



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/004/119/124A
From:	Ministry of Housing, Communities & Local Government (" <b>Client</b> ")
To:	MSQ Partners (" <b>Agency</b> ")

Effective Date:	10 June 2019
Expiry Date:	End date of Initial Period 09 June 2020 End date of Maximum Extension Period 09 June 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:	<b>REDACTED</b> - Director <b>REDACTED</b> - Director <b>REDACTED</b> - Director <b>REDACTED</b> - Relationship Lead
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):	<table border="1"> <thead> <tr> <th>Role Level</th> <th>Daily Rate</th> </tr> </thead> <tbody> <tr> <td>Relationship Lead</td> <td>REDACTED</td> </tr> <tr> <td>Business Director</td> <td>REDACTED</td> </tr> <tr> <td>Account Director</td> <td>REDACTED</td> </tr> <tr> <td>Account Manager</td> <td>REDACTED</td> </tr> <tr> <td>Account Executive</td> <td>REDACTED</td> </tr> <tr> <td>Executive Creative Director</td> <td>REDACTED</td> </tr> <tr> <td>Creative Director</td> <td>REDACTED</td> </tr> <tr> <td>Copywriter</td> <td>REDACTED</td> </tr> <tr> <td>Art Director</td> <td>REDACTED</td> </tr> <tr> <td>Designer</td> <td>REDACTED</td> </tr> <tr> <td>Artworker</td> <td>REDACTED</td> </tr> <tr> <td>Video Editor</td> <td>REDACTED</td> </tr> <tr> <td>Head of Tech</td> <td>REDACTED</td> </tr> <tr> <td>Chief Data Officer</td> <td>REDACTED</td> </tr> <tr> <td>Data Analyst</td> <td>REDACTED</td> </tr> <tr> <td>Creative Services Manager</td> <td>REDACTED</td> </tr> <tr> <td>Chief Strategy Officer</td> <td>REDACTED</td> </tr> <tr> <td>Comms Planning Director</td> <td>REDACTED</td> </tr> </tbody> </table>	Role Level	Daily Rate	Relationship Lead	REDACTED	Business Director	REDACTED	Account Director	REDACTED	Account Manager	REDACTED	Account Executive	REDACTED	Executive Creative Director	REDACTED	Creative Director	REDACTED	Copywriter	REDACTED	Art Director	REDACTED	Designer	REDACTED	Artworker	REDACTED	Video Editor	REDACTED	Head of Tech	REDACTED	Chief Data Officer	REDACTED	Data Analyst	REDACTED	Creative Services Manager	REDACTED	Chief Strategy Officer	REDACTED	Comms Planning Director	REDACTED
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	Art Director	REDACTED																																					
	Designer	REDACTED																																					
	Artworker	REDACTED																																					
	Video Editor	REDACTED																																					
	Head of Tech	REDACTED																																					
	Chief Data Officer	REDACTED																																					
	Data Analyst	REDACTED																																					
Creative Services Manager	REDACTED																																						
Chief Strategy Officer	REDACTED																																						
Comms Planning Director	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:	<b>REDACTED</b>																																						

Alternative and/or additional provisions:	<p>The following provisions shall apply to this call-off contract:</p> <ul style="list-style-type: none"> <li>• The Client will retain IPR of any materials produced throughout the period of the campaign.</li> <li>• Any IPR assets that are transferred from the incumbent Agency will be retained by the Client.</li> <li>• 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.</li> </ul>
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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 - MSQ Partners - Questionnaire 1-3" - written proposal part 1
2. "05 - MSQ Partners - Questionnaire 4; Proposed Approach" - written proposal part 2
3. "06 - MSQ Partners - Annex 1 - examples of creative content" - written proposal part 3
4. "07 - MSQ Partners - Annex 2 - CMA example of past evaluation report" - written proposal part 4
5. "08 - MSQ presentation 29.03.19 - pitch-deck-FINAL" - presentation

**Part 1: Call-Off Terms**

As set out in attachment "*02 - Call Off Contract and TsCs - Standby v1.0*".