

## 1. 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 (RM3796) between CCS and the Agency dated 19/04/2021

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

|                    |   |
|--------------------|---|
| Order Number:      | [TBC]   |
| From:              | The Cabinet Office ("Client")   |
| To:                | Dods Group Ltd ("Agent")  |
| Effective Date:    | 5 <sup>th</sup> May 2021  |
| Expiry Date:       | End date of Initial Period: 18 <sup>th</sup> April 2022<br>End date of Maximum Extension Period: 18 <sup>th</sup> April 2024<br>Minimum written notice to Agency in respect of extension: 4 weeks |
| Relevant Lot:      | Lot 2: Events   |
| 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;   |
| Statement of Work  | Not Used  |
| Key Individuals:   | <b>REDACTED</b>   |

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|--|--|
|  | <b>REDACTED</b>  |
| [Guarantor(s)]   | Not Used   |
| Call Off Contract Charges (including any applicable discount(s), but excluding VAT): | There will be no charges to the Client, as the Agent is to cover all costs via external sponsorship. A breakdown of these costs is included in Annex B.                      |
| Liability  | Agency Liability: see clause 18.3 of Call Off Contract<br>Client Liability: see clause 18.5 of Call Off Contract   |
| Client billing address for invoicing:  | Costs associated with the event management services provided are to be obtained by the Supplier via external sponsorship — therefore no formal invoicing schedule is needed. |
| GDPR   | Call-Off Schedule 8 (Authorised Processing Template)   |
| Alternative and/or additional provisions:  | Not Used   |

#### 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.

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For and on behalf of the Agency: —

Name and Title: **REDACTED**

For and on behalf of the Client: Name and Title

Signature: **REDACTED**

Date: 25/05/2021

## ANNEX A

### Client Brief

## 1 . PURPOSE

- 1 . 1 The Cabinet Office requires a call off contract to support the delivery of the Civil Service Awards, the government's annual celebration event.
- 1.2 This initial contract is to manage one event, between 1<sup>st</sup> March 2021 and the 28<sup>th</sup> February 2022, with an option to extend for a further two periods of 12 months (managing the following two annual events). This tender is subject to CCS rights of early termination under the terms and conditions of the CCS Framework Agreement RM3796 Communication Services. Bids are being sought at this point, but the contract is subject to a business case being approved by the Civil Service Board.
- 1 .3 The Civil Service Awards is in its 13<sup>th</sup> year, and is a high profile staff celebration event in the Civil Service calendar.

## 2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 2.1 The Cabinet Office (Authority) supports the Prime Minister, and ensures the effective running of government. The Authority is also the corporate headquarters for government, in partnership with HM Treasury, and takes the lead in certain critical policy areas.

## 3. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 3.1 The Supplier would be responsible for securing sponsorship to cover the event costs for delivering either a virtual, face-to-face or hybrid event, once per contract year. The method of delivery may vary based on factors such as social distancing measures in relation to COVID-19. It is anticipated that the Supplier would need to secure £105,000 in guaranteed sponsorship in either circumstance, per event (£315,000 in total), and that this would be a capped cost for each event. Costs for a virtual event would be lower, approximately £75,725, and costs for a hybrid event would be approximately £89,100. However, as it is currently unknown whether the first event would be face-to-face, hybrid or virtual. Any sponsorship secured over and above the agreed guaranteed total would be split between the Supplier and the Authority. As a minimum, the Authority would expect to receive 40% of any excess sponsorship obtained by the Supplier. The Authority would maintain sign-off



For all sponsorship packages and sponsors, but would expect the delivery partner to handle all communication with the sponsors, and agree sponsorship packages.

3.2 The Supplier manage all event activities, including; 32 1  
Organising catering, staffing, drinks, running orders, online registration, on the day delivery, AV, lighting, decorations, photography and filming of the ceremony, filming and interviews of award winners, certificates, trophies, security, glassware, linen-hire, music, licences, insurance, legal advice where necessary, project management, liaison with the venue, procuring and managing a virtual event supplier and necessary support, liaison with the Authority, attendance at Authority meetings (monthly for 6 months, weekly for 3 months, and ad-hoc meetings as requested).

