



Department for
International Trade

Call Off Contract:

**For the Provision of Media Monitoring and
Evaluation and Related Services for UK
Export Finance**

30 April 2018

DN 325511

Call-Off Contract: Media Monitoring and Evaluation and Related Services
short Order Form for low value purchases

This short Order Form is to be used for low value purchases where the annual contract value is less than £20,000 (excluding VAT). This short Order Form will create a Call-Off Contract between the "Parties".

This short Order Form is subject to the Call Off Terms in the Media Monitoring and Evaluation and Related Services Framework Agreement RM3708 Call-Off Contract unless otherwise stipulated below. The Call Off Contract and Framework Agreement documentation can be viewed under the documents tab of the [framework webpage](#).

The Supplier agrees to supply the Services specified below subject to the terms that follow.

1. Administration:	
Customer Reference:	DN325511
PO No.:	To be advised
Start Date:	23 April 2018
Initial End Date:	22 October 2019
End Date including any extension options	22 April 2020
2. This Short Order Form is a Contract between the "Customer" and the "Supplier", who are the "Parties"	
"Customer"**: * Please include any other organisations covered under the Contract	Export Credits Guarantee Department trading as UK Export Finance [REDACTED]
"Supplier":	Gorkana Group Ltd 5 Churchill Place London E14 5HU
3. Contact details:	
For the Customer:	Name: [REDACTED]
	Position: Strategic Communications Manager
	Email: [REDACTED]
	Phone Number: [REDACTED]
For the Supplier:	Name: [REDACTED]
	Position: Account Director
	Email: [REDACTED]
	Phone Number: [REDACTED]
4. Customer required services:	
Services required:	Press and Online Monitoring – Sources. Sources of articles, including illustrations and photographs, will be drawn from the outlets, publications and related websites. The full list of publications will be agreed at the Inception Meeting.

Press and Online Monitoring – Keywords. The full list of Keywords will be agreed at the Inception Meeting.

Press and Online Monitoring – Audience Reach. Articles will include the estimated daily audience reach of the outlet, publication or related website, audience insight and circulation.

Press and Online Monitoring – Electronic Delivery. Electronic delivery of articles to an agreed distribution list will be no later than 0630hrs GMT weekday mornings and 0800hrs GMT at weekends and Public Holidays. The email will include a list of headlines and first line descriptors/summary from each source and a link to the complete article.

Font style will be Arial. Articles will be grouped by subject heading. Only links to articles will be included in the emails. Articles will be accessible from a website.

Press and Online Monitoring – Email Size. The total size of individual emails must be no larger than three (3) MB.

Press and Online Monitoring – Smartphone Compatibility. The emails, the articles that are linked, and the websites they are accessed from will be viewable and compatible with smartphone devices.

Press and Online Monitoring – Quantity. One (1) set of cuttings/articles will be provided per user on the distribution list. The quantity of the articles on a daily basis will be determined by using the search brief and keywords provided to identify articles from outlets.

Press and Online Monitoring – Distribution List. The Customer will provide the Supplier with the distribution list at the Inception meeting.

Press and Online Monitoring – Changing Format of Delivery. Should the format or layout of delivery require changing, the will be accommodated and actioned within three (3) working days.

Journalist Contact Database – Content. The journalist contact database will contain key contact details of all UK journalists across print, online and broadcast channels, across national, regional trade and relevant sectors. This will include, but not be limited to – name, email address, telephone number, subject of interest, publication, and any applicable social media handles.

Journalist Contact Database – Searchability/Segmentation. The journalist contact database will be searchable by a number of fields including, but not limited to, name, subject of interest, publication, keywords and circulation.

Journalist Contact Database – Accuracy. The journalist contact database will be accurate and promptly updated as and when changes and movements occur to ensure journalist details are

	<p>correct. The database will be updated at least weekly, and the Supplier will be able to evidence its accuracy.</p> <p>Journalist Contact Database – Alerts. Subscribed users of the journalist contact database will receive regular email alerts of any changes and journalist movements as and when they occur. This will be no less than weekly. Users will be able to set preferences on detail and frequency of these email alerts.</p> <p>Helpdesk. Helpdesk support through email and telephone will be available twenty four (24) hours a day throughout the year, including weekends and bank holidays.</p> <p>A dedicated contact will be appointed by the Supplier to act as the Customer's Account Director.</p>
Location/Delivery:	
Delivery dates	365 days a year
Implementation Plan:	To be agreed by the Customer and Supplier
Standards required:	Clause 11 of RM3708 Call-Off Terms apply
Key Personnel:	
Service Levels / Credits and performance monitoring:	<p>PERFORMANCE MANAGEMENT FRAMEWORK</p> <ol style="list-style-type: none"> 1 As part of the Customer's continuous drive to improve the performance of all Suppliers, this Performance Management Framework (PMF) will be used to monitor, measure and control all aspects of the Supplier's performance of contract responsibilities. 2 The PMF purpose is to set out the obligations on the Supplier, to outline how the Supplier's performance will be evaluated and to detail the sanctions for performance failure. 3 Performance management indicators for the Supplier will be listed under the following categories: <ol style="list-style-type: none"> 1. Contract Management 2. Delivery and support 3. Quality of Service 4. Cost 5. Continuous Improvement <p>The above categories are consistent within all Contract awards allowing the Customer to monitor the Supplier's performance at both individual contract level and at enterprise level with the individual Supplier.</p>

