



Ministry of Housing,
Communities &
Local Government

Dear Supplier

Letter of Appointment – Standby Communications Agencies

This letter of Appointment is issued in accordance with the provisions of the Framework Agreement (RM3774) 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:	CPD/004/119/124
From:	Ministry of Housing, Communities & Local Government (" Client ")
To:	M&C Saatchi (UK) Limited (" Agency ")

Effective Date:	01 February 2019
Expiry Date:	End date of Initial Period 31 January 2020 End date of Maximum Extension Period 31 January 2021 Minimum written notice to Agency in respect of extension: 30 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 REDACTED REDACTED REDACTED
Guarantor(s):	N/A

Call Off Contract Charges (including any applicable)	The rate card for this contract is set out below:
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discount(s), but excluding VAT):	Task	Role Level	Daily Rate Offered
	Creative Director	Board	REDACTED
	Strategy Director	Board	REDACTED
	Business Director	Board	REDACTED
	Research Director	Senior	REDACTED
	Senior Account Director	Senior	REDACTED
	Strategist	Senior	REDACTED
	Copywriter	Mid-weight	REDACTED
	Art Director	Mid-weight	REDACTED
	Designer	Mid-weight	REDACTED
	Producer	Mid-weight	REDACTED
	Research Assistant	Junior	REDACTED
	Account Manager	Junior	REDACTED
	<p>These rates will be held firm for the initial contract period and any subsequent extension.</p> <p>Payment shall only be made upon satisfactory completion and MHCLG acceptance of each deliverable and/or task. Deliverables will be set out in a Statement of Work, using the template in Schedule 2 of the Call off contract.</p>		
Insurance Requirements	No additional insurance requirements above those set out in the framework terms and conditions.		
Client billing address for invoicing:	REDACTED		

Alternative and/or additional provisions:	<p>The following provisions shall apply to this call-off contract:</p> <ul style="list-style-type: none"> • The Client will retain IPR of any materials produced throughout the period of the campaign. • Any IPR assets that are transferred from the incumbent Agency will be retained by the Client. • The Agency must transfer all assets to the Client when requested or at the end of the campaign at no extra cost to the Client.
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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:

Name and Title:

Name and Title:

Signature:

Signature:

Date:

Date:

ANNEX A

Client Brief

As set out in attachment "*03 - Appendix B - Statement of Requirements Standby agencies*".

ANNEX B

Agency Proposal

As set out in the following attachments:

1. "04 - MC_Saatchi_ Questionnaire_1-3" - written proposal part 1
2. "05 - MC_Saatchi_ Questionnaire_4.1- 4.5" - written proposal part 2
3. "06 - MC_Saatchi_ - Appendix" - written proposal part 3
4. "07 - M&C Saatchi MHCLG 9 01 19 v2" - presentation

Part 1: Call-Off Terms

As set out in attachment “02 - Appendix C - Call Off Contract and Terms & Conditions”.