32.2 Event communications, joining instructions, invitations (both electronic and hardcopy), social media activity, acknowledgements, communication with judging panels, communication with sponsors, progress updates. The Authority would handle promotion of the awards and would require sign-off of any and all communications the delivery partner produced.

3.23 Management of the judging process - staffing, project management, over-seeing the sifting process, editorial of shortlisted entries, overseeing the assurance of the shortlisted entries, communications with judging panels.

3.24 Website developing, hosting and updating a public-facing website, a web-based application form, compliance with Disability Discrimination Act best practice and WCAG guidelines on accessibility. The Authority would require sign-off of any and all website content.

3.3 The Supplier must be able to provide a highly professional and proactive team to deliver this tender and have the flexibility to manage changing requirements with ease and professionalism. The Supplier will need to have proven experience in putting together not only large-scale events but experience in sponsorship generation to deliver low cost events. The Supplier is expected to work with the venue regarding AV provision and the Authority requires

Innovative and creative proposals with cost effective solutions demonstrating value for money.

3.4 A summary of the required services is as follows:

3.7.1 Event Project Management

3.7.2 Sponsorship generation and management 3.7.3

financial management and settlement

## 3.7.4 Web design and management

## 3.7.5 Speaker and sponsor liaison and coordination

## 3.7.6 Advance and on-site delegate &amp; database management including registration

## 3.7.7 Advance and on-site venue and catering management including risk assessment

## 3.7.8 Advance and on-site technical, design and production services

## 3.7.9 Production of event materials

## 3.7.10 Advance and on-site venue surveys, health and safety/risk assessments

## 3.7.11 Post-event research and evaluation

## 3.5 The 2021 event is anticipated to take place in December 2021.

## 4. DEFINITIONS

| Expression or Acronym | Definition   |
|-----------------------|--|
| OGD                   | means Other Government Departments                         |
| CO                    | means Cabinet Office (also referred to as 'the Authority') |
| CS                    | means Civil Service  |
| SCS                   | means Senior Civil Servants                                |
| HMG                   | means Her Majestys Government                              |

## 5. SCOPE OF REQUIREMENT

5.1 The day-to-day project management will be the responsibility of the Supplier, working closely with the Cabinet Office Event Manager in the Civil Service Communications Team. This CS Communications team is very small, therefore the appointed Supplier must be able provide a fast and flexible approach with stringent attention to detail and initiative that maintains the success of the event(s).





5.2 The Supplier will be required to work closely with the CS Communications Team, wider planning group, venues, sponsors and stakeholders to design and construct; to provide all materials and key staff necessary to deliver this programme of work. The Supplier will be able to outsource aspects of delivery

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but will be held responsible for ensuring the quality, timing and overall service provision.

5.3 Branding may need to be updated during the contract and the Supplier would need to work closely with the planning team and venue to ensure that there is adequate branding that reflects the guidelines for the events. The Cabinet Office will provide any wing banners to dress the stage, filming area and major footfall areas.

5.4 Sustainability should be factored into your proposal, in terms of how the Supplier would aim to reduce the carbon footprint of the event, and whether it's chosen sub-contracted suppliers have sustainability accreditation.

5.5 The Supplier will be required to offer a guaranteed sponsorship amount to cover all of the event costs up to the value of £105,000 plus VAT, per event.

5.6 Your response should include suggestions for appropriate sponsorship revenues that will not cause any reputational risk to the Civil Service nor act as a pure sales platform.

5.7 Sponsorship may be through the provision of goods and services in kind and/or monetary. Civil servants cannot be charged to attend this event.