Management of the PMF

1. The Supplier shall detail performance against KPI's in Monthly Reports as requested by the Customer
2. KPIs shall be monitored on a regular basis and shall form part of the contract performance review. Performance of KPI's will be reported quarterly and annually.
3. The first quarter shall not be formally assessed. It shall be used to develop the quarterly report template and agree the format and content to be included in the report.
4. Any performance issues highlighted in these reports will be addressed by the Supplier, who shall be required to provide an improvement plan ("Remediation Plan") to address all issues highlighted within a week of the Customer request.
5. Key Performance Indicators (KPIs) are essential in order to align Supplier's performance with the requirements of the Customer and to do so in a fair and practical way. KPIs have to be realistic and achievable; they also have to be met otherwise indicating that the service is failing to deliver.
6. KPI's will be monitored on a quarterly basis and will form part of the contract performance review.
7. KPIs are to be agreed and finalised at the Inception meeting and will be confirmed under a Contract Change Note.
8. Where a Red Status is awarded, the Supplier shall produce a Suppliers Remediation Plan, detailing the measures that the Supplier will undertake to sufficiently rectify this failure as well as any measures to be introduced to prevent this failure from occurring in the future. Measures proposed may include introduction of new KPIs.

KPI Number	Service Area	KPI Description	Target Green Status
1	Delivery	Electronic daily delivery no later than 0630hrs GMT weekday mornings and 0800hrs GMT at weekends and public holidays. The Supplier will respond to requests to address duplications, change key words and topics, distribution lists and implement changes before the next day's delivery time Requests for changes to the format or layout of	100%

		delivery must be accommodated and actioned within three (3) working days The journalist contact database must be accurate and promptly updated as and when changes and movements occur to ensure journalist details are correct. Updates requested by the Authority must be made within 3 working days..		
2.	Quality	Articles are reproduced so that they can be read in their entirety on the platform and related imagery is captured with clarity. Accuracy of journalist database provided – for example a maximum of five percent (5%) bounce back per distribution list.	100%	95%
3	Support	Helpdesk support will be available twenty four (24) hours a day throughout the year, including weekends and bank holidays. Queries must be resolved by the time of the next day's delivery	100%	95%
4	Accurate Billing and Reporting	The Supplier will provide accurate and timely billing – invoice and MI report for the previous month to be provided within five (5) working days of that month.	100%	99%

GOVERNANCE AND CONTRACT MANAGEMENT

This section deals with how the contract will be managed.

Title	Meeting/Report	Content	Frequency
Media Monitoring	Report	Electronic delivery to an agreed distribution list must be no later than 0630hrs GMT weekday mornings and 0800hrs GMT at weekends and public holidays	Daily
Performance Monitoring	Report	Updates on progress towards KPIs, with supporting information demonstrating evidence and specifying any instances of non-delivery. The report to	Monthly

			include an elemental breakdown of volumes and the associated costs. It should also include how duplicate articles have been handled that month		
	Performance Management	Meeting	Performance management meetings will be held at [REDACTED] unless otherwise agreed, during which the Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the contract duration. Any significant changes in methodology or delivery should be presented to the Authority at these meetings.	Quarterly	Meeting

5. Responsibilities:

Sensitivity:	Not applicable
Customer Responsibilities:	To discuss with the Supplier and agree the following at the Inception Meeting: Press and Online Monitoring – Sources, Keywords and Distribution Lists

6. Payment:

Payment method and terms:	By BACS, monthly in arrears within 30 days	
Contract charges: (excluding VAT)	Service Requirement	Total Annual Cost
	Press Monitoring Service Including a summary of each Item – regional, national and Sector press	[REDACTED]
	Online Monitoring Service Including a summary of each Item – regional – national and Sector online media	[REDACTED]
	Fixed fee for online and press Monitoring service including a Summary of each – regional, National and sector press	[REDACTED]
	Journalist Contact Database	

	Service [REDACTED] Total Annual Cost Ex VAT: £8,600* (Eight thousand six hundred pounds) *Note that these prices reflect the monthly volume totals indicated in the ITFC. Should the monthly volume totals increase or decrease these costs may go up or down and will be reflected in the monthly invoice submitted by the Supplier.
Where to send invoice:	Completed invoices, quoting the appropriate Purchase Order Number, should be submitted to UK Export Finance at the following address: [REDACTED]

7. Other contractual requirements:	
Customer security policy:	To be confirmed at the Inception Meeting
Business Continuity and Disaster Recovery:	Not applied
Exit Plan:	To be confirmed by the Supplier at the Inception meeting
Undisputed sums limit:	[REDACTED]
Customer Termination Without Cause notice period:	The minimum number of days for the purposes of Clause 42.6 of the Call Off Terms shall be sixty (60).

8. Formation of Call-Off Contract

By signing and returning this Order Form the Supplier agrees to enter a Call-Off Contract with the Customer to provide the Services.

The Parties agree that they have read the Order Form and the Call-Off Terms and by signing below agree to be bound by this Call-Off Contract.

In accordance with paragraph 7 of Framework Schedule 5 (Call-Off Procedure), the Parties hereby acknowledge and agree that this Call-Off Contract shall be formed when the Customer acknowledges (which may be done by electronic means) the receipt of the signed copy of the Order Form from the Supplier within two (2) Working Days from receipt.

For and on behalf of the Supplier:

Name and Title	[REDACTED]	<i>Head of Relationship Mgr</i>
Signature	[REDACTED]	
Date		<i>2/04/18</i>

For and on behalf of the Customer:

Name and Title	[REDACTED] Head of Uicef Commercial Team
Signature	[REDACTED]
Date	30/04/18