

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) between CCS and the Agency, dated 06th September 2021.

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

ORDER:

Order Number:	C265085
From:	Food Standards Agency
To:	Freud Communications Limited

Order Start Date:	01 st August 2024
Order Expiry Date:	31 st July 2025
Order Initial Period:	1 year
Order Optional Extension Period:	None

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:	<div>██████████</div> <div>██</div> <div>████████████████████</div> <div>██████████</div> <div>████████████████████</div>
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Guarantor(s)	N/A
Order Contract Charges (including any applicable discount(s), but excluding VAT):	£90,000.00
Liability	See Clause 11 of the Core Terms Estimated Year 1 Charges: £90,000.00
Additional Insurance Requirements	N/A
Client billing address for invoicing:	<div></div> <div></div>
Special Terms	N/A

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PROGRESS REPORT FREQUENCY

To be agreed at contract implementation meeting

PROGRESS MEETING FREQUENCY

To be agreed at contract implementation meeting

KEY SUBCONTRACTOR(S)

Forum Communications

COMMERCIALLY SENSITIVE INFORMATION

As per Joint Schedule 4

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 Order Schedule 4 (Order Proposal)

SERVICE CREDIT CAP

N/A

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 including 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*
 - *Joint Schedule 2 (Variation Form)*
 - *Joint Schedule 3 (Insurance Requirements)*
 - *Joint Schedule 4 (Commercially Sensitive Information)*
 - *Joint Schedule 6 (Key Subcontractors)*
 - *Joint Schedule 10 (Rectification Plan)*
 - *Joint Schedule 11 (Processing Data)*
 - *Order Schedules for C265085*
 - *Order Schedule 1 (Transparency Reports)*
 - *Order Schedule 2 (Staff Transfer)*
 - *Order Schedule 3 (Continuous Improvement)*
 - *Order Schedule 5 (Pricing Details)*
 - *Order Schedule 9 (Security)*
 - *Order Schedule 10 (Exit Management)*
 - *Order Schedule 14 (Service Levels)*
 - *Order Schedule 15 (Order Contract Management)*
 - *Order Schedule 18 (Background Checks)*
 - *Order Schedule 20 (Order Specification)*
4. CCS Core Terms

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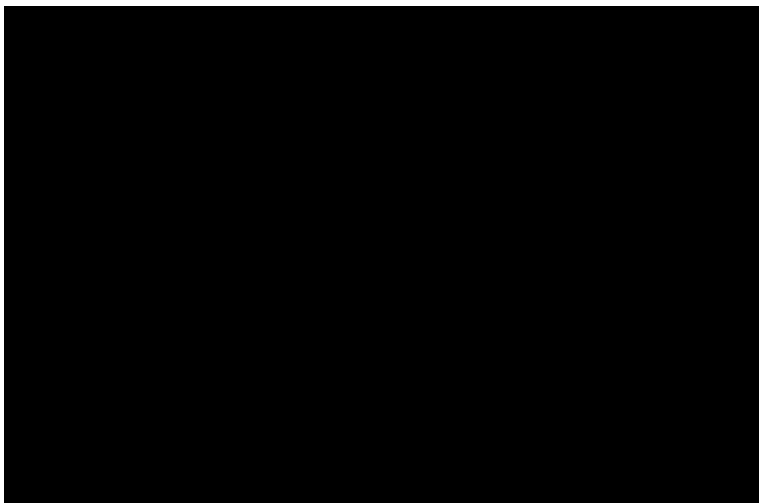
5. *Joint Schedule 5 (Corporate Social Responsibility) RM6124*
6. *Order Schedule 4 (Proposal)* as long as any parts of the Order Proposal that offer a better commercial position for the Client (as decided by the Client) take precedence over the documents above.

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.

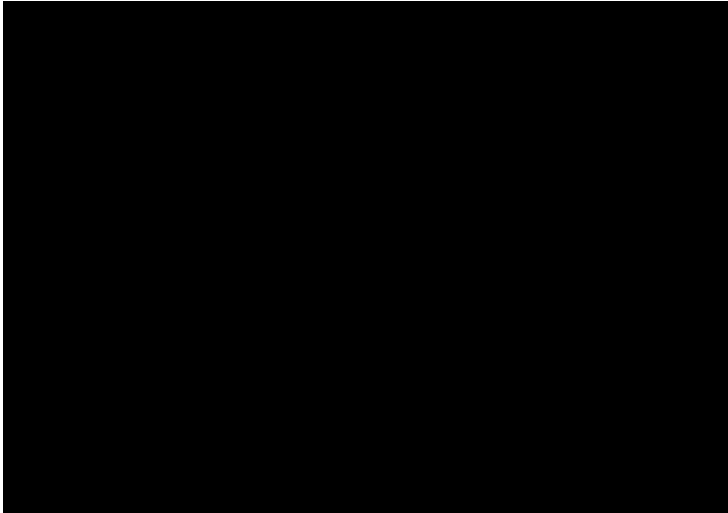
FORMATION OF ORDER CONTRACT

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.