5.8 There will be no paid-for communications activity.

5.9 Sponsorship packages and sponsors will require pre-approval from the Cabinet Office planning team. It should however be noted that the Authority requires a light touch approach to the manner in which potential sponsors are contacted and communicated with — a hard sell approach is not appropriate.

5.10 The Supplier will be required to manage all administration activities associated with the sponsorship activity, including but not limited to:

5.10.1 Providing a long list of potential sponsors for sign off by the Authority

5.10.2 Keeping a contact report database of communications with potential sponsors

5.10-3 Contracting the sponsors

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5.10.4 Securing the sponsorship package from sponsors (cash or in kind)

5.10.5 Invoicing the sponsors on a cost recovery basis

5.10.6 Keeping a transparent and detailed audit trail

5.107 Updating the overall event budget to reflect financial sponsorship income against costs

510.8 Regular full budget updates to CO Event Manager

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5.11 The Supplier must demonstrate a tangible track record in securing sponsorship and the ability to work with other stakeholder organisations involved in the process as described.

5.12 Should the Supplier wish to engage sub—contractor(s) for this project, these will need to be identified in its proposal and agreed in advance by the Cabinet Office. The Supplier will need to identify the skills, experience and its relationship to sub-contractor(s). The Supplier will also need to demonstrate how they will manage sub—contractor(s) and they may be required to attend a schedule of meetings.

5.13 Costs regarding the management and administration for sponsorship must be identified separately within your pricing schedule. Please see section 7, 'additional requirements,' regarding excess sponsorship.

5.14 The event website will incorporate the branding and design. Online registration will be managed by the Supplier. The website should enable registrants to book to attend the event, provide venue information and should be accessible for all users.

5.15 The website or associated registration portals will need to be able to cope with spikes in visitors. It should also incorporate (but not be limited to) the following:

5.15.1 An introduction to the event

5.152 Registration pages (meeting all data protection rules and best practice)

5.153 Venue information, accessibility information and travel details

5.15.4 Event programmes

- 5.15.5 Sponsors'/Exhibitors' page
  - 5.15.6 Host social media/videos
  - 5.15.7 Contact details
  - 5.15.8 FAQs
  - 5.159 Reporting functionality including analytics reports which can be scheduled on a weekly basis, or on request.
- 5.16 Please state in your response how many pages your core website includes. Your response will need to provide explanations on how you will mitigate downtime for updates/amendments to delegates and creative ways in which the technology can be used during the event.

5.17 The event will be advertised on the event website, with links to the registration pages from and promoted through departmental intranets.

5.18 The online registration system should:

5.18.1 Allow delegates to book, amend and cancel their registration

5.18.2 Have waiting-list functionality to address cancellations

5.18.3 Issue electronic confirmation of individuals' bookings

5.18.4 Safely store individuals' data

5.18.5 Be able to cope with spikes in visitors to the site

5.19 Your response should include proposals and costs to deliver the following for all events:

5.19.1 Manage the delegate and sponsor registration

5.19.2 Online registration with option to revise booking;  
receive confirmation of the booking and travel details

5.19.3 Provide a telephone helpline and email address

5.19.4 Provide weekly reports on registration figures, specific requests, as well as post-event attendance reports to the Cabinet Office team

5.19.5 Information regarding public transport

5.19.6 Liaison with venues and Cabinet Office team to organise specific requirements including accessibility, dietary etc.

5.19.7 Collection of sponsor/exhibitor fees.

5.19.8 On-site registration at all venues.

5.19.9 To include accessibility information both at and getting to the venue will need to be provided

## 6. THE REQUIREMENT

6.1 The overarching objectives of the Civil Service Awards are to:

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- Celebrate success and recognise the contribution of civil servants  
Promoting and enhance the reputation of the Civil Service.

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- Showcase best practice examples of innovation to inspire civil servants to apply these approaches to their own work.
- Inspire civil servants to strive for continuous improvement in everything they do.
- Engage civil servants by making them feel part of A Brilliant Civil Service.

