1. FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CALL-OFF TERMS 
   1. **Letter of Appointment**

CCCS18A03 - INTERNATIONAL ZERO EMISSION VEHICLE SUMMIT

Dear Sirs

**Letter of Appointment**

This letter of Appointment is issued in accordance with the provisions of the Framework Agreement (RM3796) between CCS and the Agency dated 19th July 2018.

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

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| Order Number: | To be confirmed |
| From: | [REDACTED]  ("Client") |
| To: | M Integrated Solutions Ltd, [REDACTED]  TW7 6DA ("Agency") |

|  |  |
| --- | --- |
| Effective Date: | 19th July 2018 |
| Expiry Date: | End date of Initial Period 28th September 2018  End date of Maximum Extension Period 28th January 2019  Minimum written notice to Agency in respect of extension: 1 month  The contract will be for a two (2) month period with an option to extend by two (2), two (2) month periods (2+2+2) up to a total contract period of 6 months. |

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| Relevant Lot: | 2 - Events |
| Services required: | Set out in Section 2 (Services offered) and refined by:  the Client’s Brief attached at Annex A and the Agency’s Proposal attached at Annex B; and Annex C – Agency Pricing |

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| Key Individuals: | [REDACTED] |
| Guarantor(s) | N/A |

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| Call Off Contract Charges (including any applicable discount(s), but excluding VAT): | Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.  Detailed, itemised cost estimates must be provided and signed off by the Client before any work commences after which, a Purchase Order will be provided by the Client.  Payment will be made in line with the rate card stated at Annex C – Agency Pricing. All rates are inclusive of expenses and exclusive of VAT.  The Pricing Schedule found at Annex C is an estimated cost. It shall be used as a benchmark to calculate further work which will be paid in line with the rate card.  The contract value will be for a maximum of £360,000.00 (Ex VAT). This is a call off contact and therefore there is no guarantee of spend.  Before payment can be considered, each invoice must include the Client reference [REDACTED], plus a detailed elemental breakdown of work completed and the associated costs. |
| Insurance Requirements | In line with Call Off Terms and Conditions |
| Client billing address for invoicing: | Agency invoices should be sent to either (not both):  By email to [REDACTED] in PDF format. It is the Agency’s responsibility to ensure the email is received by the Accounts Payable team.  By post to: [REDACTED] |

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| Alternative and/or additional provisions: | Additional GDPR provisions will apply and can be found within Schedule 6 of Call Off Terms and Conditions |

**FORMATION OF CALL OFF CONTRACT**

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

**The Parties hereby acknowledge and agree that they have read this letter and the Call-Off Terms.**

**The Parties hereby acknowledge and agree that this Call-Off Contract shall be formed when the Client acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Agency within two (2) Working Days from such receipt.**

**For and on behalf of the Agency: For and on behalf of the Client:**

Name and Title: Name and Title:

Signature: Signature:

Date: Date:

Annex A

**Client Brief**

1. **PURPOSE**

1.1 The Department for Transport is hosting an International Zero Emission Vehicle Summit on 11-12th September and requires an events agency to help deliver the event.

