**Attachment 2b – Evidence of Contract Example for Lot 2**

Please complete the certificate below as part of your bid for Lot 2 of the Crown Commercial Service RM6135 Communication Performance Audit & Analysis Framework Agreement.

**Instructions**

You (the Supplier) are required to complete Table A and Table C below.

Your Contract Customer must verify that the information you have provided is true and accurate by completing and signing Table B below.

For the avoidance of doubt, if a customer indicates OPTION B when completing Table B of this certificate this will result in you being awarded a FAIL and you will be excluded from the competition.

**Table A**

**Mandatory Requirements**

This contract example must evidence a previous contract that you have successfully delivered in the last two (2) years, for the public or private sector, where similar requirements to those sought under Lot 2 of this procurement have been performed. This includes but is not limited to:

* a proposed measurement of outcomes and effectiveness at both macro brand and campaign levels for client(s);
* auditing the effectiveness and outcomes of the Media Planning, Media Buying and/or Creative agencies; and
* demonstrating an effective learning process to enable best practice sharing across the agency ecosystem.

**This example needs to be across the whole ecosystem of marketing frameworks and must be relevant to the scope of Lot 2, and as a minimum evidence the following requirements:**

* **Develop and deploy best practice, process improvement.**
* **Helping clients complete and evolve objective setting.**
* **Offering objective and specific advice on client: agency relationships.**

This contract must be relevant, and in keeping with the scope of the Specification for Lot 2, which can be found at Attachment 1a – Framework Schedule 1 (Specification).

Where you relied on other entities (including sub-contractors or consortium members) to perform the contract, please describe the function that each such other entity performed under the contract.

|  |  |
| --- | --- |
| Name of Entity Providing Certificate  (Supplier Name): | *[insert your organisation name]* |
|  | |
| **Performance Certificate – Contract Header Information (details of the contract to be certified)** | |
| Name of Contract Customer ("Customer"): | *[Registered Name]* |
| Name of Contracted Supplier ("Supplier"): | *[Registered Name]* |
| If applicable, Names of Consortium Members or Sub-Contractors who delivered the Contract (“Other Suppliers”) | *[Registered Names of Consortium members / sub-contractors who delivered the Contract]* |
| Contract Title ("Contract"): | *[Agreed Contract Name for Contract]* |
| FOR PUBLIC SECTOR CONTRACTS ONLY - OJEU Award Notice Reference: | *[OJEU reference e.g. 2011/S 239-387260]* |
|  | |
| **Contact Details for the Customer**  **(with whom further queries, if any, can be raised to verify)** | |
| Source Contact Name: | *[Name of source authorised by entity providing Certificate]* |
| Source Contact Address: | *[Authorised source business address]* |
| Source Contact Direct Line: | *[Authorised source direct telephone line]* |
| Source Contact Email: | *[Authorised source email]* |
|  | |
| **Further Contract Detail** | |
| Description of the goods and/or services: | *[Brief description max 500 words]* |
| Consideration received: | *[Monetary value or equivalent]* |
| Goods/Services provision start date: | *[dd/mm/yyyy]* |
| Goods/Services provision end date: | *[dd/mm/yyyy]* |

**Table B**

Please verify as the Contract Customer, that the information provided by the Supplier in Table A above is true and accurate, by completing and signing the table below.

|  |  |  |
| --- | --- | --- |
| **Performance (Please submit either Option A or B)** | | |
| **OPTION A:** | | |
| We hereby certify that, to the best of our knowledge and belief, the Supplier has satisfactorily supplied the goods and/or services described in the table above, in accordance with the Contract, and that all of the requirements set out in the mandatory requirements section of this form have been satisfied. | | |
| Signature of Contract Customer: | *[Contract Customer signature]* |
| **OR** | | |
| **OPTION B:** | | |
| We are unable to certify that the Supplier has satisfactorily supplied the goods and/or services described in the table above in accordance with the Contract for the following reasons:  \*please see guidance below | *[Insert Reason 1; 2; 3; 4; 5; or other etc.]* | |
| Signature of Contract Customer: | *[Contract Customer signature]* | |
| **Liability of any Customer certifying:** | | |
| *Whilst the information in this Certificate has been provided in good faith in the belief that it is truthful and accurate, the Customer does not assume any responsibility or any liability nor make any guarantee, representation or warranty as to the contents of this Certificate. The Customer shall not be liable for and hereby excludes liability for any loss, damage (including any special, exemplary, indirect, incidental, consequential damages, costs or associated legal fees) that may be suffered as a result of use of the Certificate and its content, to the fullest extent permitted by law.*  *Nothing in this Certificate shall affect, or constitute a waiver of, the Customer's rights or remedies in relation to the Contract.* | | |
| **Guidance for Entities providing Certificates** | | |
| *If you are unable to certify that the Supplier has satisfactorily supplied the goods and/or services in accordance with the Contract, please provide the reason or reasons why performance was not in accordance with the Contract. These may include the following or other reasons:*   1. *delays in supplying the goods and/or services;* 2. *failure to supply the mandatory requirements included within the mandatory requirements section of this certificate;* 3. *failures to supply all the goods and/or services in accordance with the scope set out in the Contract;* 4. *failures to meet any service levels and/or supply the goods and/or services in accordance with quality standards; and* 5. *5. any other failure by the Supplier to comply with its obligations under the Contract.* | | |

**Table C**

Please complete the tables below with evidence of a minimum of three (3) other relevant contract examples that you have successfully delivered in the last two (2) years, for the public or private sector, where similar requirements to those sought under Lot 2 of this procurement have been performed.