6.2 The categories of the awards will be agreed by the Awards Champion and Awards Senior Responsible Officer, with approval from the Chief Executive of the Civil Service and Head of Civil Service. The Supplier will be consulted on the categories and will be asked to advise on the commercial viability of the categories.

6.3 The event (face-to-face delivery), will include:

- Circa 400 delegates
- Running between 6pm - 9pm
- Arrival drinks and canapes, post ceremony drinks and canapes (to include management of dietary requirements)
- High profile venue in central London or in a regional location, to be agreed with the Supplier
- One room for the ceremony
- One room for arrival and post ceremony drinks, canapes and networking
- Area for registration
- Staffing

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- Cloakroom
- Toilets
- Compliant with Disability Discrimination Act (DDA) best practice  
AV (stage, laptop, AV technician x 2, screens x 2, PA system, lectern and lectern mics x 2, switcher, stage for film crew, all necessary filming equipment)
- Lighting/decorations • Framed certificates for shortlisted nominees (3 per category) and glass trophies for winners • Goody bags for attendees or

As a virtual event, will include:

- Up to 1000 virtual participants
- Support to allow all nominees to join remotely from a variety of locations • Support to mix between input feeds (remote nominees/remote presenters/feed from a studio)

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- Branding for the live stream (e.g. a frame for the live video)
- Audience engagement technology to allow participants to ask questions, comment or respond to polls
- Support some pre-recorded content (client to supply)
- Allowing a number of different formats to be shown live (to split the screen to gallery view with multiple participants and show slides/pre-recorded content)
- A live feed that the majority of HMG departments can access (the Supplier would need to test this and work with HMG to agree workarounds for any issues)
- A system which meets Government Digital Service (GDS) security clearance
- Running between 3pm and 5pm
- Filming of presenters from a live studio (the Authority will secure the venue on HMG property)

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- Goody bags for remote nominees (3 per categories) • Glass trophies for winners

or

As a hybrid event (face-to-face and virtual) will include:

– Circa 200 delegates

- Running between 6pm - 9pm
- Arrival drinks and canapes, post ceremony drinks and canapes (to include management of dietary requirements)
- High profile venue in central London or in a regional location, to be agreed with the Supplier
- One room for the ceremony
- One room for arrival and post ceremony drinks, canapes and networking
- Area for registration
- Staffing
- Cloakroom
- Toilets
- Compliant with DDA best practice
- AV (stage, laptop, AV technician x 2, screens x 2, PA system, lectern and lectern mics x 2, switcher, stage for film crew, all necessary filming equipment) • Lighting/decorations

Livestreaming of the ceremony from the venue including: o Up to 1000 virtual participants o Support to allow all nominees to join remotely from a variety of locations

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- Support to mix between input feeds (remote nominees/remote presenters/feed from a studio)
- Branding for the live stream (eg a frame for the live video)
- Audience engagement technology to allow participants to ask questions, comment or respond to polls
- Support some pre-recorded content (client to supply)
- Allow a number of different formats to be shown live (to split the screen to gallery view with multiple participants and show slides/prerecorded content)
- A live feed that the majority of HMG departments can access (the Supplier would need to test this and work with HMG to agree workarounds for any issues)
- A system which meets GDS security clearance
- Goody bags for remote shortlisted nominees (3 per category) and in person attendees
- Framed certificates for shortlisted nominees (3 per category) and glass trophies for winners

#### 6.4 Venue specifications are as follows;

6.4.1 A suitably high profile venue should be secured for the ceremony, if delivered via a face-to-face or hybrid format. Lancaster House has been secured for the Awards in previous years, at no cost, and it is anticipated that this would be the case 2021/22.

6.4.2 The Authority would welcome suggestions for a similar venue suggestion to be put forward if the decision was reached to move the event to the North of the UK (e.g. Manchester/Liverpool/Newcastle). Sponsorship should be secured to cover all venue costs.