1. **THE REQUIREMENT**
   1. The Agency is expected to work closely and collaboratively with all suppliers supporting the event including the ICC in Birmingham and Cenex in Milbrook, who have some existing event management services, to successfully deliver the event. The Birmingham ICC will provide a catering manager, production manager, and an event manager. Millbrook will provide a zone manager.
   2. Expected requirements include, but are not limited to:
      1. Event programme design and management including:
         1. Working with and under the direction of the OLEV, to support the finalising of the Summit agenda to ensure every aspect of the events tie seamlessly together.
         2. Advising on and provision of audio visual systems. The day one venue provides some audio and visual equipment, but advice will be needed as to any additional requirements that may be required. The venue for day two does not provide any AV equipment and therefore the Agency will need to provide a range of audio and visual options, suited to the venue. The Agency will be required to advise on what equipment is required for the second venue.
         3. Provision of catering – refreshments will need to be available throughout the summit, free of charge to all attendees. There will be an evening reception at the ICC in Birmingham on the 11th September which will require hot food and standing service. Food and catering will be provided by the ICC venue in Birmingham for the day and evening of 11th September, but not at Cenex in Millbrook on 12th September. The Agency will therefore need to provide food and catering services on the second day of the summit including provision of cutlery and crockery. Cold food will be sufficient during the day.
   3. Helping develop staff plans for the event such as timing, who is responsible for what, who should be where and when?
   4. Event production including:
      1. Layout of venue and rooms.
      2. ‘Flow’ of each day i.e. how delegates move around the building during the event, how catering will be served, planning and monitoring the impromptu use of breakout and other rooms, ensuring of a dedicated access routes for Ministers and senior figures from industry around the venues, guided tours of the partnered event on day 2. Office for Low Emission Vehicles (OLEV) will provide volunteer guides for this purpose.
      3. Stage design and set for day one and two of the summit. The stage will be provided and set up by the ICC venue in Birmingham on day one, but it will be the Agencys responsibility to dress the stage appropriately. The same level of service will be supplied by Cenex on day two and therefore the Agency will also be required dress the day two venue appropriately.
      4. Dressing of conference and seminar rooms. Access to the main hall of the ICC in Birmingham will be available from 7am on the morning of the 11th September. A stage will be built and dressed, audience seating will be set-up, a sound system and microphones will be installed and presentation screen will be already set up when upon access to the venue. Access to the venue at Cenex for day two will be available from 8am on Monday 10th September.
      5. The Agency will be required to liaise with the venues to ensure that they have provided the items and services expected. The ICC in Birmingham have been contracted to provide: venue hire - includes Hall 4, 9, 10, Executive rooms (3,4,5,6,8,9&10) Symphony hall foyers (3 levels) with foyers along halls 9&10; 3 vehicle spaces on the mall to display vehicles from partners; manned cloak room; In house catering; registration desks; stewarding and 24 hour security control; free general delegate wifi; AV package includes additional repeater screens, 1 PA system, 1 microphone lectern, 1 lectern, 2 roving mics, 1 lapel mic; evening reception space. Cenex will provide venue hire of one hall.
      6. Design and installation of audio visual systems. ICC in Birmingham will provide and set up the basic audio and visual systems that they currently hold, but additional equipment may be required. The Agency will be required to evaluate what is currently provided and advice if any further audio visual systems will be required. For Cenex in Millbrook, no equipment is provided, it will therefore be the Agency’s responsibility to design and install relevant audio visual systems.
      7. Provision of laptops, microphones, portable display stands and similar equipment. This will be required for each of the venues, in ICC Birmingham and Cenex Millbrook. In ICC Birmingham, the Agency will need to take into consideration the 3 halls with 7 rooms that are available, and at Millbrook – the one hall with two rooms that are available. It is anticipated the event will require approximately 25 handheld roaming microphones in addition to those on the presentation stage
      8. Provision of a moderator for the event. The Agency will be expected to provide a moderator to introduce the day from the main stage and explain housekeeping requirements, explain the break-out sessions, introduce speakers to the stage and host Q&A sessions on the main stage as appropriate.
      9. Managing logistics of arrivals for delegates and Senior Cabinet Ministers. Signage and a welcome team are provided by the venue on day one, but no registration service will be provided by the venue on day two. No onsite parking is available on day one, however there is a paired venue where parking can be prebooked through the Birmingham Arena website. Day two has an onsite parking facility of 2,000 spaces to be shared between LCV and ZEV summit attendees, and additional parking for exhibitors.
      10. The Agency will be required to work collaboratively with any subcontractors or suppliers that may be needed to deliver the Summit, for example, security services, OLEV’s branding agency, transport providers etc.
      11. Dismantling of the sets will be required by the Agency. The Agency will have access to the ICC in Birmingham until 11pm on 11th September in order to dismantle backdrop and sets. They will have access to the venue at Cenex in Millbrook until 8pm on the 12th September.
      12. Delegate acquisition and management services including:
          1. Delegate registration services. It is anticipated a draft list of attendees will be available from late July, but this is unlikely to be finalised until close to the event. The Agency will be required to manage the registration and exit of attendees at both venues. Once registered, it will be the Agency to guide the attendees to follow the appropriate signs around the venue. Signage will be provided by ICC in Birmingham but not at Cenex in Millbrook.
      13. The Agency will be required to help organise transportation and movement of delegates from the airport and train stations to the ICC in Birmingham and between the ICC and LCV in Milbrook. Some modes of transport, for example electric cars and buses, may be provided by potential Summit sponsors however it will be the responsibility of the Agency to ensure adequate transport is provided to ensure excessive delays are not caused due to transportation. Details of any transport provisions from sponsors will be confirmed closer to the time following negotiation with sponsors. Some attendees may choose to organise their own travel.
      14. The Agency will manage the printing of posters, banners etc. The digital designs will be provided to the Agency. The Client are currently working with a contracted designer to create a logo, poster, banners, booklets, PowerPoint templates etc for the Summit however we will require the Agency to manage the printing of these items, including t-shirts or similar uniform for volunteers. The Agency will be required to collaborate with the contracted design agency throughout the duration of the contract to ensure all design work is compatible with printing processes.
      15. Provision of on-site resource to manage and coordinate the event. The ICC Birmingham will provide a catering manager, production manager, and an event manager, it will be the Agency’s responsibility to ensure sufficient resource is provided to manage and coordinate the event. Cenex in Millbrook will provide a zone manager only and it is therefore imperative that the Agency ensures adequate resource is provided. The Client summit team will be available on both days as will volunteers from the civil service who will be able to assist with hosting delegates and managing media. The Agency will provide guidance on number of volunteers required and tasks.
      16. Managing media access to the event ensuring they have adequate facilities for media services e.g. risers for camera spots, cabling, potential satellite access for live broadcasts. Rigging and access to a power supply will be provided by both venues. The Agency will work with the Client on the development of a PR and social media strategy. The Agency will also manage a journalist accreditation system including an appropriate system for escalation should journalists arrive that have not registered in advance.
      17. Security services. The Agency must ensure that the 7 separate rooms in ICC Birmingham are available for government ministers, bilateral meetings and media throughout the event. The Agency will be required to liaise with local police around security for senior cabinet ministers. Access to the venue will need to be controlled when senior delegations and senior Cabinet Ministers are in the building.
      18. Translation services. The Agency will be required to provide simultaneous translation services in the main hall of both days into Spanish, French, German and Mandarin/Chinese. This will include provision of interpreting equipment/ booth/ headsets/ microphones. Induction loops and host broadcasting services will be provided by both venues.
      19. Risk management services, to include:
          1. Managing relationships between the various organisations that are helping to deliver the Summit.
          2. Communication risks such as incorrect or conflicting information.
          3. Smooth and successful movement of guests around and between the two venues
          4. Health and Safety requirements. Both venues will provide trained first aiders, but a health and safety officer to check the venues is not provided and will therefore be required by the Agency.
      20. Other miscellaneous project risks
      21. Budgetary management for the above to ensure event is delivered within budget.
   5. Overnight accommodation has already been booked. There are 100 rooms booked at the Hampton by Hilton in Birmingham, a further 100 are booked at the Jury’s Inn in Birmingham, and finally the Hyatt Regency (which is directly linked to the ICC building) has 45 rooms booked for senior ministers and senior industry attendees. The prospective provider will work with the Agency to allocate attendees to appropriate hotels.

