

## **Call-Off Schedule 20 (Call-Off Specification – Statement of Requirements)**

This Schedule sets out the characteristics of the Deliverables that the Supplier will be required to make to the Buyers under this Call-Off Contract:

### **1. PURPOSE**

- 1.1. This Requirement is for a specific work package under the Covid-19 campaign - the work package is for a media auditing agency to support the cross-government Covid-19 Campaign, which aims to inform and support citizens and businesses in the actions they need to take to keep themselves and others safe from the spread of Coronavirus.

### **2. BACKGROUND TO THE CONTRACTING AUTHORITY**

- 2.1. The Contracting Authority for this work package is the Cabinet Office. The Cabinet Office supports the Prime Minister and ensures the effective running of government. The Cabinet Office is also the corporate headquarters for the Government, in partnership with HM Treasury, and takes the lead in certain critical policy areas, one of which is Britain's response to the Covid-19 pandemic.
- 2.2. Government Communication Service (GCS) is the professional body for the public service communications professionals working in central government, agencies and arm's length bodies.
- 2.3. The purpose of the GCS is to deliver world-class public service communications that support government priorities, enable the efficient and effective operation of public services and improve people's lives.
- 2.4. The outcome goal of the GCS is to deliver world class communications that support the Prime Minister's ambitions for the UK. This would include working with and coordinating the work of other Government departments. Work will need to be delivered at high speed and to the highest standard.
- 2.5. The Cabinet Office has a duty to the taxpayer to ensure its activities are delivered efficiently and effectively. This means providing value for taxpayer's money and ensuring activity meets the desired outcome.
- 2.6. The Cabinet Office may be referred to as the Authority throughout this document.

### **3. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT**

- 3.1. The COVID-19 pandemic is the biggest peacetime crisis to hit the United Kingdom and the world.

- 3.2. There is an immediate need to give the public and businesses accurate, relevant information about the measures the government is implementing in response to this virus, the actions the public must take in order to comply with government policy and the support available. In order to protect themselves and others and prevent the mass spread of the virus and to minimise long term economic damage, it is critical that the public and businesses understand and adhere to current government messages.
- 3.3. Internationally, there is a need to support the UK Government's actions overseas with multiple organisations and partners.
- 3.4. The Authority requires an agency with experience and expertise in delivering all tasks needed to provide media, creative and production auditing services for Covid-19 campaigns.
- 3.5. The Authority also has a duty to the taxpayer to ensure its activities are delivered efficiently and effectively. This means providing value for taxpayer's money and ensuring activity meets the desired outcomes.
- 3.6. The Supplier will be required to start immediately after appointment.

## 4. DEFINITIONS

Expression or Acronym	Definition
CO/ Authority	Means; Cabinet Office
GCS	Means; Government Communication Service

## 5. SCOPE OF REQUIREMENT

- 5.1. The Contracting Authority requires an auditing agency to support the effective delivery of Covid-19 campaigns. The Authority requires the Supplier to provide media, creative and production auditing services for Covid-19 advertising campaigns. This includes reviewing communications briefs, media buying briefs, media plans, production and creative agency fee estimates.
- 5.2. The Supplier is expected to understand the challenges and opportunities the government faces in communicating with a wide audience on a range of, often complex, subjects.
- 5.3. Often the campaign and policy areas dealt with by the Authority are high profile and can be sensitive in nature. It is important that the Supplier is alert to issues that may affect the Authority's communications and is adequately qualified to address these.
- 5.4. The Supplier is not required to deliver the design and production of the campaign.

- 5.5. The Supplier is not required to deliver the media planning for the campaign as this will be delivered by the incumbent supplier for all media buying services.

5.6.

## **6. THE REQUIREMENT**

- 6.1. The Supplier will be required to provide media, creative and production auditing services for Covid-19 campaigns. This includes reviewing communications briefs, media buying briefs, media plans, production and creative agency fee estimates.

- 6.2. The Supplier will also be required to:

- 6.2.1. Work with the lead media planning agency to understand the overarching campaign strategy, alongside media plans and the creative approach;
- 6.2.2. Work closely with the lead creative agency to understand the overall creative strategy, guidelines and asset production;
- 6.2.3. Offer flexibility and adaptability, particularly in relation to policy and priority changes; and
- 6.2.4. At times the Supplier may need to attend confidential government meetings and engage with other stakeholders, including ministers and senior officials. Projects delivered must also include post-project evaluation where applicable.

- 6.3. The Supplier will need to be responsive, agile and able to act quickly whilst understanding the resource needs of each brief. Projects will often have to be delivered to tight timescales and the Supplier will be expected to responsibly handle sensitive information. The Supplier will need to be able to cope with multiple briefs being issued from the Authority at the same time, and will need to deliver these to a high standard and against tight deadlines

- 6.4. The Supplier relinquishes any and all copyright claims on work created for this campaign, and any and all Suppliers workers, including freelancers, also relinquish any and all claims of ownership of assets or copyright.

## **7. KEY MILESTONES AND DELIVERABLES**

- 7.1. The following milestones/deliverables shall apply:

REDACTED

## **8. MANAGEMENT INFORMATION/REPORTING**

- 8.1. The Authority's responsibilities include:

8.1.1. The Authority will provide a written brief for each piece of work and an Authority point of contact.

8.1.2. Ministerial approval may be required and consideration for this must be included in any timetables and project plans.

