

CHANGE CONTROL NOTICE (CCN)

Contract Title:	Contract for the Provision of Covid-19 Communication Services (The Contract)		
Contract Reference:	CCCS20A06	Contract Change Number:	1
Date CCN issued:	08/12/2020	Date Change Effective from:	Upon Customer Countersigning

This is a variation to the contract between the Cabinet Office and Media Sense Communications Limited.

The Terms and Conditions of the Contract apply but with the following variations:

- 1.1 This variation intends to add two (2) new deliverables in to the scope of work, Monthly Summit Meetings and Production Oversight. The following is added to “The Requirement” in Call-Off Schedule 20 – Specification;
- 1.2 Monthly Summit Meetings:
 - 1.2.1 These will be with senior C.O. stakeholders to discuss and address over-arching issues.
 - 1.2.2 Monthly Summit Meetings will be added to the existing list of KPI’s in the Contract.
- 1.3 Production Oversight:
 - 1.3.1 “Production” is to be included in the scope of work with “creative / media planning / media buying”. This will now be “creative / media planning / media buying / production”
- 1.4 The following sentence under “Purpose” in Call-Off Schedule 20 – Specification is to be adapted as follows with changes shown in **Bold**:
 - 1.4.1 Based on key learnings from past critical campaigns, there is a requirement for an audit Supplier to work with the CO COVID-19 Communication team **and the TCC Transition team**, the existing creative / **production** / media planning, and media buying partners, to augment the current processes whilst delivering scrutiny, assurance and creating an auditable record.
- 1.5 The following sentence is to be added under “Background to Requirement/Overview of Requirement” in Call-Off 20 – Specification:
 - 1.5.1 “The consortium may potentially be retained by the C.O. to oversee campaign activities for media, creative and production through to March 2021 for Covid-19, UK Transition, Better Health and the ‘Union’ campaign.”
- 1.6 There are no additional costs related to this contract variation. The pricing shall remain the same as it is in the original Contract.

Change authorised to proceed by (Customer's representative):

REDACTED TEXT

Signature

REDACTED TEXT

Print Name and Job Title

09/12/2020

Date

Authorised for and on behalf of the Supplier:

REDACTED TEXT

Signature

REDACTED TEXT

Print Name and Job Title

11/12/2020

Date

Authorised for and on behalf of the Customer:

REDACTED TEXT

Signature

REDACTED TEXT

Print Name and Job Title

15/12/2020

Date