

FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CALL-OFF TERMS

Part 1: Letter of Appointment

Dear Sirs

Letter of Appointment

This letter of Appointment is issued in accordance with the provisions of the Framework Agreement (RM3744) between CCS and the Agency.

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

Order Number:	To be confirmed
From:	The Independent Inquiry into Child Sexual Abuse ("Client")
To:	MullenLowe London Limited ("Agency")

Effective Date:	25 th September 2017
Expiry Date:	End date of Initial Period- 24 th September 2019 End date of Maximum Extension Period 24 th September 2020 Minimum written notice to Agency in respect of extension:28 days

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.
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Key Individuals:	REDACTED
Guarantor(s)	N/A

<p>Call Off Contract Charges (including any applicable discount(s), but excluding VAT):</p>	<p>Payment will be made in line with the rate card below:</p> <p>REDACTED</p> <p>The total contract value will not exceed £1,150,000.00. This is a call off contract and therefore there is no guarantee of spend.</p> <p>Payment will only be made following satisfactory delivery of pre-agreed certified products and milestones.</p> <p>Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs in line with the contract rate card.</p> <p>Any travel and subsistence (T&S) will be paid in line with the Client's T&S policy.</p>
<p>Insurance Requirements</p>	<p>No additional insurance requirements above those stipulated in the Framework Terms and Conditions.</p>
<p>Client billing address for invoicing:</p>	<p>REDACTED</p>
<p>Alternative and/or additional provisions:</p>	<p>N/A</p>

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:

RM3774 - Campaign Solutions
 Letter of Appointment
 Attachment 4

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Name and Title:
Signature:
Date:

Name and Title:
Signature:
Date:

ANNEX A

Client Brief

1. OVERVIEW OF REQUIREMENT

1.1 Truth Project

- 1.1.1 Truth Project enables victims and survivors of institutional child sexual abuse to share their experience with a trained facilitator in a supportive and confidential setting. Participants can also share their experience in writing or by using video or audio communication methods. Participation is voluntary and victim and survivors can share as little or as much as they want, they are not questioned or tested.
- 1.1.2 Experiences shared through the Truth Project will be used to inform the recommendations the Client makes to help keep children safer in the future.
- 1.1.3 Truth Project provides victims and survivors with an opportunity to make a real difference to the outcome of the Inquiry.
- 1.1.4 Truth Project is one of three key strands of the Client's work:
- 1.1.1.1 Research Project;
 - 1.1.1.2 Truth Project; and,
 - 1.1.1.3 Public Hearings.
- 1.1.2 The Client has been set up to investigate organisational failures rather than individual cases, but it cannot do this without hearing about the experiences of victims and survivors.

2. DEFINITIONS

Expression or Acronym	Definition
IICSA	Means; The Independent Inquiry into Child Sexual Abuse

3. SCOPE OF REQUIREMENT

- 3.1 The Truth Project website will be overhauled to make it a more effective advocate and information hub for the campaign. This project is a separate, but related strand of activity and the Agency must consider how best to use the website and build upon it as a core part of the Truth Project offer.
- 3.2 The Agency will also be required to carry out campaign work across the Client's policy agenda as and when required on a Call-Off basis and will be required to produce campaign assets for all the communications activity.
- 3.3 The Truth Project covers England and Wales only. Scotland is establishing its own Inquiry into Child and Sexual Abuse and will manage its own programme of communications.

4. THE REQUIREMENT

- 4.1 The Agency will be required to develop and deliver a creative strategy for Truth Project to victims and survivors of non-recent child and sexual abuse.
- 4.2 The communication objective of the wider campaign is to raise awareness of Truth Project amongst victims and survivors, and wider general public, to increase participation in Truth Project. Specifically:
 - 4.2.1 To increase consideration to participate in Truth Project amongst victims and survivors by building trust in the Truth Project brand and the work of the Inquiry.
 - 4.2.2 To raise awareness of Truth Project amongst the wider general public, especially those who know victims and survivors and may be influential in their decision to participate;
 - 4.2.3 To create a groundswell of opinion to effect attitudinal change towards talking about and reporting child sexual abuse. (This is a bold longer-term objective, which may be more of a campaign effect - raising the profile helps to remove stigma and attitudes towards child sexual abuse and reporting.)
- 4.3 The key outputs for this campaign are:
 - 4.3.1 Encourage 9,000 Victims and Survivors to participate in Truth Sessions over a 3 year period to March 2020.
 - 4.3.2 Increase Truth Project Brand recall and awareness.
 - 4.3.3 Increase Truth Project Memorability.
 - 4.3.4 Truth Project Likeability (brand, campaign, execution).
 - 4.3.5 Message take-out and resonance.
- 4.4 The Agency will need to:
 - 4.4.1 Review the effectiveness of the Truth Project campaign to date and make strategic recommendations grounded in behavioural science for moving the campaign forward over the next three years.
 - 4.4.2 Develop and deliver the Truth Project campaign plan, working in close collaboration with our media Agency, Carat, for the 2017/18 financial year.
 - 4.4.3 Work closely with the Client and stakeholders, including Victims and Survivors Consultative Panel (VSCP).
 - 4.4.4 Be responsible for the strategic development, production and distribution of the main creative theme and integrate, project timings and relationship management.
- 4.5 The objective is to enable the Client to encourage 2250 Victims and Survivors to come forward in 17/18 and participate in Truth Sessions.