# key milestones

## The Agency should note the following project milestones that the Client will measure the quality of delivery against:

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| --- | --- | --- |
| **Milestone** | **Description** | **Timeframe** |
| 1 | Kick-off meeting with the Summit team | Day 1 of Contract Award |
| 2 | Agree scope of work required | Within week 1 and 2 of Contract Award |
| 3 | Begin implementation of work required | Within week 2 of Contract Award |
| 4 | Site visits to both venues | Within week 4 or 5 of the Contract Award |

1. **REPORTING**
   1. The Agency will be expected to participate in Summit planning meetings and contribute updates to status meetings and trackers. Weekly status meetings are anticipated via conference calls or face to face at the Client offices in London, dependant on the agenda for each meeting.
   2. The Agency may be required to report to additional government departments beyond the Client, dependent on the work required. The Client will ensure all contact details are provided to the Agency should this be the case.
   3. The Agency will be required to work with industry who may provide sponsorship, benefit-in-kind, branding and displays for the event. A list of sponsors will be provided to the Agency when available.
   4. The Agency will be evaluated post event. This will include the following:
      1. Client / Agency relationship
      2. Meeting project deadlines on time
      3. Managing any subcontractors effectively
      4. Finance and value for money
2. **CONTINUOUS IMPROVEMENT**
   1. The Agency will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
   2. Changes to the way in which the Services are to be delivered must be brought to the Clients attention and agreed prior to any changes being implemented.
3. Service Levels and Performance
   1. The Client will measure the quality of the Agency’s delivery by:

|  |  |  |  |
| --- | --- | --- | --- |
| **KPI/SLA** | **Service Area** | **KPI/SLA Description** | **Target** |
| 1 | Account Management | Delivers against agreed time schedules and budgets | 100% |
| 2 | Account Management | Provides timely and accurate reports and invoicing | 100% |
| 3 | Account Management | The Agency must email the Client weekly progress reports by 12 noon Friday, for the duration of the project | 100% |

* 1. The Agency must provide a robust escalation procedure to help resolve any issues that may arise with the project delivery. This should include the provision of a dedicated point of contact within the Agency who can deal with and resolve such issues.
  2. Should poor performance lead to an early contract termination, any documents and information shared with and created by the Agency should be provided to the Client.

# STAFF AND CUSTOMER SERVICE

## The Client requires the Agency to provide a sufficient level of resource throughout the duration of the Client Contract in order to consistently deliver a quality service to all Parties.

## The Agency’s staff assigned to the Client Contract shall have the relevant qualifications and experience to deliver the Contract.

## The Agency shall ensure that staff understand the Client’s vision and objectives and will provide excellent customer service to the Client throughout the duration of the Contract.

## The Client expects the Agency to create a detailed project management plan for the development and delivery of the Summit.

## The Client expects to meet the Agency regularly and for the Agency to arrange weekly status reports.

## The Client will have final sign off for all decisions made in the planning, development and delivery of the Summit and payment will not be made until the Client provides approval of any decisions to be made.

## The Agency will provide and agree an approval process and invoicing schedule with the Client upon appointment.

## The Agency should provide notes of all meetings between the Client and the Agency, to be agreed by the Client’s Contract Manager and project team.

## The Agency is expected to contribute to evaluation activity and reports following the Summit.

# service levels and performance

## The Client will measure the quality of the Agency’s delivery by:

|  |  |  |  |
| --- | --- | --- | --- |
| KPI/SLA | Service Area | KPI/SLA description | Target |
| 1 | Account Management | Delivers against agreed time schedules and budgets | 100% |
| 2 | Account management | Provides timely and accurate reports and invoicing | 100% |
| 3 | Account management | The Potential Provider must email the Client weekly progress reports by 12 noon Friday, for the duration of the project | 100% |

## The Agency must provide a robust escalation procedure to help resolve any issues that may arise with the project delivery. This should include the provision of a dedicated point of contact within the Agency who can deal with and resolve such issues.

## Should poor performance lead to an early contract termination, any documents and information shared with and created by the Agency should be provided to the Client.

# Security requirements

## The Agency will be expected to keep materials confidential until agreed embargoed supply, if required.

## Photographic ID will be required for meetings at the Client’s offices.

## Security clearance for agency staff may be required ahead of the Summit due to the presence of senior government Minister, both domestic and international.

# Location

## The majority of services will be carried out at the Agency’s offices, however, the Agecny will be expected to attend meetings at the Client’s office (Great Minster House, 33 Horseferry Road, London, SW1P 4DR) and deliver services at the ICC, Broad St, Birmingham B1 2EA and at Millbrook proving grounds, Station Lane, Bedford MK45 2JQ.

* 1. **Annex B**

**Agency Proposal**

**The event will be delivered in line with the Agency’s tender response of 24th May 2018. An extract of which is outlined below. Detail is subject to change with agreement of both parties.**

