

DPS Schedule 6 (Letter of Appointment Template and Order Schedules)

Letter of Appointment

This Letter of Appointment is issued in accordance with the provisions of the DPS Contract (RM6124 Communications Marketplace) between CCS and the Agency, dated 29/04/2022.

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

ORDER: CCCO22A07 – UK Covid-19 Inquiry Strategic Communications

Order Number:	CCCO22A07
From:	Cabinet Office
To:	Crest Advisory (UK) Limited

Order Start Date:	03/05/2022
Order Expiry Date:	02/05/2023
Order Initial Period:	1 year (12 months)
Order Optional Extension Period:	1 year (12 Months)

Goods or Services required:	Goods or Services required are set out in DPS Schedule 1 of the DPS Agreement and the relevant Brief and are to be delivered in line with the accepted Proposal as detailed at Annex A of this Letter. Subsequent calls for Goods or Services shall be priced and agreed using the Statement of Works form as per Annex B of this Letter of Appointment.
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Key Staff:	For the Client: [REDACTED] For the Agency: [REDACTED]
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Guarantor(s)	[REDACTED]
Order Contract Charges (including any applicable discount(s), but excluding VAT):	£495,000.00
Liability	See Clause 11 of the Core Terms Estimated Year 1 Charges: £100,000
Additional Insurance Requirements	[REDACTED]
Client billing address for invoicing:	[REDACTED]
Special Terms	[REDACTED]

PROGRESS REPORT FREQUENCY
[REDACTED]

PROGRESS MEETING FREQUENCY
[REDACTED]

KEY SUBCONTRACTOR(S)
[REDACTED]

COMMERCIALLY SENSITIVE INFORMATION
[REDACTED]

SOCIAL VALUE COMMITMENT

The Agency agrees, in providing the Goods or Services and performing its obligations under the Order Contract, that it will comply with the social value commitments in Joint Schedule 5 – Corporate Social Responsibility.

SERVICE CREDIT CAP
[REDACTED]

ORDER INCORPORATED TERMS

The following documents are incorporated into this Order Contract. Where numbers are missing we are not using those schedules. If the documents conflict, the following order of precedence applies:

1. This Letter of Appointment includes the Order Special Terms and Order Special Schedules.
2. *Joint Schedule 1 (Definitions and Interpretation) RM6124*
3. *The following Schedules in equal order of precedence:*
 - *Joint Schedules for RM6124*
 - o *Joint Schedule 2 (Variation Form)*
 - o *Joint Schedule 3 (Insurance Requirements)*
 - o *Joint Schedule 4 (Commercially Sensitive Information)*
 - o *Joint Schedule 6 (Key Subcontractors)*
 - o *Joint Schedule 7 (Financial Difficulties)*
 - o *Joint Schedule 10 (Rectification Plan)*
 - o *Joint Schedule 11 (Processing Data)*
 - o *Joint Schedule 12 (Supply Chain Visibility)*
 - *Order Schedules for CCCO22A07*
 - o *Order Schedule 1 (Transparency Reports)*
 - o *Order Schedule 2 (Staff Transfer)*
 - o *Order Schedule 3 (Continuous Improvement)*
 - o *Order Schedule 5 (Pricing Details)*
 - o *Order Schedule 7 (Key Supplier Staff)*
 - o *Order Schedule 8 (Business Continuity and Disaster Recovery)*
 - o *Order Schedule 9 (Security)*
 - o *Order Schedule 10 (Exit Management)*
 - o *Order Schedule 14 (Service Levels)*

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o Order Schedule 20 (Order Specification)

4. CCS Core Terms
5. *Joint Schedule 5 (Corporate Social Responsibility)*
6. *Order Schedule 4 (Proposal)* as long as any parts of the Order Proposal that offer a better commercial position for the Client (as decided by the Client) take precedence over the documents above.

No other Agency terms are part of the Order Contract. That includes any terms written on the back of, or added to this Order Form, or presented at the time of delivery. For the avoidance of doubt, the relationship between the Parties is non-exclusive. The Client is entitled to appoint any other agency to perform services and produce goods which are the same or similar to the Goods or Services.

FORMATION OF ORDER CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Agency agrees to enter into an Order Contract with the Client to provide the Goods or Services in accordance with the terms of this letter and the Order Incorporated Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Order Incorporated Terms. The Parties hereby acknowledge and agree that this Order 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:	
Signature:	[REDACTED]	Signature:	[REDACTED]
Name:	[REDACTED]	Name:	[REDACTED]
Role:	[REDACTED]	Role:	[REDACTED]
Date:	[REDACTED]	Date:	[REDACTED]

ANNEX A

Agency Proposal

[REDACTED]

Annex B

Statement of Work-

This Statement of Work is issued under and in accordance with the Order Contract entered into between the parties dated 03/05/2022

Any schedule attached to this Statement of Work will describe in detail the different types of Services to be provided under that Statement of Work. A schedule attached to this Statement of Work only applies to the relevant project to be delivered under that Statement of Work, and not to any other Statement of Work, or to the provision of the Services as a whole.