**Other Relevant Contract Example 1**

|  |  |
| --- | --- |
| **Contract Header Information   (details of the contract to be certified)** | |
| Name of Contract Customer ("Customer"): | *[Registered Name]* |
| Name of Contracted Supplier ("Supplier"): | *[Registered Name]* |
| Contract Title ("Contract"): | *[Agreed Contract Name for Contract]* |
|  | |
| **Contact Details for the Customer**  **(with whom further queries, if any, can be raised to verify)** | |
| Source Contact Name: | *[Name of source contact]* |
| Source Contact Email: | *[Authorised source email]* |
|  | |
| **Further Contract Detail** | |
| Goods/Services provision start date: | *[dd/mm/yyyy]* |
| Goods/Services provision end date: | *[dd/mm/yyyy]* |
| Location of Goods/Services provision: | *[Location where you delivered the Goods/Services]* |

**Other Relevant Contract Example 2**

|  |  |
| --- | --- |
| **Contract Header Information   (details of the contract to be certified)** | |
| Name of Contract Customer ("Customer"): | *[Registered Name]* |
| Name of Contracted Supplier ("Supplier"): | *[Registered Name]* |
| Contract Title ("Contract"): | *[Agreed Contract Name for Contract]* |
|  | |
| **Contact Details for the Customer**  **(with whom further queries, if any, can be raised to verify)** | |
| Source Contact Name: | *[Name of source contact]* |
| Source Contact Email: | *[Authorised source email]* |
|  | |
| **Further Contract Detail** | |
| Goods/Services provision start date: | *[dd/mm/yyyy]* |
| Goods/Services provision end date: | *[dd/mm/yyyy]* |
| Location of Goods/Services provision: | *[Location where you delivered the Goods/Services]* |

**Other Relevant Contract Example 3**

|  |  |
| --- | --- |
| **Contract Header Information   (details of the contract to be certified)** | |
| Name of Contract Customer ("Customer"): | *[Registered Name]* |
| Name of Contracted Supplier ("Supplier"): | *[Registered Name]* |
| Contract Title ("Contract"): | *[Agreed Contract Name for Contract]* |
|  | |
| **Contact Details for the Customer**  **(with whom further queries, if any, can be raised to verify)** | |
| Source Contact Name: | *[Name of source contact]* |
| Source Contact Email: | *[Authorised source email]* |
|  | |
| **Further Contract Detail** | |
| Goods/Services provision start date: | *[dd/mm/yyyy]* |
| Goods/Services provision end date: | *[dd/mm/yyyy]* |
| Location of Goods/Services provision: | *[Location where you delivered the Goods/Services]* |

**Other Relevant Contract Example 4**

|  |  |
| --- | --- |
| **Contract Header Information   (details of the contract to be certified)** | |
| Name of Contract Customer ("Customer"): | *[Registered Name]* |
| Name of Contracted Supplier ("Supplier"): | *[Registered Name]* |
| Contract Title ("Contract"): | *[Agreed Contract Name for Contract]* |
|  | |
| **Contact Details for the Customer**  **(with whom further queries, if any, can be raised to verify)** | |
| Source Contact Name: | *[Name of source contact]* |
| Source Contact Email: | *[Authorised source email]* |
|  | |
| **Further Contract Detail** | |
| Goods/Services provision start date: | *[dd/mm/yyyy]* |
| Goods/Services provision end date: | *[dd/mm/yyyy]* |
| Location of Goods/Services provision: | *[Location where you delivered the Goods/Services]* |

**Other Relevant Contract Example 5**

|  |  |
| --- | --- |
| **Contract Header Information   (details of the contract to be certified)** | |
| Name of Contract Customer ("Customer"): | *[Registered Name]* |
| Name of Contracted Supplier ("Supplier"): | *[Registered Name]* |
| Contract Title ("Contract"): | *[Agreed Contract Name for Contract]* |
|  | |
| **Contact Details for the Customer**  **(with whom further queries, if any, can be raised to verify)** | |
| Source Contact Name: | *[Name of source contact]* |
| Source Contact Email: | *[Authorised source email]* |
|  | |
| **Further Contract Detail** | |
| Goods/Services provision start date: | *[dd/mm/yyyy]* |
| Goods/Services provision end date: | *[dd/mm/yyyy]* |
| Location of Goods/Services provision: | *[Location where you delivered the Goods/Services]* |