

DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

Part 1: Letter of Appointment



Dear Sirs

Letter of Appointment

This letter of Appointment dated 3rd May 2021, is issued in accordance with the provisions of the DPS Agreement (RM6018) between CCS and the Supplier.

Capitalised terms and expressions used in this letter have the same meanings as in the Contract Terms unless the context otherwise requires.

Order Number:	[TBC]
From:	AHDB ("Customer")
To:	TWO EARS ONE MOUTH LTD ("Supplier")

Effective Date:	17 th May 2021
Expiry Date:	End date of Initial Period 16 th May 2022 End date of Maximum Extension Period 16 th May 2024 (this will be in yearly extensions of 12 months each 1+1) Minimum written notice to Supplier in respect of extension: 3 months Minimum written notice to Supplier in respect of cancellation/termination: 3 months

Services required:	Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by: · the Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B
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Key Individuals:	<p data-bbox="579 217 727 250"><u>AHDB team</u></p> <div data-bbox="579 257 1117 297" style="background-color: black; height: 18px; width: 337px;"></div> <div data-bbox="579 304 1126 573" style="background-color: black; height: 120px; width: 343px;"></div> <div data-bbox="579 584 1182 624" style="background-color: black; height: 18px; width: 378px;"></div> <div data-bbox="579 631 1161 916" style="background-color: black; height: 127px; width: 365px;"></div> <div data-bbox="579 927 1211 969" style="background-color: black; height: 19px; width: 396px;"></div> <div data-bbox="579 976 1141 1258" style="background-color: black; height: 126px; width: 352px;"></div> <div data-bbox="579 1319 833 1361" style="background-color: black; height: 19px; width: 159px;"></div> <div data-bbox="579 1368 930 1503" style="background-color: black; height: 60px; width: 218px;"></div> <div data-bbox="579 1529 981 1664" style="background-color: black; height: 60px; width: 250px;"></div> <div data-bbox="579 1691 960 1823" style="background-color: black; height: 59px; width: 231px;"></div> <div data-bbox="579 1850 952 1917" style="background-color: black; height: 30px; width: 234px;"></div>
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[Guarantor(s)]	N/A

Contract Charges (including any applicable discount(s), but excluding VAT):	<table><tr><td colspan="2">AHDB summary costing table: Campaign Research Costing Table</td></tr><tr><td colspan="2">Agencies to populate cells marked in red and send alongside proposal. Please leave formula/boxes in blue unchanged</td></tr><tr><td colspan="2">Campaign Evaluation</td></tr><tr><td>Pre-wave</td><td>Cost</td></tr><tr><td>Post Wave</td><td></td></tr><tr><td>TOTAL - Pre-post</td><td></td></tr><tr><td>Rate Card (post - optional additional waves) Cost per wave*</td><td></td></tr><tr><td colspan="2">TOTAL CAMPAIGN EVALUATION ELEMENT (Scoring purposes uses one additional wave)</td></tr><tr><td colspan="2">Campaign development -Qualitative</td></tr><tr><td>Option 1 Early-stage Qualitative Concept development (3 routes)</td><td>Cost</td></tr><tr><td>Option 2 Qualitative Executional development (single route)</td><td></td></tr><tr><td>TOTAL Campaign development Qualitative</td><td></td></tr><tr><td colspan="2">Campaign development -Quantitative</td></tr><tr><td>Option 3 Quant Message testing</td><td>Costs</td></tr><tr><td>Option 4 Quantitative pre-testing (light)</td><td></td></tr><tr><td>Option 5 Quantitative pre-testing (full)</td><td></td></tr><tr><td>TOTAL Campaign development Quantitative</td><td></td></tr><tr><td colspan="2">Total available spend/cost across types of research options</td></tr></table>	AHDB summary costing table: Campaign Research Costing Table		Agencies to populate cells marked in red and send alongside proposal. Please leave formula/boxes in blue unchanged		Campaign Evaluation		Pre-wave	Cost	Post Wave		TOTAL - Pre-post		Rate Card (post - optional additional waves) Cost per wave*		TOTAL CAMPAIGN EVALUATION ELEMENT (Scoring purposes uses one additional wave)		Campaign development -Qualitative		Option 1 Early-stage Qualitative Concept development (3 routes)	Cost	Option 2 Qualitative Executional development (single route)		TOTAL Campaign development Qualitative		Campaign development -Quantitative		Option 3 Quant Message testing	Costs	Option 4 Quantitative pre-testing (light)		Option 5 Quantitative pre-testing (full)		TOTAL Campaign development Quantitative		Total available spend/cost across types of research options	
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Insurance Requirements	<p>Additional public liability insurance to cover all risks in the performance of the Contract, with a minimum limit of £5 million for each individual claim</p> <p>Additional employers' liability insurance with a minimum limit of £10 indemnity</p> <p>Additional professional indemnity insurance adequate to cover all risks in the performance of the Contract with a minimum limit of indemnity of £3 million for each individual claim.</p> <p>Product liability insurance cover all risks in the provision of Deliverables under the Contract, with a minimum limit of £1 million for each individual claim</p>																																				
Liability Requirements	<p>Suppliers limitation of Liability (Clause 18.2 of the Contract Terms)</p>																																				
Customer billing address for invoicing:	<p>AHDB</p> <p>Stoneleigh Park</p> <p>Kenilworth</p> <p>Warwickshire</p> <p>CV8 2TL</p>																																				

GDPR	Contract Terms Schedule 7
Alternative and/or additional provisions (including Schedule 8(Additional clauses)):	N/A

FORMATION OF CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Supplier agrees to enter a Contract with the Customer to provide the Services in accordance with the terms of this letter and the Contract Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Contract Terms.

The Parties hereby acknowledge and agree that this Contract shall be formed when the Customer acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Supplier within two (2) Working Days from such receipt

For and on behalf of the Supplier:

For and on behalf of the Customer:

Name and Title:



Signature:



Date: 04/05/2021

Name and Title:



Signature:



Date:

ANNEX A

Customer Project Specification

To be determined by the Customer at Call for Competition stage



AHDB specification

ANNEX B

Supplier Proposal

To be determined at Call for Competition stage



Two Ears One
Mouth full proposal

Part 2: Contract Terms



Contract Terms v6.0