE: CCCO19A08

SUBSCRIPTION FOR

THE CABINET OFFICE

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1. CONTRACTING AUTHORITY

Name:	REDACTED
Position:	Senior Editor, Media Monitoring Unit, Cabinet Office

2. CONTRACT TERM AND VALUE

Initial Term:	1 st April 2019 to 31 st March 2020
Options to Extend:	1 x 12 Months (1 + 1)
Value per Contract Year:	£14,028 excluding VAT.
	Circa £14,028 excluding VAT, with possible additional inflationary uplift if option to extend is taken up.
Total Contract Value (excluding VAT):	Circa £30,000 excluding VAT (if option to extend is taken up).

3. DESCRIPTION OF REQUIREMENT

- 3.1 The Cabinet Office Media Monitoring Unit (MMU) operates 24 hours a day, seven days a year delivering broadcast, print and social media monitoring to subscribing HMG departments and agencies.
- 3.2 The MMU requires early access to content from the first editions of the newspapers to produce monitoring products, including the 0600 newspaper briefing.
- 3.3 The 0600 briefing is widely read by communications professionals, ministers' offices and other government officials around Whitehall. It forms a key part of many departments' media monitoring.
- 3.4 The Media Monitoring Unit aims to allow departments to share the cost of a bespoke monitoring service.
- 3.5 The incumbent Supplier for this requirement is Newspaper Licensing Agency (NLA). NLA is a publisher owned rights licensing and database business. It provide access to and license the re-use of publishers' content via the issue of access licences.
- 3.6 NLA media access was established in 1996 by seven national newspaper companies to protect the industry's copyright through collective licensing. It operates under the Copyright Designs and Patent Act 1988 and is referenced throughout the government's webpages on copyright, for example <https://www.gov.uk/newspaper-licensing-agency-business-licence>.
- 3.7 Its role is to enable media monitoring agencies, PR consultancies and a range of client organisations to reproduce content with permission. Prior to the establishment of NLA organisations the correct process was for organisations to negotiate copyright charges directly with publishers, which was potentially time consuming and expensive.

- 3.8 Further details about NLA can be found on its website at: <http://www.nlamediaaccess.com/default.aspx?tabid=40>
- 3.9 NLA will provide the Authority with unrestricted access to searchable newspaper cuttings through a web platform. This comprises 12 logins for web platform delivering searchable newspaper cuttings.
- 3.10 NLA will be responsible for providing training on any alteration to the system delivering the newspaper cuttings.
- 3.11 NLA will at all times provide a point of contact for any issue arising out of the contract.

4. PROCUREMENT OPTIONS APPRAISAL

- 4.1 The Cabinet Office is mindful that its MMU has a number of subscriptions and media related requirements in operation that are renewed annually on a Single Tender Action (STA) basis. The Cabinet Office has asked CCS if there might be scope to tender any of these requirements to mitigate any risks associated with operating long standing STA-based contractual arrangements.
- 4.2 Following a review of the requirement, the following procurement routes have been researched:

CCS Commercial Agreement – None in scope to provide the services as they are only available on a sole supplier basis and there would be IPR implications should another Supplier attempt to provide access to the same published information.	
OGD Commercial Agreement – None in scope for reasons above.	
Open Market – Not suitable for reasons above.	
OJEU Procurement – Not suitable for reasons above and the budget is too low for approval to run an OJEU to be provided.	
Other – Not suitable for reasons above.	
Single Tender Action:	
Justification including Benefits;	Risks;
<ul style="list-style-type: none"> The Cabinet Office has definite ongoing needs for the services, for the reasons outlined in 3, above. 	<ul style="list-style-type: none"> No specific risk identified as only NLA can provide a subscription to their own media information, so no other organisation could claim to be disadvantaged by this STA

<ul style="list-style-type: none"> NLA will only provide subscriptions directly to end user organisations, so there is no scope for CCS to seek to tender this requirement. <p>In the event the NLA did agree to operate through an intermediary organisation appointed via a competitive tender, this would cost more money as the NLA's annual fee would still stand, plus the intermediary would charge their own margin in addition. Best value for money would therefore not be achieved.</p>	<p>proceeding. The annual subscription charge is too low to attract attention from other media operators.</p>
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5. CONTRACTING AUTHORITY'S SUGGESTED APPROACH

- 5.1 The Contracting Authority has confirmed their preference would have been to operate a competitive tender, however they conceded it was not possible to do so in this instance for the reasons indicated in 3. above.

6. RECOMMENDED COMMERCIAL STRATEGY

It is recommended that this requirement is sourced via operating an STA subscription renewal to the incumbent Supplier NLA. NLA have confirmed the renewal price and their contact details are:

REDACTED
Sales & Client Services Manager
REDACTED
T: Direct line: REDACTED. Switchboard: REDACTED
E: [REDACTED](#)
Registered in England and Wales
[REDACTED](#)

- 6.1 The Contracting Authority has confirmed that they have all the necessary approvals to proceed.

7. SOURCING TIMETABLE AND RESPONSIBILITIES

- 7.1 The anticipated timescales for the STA are:

DATE	ACTIVITY	RESPONSIBILITY (Contracting Authority or CCS)
Wednesday 20 th March 2019	Approval of this Procurement Strategy Report.	CCS and Cabinet Office
On / before 31 st March 2019	Issue a purchase order to NLA for continuation of the existing service.	Cabinet Office

8. EVALUATION CRITERIA

8.1 Not applicable as this is for the renewal of an existing online subscription to NLA published information.

9. CLARIFICATION PERIOD

9.1 Not applicable as this is for the renewal of an existing online subscription to NLA published information.

10. PROPOSAL SUBMISSION

10.1 Not applicable as this is for the renewal of an existing online subscription to NLA published information. NLA have already confirmed the renewal cost of £14,028.00 excluding VAT.

11. EVALUATION PROCESS

11.1 Not applicable as this is for the renewal of an existing online subscription to NLA data.

12. PROPOSAL CLARIFICATIONS

12.1 Not applicable as this is for the renewal of an existing online subscription to NLA data.

13. AWARD STAGE

13.1 Not applicable as this is for the renewal of an existing online subscription to NLA data.

14. TRANSPARENCY

14.1 Not applicable as there won't be government contractual documentation in the case of a subscription renewal.

15. APPROVALS

15.1 The Authority is responsible for adherence to the Cabinet Office Controls and for securing budgetary approval. By signing this document the Authority confirms that:

15.1.1 All necessary approvals to commence the Procurement are in place.



Procurement Strategy Report

Renewal of Licence to View Newspaper Content

Contract Reference: CCCO19A08

Activity	Name	Signature	Date
Agreed By (Authority)	REDACTED	REDACTED	