1. **DELIVERY OF THE SUMMIT**
   1. The Agency will commit to dedicate all the necessary time, resource and expertise to deliver a world-class summit that meets Client’s objectives.
   2. Working under the direction of the Client, the Agency will contribute to the agenda, recommending innovative approaches for achieving objectives.
   3. Initial ideas include an area at each venue where commitments will be captured via a commitment wall or video pledging booth. This will provide real time evidence of the summit successes. Sharing of learning is a key objective so, alongside the lectern based presentations, the Agency recommends interactive sessions (in the style of Question Time) creating a fluid conversation between audience and presenters.
   4. Knowledge zones where delegates can engage with experts will be used. A Summit app will encourage interaction and promote the summit content to delegates. This tool can also be used to book meeting rooms and send notifications to delegates. The Agency has created an event app, however, the Cabinet Office digital team may already have one that could be tailored and in this instance, the Agency will work with the digital team to develop the content. The Agency’s in-house digital capability has collaborated regularly with in-house digital resources to provide efficiency whilst progressing additional functions that enrich the delegate experience.
   5. The Agency will apply best-practice and provide a collection of media and other content assets to serve the agenda. Using content at distinct points enables the Agency to drive messages and reinforce insight.
   6. The creation of an opening film, positioning the summit from the combined perspective of emotion and logic, is a powerful and compelling method of starting proceedings. The film will be produced at low cost by applying effective techniques, such as the animation of still photography alongside the superimposition of typography. The careful placement of additional pieces of content, to play in directly before and after breaks, as well as scheduled to run during the transitions between subject matter and agenda focus, adds substantial value to the audience experience.
   7. In delivery, the Agency will apply a responsible approach. Any meeting has the risk of being environmentally wasteful and with the nature of the summit, it is essential that each element sensitively considers environmental impact and the Agency’s personal effect on climate change. The Agency will therefore commit to applying an environmentally responsible set of principles in each area of operation, thus promoting the interests of the summit. From dietary choices to the temporary construction of stage, set and wayfinding, the thread that runs throughout is personal and professional accountability that supports the values of the Client. The Agency will maximise the opportunity for using touchpoints throughout the summit to reinforce and amplify the collective goal of making a beneficial difference to the Agency’s environment.
2. **REGISTRATION AND DELEGATE MANAGEMENT**
   1. The Agency will use an online registration system to facilitate efficient communications with delegates. The Agency understands that Client has issued invitations and that a list of potential Summit attendees will be available in July.
   2. The Agency will issue attendees with a link to the registration microsite where they can access information on the event as well as book transfers, breakout sessions, exhibition tours, ride and drive sessions and confirm dietary requirements. A bespoke Summit URL, email address and 24/7 phone number will be offered and the Agency’s logistics team will respond to all queries in a timely manner.
   3. The system will allow capacity management for the breakout sessions, tours and ride & drive. Individually tailored joining instructions will be sent to delegates in advance and will confirm practicalities, venue and parking information, breakout sessions, tours, ride & drive and transfers booked.
   4. A separate media registration form will allow members of the media to express an interest in attending. The data captured will be shared with the Client Media team for approval. Media joining instructions will be distributed in advance of the event and facilities to accredit media on site will also be provided.
   5. The Agency will provide regular registration reports for review by Stakeholders. All data is securely held on dedicated servers. The Agency has ISO 27001 information security management accreditation and confirms that that data collected will be GDPR compliant.
3. **TRAVEL AND TRANSFERS**
   1. The registration process will capture delegate travel plans and will establish the requirements for transfers to ICC, from Birmingham to Millbrook, transfers for delegates attending day two only and departures. The Agency will monitor local airports, train services and motorway traffic to adjust transfer schedules accordingly.
   2. Delegates who chose to drive will be provided with parking information and shuttle services details. The Agency anticipate that some Ministers will arrange their own transport via Embassies and the Agency identify suitable parking locations for these vehicles. The Agency anticipates that most delegates will walk from Birmingham New Street and Birmingham Moor Street to the ICC. The route is well sign posted and the ICC postcode and location map will be included in joining instructions. Birmingham Airport is also well connected to the City Centre with a train service to Birmingham New Street Station every 10 minutes.
   3. A VIP transfer service will be arranged from transport hubs in conjunction with the chosen transport provider. Delegates with special access requirements would be offered use of this service.
   4. Delegates will receive details for their transfers and the Agency’s logistics manager will oversee transport operations, supported by Client volunteers welcoming delegates and escorting them to their transfers.
   5. Transfers to hotels at the end of day one will only be offered to those with mobility issues as the chosen hotels are within a short walk of the ICC.
   6. Transfers on day two will include coaches from the two delegate hotels to Millbrook with a scheduled departure time of 0630hrs. This will ensure arrival at Millbrook in time for a comfort break and hot drink before the opening session at 0930hrs. Hotels will be requested to arrange an early breakfast service. An executive coach will transfer the VIPs from Birmingham to Millbrook. A late service will run after the scheduled departure time for any delegates who miss the planned transfer and individual transfers for VIPs will also be provided.
   7. Delegates will be checked-in as they board the coaches and therefore only those who had lost their badge or were attending the summit for the first time will need to register on arrival at Millbrook.
   8. This would streamline delegate flow. A departure schedule willfacilitate transfers to Bedford Station. Although Millbrook is the closest station this has been discounted as there are only two trains an hour. Transfers to airports (Birmingham, East Midlands, Luton) will be facilitated as required and transfers to the two main stations in Birmingham will also be facilitated.
4. **ACCOMMODATION**
   1. The Agency’s logistics team will facilitate accommodation requests through registration site. However as accommodation is to be paid directly to the hotel by each the Agency’s delegate, a code is provided to allow delegates to book directly. This will ensure that Client is not liable for any charges. As Client has booked the hotels, the Agency will monitor room bookings and advise the Client of forthcoming attrition dates to ensure cancellation charges are avoided.
5. **THE ICC**