- 4.6 The Agency must give consideration as to whether resources are translated into Welsh to increase take up with Welsh audiences or in line with any appropriate legislation.
- 4.7 The Client is establishing a network across the regions in Wales, the North East, North West, South West and London and the South East.
- 4.8 Marketing activity will be required to support future “pop up” programme of activity.
- 4.9 The creative approach must be easily transferable across a range of media such as out of home, local press, local radio, digital display, social media and national press including lifestyle and specialist magazines and national radio. The creative approach must also work across the Client’s collateral materials and events activities.
- 4.10 The Agency’s proposed creative idea will be tested in three regional areas prior to the national launch. A research agency will be testing some of the key propositions and branding principles including positioning, architecture and identity for the Truth Project. A research agency will also test the successful creative Agency’s preferred creative treatments to check for comprehension, understanding and message take out.

5. KEY MILESTONES

- 5.1 The Agency should note the following project milestones that the Authority will measure the quality of delivery against:

Milestone	Description	Timeframe
1	Test Advertising Campaign approach in North East, South West and South East Coast.	October 2018
2	Launch National Advertising Campaign.	January 2018
3	Roll out Advertising Campaign regionally to support Inquiry Offices and “Pop Up” Truth Sessions	January 2018-March 2018
4	Evaluation of Year 1 progress and strategy development for year 2.	March 2019

6. REPORTING

- 6.1 A quantitative survey will track levels of awareness every quarter. The successful Agency must provide weekly and monthly reporting to outline progress versus targets for victims and survivors signing up for truth sessions as well as outline website traffic, telephone calls and correspondence into the Inquiry. This will be discussed at the meetings outlined at 6.17 and 11.2

7. CONTINUOUS IMPROVEMENT

- 7.1 The Agency will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 7.2 The Agency should present new ways of working to the Client during Monthly Contract review meetings with the wider Authority team.

7.3 Changes to the way in which the Services are to be delivered must be brought to the Client's attention and agreed prior to any changes being implemented.

8. STAFF AND CUSTOMER SERVICE

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

8.2 The Agency staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract, the Client's vision and objectives and will provide excellent customer service to the Client throughout the duration of the Contract.

9. SERVICE LEVELS AND PERFORMANCE

9.1 The Client will measure the quality of the Agency's delivery by:

9.1.1

KPI/SLA	Service Area	KPI/SLA description	Target
1	Participation in Truth Sessions – April 2018	Number of Victims and survivors who participated in Truth Sessions	1500
2	Participation in Truth Sessions – April 2019	Number of Victims and survivors who participated in Truth Sessions	4000
3	Participation in Truth Sessions – March 2020	Number of Victims and survivors who participated in Truth Sessions	9000
4	Awareness of Truth Project – March 2020	Increase in awareness of the Truth Project amongst Victims and Survivors that it is for them.	6%
5	Awareness of Truth Project – March 2020	Increase in awareness of the Truth Project amongst general public that Truth Project is for Victims and Survivors of Child and Sexual Abuse.	10%

10. SECURITY REQUIREMENTS

10.1 The Agency must comply with the data protection act (DPA) 1998 and any information collected, processed and transferred on behalf of the Authority must be held and transferred securely.

11. ADDITIONAL INFORMATION

11.1 All campaigns will be subject to approval by the IICSA Panel headed by REDACTED and the Cabinet Office's Professional Assurance Communications Control.

- 11.2 The Client must have the opportunity to provide advice and guidance at every stage of project delivery, as well as to sign-off key elements of the methodology and outputs before use.

ANNEX B

Agency Proposal

Services are to be delivered as per the Agency's tender response of 14th August 2017, presentation of the 5th September 2017 and the inception meeting of 22nd September, an extract of which is below:

REDACTED

Part 2: Call-Off Terms

Annex C- Terms and Conditions