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ANNEX A

Agency Proposal

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1: Delivery of Required Services (30%)

Please answer the questions below:-

Please describe how you will meet our specification and summarise how you would deliver your solution.
Responses must include:-

- How you will identify, evaluate and recruit partners on behalf of the FSA, including partners representing a range of different demographic groups;
- How you will manage and communicate with identified partners;
- How you will communicate and report to the FSA to ensure we are informed of progress.

Please provide details of how you would approach the two examples given in the specification document (a business focused campaign, and tactical consumer comms relating to a food safety incident). Please provide an example implementation plan showing how you would develop all relevant milestones and timelines.

[Redacted content]

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RM6124 – Communications Marketplace DPS
Project Version: v1.0

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[Redacted content]

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[Redacted]

[Redacted]

2: ORGANISATIONAL EXPERIENCE AND EXPERTISE (20%)

Please answer the questions below:-

Please provide two case studies of your work which demonstrate your experience of delivering partnerships. This should demonstrate use of the Government Communication Service’s OASIS principles, and should give details of your experience of working collaboratively with other agencies.

Please provide summaries of the staff who you propose would work on the account and highlight relevant experience.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

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RM6124 – Communications Marketplace DPS
Project Version: v1.0

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3: PROJECT MANAGEMENT and EVALUATION (10%)

Please answer the questions below:-

Please describe how projects will be managed. Please confirm that you can meet the 2-3 week response time for written proposals for each project, and detail your approach to identifying and mitigating against risks.

Please describe how you would expect to work with the FSA team, and the resource expected from the FSA.

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Please provide details of your experience of working with the Government Communication Service Evaluation principles and how you would work with us to evaluate the role of partnerships in communication.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

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[REDACTED]

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- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

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[Redacted]

4: ADDED VALUE and INNOVATION (10%)

Please answer the question below:-

Please describe how you will work with the FSA’s External Affairs team to identify potential strategic stakeholder relationships, and innovative ways for working with partners.

[Redacted]

[Redacted]

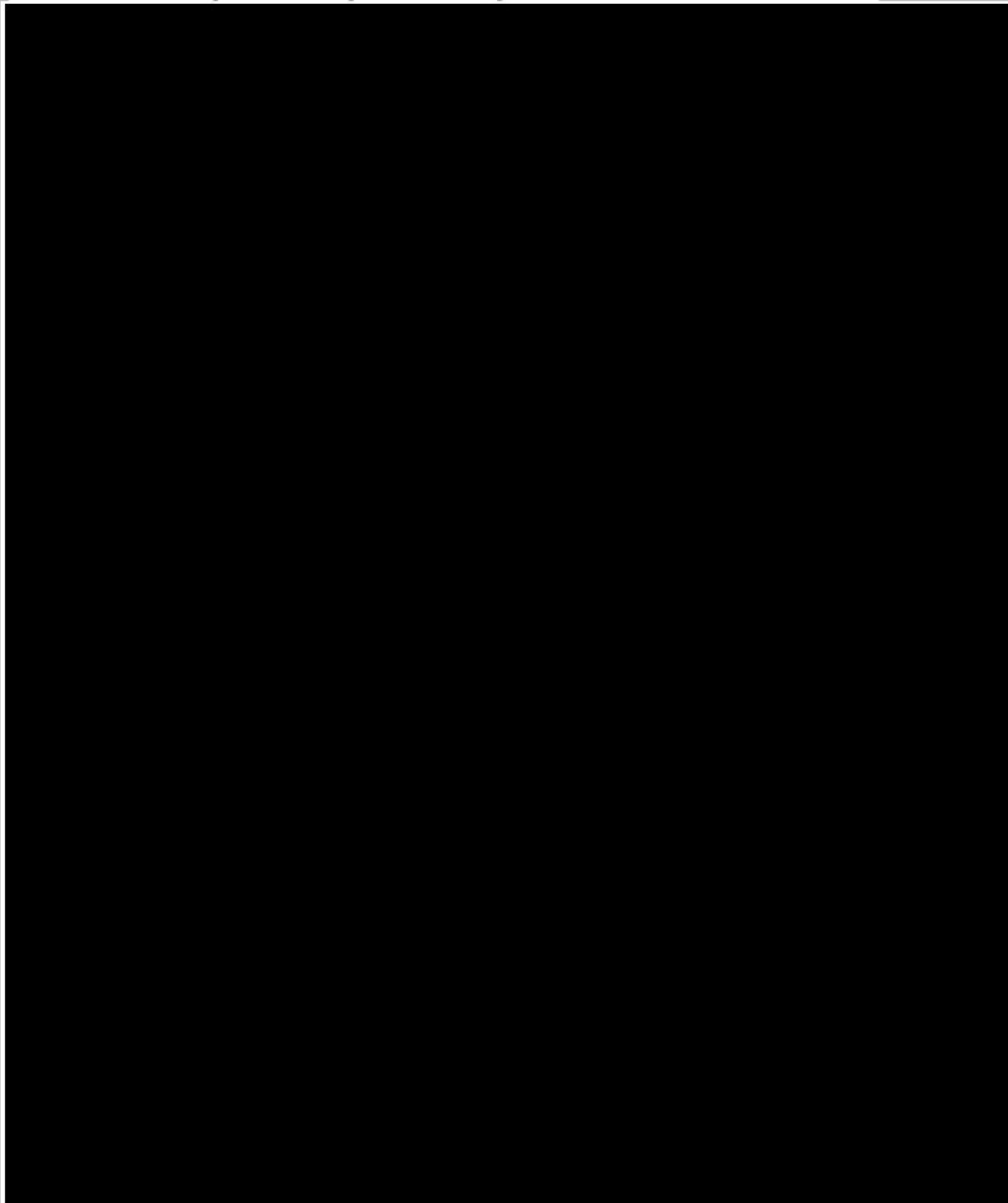
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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