   1. The ICC represents an excellent venue choice, given the Midlands’ rich automotive history, Birmingham’s central location and excellent transport links. The venue is host to another event on 9th-11th September, the Annual National Conference for the Association of Stoma Care Nurses (ASCN), and close collaboration with the ICC and the event organisers will be essential for both events to run smoothly.
6. **SYMPHONY HALL – DELEGATE WELCOME AND REGISTRATION**
   1. Symphony Hall will house information and registration desks. Signage will be provided.
   2. The Agency recommends removing the ground floor tiered seating to facilitate delegate registration. Branded name badges with a different colour for each delegate category will be provided along with an onsite printing facility to accommodate late registrations and lost badges. The Agency recommends a discreet pin for Ministers and VIPs so they are easily identified. Delegates and media will be checked in using iPads with real-time information available on delegate numbers. The VIP registration desk will be on level 5, the same floor as the Hyatt bridge link. This desk will also facilitate meeting room bookings and bilaterals in a centralised system through the event app. Once delegates are registered they are directed to a tea and coffee area. Event partners will display low emissions vehicles in the mall (protected by venue security). It is an excellent high footfall area, with delegates passing through en route to their catering area, and the Agency recommends a display of graphic panels with information about each vehicle.
   3. The Agency recommends the marketplace is located in the delegate tea and coffee area, another high footfall location, as this offers good exposure for partners. The Agency anticipates partners will provide their own stands but will offer these if required. The Agency will produce a marketplace exhibition manual, with information partners need to attend the event, and will also support in the supply of AV and power as required.
7. **PEOPLE FLOW**
   1. The Agency has carefully considered efficient people movement throughout the venue, ensuring that Ministers / VIP routes are de-conflicted from delegates and media insofar as is possible.
8. **HALL 4 – PLENARY ROOM**
   1. A large branded backdrop behind the venue stage will form the focal point. At the start of the day, the stage will house a lectern for keynote presentations; a logo on the front for capture in camera shots. The Agency’s design intent for the environment is deliberately minimalist, complementing the event objectives and fundamental focus, with an emphasis on creating a presence that has the lowest environmental impact.
   2. Such an approach is regarded by the Agency as a shared value with the aims of the summit. The existing central screen is not large enough for an audience of 500, so the Agency’s innovative design includes a white cyclorama which can be used as a projection screen, supported by the venue side screens. This design approach can be an opportunity to innovate and if there is an interest in the Agency taking their principles of design further, the Agency would explore the possibility of delivering a dynamic, content-led backdrop surface, where all elements, from logos to presentations, are delivered as part of a single projection surface.
   3. This approach will be a clear demonstration of the responsible design approach that shares the same values and objectives of the summit.
   4. A broadcast standard camera at the back of the room films presentations and provides live camera relay to screens, interspersed with speaker presentations and videos. The recorded footage can be shared with media, if permitted. Further camera platforms for media are allowed for at the back of the room, equipped with power and audio feeds.
   5. Broadcast standard lighting will be low energy to support the Agency’s sustainability policy. Lighting colours change throughout the day to denote different sessions and to support session topics. Four simultaneous interpretation booths are positioned to ensure clear sightlines for interpreters, and equipped with headsets and receivers (including back-up supplies) to the highest standard and accommodate interpreters for Spanish, French, German and Mandarin/Chinese. ISO 4043 compliant, the booths will offer one console per interpreter, infrared radiators ensure there is no drop in feed, a back-up system is in place and M’s technical team tests all equipment in advance of the meetings and monitors it throughout the summit. The Agency will provide EU Commission standard interpreters (two per language to accommodate breaks). The Agency will brief interpreters in advance and will provide copies of scripts and presentations to aid interpretation.
   6. A laptop will run PowerPoint presentations and videos, operated by the Agency’s experienced engineers. An added value that the Agency offers is the collation and checking of all presentations in advance of the event and, to ensure a consistent look across all presentations, the Agency will provide a branded template for speakers. A briefing document will provide speakers with all the information they need to prepare for the event. With insufficient time to run rehearsals onsite, the Agency will schedule offsite rehearsals in advance supported by onsite briefings prior to each session.
   7. The room will be set up theatre style for 500. This layout gives delegates excellent sightlines to all three screens and facilitates microphone handling during questions from the floor. The Agency has allowed for six handheld microphones, with a further four in each of the breakouts. This still allows for additional microphones to be available from the ICC package. Following the keynote address and during the first coffee break, the Agency will change the onstage furniture to an interactive setting for the remaining sessions. This setting encourages the audience and speakers in open dialogue and supports the drive for sharing learning and advancing international initiatives through interaction. Speakers have tie clip microphones and handheld microphones facilitate audience contributions.
   8. When breakout sessions commence, audience numbers in Hall 4 will likely reduce, and the Agency recommends some theatre style seating be removed and lighting changed to a more intimate setting for Hall 4 breakouts.
   9. At the end of the final session, Hall 4 will be reset for the evening reception. The ICC require one hour for the turnaround and the Agency will support the venue to ensure furniture is removed and replaced with poseur tables and occasional seating at the back of the room. Lighting will transform the stage, creating a suitable evening ambience, and a lectern provided for speeches.
9. **INSTALL AND DISMANTLE**
   1. The Agency will work closely with the ICC to ensure the event is built and ready in the two-hour set up period allocated. The Agency will accommodate speaker familiarisation sessions during coffee breaks and lunch. Following the end of the evening reception, the Agency will ensure equipment is removed in a timely manner.
10. **HALL 9 AND 10 – BREAKOUT ROOMS.** 
    1. Set theatre style, a branded backdrop will sit at the front of each room, supported by venue screens. Venue supplied tub chairs and a coffee table along with a lectern will be provided. The Agency will supply laptops to run presentations and videos, a logo for each lectern, and tie clip and handheld microphones to facilitate dialogue.
11. **LEVEL 5 AND ER 8 – CATERING**
    1. The level 5 foyer will hold the delegates’ lunch, with Executive Room 8 for the ministers’ roundtable and lunch. The Agency recommends a buffet lunch service and will provide any equipment necessary to support the ministers’ roundtable.
12. **EXECUTIVE ROOM 3 – MEDIA HOLDING ROOM**