1.1 Where a Statement of Work would result in:

- a variation of the Services procured under this Order Contract;
- an increase in the Charges agreed under this Order Contract; or
- a change in the economic balance between the Parties to the detriment of the Client that is not provided for in this Order Contract, the relevant term(s) will be dealt with as a proposed Variation to this Order Contract in accordance with the Variation procedure set out in Clause 24.

Project:

The UK Covid-19 Inquiry will need to procure a communications agency to provide strategic advice on the Inquiry's Communications Strategy, and support day-to-day communication activity.

Project start Date

03/05/2022

Notice period for cancellation

The contract term is for an initial one (1) year (12 month) period with a completion date of 02/05/2023.

The contract contains provision for a potential one (1) year (12 month) extension period.

Overarching Brand/Campaign

[REDACTED]

Goods or Services

The Inquiry will require support for the formal launch of the Inquiry, including but not limited to:

Planning and supporting the publication of the outcomes of the Inquiry's consultation exercise on its draft Terms of Reference.

Planning and supporting communications activities to introduce the work of the Inquiry to the public and communicate its scope and potential timescales.

Identifying media opportunities to establish the profile of the Inquiry Chair and the work of the Inquiry more generally.

The Inquiry will require support for the formal launch of the Inquiry, including but not limited to:

Supporting the development of a model for public engagement in the Inquiry's work, outside of the formal public hearings process. This will include consideration of the communication approach to raise awareness of the engagement route and increase participation – particularly among hard to reach and under-represented groups.

Designing and managing methods for gathering quantitative and qualitative insight to inform the Inquiry's communications approach – for example, through regular polling.

The Inquiry will require support for the formal launch of the Inquiry, including but not limited to:

Identifying opportunities for the Inquiry to carry out public-facing communications work to help maintain awareness of the Inquiry's work while preparations for public hearings are taking place.

Supporting the Inquiry Secretariat and its website service provider to design the Inquiry's full website.

The Inquiry will require support for the formal launch of the Inquiry, including but not limited to:

Supporting the Inquiry's ongoing stakeholder mapping and management, to ensure that the Inquiry is engaging with the right groups at the right time.

Monitoring and summarising key stakeholder activities on a regular basis.

Assisting with the management and facilitation of engagement events with key stakeholder groups.

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Project Plan:

The Inquiry will require support for the formal launch of the Inquiry, including but not limited to:

Support from communications professionals to write and distribute planned press releases, and media management to inform the response to media enquiries. There may be occasions where the agency is asked to directly liaise with journalists.

Potential out of hours cover for handling of media enquiries.

Facilitate a handover of media handling responsibilities to the Inquiry's Press Office team, once they have been recruited.

Social media content strategy, creation and management.

Input to responses to correspondence from high profile stakeholders.

Provide a weekly summary of media narratives relating to the Inquiry and its work.

The Inquiry will require support on items including the below. This is not an exhaustive list and is likely to develop further as the Inquiry progresses.

Communications support for the formal launch of the Inquiry - the Agency would assist with the planning and execution of communications activity during the Inquiry's early stages, to help establish its profile and build confidence among the public, media and key stakeholders. This would include activity supporting the publication of the outcomes of the public and stakeholder consultation exercise on the Inquiry's draft Terms of Reference, which will lead to the Inquiry being formally established as a statutory inquiry. This activity will communicate the Inquiry's overall aims and approach to its work, and seek to establish a person-centred tone.

Communications strategy - the Agency will help devise the Inquiry's overall communications approach, including consideration of potential models for public involvement in the Inquiry outside of traditional public hearings - for example, through listening exercises with bereaved families. The Agency will design and manage ongoing development of insights to inform the strategy, based on quantitative and qualitative evidence gathering.

Support ongoing public-facing communication - following the formal launch of the Inquiry, there will be an absence of public-facing activity as the Inquiry focuses on the collation and analysis of evidence. The Agency will provide support with the planning and execution of public-facing communications that seek to explain the work of the Inquiry. The Agency will also support the design of Inquiry communications channels, including its full website.

Build relationships with key stakeholders - the Agency will support the mapping of key stakeholders for the Inquiry, and monitor and summarise stakeholder activity of relevance to the Inquiry's work.

Assistance with media handling - while the Inquiry recruits a press office team, we will need additional support to manage media queries and assist with the development and management of social media content.

Contract Charges:

The Contract Charges shall be calculated using the Day Rates shown in Annex A of this document and Order Schedule 5 – Pricing details, provided that the total Contract Charges shall not exceed £495,000.00. For the avoidance of doubt, the Contract Charges shall be inclusive of all third-party costs. For the avoidance of doubt, the contract shall

	operate on a call-off basis up to this maximum cost and there shall be no minimum payments guaranteed.
Client Assets:	[REDACTED]
International locations:	[REDACTED]
Client Affiliates:	[REDACTED]
Special Terms:	[REDACTED]
Key Individuals:	[REDACTED]
Authorised Agency Approver:	[REDACTED]
Authorised Client Approver:	[REDACTED]

Signed by:... [REDACTED].....

by (print name):... [REDACTED].....

As Agency Authorised Approver for and on behalf of

Crest Advisory

Date...[REDACTED].....

Signed by:..... [REDACTED].....

by (print name):... [REDACTED].....

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As Client Authorised Approver for and on behalf of
Cabinet Office

Date...[REDACTED].....