## 7. KEY MILESTONES AND DELIVERABLES

7.1 The following Contract milestones/deliverables shall apply:

| Milestone/<br>Deliverable | Description                                | Timeframe or<br>Delivery Date |
|---------------------------|--|-------------------------------|
| 1                         | Venues secured, planning meetings commence | 10-11 months prior to event   |



|   |  |                            |
|---|--|----------------------------|
| 2 | Event proposals to go to Awards Champion, Awards SRO and CEO to secure agreement | 9-10 months prior to event |
| 3 | Website delivered  | 8 months prior to event    |

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| 4  | Nominations open                                      | 6 months prior to event  |
| 5  | Nominations close                                     | 4 months prior to event  |
| 6  | Judging   | 2-3 months prior to event  |
| 7  | Winners agreed by Awards Champion, Awards SRO and CEO | 2 months prior to event  |
| 8  | Nominees invited to the awards                        | 1 month prior to event   |
| 9  | Awards Ceremony                                       | To be delivered on agreed date (Year 1 estimated to be December 2021 ) |
| 10 | Evaluation, after action review, budget confirmation. | 1 month post event   |

## 8. MANAGEMENT INFORMATION/REPORTING

8.1 The Supplier will be expected to work to the reporting procedures as stated below:

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8.1.1 Provision of a comprehensive project management plan, detailing milestones, to be delivered within two weeks of the inception meeting.

8.1.2 Provision of detailed risk register to be produced for every aspect of the event, along with contingency plans for all high impact and high likelihood risks. This register should be

- Produced as part of the initial planning for the event, in consultation with the Cabinet Office planning team and should be monitored and updated as required throughout the planning process.
- Delivered within two weeks of the inception meeting, which will be scheduled following contract award.

8.1.3 The Supplier's senior project staff must be available to attend an agreed schedule of regular update meetings pre-and post-event, held remotely if social distancing restrictions apply. Please state in your proposal how many meetings are included. The schedule of meetings should be agreed within two weeks of the inception meeting and reviewed regularly. These may be held virtually or face-to-face.

8.1.4 Weekly nomination and registration figures, once these items have been published (dates of publication will be agreed as part of the project plan).

8.1.5 Monthly budget updates to the Cabinet Office Event Manager.

8.1.6 Analytics for the website and registration pages, once these items have been published (dates of publication will be agreed as part of the project plan).

8.1.7 Database management in line with all data protection rules and regulations.

8.1.8 The provision of privacy policies in line with GDPR. The policy should be agreed within two weeks of the initial meeting and refreshed if anything substantive alters.

8.1 .9 Summary of sponsorship achieved at each of the regular meetings, the schedule for which will be agreed as part of the project plan.

## 9. VOLUMES

9.1 For CS Awards initial contract term, we anticipate:

9.1 .1 1 ,300+ Applications

9.1.2 400 Attendees at a face-to-face ceremony and 1000+ joining remotely if we move to a hybrid or virtual event

9.1.3 16 Awards and 16 Presenters

9.1.4 2 Hosts

## 10. CONTINUOUS IMPROVEMENT

10.1 The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.

10.2 The Supplier should present new ways of working to the Authority during quarterly Contract review meetings.

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

## 1 1. SUSTAINABILITY

11.1 The Supplier must ensure best practice in terms of sustainability is adhered to and demonstrated in their response. Whilst not essential, the Supplier's adherence with ISO2012 and other relevant policies should be included as evidence where applicable.

## 12. QUALITY

12.1 The Supplier is required to hold or be working towards ISO 9001.

## 13. PRICE

13.1 Please complete Attachment 4 - Price Schedule and submit all costs as excluding VAT, indicating where VAT will be applicable.

13.2 Should the Authority cancel the planned event or any part of the Services due to unforeseen circumstances, at its convenience, or for reasons which are not caused by any fault of the Supplier the Authority will, subject to the Supplier using all reasonable endeavours to mitigate any such costs and subject to providing the Authority with written evidence of the incurred costs, reimburse the Supplier for all reasonable and unavoidable costs incurred in providing the contracted services, up until the date of the confirmed cancellation. Under such circumstances, the Supplier retains responsibility for reimbursing sponsors with any monies or other items of sponsorship they have provided.

