



Cabinet Office

Room 401
70 Whitehall
London, SW1A 2AS

foi-team@cabinetoffice.gov.uk
www.cabinetoffice.gov.uk

Dr Emma L Briant

By email: request-742247-058e60c1@whatdotheyknow.com

FOI Reference: FOI2021/07302

22 April 2021

Dear Dr Emma L Briant

We refer to your request where you asked:

“Please could I ask whether any content of this Foia response (particularly the section that makes reference to “much-loved publications”) was copied from other press releases or reports by PR firms if so which and what company created it? Could I see a copy of any original documents it was copied from?”

https://www.whatdotheyknow.com/request/dm_sponsorship#incoming-1756318”

I am writing to advise you that following a search of our paper and electronic records, I have established that the information you requested is held by the Cabinet Office.

You have asked if the content of the listed FoI response (particularly the section that makes reference to “much-loved publications”) was copied from other press releases or reports by PR firms, and if so which and what company created it. You have also asked to see a copy of any original documents it was copied from.

The content of the FOI response you referenced was created for that FOI by internal Cabinet Office employees. It utilised information that forms part of our cleared and standard lines on the Government’s ongoing communications campaigns and services, in this instance, the Press Partnership. In order to ensure that Cabinet Office is able to deal with requests in a concise, informative and relevant manner, we maintain and update these lines throughout the duration of the relevant campaign.

I include our standard lines on the Press Partnership below:

Newspapers are the lifeblood of our communities, with local media playing a vital role in the provision of reliable, high-quality information during this time. That is why the Government has negotiated a unique and unprecedented partnership with the newspaper industry, providing essential funding to these much-loved publications. The Government recognises their vital role, including those of the independent sector, in supporting communities and isolated individuals, and in ensuring the provision of reliable, high-quality information during this time.

The Government has negotiated a unique and unprecedented partnership with the newspaper industry for the COVID-19 campaign, providing essential funding to these much-loved publications. The Government recognises their crucial role, including those of the independent sector, in supporting communities and isolated individuals, and in ensuring the provision of reliable, high-quality information during this time.

The partnership comprises over 600 titles, reaching communities throughout England, Scotland, Wales and Northern Ireland and includes over 50 BAME publications. The partnership has been structured so that the majority of the funding goes to smaller regional and local titles. All of these titles have been selected independently by our media planning and buying agency, OmniGOV.

Titles are selected by OmniGOV based on their ability to communicate in a measurable and effective way with audiences at a national, regional and local level. Every title is assessed by OmniGOV and by our media auditors. Papers who are not audited, or cannot demonstrate their circulation/readership, are excluded from the partnership because we would be unable to demonstrate value for money to the taxpayer.

If you are unhappy with the service you have received in relation to your request or wish to request an internal review, you should write to:

Rachel Anderson
Head of Freedom of Information
Cabinet Office
70 Whitehall
London
SW1A 2AS

email: foi-team@cabinetoffice.gov.uk

You should note that the Cabinet Office will not normally accept an application for internal review if it is received more than two months after the date that the reply was issued.

If you are not content with the outcome of your internal review, you may apply directly to the Information Commissioner for a decision. Generally, the Commissioner cannot make a decision unless you have exhausted the complaints procedure provided by the Cabinet Office. The Information Commissioner can be contacted at:

The Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Yours sincerely

A handwritten signature in black ink, appearing to be 'A. B. C.', written in a cursive style.

FOI Team
Cabinet Office