

## 1. FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CALL-OFF TERMS

### Part 1: Letter of Appointment

Lot 3 — Channel Strategy and Planning

Dear Sirs

#### **Letter of Appointment** **contract reference CCCO17A50**

This letter of Appointment is issued in accordance with the provisions of the Framework Agreement (RM3796) between CCS and the Agency dated 16<sup>th</sup> January 2017.

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:	To be confirmed
From:	The Home Office with offices at REDACTED ("Client")
To:	Mediaedge:CIA UK with offices at REDACTED ("Agency")

Effective Date:	14 <sup>th</sup> November 2017
Expiry Date:	End date of Initial Period: 13 <sup>th</sup> November 2020 End date of Maximum Extension Period: 13 <sup>th</sup> November 2021 Minimum written notice to Agency in respect of extension: 1 month

Relevant Lot:	Lot 3 — Channel Strategy and Planning
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.  The Parties may enter into such Statements of Works as are agreed between the Parties under Clause 1.2. All call-off work must be agreed between both Parties using the Statement of Work, or another briefing template mutually agreed between both

	Parties.
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Key Individuals:	REDACTED
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Guarantor(s)	N/A
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<p>Call Off Contract Charges (including any applicable discount(s), but excluding VAT):</p>	<p>Payment will be made in line with the rate card below. Rates must remain firm for the entire contract period and any extensions to it.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #d9e1f2;"> <th style="text-align: center;">Role</th> <th style="text-align: center;">Rate</th> </tr> </thead> <tbody> <tr> <td colspan="2" style="text-align: center; height: 150px;">REDACTED</td> </tr> </tbody> </table> <p>The total value of this contract including the extension period shall not exceed £4,000,000.00 This is a call off contract and there is no guarantee of spend.</p> <p>Detailed, itemised cost estimates must be provided and signed off by the Client before any work commences, after which a Purchase Order will be provided. The Agency must propose an invoicing schedule for each campaign where services are paid per milestone. The invoicing schedule will require approval from the Client.</p> <p>Payment can only be made following satisfactory delivery of pre-agreed certified products and milestones.</p> <p>Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.</p> <p>Any travel and subsistence claims will be paid in line with the Client's travel and subsistence policy.</p>	Role	Rate	REDACTED	
Role	Rate				
REDACTED					

Insurance Requirements	None in addition to the Framework Terms and Conditions.
Client billing address for invoicing:	REDACTED

Alternative and/or additional provisions:	n/a
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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:

Signature:

Date:

**For and on behalf of the Client:**

Name and Title:

Signature:

Date:

## ANNEX A

### Client Brief

#### 1. DEFINITIONS

Expression or Acronym	Definition
Client	means Home Office who is the Contracting Authority
BAME	means Black Asian & Minority Ethnic
ALB	means Arms Length Body

#### 2. SCOPE OF REQUIREMENT

- 2.1 The Client requires the Agency to provide Communications Channel Strategy and Planning services on a call off basis for new and ongoing campaigns. This includes, but is not restricted to:
- 2.1.1 Provision of marketplace, audience and media insight, monitoring and analysis to support campaigns;
  - 2.1.2 Development of integrated communications strategies and the creation of comprehensive channel plans with budget allocations;
  - 2.1.3 Communications channel planning research and evaluation.
- 2.2 The Agency will undertake Channel Strategy and Planning work for Client campaigns as and when required on a Call-Off basis. The Agency may also be asked to undertake work for the Client's 'arm's length bodies' (ALBs), where campaigns are mainly or wholly funded by the Home Office.
- 2.3 Communications budgets and priority campaigns will be determined each year.
- 2.4 International Channel Planning is within scope of this contract should requirements arise. International Channel Planning requirements are expected to account for approximately 20% of activity and are not guaranteed.
- 2.5 Media Buying is out of scope for this Contract.

#### 3. THE REQUIREMENT

- 3.1 The Agency must:
- 3.1.1 Develop integrated communications strategies and create comprehensive channel plans with budget allocations (including owned and earned as well as paid-for both online and offline channels), demonstrating a full understanding of the target audience and mapping of their journey including touch points and timeframes to inform channel selection. The channel strategy must be informed by a review of available data, and must provide an assessment of a range of appropriate channels for the target audience with advantages and disadvantages, risks, budget information and likely outcomes, behaviour change and where possible, return on investment (ROI).
  - 3.1.2 Each communications strategy and channel planning project will require from the Agency:

- 3.1.2.1 A response to a specific brief outlining approach, timings and costs.
- 3.1.2.2 Weekly status updates during key campaign periods with emailed status updates.
- 3.1.2.3 PowerPoint deck outlining recommended strategy, channel plan and budget.
- 3.1.2.4 Written response (in Word format) which sets out recommended strategy, channel plan and budget with supporting rationale.
- 3.1.2.5 Development of a media buying brief in the required format/template to be issued to the Government media buying agency. The Agency may be required to deliver face to face briefings to the Government media buying agency (Carat).
- 3.1.3 Provide marketplace, audience and media insight, monitoring and analysis to support campaigns as well as for other projects on an ad-hoc basis (the format of this support could range from written reports, to face-to-face workshops and training sessions, dependent on the requirement).
- 3.1.4 Contribute to campaign research and evaluation, including development of KPIs; evaluation of the channel strategy and plan and the contribution it has made to the overall campaign including analysis by channel; access to consumer panels; and econometric modelling.
- 3.1.5 Provide communications solutions across the full Home Office portfolio upon request and by mutually agreed delivery timelines.
- 3.1.6 Work in close collaboration with agencies including the Client's creative solutions agency and Government media buying agency.
- 3.1.7 Manage the account including project timings, relationship management and budget management.
- 3.2 All campaigns are subject to approval by Ministers and the Cabinet Office Professional Assurance controls.