8.2. The Supplier's responsibilities include:

8.2.1. The Supplier will be expected to attend and contribute to updates in weekly, monthly and quarterly review points and Supplier status meetings and trackers.

8.2.2. Prompt resolution of any performance or contractual issues.

8.2.3. Following completion of the campaign the Supplier will be expected to provide a highlights presentation and in-depth report on campaign performance.

## **9. VOLUMES**

9.1. REDACTED

9.2. Budget's for the period beyond March 2022 have not been decided, but the total value of the contract throughout the Term is estimated to be up to £1,500,000.

9.3. REDACTED

## **10. CONTINUOUS IMPROVEMENT**

10.1. The Supplier will be expected to continually improve the way in which the required services are to be delivered throughout the work package duration.

10.2. Where appropriate and beneficial, the Supplier should present new ways of working to the Authority during monthly review meetings.

10.3. Changes to the way in which the services are to be delivered must be brought to the Authority's attention and agreed prior to any changes being implemented.

10.4. Environmental sustainability should be considered where possible.

## **11. QUALITY**

11.1. The Services must be delivered in line with the framework terms and conditions and in line with industry best practice

11.2. The Supplier will ensure that there is a qualified, dedicated delivery team providing consistent quality-assured outputs/outcomes. All Supplier delivery should be quality-assured and signed off before presentation to the Authority.

## **12. STAFF AND CUSTOMER SERVICE**

- 12.1. The Supplier shall provide a sufficient level of dedicated - and ideally diverse - resources throughout the duration of the work package in order to consistently deliver a quality service. The proposed resources can only be replaced with the agreement of the Authority for a resource with the same level of experience and technical ability.
- 12.2. The Supplier's resources assigned to the work package shall have the relevant qualifications and experience to deliver the work to the required standard. As part of your proposal, a pen portrait will be required for each member of the delivery team.
- 12.3. The Supplier shall ensure that staff understand the Authority's vision and objectives and will provide excellent customer service to the Authority throughout the duration of the work package.
- 12.4. The Supplier will need to evidence the effectiveness of their business continuity plan, to ensure that there is a strategy in place to deal with any unforeseen disruptions to the delivery of service, should they arise during the term outlined in section 2.

## **13. SERVICE LEVELS AND PERFORMANCE**

- 13.1. The Authority will measure the quality of the Agency's delivery against specific service level agreements. These will be agreed with the successful Agency following contract award and may vary for each piece of work assigned to the Agency for delivery. They will be agreed upon at the commencement of each individual brief.
- 13.2. Where the Agency has breached a Service Level Agreement more than three (3) times in a period of four (4) weeks, the Clients reserve the right to terminate their respective contract without financial penalty or notice.
- 13.3. Where the Clients identify poor performance against the Service Level Agreements, the Agency shall be required to attend a performance review meeting. The performance review meeting shall be at an agreed time no later than five (5) working days from the date of notification at the relevant Client's premises. The Agency shall be required to provide a full incident report which describes the issues and identifies the causes. The Agency will also be required to prepare a full and robust 'Service Improvement Action Plan' which sets out its proposals to remedy the service failure. The Service Improvement Plan shall be subject to amendment following the performance review meeting and agreed by both Parties prior to implementation.
- 13.4. The Client agrees to work with the Agency to resolve service failure issues. However, it will remain the Agency's sole responsibility to resolve any service failure issues.

13.5. Where the Agency fails to provide a Service Improvement Plan or fails to deliver the agreed Service Improvement Plan to the required standard, the Clients reserve the right to seek early termination of their respective contract in accordance with the procedures set out in Attachment 5a - Terms and Conditions.

13.6. The Agency is responsible for the performance of the Contract by any subcontractors or other agents working on behalf of either of the Clients. The Agency is to deal with any issues relating to any sub-contractors or other agents working on behalf of the Agency, this however does not exclude subcontractors or other agents working on behalf of the Agency from attending any Contract Monitoring meeting or contributing to any report where it is appropriate for such sub-contractors or other agents to do so.

13.7. If any subcontractors or other agents working on behalf of the Agency are found unsuitable, for whatever reason, the Agency is to engage with the relevant sub-contractors or other agents to broker a resolution. Authority reserves the right to refine or include further KPIs or SLAs at the outset of each delivery milestone.

## **14. SECURITY AND CONFIDENTIALITY REQUIREMENTS**

14.1. All campaign activity undertaken by the Supplier to deliver this work package must comply with the Data Protection Act, in particular with regard to the collection and storage of personal data.

14.2. The Supplier will be required to ensure complete confidentiality at all times, both within their organisation and in external communications.

## **15. PAYMENT AND INVOICING**

15.1. Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables. The Supplier will send invoices for payment to the Authority quoting the appropriate purchase order number.

15.2. Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.

15.3. Invoices should be submitted to: **REDACTED**

## **16. CONTRACT MANAGEMENT**

16.1. Communication will be maintained with the Supplier through regular calls, meetings and email correspondence.

16.2. Attendance at regular review meetings shall be at the Supplier's own expense.

## **17. LOCATION**

17.1. The location of the Services will be carried out at the Supplier's offices or working from home.

17.2. The Supplier will be expected to attend meetings at the Authority's offices at 70 Whitehall, Westminster, London SW1A 2AS, in line with current government COVID-19 guidance.