    1. The Agency will equip the room with tables and chairs to provide a suitable working space with WiFi to allow media to file. The Agency recommends that Client staff manage media access ensuring media are always accompanied throughout the event.
13. **EXECUTIVE ROOM SET UP**
    1. The Agency have allowed for a production room for Client in a boardroom set up. Rooms 5 & 6 will be set up to accommodate last minute meeting requests. The Agency will allow for a backdrop in rooms 9 & 10, along with seating in a fireside layout for bilaterals.
14. **WIFI**
    1. A robust WiFi system is required to support the summit, particularly as media may be filing from the ICC. The Agency recommends splitting capacity between delegates and the media if possible.
15. **DAY 2 – MILLBROOK PROVING GROUND**
    1. The Cenex-LCV event attracts an international audience and provides insights into leading innovations in low carbon automotive transport. The 11th annual Cenex-LCV event is an excellent setting to continue the summit and the Agency will collaborate closely with Cenex-LCV organisers to maximise opportunities for the delegates.
16. **DELEGATE ARRIVALS**
    1. Delegates will be dropped outside the innovation centre II. A registration desk within the muster point facilitates new registrations and the checking of badges for existing delegates.
17. **SET AND STAGING**
    1. The Agency recommends a strong theme linking day one and two for a consistent look and feel across the summit, replicating the same backdrop and stage set up at the ICC. The room will be set theatre style for 300.
    2. The Agency understands that AV will be supplied by Millbrook’s preferred supplier, but will fall into Agency costs. The Agency will work with the supplier to ensure that the equipment is suitable for the summit’s needs.
    3. Four simultaneous interpretation booths, equipped to the same standard as those at the ICC will be located at the back of the main event room. Two interpreters per language will again be provided.
    4. Signage outside each room will denote room use, and a timetable of the tours will be displayed.
18. **MEETING ROOMS 1 AND 2**
    1. The Agency will work with Client to determine the use of these rooms, which could include a ministers’ / VIP room, bilateral room or media work area.
19. **AGENDA**
    1. Once the opening session has come to a close, a prearranged programme could see some delegates remaining in the main conference to listen to one of the eight sessions, whilst a group is taken on a tour of the exhibition and another takes part in the ride and drive experience. This would be repeated until all delegates have experienced both.
    2. The networking buffet lunch will take place in the muster area. Venue tables will be set and a serving point established. Post lunch the area will be reset for the networking drinks.
20. **MEDIA – ICC & MILLBROOK**
    1. At the ICC, a holding area will be equipped for media working and filing. The Agency recommends branding here to support filming to camera. Where broadcast media are permitted in sessions, the Agency will provide platforms with power and audio feeds. Suitable space will be allocated for photographers. Broadcast media may want their satellite trucks so they can distribute footage and the Agency would help identify a suitable location with a clear line of sight to satellites. The Agency will also provide a broadcast camera to record key sessions, the footage shared with media if permitted.
21. **PROJECT MANAGEMENT** 
    1. To facilitate communications with this broad spectrum of contributors and services, the Agency will establish a dedicated point of contact for all key suppliers/agencies, for consistency of understanding and to reduce problems arising from poor communication. This approach was very effective during our recent delivery of the Commonwealth Heads of Government Meeting. Subcontractors With many years’ experience delivering diverse high profile and complex events, the Agency is proud to have developed an extremely strong bank of suppliers with whom the Agency has excellent working relationships. The Agency will have stringent procedures in place when partnering with our subcontractors that include obtaining three quotes for any service subcontract; tenders only issued to companies with the right level of expertise to successfully fulfil the scope of services and obligations; contracts awarded to the company that demonstrates value for money while meeting the specific requirements of the brief to the highest standards. Given the Agency’s longstanding relationships the Agency are often able to secure preferential rates which the Agency would naturally pass on to Client. The Agency proactively directs the delivery process to ensure subcontractors deliver against agreed quality levels, specifications and timeframes. Working closely and in partnership, the Agency can identify any potential issues at an early stage and agree remedial action. This proactive approach has seen the Agency’s supply chain deliver to consistently highest standards within tight timescales.
22. **VENUES**
    1. The Agency will ensure that venue teams are fully integrated with the core team and work with venues so that items and services in the contract, as well as additional requests, are delivered on time and to the correct specification. Each venue will have a dedicated producer who will hold regular meetings with the venues regarding each requirement as well as the timetable of install, event and derig. All agreements are confirmed in briefing documents and schedules. In the run up to the build, the producer holds a pre-conference meeting to confirm deliverables, roles and responsibilities.
23. **MODERATORS**
    1. The Agency will recommend an appropriate moderator to match the subject matter and objectives of the summit. The moderator will play a key role at the event by providing a consistent link between sessions. He/she will introduce the summit, explain housekeeping requirements, breakout sessions, introduce speakers and host Q&A sessions. The Agency will brief the moderator, providing a detailed document outlining the purpose and objectives of the summit. The Agency will work with Client to determine moderator scripts / guidelines, ensuring these are in line with key messages. Before the event, the Agency will rehearse with the moderator on stage to ensure seamless delivery.
24. **BRANDING AGENCY**
    1. The Agency will work collaboratively with Client’s brand agency to ensure guidelines are met and the Agency’s creative approach is in line with the Client brand as well as the summit branding. The Agency will ensure that all creative elements are approved from a brand perspective before sending to Client for review. The Agency will adhere to logo placement, colour references, font, alignment and image specifications. For all outputs, the Agency will ensure the brand agency is aware of the requirements for the different platforms being utilised to ensure all templates are formatted correctly.
25. **ACCOMMODATION PROVIDERS**
    1. The Agency will work with accommodation providers sourced by Client to ensure rooms are allocated to delegates according to their requirements. Suites / Executive Rooms will be reserved for senior ministers and VIPs. Any additional accommodation will be sourced through the Agency’s travel suppliers to ensure preferential rates at properties within close proximity to the venue, fulfilling requirements in terms of standard and facilities.
26. **PARTNERS / SPONSORS**
    1. The Agency will work with sponsors and partners providing transport to ensure delegates are met at the airport/station and taken to either their hotel or straight to the venue. If there is a shortfall in terms of vehicles provided by sponsors, the Agency will source Low Emission Zone compliant coaches and minibuses to accommodate. The Agency will appoint a logistics manager to liaise with service providers and delegates providing a central point of contact both pre event and onsite. All logistical arrangements will be handled at the point of registration.
