

To receive a report on the Town Council media subscription and consider any actions and associated expenditure

Background:

Since 2021, the Town Council has held an annual digital subscription to the Liskeard and Saltash Voice newspaper via the Guildhall - The 2022-23 subscription expired in October 2023.

The reason for the Guildhall subscription is to review the newspaper for any Town Council related articles and circulate for Members information. For the year 2022-23 there were 83 articles circulated.

By way of email, a poll was actioned on 2nd November to understand Members thoughts whether it is worthwhile for the Town Council to renew the Guildhall subscription – response below:

Total responses received	15
Continue and renew subscription	8
Cease subscription	7
Outcome	To renew the subscription

The Library collect a copy of the Western Morning Newspaper on a Monday, Tuesday, Thursday, and Friday from the local newsagent for public use only.

Pressreader is available to library user's via Cornwall Libraries. The App provides access to local and international newspapers and much more. At present, newspapers available this end of the country are the Western Morning News and The Cornish Guardian. Saltash Library Hub recently received confirmation from Cornwall Libraries confirming that The Cornish Guardian will shortly be removed from the App.

Both the Guildhall and Library receive the free monthly Saltash Observer as a physical publication.

Research:

<u>Subscription</u>	<u>Purchase at a vendor</u>	<u>Monthly Cost</u>	<u>Annual Cost</u>	<u>Monthly Payment Method</u>
<u>Liskeard & Saltash Voice Digital subscription</u>	£1.70	Inclusive of 10% discount for registering for rolling month £5.40 per month. Weekly Editions	£64.80 per year (for reference only annual subscription unavailable)	Credit card
<u>The Cornish Times Digital subscription</u>	£1.50	Inclusive of 10% discount for registering for rolling month £4.68 per month. Weekly Editions	£56.16 per year (for reference only annual subscription unavailable)	Credit card
<u>The Cornish Guardian Paper copy Delivered via online/or collected</u>	£2.30	£9.77 per month. Inclusive of 15% discount for recurring payment via card or direct debit. Weekly Editions	£117.26 per year inclusive of 15% discount for annual subscription.	Direct debit or credit card
<u>The Cornishman Paper copy Delivered via online or collected</u>	£2.30	£9.77 per month. Inclusive of 15% discount for recurring payment via card or direct debit. Weekly Editions	£117.26 per year inclusive of 15% discount for annual subscription.	Direct debit or credit card
<u>Western Morning News Paper copy Delivered via online plus digital subscription</u>	£1.70	£46.69 per month. Inclusive of 15% discount for recurring payment via card or direct debit. Daily Editions	£560.30 per year inclusive of 15% discount for annual subscription.	Direct debit

For information - quotations have been explored for publications to be delivered via a local newsagent:

<u>Newsagent</u>	<u>Response</u>
Saltash News	Does not deliver newspapers
Church Road Stores	Does not deliver newspapers
MK Stores	Will not deliver to commercial address
Morrisons	Not taking on new deliveries at the moment

Currently, the Receptionist/Mayor's Secretary reviews the newspaper and circulates any related articles for Members information. Reviewing this process with the Community Hub Team Leader, it is apparent that the library team would be better placed to review future articles and circulate accordingly.

Copyright:

To share a copy of related newspaper articles internally with Members, the Town Council need permission from the copyright owner. In the case of newspapers, this is granted by individual publisher permission or a Newspaper Licensing Agency (NLA) issued licence.

A silver simplified license can be obtained with the associated annual cost of £602. This would permit sharing any Town Council unique articles and links up to a maximum of 999 cuttings per year inclusive of newspaper, digital and web articles. This would not permit any external sharing; another variation of license would need to be obtained to be inclusive of the ability to share externally.

The below response has been received from the NLA with regards to a suitable license for the Town Council.

Recap as to why a copyright licence is required, If NLA represented titles are received/self-sourced within the organisation and as a result articles are stored in PR folders or remain in inbox's and various email updates (systematic) presentations/PowerPoints are shared internally (Silver as up to 50 internal employees can interact with content) this also applies to any articles that are shared in internal Slack/Teams/DropBox chats, printing, scanning and photocopying.

Should copying of articles from NLA represented titles take place. this would result in organisation in fact operating illegally without the necessary copyright licence in place.

Below, you will find cover that is permitted if a Simplified Silver - Low licence is implemented which is what a majority of our licensees go ahead with.

- *All NLA titles are covered: you do not have to adjust/increase your licence cover when a newspaper or magazine title outside of your rights becomes of interest*
- *Use of a media monitoring service Web/Digital*
- *You can frequently share content with up to **50 employees** inside your organisation: and all staff can copy **ad hoc**, with less restrictions*
- *You can share content with up to **1** external user, this would be an additional cost on the Business Licence*
- *You can utilise up to (999) articles per year under the Low quantity which equates to (83) articles on average, per month under the Low option.*

“Frequent”:

on a regular basis and/or where there is: (a) a pre-determined set of recipients; (b) a structure; or (c) a pattern, including in respect of frequency (e.g. weekly, monthly, quarterly etc);

End of Report

Receptionist/Mayor’s Secretary