#### 4. KEY MILESTONES

- 4.1 The Agency should note the following typical project milestones that the Client will measure the quality of delivery against. These timings are examples only and may vary with each project:

Milestone	Description	Timeframe
1	Project specific brief sent to Agency	
2	Agency response to brief including proposed approach, costings and timings	Within 5 working days of brief issued
3	Set up meeting and commencement of programme of work	Within 10 working days of brief issued
4	Agency to present recommended strategy and channel plan, and provide strategy and plan in PowerPoint and Word formats	Within 21 working days of commencement of programme of work

5	Agency to deliver final documents including media buying brief (written and potential delivery of face to face briefing)	Within 28 working days of commencement of programme of work
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## **5. CLIENT'S RESPONSIBILITIES**

5.1 The Client will provide a written brief for each project requiring Agency services. The Client will state the team structure for each project and an escalation contact.

## **6. REPORTING**

6.1 The Agency must consider reporting and evaluation throughout the campaign development process; also to contribute to evaluation and attend key meetings as required at their own expense.

6.2 Quarterly contract reviews will be held to consider the success of project development and delivery across all projects the Agency has worked on over that period.

## **7. VOLUMES**

7.1 Project volumes are not guaranteed and will reflect communications priorities, which can change at short notice.

## **8. CONTINUOUS IMPROVEMENT**

8.1 The Agency is expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.

8.2 The Agency should present new ways of working to the Authority during Contract review meetings.

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

## **9. STAFF AND CUSTOMER SERVICE**

9.1 The Client requires the Agency to provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service to all Parties.

9.2 Agency staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract.

9.3 The Client requires six week notice of changes to core team personnel during contract. Personnel changes will require approval from the Client.

9.4 The Agency shall ensure that staff understand the Client vision and objectives and will provide excellent customer service throughout the duration of the Contract.

9.5 The Client expects the Agency to create a detailed project management plan for each requirement.

9.6 The Agency must attend key project meetings in person at their own expense. These may include set up meetings, presentation of the Agency's response to brief, cross-agency project meetings, and face-to-face briefings to the Client's media buying agency.

9.7 The Agency must arrange weekly status updates during key campaign periods. Format to be agreed on a project by project basis.

## **10. SERVICE LEVELS AND PERFORMANCE**

10.1 The Client will measure the quality of the Agency's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Account management	Delivers against agreed time schedules and budgets.	99%
2	Account management	Provides timely and accurate reports and invoicing.	99%
3	Account management	Provides a consistent team of experts that demonstrates a knowledge of the Authority's business.	99%
4	Account management	Attendance at quarterly review meetings to review performance and identify and implement improvements.	99%
5	Account management	Provide regular updates to the Client, for the duration of projects. Format and frequency to be agreed on individual project basis.	99%
6	Account management	Response to complaints and issues with appropriate and robust resolutions within 5 working days.	99%
7	Account management	Response to all telephone calls and emails within 24 hours.	99%
8	Strategic development	Provide well considered responses to Call Off briefs and questions within agreed timeframes.	99%

10.2 If the Agency falls below the required targets for two (2) consecutive months, they will be expected to work with the Client through monthly meetings to rectify the situation.

10.3 Where there are repeated failures to meet the SLA (more than three (3) times in a rolling six (6) month period), the Client reserves the right to invoke any options at clause 23 the Terms and Conditions.

## 11. SECURITY REQUIREMENTS

11.1 Confidentiality will be treated in line with the Terms and Conditions. All briefs and any work developed by the Agency in response to a Client brief must be treated as confidential.

11.2 Photographic ID will be required for meetings at the Client's offices.

## 12. INTELLECTUAL PROPERTY RIGHTS (IPR)

12.1 The Client retains rights to any strategies or plans produced in response to commissioned work; along with the rights to any findings from any research commissioned by the Client. Any reporting should not be shared further without express permission of the Client.

12.2 Intellectual Property Rights will be treated in line with the terms and conditions set out in the contract as per Framework Agreement RM3796 Communication Services

**13. ADDITIONAL INFORMATION**

13.1 The Agency may not be awarded every channel strategy and planning project within the Home Office portfolio and therefore will not retain exclusivity to carry out the Authority's channel planning work.

13.2 The Client reserves the right to use an alternative agency where they deem appropriate.

Annex B

**Agency Proposal**

The Agency's offering will be as per their Tender Response dated 25<sup>th</sup> September 2017 and presentation of 23<sup>rd</sup> October 2017. An extract of this response is detailed below.

REDACTED

**ANNEX C**  
**Statement of Works**

To be agreed as required

## **Part 2: Call-Off Terms**

### Annex C-Terms and Conditions