

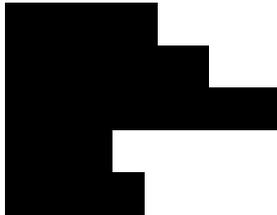


Department
for Environment
Food & Rural Affairs

Nobel House
17 Smith Square, London
SW1P 3JR

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www.gov.uk/defra

Date: 25 August 2017



Dear ,

Letter of appointment

This letter of Appointment is issued in accordance with the provisions of the Framework Agreement (RM3774) between CCS and the Agency dated 22 August 2018

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:	TBC
From:	Department for Environment, Food and Rural Affairs ("Client")
To:	 

Effective Date:	22 August 2018
Expiry Date:	End date of Initial Period 31/08/2018 End date of Maximum Extension Period 31/03/2019

Client billing address for invoicing:	Nobel House, 17 Smith Square, London SW1P 3JR
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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:

Name and Title: [REDACTED]

Signature: [REDACTED]

Date: 5/3/2018

For and on behalf of the Client:

Name and Title: [REDACTED]

Signature: [REDACTED]

Date: 5/3/2018

Yours sincerely

[REDACTED]

[REDACTED]

ANNEX A - CLIENT BRIEF

Date	12 December 2017
Framework	Any contract arising from this procurement will be based upon the Campaign Solutions RM3774 Terms & Conditions .
Context	<p>The UK produces outstanding food and drink. Our commitment to quality is unrivalled: our products have flavour, texture and taste, and they are produced to the highest standards of welfare and hygiene. Heritage and culture is integral to their production, with committed producers connected to local communities and landscapes, evoking the very best of the UK. And those producers are at the cutting edge of food production: innovating to make food that tastes better and is more efficient and sustainable to produce.</p> <p>The Food is GREAT campaign is led by Defra Communications Team, working closely with the Great British Food Unit and delivered in partnership with Department of International Trade (DIT), VisitBritain, Foreign & Commonwealth Office and the central GREAT team. The campaign supports the delivery of the <u>UK Food and Drink: International Action Plan 2016 to 2020</u> and pulls together the food and drink marketing activity across Whitehall and in the 252 government posts around the world into one campaign for increased impact. The campaign aims to build global demand for UK food and drink by increasing positive perceptions of UK food and drink.</p>
The challenge	<p>As part of the campaign we are looking to create a sense of a ‘movement’ around UK food and drink – bringing together UK producers, consumers and influencers to help promote UK food domestically and internationally to create a sense of ‘Team UK Food’.</p> <p>Digital (especially the GREAT British Food Instagram) will be the ‘glue’ that brings together this community but we are also looking for key PR ‘moments’ for use domestically and internationally.</p>
Objectives	<p>To develop a communications strategy and implementation programme that:</p> <ul style="list-style-type: none"> • demonstrates the government’s commitment to the UK food and drink industry • acts as a catalyst to bring the best of UK food and drink products and producers together – to create a ‘Team UK Food’ style collective • generates excitement and interest about British food and drink, not only in the UK, but amongst food influencers overseas; and • provides a range of high quality assets that can be used by government, sector bodies and companies to promote themselves overseas.

Audiences	<p><u>Primary audiences</u></p> <ul style="list-style-type: none"> UK food and drink producers – from up and coming food and drink businesses to the larger, more established producers UK social media influencers – initially targeting prominent influencers and other digital ‘foodies’ to be a voice for the community <p><u>Secondary audiences</u></p> <ul style="list-style-type: none"> International businesses, consumers and influencers – utilising the momentum from the movement of a united and proud GREAT British food community, we will focus on exporting that pride to key markets around the world 															
Requirements	<ul style="list-style-type: none"> Find creative and compelling ways to inspire UK food and drink producers to work together as a united force to champion our collective offer. Identify food and drink producers to involve so that we can unlock the most innovative and engaging stories Develop a strategy for partner recruitment and management to ensure we build relationships, obtain support and access/develop content for use in the wider campaign. Outline a strategy and implementation programme that will work domestically and can also be amplified and used internationally. Provide suggestions for an on-going programme of digital and offline activities that can be used to build and extend the movement and partner network, such as digital take-overs featuring particular products or chefs, food tasting at farmers markets, digital photo challenges for people to share their favourite UK foods. Outline your creative tactics and how they will cut through the PR noise. Ideas should be creative and disruptive, creating moments which are similar to Ted Talks or the City of Culture campaign. Outline how you recommend that we capitalise and incorporate existing channels and activities into the movement, such as the @GREATBritishFood Instagram account and/or our network of embassies. Provide details of how the campaign will be evaluated and measured including any suggested Key Performance Indicators. Please include expected number of partners to engage, expected number of participants and attendees at key campaign activities/events, expected amount and type of in-kind contributions from partners, expected amount of content produced and supplied by partners, expected feedback and support for the campaign and expected media interest, sentiment, engagement and reach. 															
Timings	<table border="1"> <thead> <tr> <th data-bbox="408 1646 1206 1675">Activity</th> <th data-bbox="1217 1646 1505 1675">Date</th> </tr> </thead> <tbody> <tr> <td data-bbox="408 1680 1206 1709">Appoint external agency</td> <td data-bbox="1217 1680 1505 1709">January 2018</td> </tr> <tr> <td data-bbox="408 1713 1206 1742">Develop communications strategy and implementation plan</td> <td data-bbox="1217 1713 1505 1783">January and February 2018</td> </tr> <tr> <td data-bbox="408 1787 1206 1816">Identify potential partners and influencers</td> <td data-bbox="1217 1787 1505 1816">February 2018</td> </tr> <tr> <td data-bbox="408 1821 1206 1850">Recruit partners</td> <td data-bbox="1217 1821 1505 1890">February and March 2018</td> </tr> <tr> <td data-bbox="408 1895 1206 1924">Launch/campaign activation</td> <td data-bbox="1217 1895 1505 1924">March 2018</td> </tr> <tr> <td data-bbox="408 1928 1206 1957">Further activations and moments</td> <td data-bbox="1217 1928 1505 1998">March, April and May 2018</td> </tr> </tbody> </table>	Activity	Date	Appoint external agency	January 2018	Develop communications strategy and implementation plan	January and February 2018	Identify potential partners and influencers	February 2018	Recruit partners	February and March 2018	Launch/campaign activation	March 2018	Further activations and moments	March, April and May 2018	
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	Ongoing activation and moments to help extend and expand the movement and build the network – dependant on funding; another contract will be issued	May 2018 onwards
Budget	[REDACTED]	
Points of contact	Defra's Food is GREAT communications team will work with you. [REDACTED] [REDACTED]	