5: QUALITY MANAGEMENT, ETHICS AND DATA PROTECTION (5%)

Please answer the question below:-

Please describe how you will comply with all relevant data protection regulations and ethical requirements when engaging with partners on behalf of the FSA.

Data protection

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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:	<div></div>
Project start Date	<div></div>
Notice period for cancellation	<div></div>
Project Notice Period:	<div></div>
Overarching Brand/Campaign	<div>I</div>
Goods or Services	<div><div>I</div><div></div><div>I</div><div></div><div>I</div><div></div><div>I</div><div></div><div>I</div><div></div><div>I</div><div></div><div>I</div><div></div><div>I</div><div></div></div>

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Project Plan:

Contract Charges:

Client Assets:

International
locations:

Client Affiliates:

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Special Terms:

Key Individuals:

Authorised
Agency Approver:

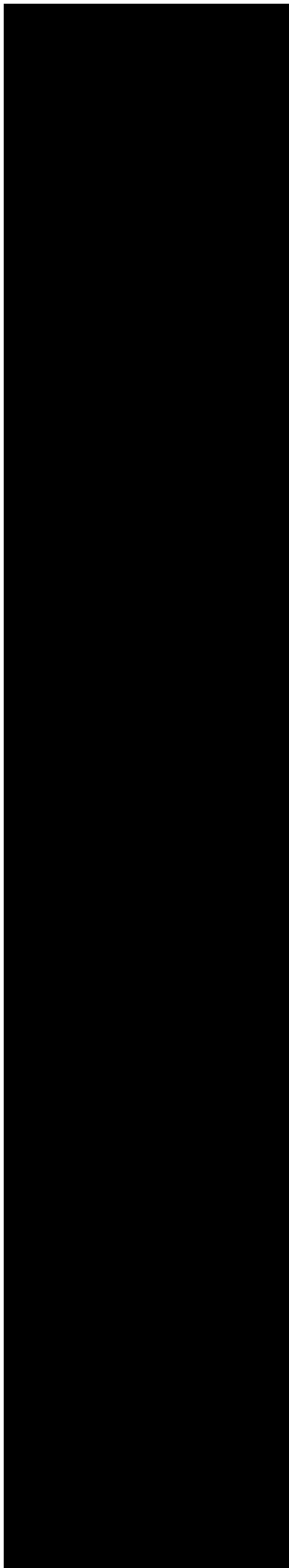
Authorised Client
Approver:

Signed by:.....
by (print name):.....
As Agency Authorised Approver for and on behalf of Freuds Communications
Date.....

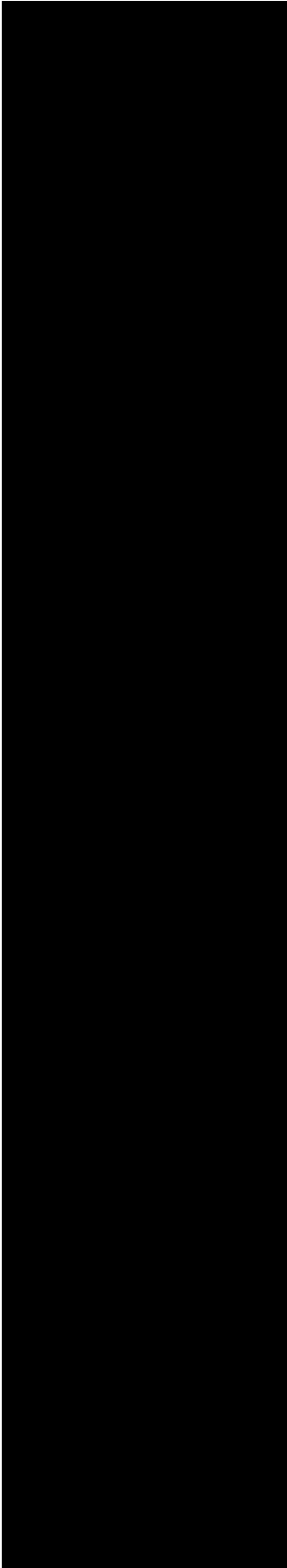
Signed by:.....
by (print name):.....
As Client Authorised Approver for and on behalf of Food Standards Agency

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Date.....



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