    2. The Agency will work with Client to define partner rights packages, provide support in ensuring these are delivered in line with agreements and ensure a positive partner experience at the summit.
27. **POLICE**
    1. The Agency anticipates that a police security coordinator (Sec-Co) may be assigned to the event. Reporting to Silver Command, the Sec-Co will determine the level of security required for the event and the Agency will collaborate to ensure all security requirements are delivered. Subject to the seniority of ministers attending, this may require a search of the venue and equipment, along with security checkpoints at entrances. Despite limited time for set up at the ICC, the Agency will work fully with the police to accommodate searches. Ministers with protected status are accompanied by personal protection officers (PPOs) and the Agency will coordinate with the protection team to identify appropriate vehicle drop-off points and ingress/egress points along with an appropriate holding area. Access routes through the venue avoiding, where possible, crossover with delegates and media will also be agreed and the Agency will ensure PPOs always have a clear line of sight to their principals at all times. Currently the ICC offer six security personnel and Millbrook provide three. Subject to advice from the police, it may be necessary to supplement these personnel and the Agency will collaborate with the Police to determine security needs. Should a Sec-Co not be appointed, the Agency is comfortable liaising directly with the protection team to determine appropriate security measures.
28. **SIMULTANEOUS INTERPRETATION** 
    1. The Agency will use M&R for the equipment, a supplier with extensive experience delivering high-profile government summits that will provide a robust simultaneous interpretation system.
    2. The Agency will provide EU Commission standard interpreters, but recommends consideration is given to sourcing interpreters through the FCO interpretation services as a potentially cost-effective route. A minimum of two interpreters per language will be required to ensure sufficient breaks are accommodated. Interpretations needs to be catered for include:
       1. audio feeds to each interpretation booth; copies of
       2. speeches and slides to assist with interpretation;
       3. earpieces for all presenters and headsets for the
       4. audience; channel lists clearly displayed.
29. **PR AND SOCIAL MEDIA**
    1. The team is aware of the need to recognise and collaborate with in-house teams to maximise effect and reap the benefits of knowledge-sharing. The Agency’s intention is to commit time provided by the Agency own PR and social-media strategists/planners who will work within a specific time-frame and consult with the Client’s existing PR and social media capabilities. The Agency offers substantial insight relating to the planning of PR activity and social media engagement and the Agency is excited about the effect such capability will bring to the summit. The Agency have allowed for a period of activity to deliver the Agency’s expertise and provide the Client with access to the Agency’s experienced PR and social media team- members. This process will generate an intelligent and comprehensive set of recommendations that form the basis of a plan that will help turn strategy into implementable success.
30. **EVENT ORGANISERS**
    1. The Annual National Conference for the Association of Stoma Care Nurses (ASCN) takes place on 9th-11th September at the ICC and the Agency will work closely with the ASCN organisers and the ICC to ensure events are de-conflicted and can be delivered successfully. The Agency will liaise closely with the organisers of Cenex – LCV to ensure that the tours and ride and drive requirements are accommodated and the summit programme can be delivered effectively at Millbrook.
31. **WIDER STAKEHOLDERS**
    1. With the high-profile nature of the event, the Agency anticipates additional stakeholders will have an interest in the event including Birmingham City Council, the emergency services and transport providers. The Agency will collaborate positively and helpfully with any additional stakeholders who have an interest in this summit, as the Agency has done for many previous high-profile summits and multi-stakeholder events that the Agency has had the honour to deliver.
32. **ACCOUNT MANAGEMENT** 
    1. The Agency will ensuresseamless, exemplary delivery and will provide a world-class event to support the key objectives of the summit.
    2. Each of the Agency’s team will have delivered government summits before and all understand the importance and relevance of the conference and are able to respond and react with drive, vision and flexibility to all the eventualities that such events can pose.
    3. The entire team (including all suppliers and subcontractors) is managed and coordinated by the Agency and led by the project director, to create an integrated service provision, providing the Client with a clear contact strategy. This ‘one company’ approach ensures a simple, efficient communication platform with reassurance for the accountability and responsibility for all aspects of the event. The Agency’s core team will work with Client to develop an onsite staffing plan for both venues, incorporating the roles and responsibilities of the Client volunteers, to ensure the summit is fully supported. Key roles will include delegate/VIP meet and greet, registration, wayfinding, media management, speaker hospitality, plenary and breakout room management, coach transfer assistance and accommodation management.
    4. The Agency have detailed an anticipated Client staffing requirement. the Client should note in some instances it may be possible for one person to do more than one role. A detailed briefing document will be provided to each volunteer, clearly outlining their role and their schedule. The Agency may attend any pre-event staff briefings. Onsite, the Agency’s core team will be supplemented by additional team members for support in room management/stage management, broadcast and delegate logistics. With over 160 full-time staff, the Agency is able to offer superb robust contingency plans to accommodate additional resource needs at short notice, where required.
33. **ACCOUNT MANAGEMENT APPROACH** 
    1. Exceptional client service will be delivered through proactive dialogue, information sharing and full accountability, with clear and comprehensive project objectives and outcomes.
    2. The Agency will commit all necessary time and resource to achieve this through research, review of policy documents and meetings with the Client.
    3. A project management plan defines parameters and provides a framework from which cost-efficiencies will be drawn. Activity will be monitored and modified as planning progresses, underpinned by a defined contact strategy with clear reporting lines and a communications protocol to share information.
    4. Changes in scope will be assessed and requirements, agreed by the Client, actioned smoothly to approved standards. Wherever possible, management of change processes is undertaken at no additional cost.
    5. The Agency will proactively deliver continuous improvement through the contract duration. The Agency will adopt the LEAN methodology and the principles of PRINCE2. A highly informed and proactive approach to managing information will be applied to verbal communication and documentation. The Agency proposes weekly project meetings with the Client. From week commencing 6th August the Agency recommends this is increased to twice weekly (frequency subject to discussion with the Client, and can be changed according to project needs).