13.3 The appointed Supplier's Price Schedule (Attachment 4) may be used by the Authority at its discretion to determine the agreed maximum limit the Authority would be liable for, per month, if it were to take the decision to cancel the event for the reasons above. The Authority's maximum liability for cancellation will not exceed the agreed sums set out in this Price Schedule unless agreed in writing by both parties.

13.4 Your budget must clearly show the individual roles involved in delivery and the number of days against these roles. Any/all invoices and receipts may be requested for auditing and FOI purposes and should be provided when requested; this will include any third party suppliers you contract. The contract will be published on the Contracts Finder website as part of HMG transparency agenda.

13.5 A full breakdown for travel and subsistence should be included in your budget (standard rates of public transport should be used and the use of taxis avoided). Any travel and subsistence claimed should be within the limits set in

Cabinet Office policy. A copy of the policy can be provided on request. Payment terms will be in accordance with the Framework Agreement.

## 14. STAFF AND CUSTOMER SERVICE

14.1 The Authority requires the Supplier to provide a sufficient level of resource throughout the duration of the Contract, in order to consistently deliver a quality service.

14.2 The Supplier's staff assigned to the Contract, shall have the relevant qualifications and experience to deliver the Contract.

14.3 The Supplier shall ensure that staff understand the Authority's vision and objectives and will provide excellent customer service to the Authority throughout the duration of the Contract.

## 15. SERVICE LEVELS AND PERFORMANCE

15.1 The Authority will measure the quality of the Suppliers delivery by:

| KPI/SLA | Service Area     | KPVSLA description  | Target |
|---------|------------------|---|--------|
| 1       | Service Delivery | The Agency shall meet all proposed Milestones outlined in Section 7       | 100%   |
| 2       | Sponsorship      | Minimum sponsorship figure to be met (as per the agreed delivery method). | 100%   |

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| 3 | Website | An engaging, public facing website is to be delivered immediately following the previous event taking place, as described in this document, and updated one month later to host all event content and manage delegate registration. The website must meet WCAG requirements around accessibility including the client providing an accessibility statement. To host all ost- | 100% |
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|   |                     | event content until the next awards event held.   |                                  |
| 4 | Attention to detail | All event materials and online content to be checked for accuracy prior to being shared with the client and meet a minimum of 90% accuracy. | 90% of materials to be accurate. |

## 16. SECURITY AND CONFIDENTIALITY REQUIREMENTS

16.1 Security checks for both delegates, the Supplier and its sub-contractors should be completed in line with the Metropolitan Police Service's advice and the threat level operating at that time in the UK. It is anticipated that all delegates will be expected to show their Civil Service pass or photo ID on arrival to be permitted entry to the events. The appointed Supplier should have successfully completed a BPSS as per the HMG policy guide and standard, at the link here - <https://www.gov.uk/government/publications/government-baselinepersonnelsecurity-standard>.

## 17. PAYMENT AND INVOICING

17.1 As this is a nil-value contract, no formal invoicing schedule is needed, but the Supplier should indicate what their invoicing terms are for sub-contractors and for payment of the excess sponsorship to the Authority.



17.2 Surplus profit from sponsorship following reconciliation of this project is to be divided 40/60 between the Supplier and the Cabinet Office, in favour of the Supplier. Regular reports on sponsorship generation, a full budget breakdown and updates will need to be provided to the Cabinet Office event manager.

## 18. CONTRACT MANAGEMENT

18.1 Attendance at Contract Review meetings shall be at the Supplier's own expense.

## 19. LOCATION

19.1 All meetings will take place virtually or at 70 Whitehall or a location close to Westminster. It may be possible for the Supplier to join some, but not all, meetings remotely. This can be agreed on a meeting by meeting basis.

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