    6. Depending on the work involved, the Agency will collaborate with other invested government departments beyond Client, as well as industry members who may provide sponsorship, benefit-in-kind, branding and displays for the event, particularly with regard to display vehicles at ICC. The Agency will provide dedicated points of contact for key stakeholders to ensure efficient communications.
    7. Contact reports and post meeting reports all have actions highlighted and followed up. The Agency will produce a project status report, budget report and change management plan which are tabled at each meeting to highlight areas requiring attention, so keeping the Client fully abreast of progress at all times. All project documents are held centrally ensuring content integrity. Regular internal status meetings ensure all team members are aware of Client’s vision and objectives, project changes and outstanding actions.
    8. The Agency will dedicate a producer to each venue: the primary point of contact and a clear line of communication between venues and the Agency. A clear sign-off process will be established with Client for all decisions in the planning, development and delivery of the summit. In the Agency’s experience events are successful when the client and agency work in true partnership. The Agency will to work with the Client to determine an appropriate evaluation tool for delegate feedback so that key learnings can be captured for the planning and development of future summits. Experience has demonstrated that the most effective way of gathering delegate feedback is to do this at the event and the event app could be extended to accommodate this. The Agency will work in an open and transparent manner, highlighting concerns that may impact successful delivery, specified timelines, or budget. The Agency has a formalised escalation process enabling immediate response to concerns. The primary point of contact is the project director, who determines any further escalation required right through to board level interventions where the board director can undertake immediate remedial action.
34. **EVENT BUSINESS CONTINUITY PLAN**
    1. The Agency’s business continuity / disaster recovery principles are representative of the robust process the Agency has in place to manage operational risk. In practice, these have worked to prevent any major failure in delivery for over 26 years. The plans cover any conceivable incident that could occur during the planning stages or onsite at the summit and are proactively monitored, with any additional requirements implemented immediately. The Agency will work in collaboration with all stakeholders to ensure that the Agency’s own continuity plans dovetail with others. The Agency’s senior leadership team is responsible for the overall coordination of the disaster recovery plan and, in the event of an emergency or disaster affecting the conference, it will be immediately activated.
35. **MANAGEMENT AND OPERATIONS**
    1. If any of the management or team working on the event are affected by a disaster and/or are no longer able to provide the services required, backup personnel in-house are ready and able to take over all roles any functions. During the planning phase this would be a straightforward transition. When it comes to the event itself, the Agency will ensure that no single person (however senior) is critical to the event’s success. In an incident where multiple personnel are taken out of action (e.g. food poisoning, flu pandemic or an act of God), all event documentation is centrally stored in secure folders, accessible from multiple locations for replacement personnel to act upon. During planning, this would be a straightforward (though undesirable) transition with minimal impact to the event. Documentation control is a key component of the Agency’s ISO accreditations, protecting the Agency’s own activities and the Agency’s clients.
    2. During the event, the role of key personnel is one of supervision and management. To ensure continuity in the case of multiple management and operations personnel being taken out of action, key document sets will be available to anyone with the right level of event experience for a fast takeover of management and operations, and include event plans/layouts and event schedules. In support, the Agency has office based full-time event personnel to step in at short notice.
    3. In the event of a major incident (a catastrophic incident) during the event itself, the Agency, with all other stakeholders, would take direction from the police and / or emergency services, superseding the Agency’s own and any other continuity or disaster recovery plans.
36. **IT, DATA** 
    1. A dedicated IT team uses enterprise level network monitoring tools and is alerted to any potential issues, thus allowing for resolution of solutions before the business or events are impacted. The Agency is ISO 27001 (Information security management) certified and the Agency’s information is delivered via a highly secure platform backed up in multiple locations around the globe. At the event, hard copies of all up to date information are available onsite, and offline digital files are stored onsite too.
37. **COMMUNICATIONS FAILURES**
    1. Should the mobile communication network fail during the event period, the entire team are connected via a dedicated radio network. If that fails, key members of staff will assemble in a pre-agreed area to continue event delivery, with important messages relayed to team members face to face until the network is re-established.
38. **LOSS OF PREMISES OR BUILDING ACCESS RESTRICTIONS**
    1. All IT services are available through remote access should either the Agency’s office or any event site offices be unavailable. Temporary offices have been identified if required for the Agency’s main premises, and alternative site offices can be set up at a moment’s notice in almost any location.
39. **SUPPLY CHAIN**
    1. If the Agency experiences a disruption in the Agency’s supply chain (for example a supplier is unable to complete a specific task), robust contingency plans identify additional suppliers who have the capability and capacity to deliver.
40. **INFRASTRUCTURE**
    1. All essential onsite technical equipment and power supplies are backed up as standard. The Agency’s technical specialists have the capability to carry out emergency repairs to equipment onsite in the event of a non-catastrophic disaster or issue relating to business continuity.
41. **PROJECT TEAM COMMUNICATION**
    1. On major projects a weekly internal all-party meeting is attended by every head of department, manager and project lead, giving a complete overview of an event. When plans change or if any disaster occurs, the team and the business are prepared.

**ANNEX C**

Agency Pricing

**Rate Card**

|  |  |  |
| --- | --- | --- |
| **Role Level (Board, Senior, Mid, Junior) in line with Framework Rate Card** | **Role (specific to the requirement)** | **Discounted Daily Rate** |
| Board Level | Account Director | [REDACTED] |
| Board Level | Head of Intergration | [REDACTED] |
| Senior Level | Project Director | [REDACTED] |
| Mid Level | Project Co-ordinator | [REDACTED] |
| Senior Level | Production Manager | [REDACTED] |
| Board Level | Public Relations Director | [REDACTED] |
| Mid Level | PR Co-ordinator | [REDACTED] |
| Senior Level | Media Broadcast Manager | [REDACTED] |
| Senior Level | Lead Designer | [REDACTED] |
| Mid Level | 3D Designer | [REDACTED] |
| Mid Level | CAD Designer | [REDACTED] |
| Senior Level | Logistics Manager | [REDACTED] |
| Senior Level | Health and Safety Officer | [REDACTED] |
| Mid Level | Graphic Operator | [REDACTED] |

**Tender Pricing for cost of event.**

**Day One – Birmingham**

[REDACTED]

**Day Two – Millbrook**

[REDACTED]