

## DPS Schedule 6 (Letter of Appointment and Order Schedules)

### Letter of Appointment

This Letter of Appointment is issued in accordance with the provisions of the DPS Contract **RM6124 Communications Marketplace DPS** between CCS and the Agency, dated 21/12/2023.

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

**ORDER:     itt\_3342 Further Education Teacher Recruitment - Lead Creative and Strategic Agency**

<b>Order Number:</b>	<b>Project_9416</b> Note: Purchase Order (PO) number will be provided separately to this document
<b>From:</b>	The Department for Education (the Client) Sanctuary Buildings Great Smith Street London SW1P 3BT
<b>To:</b>	VCCP Group LLP (the Agency) Greencoat House, Francis Street, London, SW1P 1DH

<b>Order Start Date:</b>	16 June 2025
<b>Order Expiry Date:</b>	15 June 2029 With annual break clause at 15 June each contracted year
<b>Order Initial Period:</b>	4 years With annual break clause at 15 June each contracted year

**DPS Schedule 6 (Letter of Appointment and Order Schedules)**

Crown Copyright 2021

<b>Order Optional Extension Period:</b>	<p>The contract will be let on a 4-year basis with annual break clause.</p> <p>The contract is issued with no commitment to spend and will be subject to funding and supplier performance.</p> <p>The maximum expiry date is 15 June 2029.</p>
<b>Goods or Services required:</b>	<p>Goods or Services required are set out in DPS Schedule 1 of the DPS Agreement and the relevant Brief and are to be delivered in line with the accepted Proposal as detailed at Annex A of this Letter.</p> <p>Subsequent calls for Goods or Services shall be priced and agreed using the Statement of Works form as per Annex B of this Letter of Appointment.</p>
<b>Key Staff:</b>	<p><b>For the Client:</b></p> <p>██████████ – Senior Project Lead</p> <p>██████████ – Category Manager</p> <p><b>For the Agency:</b></p> <p>██████████ – Managing Partner</p> <p>██████████ – Senior Account Director</p>
<b>Guarantor(s)</b>	N/A
<b>Order Contract Charges (including any applicable discount(s), but excluding VAT):</b>	<p>The contract has a maximum ceiling value of <b>£3,000,000</b> ex. VAT.</p> <p>Across the maximum 4-year period.</p>
<b>Liability</b>	<p>See Clause 11 of the Core Terms</p> <p><b>Estimated Year 1 Charges:</b> ██████████</p> <p>There is no annual spend cap</p>
<b>Additional Insurance Requirements</b>	n/a
<b>Client billing address for invoicing:</b>	All invoices must be sent, quoting a valid purchase order number.

**DPS Schedule 6 (Letter of Appointment and Order Schedules)**

Crown Copyright 2021

	<p>(PO Number), electronically via email to: [REDACTED]</p> <p>And cc. [REDACTED] [REDACTED]</p> <p>Department for Education, Sanctuary Buildings, Great Smith Street, London SW1P 3BT</p> <p>You must be in receipt of a valid PO Number before submitting an invoice. To avoid delay in payment it is important that the invoice is compliant and that it includes a valid PO Number, PO Number item number (if applicable) and the details (name and telephone Please ensure you quote the PO number in full including the prefixes on the invoice, failure to do so may result in invoice being rejected &amp; subsequently delayed payment.</p> <p>Non-compliant invoices will be sent back to you, which may lead to a delay in payment. If you have a query regarding an outstanding payment, please contact our Accounts Payable section by email to [REDACTED]</p>
<b>Special Terms</b>	n/a

## PROGRESS REPORT FREQUENCY

On the first Working Day of each calendar month

## PROGRESS MEETING FREQUENCY

Quarterly on the first Working Day of each quarter

## **Social Value – Bi-annual**

## KEY SUBCONTRACTOR(S)

## COMMERCIALLY SENSITIVE INFORMATION

Agency's bid submission, pricing details

See also Joint Schedule 4 Commercially Sensitive Information

## SOCIAL VALUE COMMITMENT

The Agency agrees, in providing the Goods or Services and performing its obligations under the Order Contract, that it will comply with the social value commitments in Order Schedule 4 (Order Proposal)

## SERVICE CREDIT CAP

This contract will use the Service Credit Regime. Underperformance i.e. (Scores that fall under Inadequate in the KPI matrix) on any 2 consecutive months on any of the KPIs contained within the contract will result in DfE with-holding 5-10% of the fees for the month. The Contracting Authority will make the supplier aware the process before any deductions are made.

## ORDER INCORPORATED TERMS

The following documents are incorporated into this Order Contract. Where numbers are missing we are not using those schedules. If the documents conflict, the following order of precedence applies:

1. This Letter of Appointment including the Order Special Terms and Order Special Schedules.
2. *Joint Schedule 1 (Definitions and Interpretation)*



RM6124-Joint-schedule-1-Definition.odt

3. *The following Schedules in equal order of precedence:*
  - ***Joint Schedules for RM6124 Communications Marketplace DPS***
    - *Joint Schedule 2 (Variation Form)*



Joint Schedule 2  
(Variation Form)\_v1.1

- *Joint Schedule 3 (Insurance Requirements)*



Joint-Schedule-3-Insurance-Requirements

- *Joint Schedule 4 (Commercially Sensitive Information)*



Joint Schedule 4  
(Commercially Sensitive)

- ***Joint Schedule 6 (Key Subcontractors)***



Joint-Schedule-6-Key  
-Subcontractors\_v1.0.

- ***Joint Schedule 7 (Financial Difficulties) - N/A***



Joint Schedule 7  
(Financial Difficulties)

- ***Joint-Schedule-8 (Guarantee) - N/A***



Joint-Schedule-8-Guarantee\_v1.0.odt

- ***Joint Schedule 10 (Rectification Plan)***



Joint Schedule 10  
(Rectification Plan)\_v1

- ***Joint Schedule 11 (Processing Data)***



Joint Schedule 11  
(Processing Data)\_v1

- ***Joint Schedule 12 (Supply Chain Visibility) - N/A***



Joint Schedule 12  
(Supply Chain Visibility)

- ***Order Schedules for project\_9416 FE Teacher Recruitment – Lead Creative and Strategy Agency***

- ***Order Schedule 1 (Transparency Reports)***



Order Schedule 1  
(Transparency Reports)

- ***Order Schedule 2 (Staff Transfer)***



Order Schedule 2 -  
Staff Transfer\_v1.0.d

- ***Order Schedule 3 (Continuous Improvement)***



Order Schedule 3  
(Continuous Improvement)

**DPS Schedule 6 (Letter of Appointment and Order Schedules)**  
Crown Copyright 2021

- **Order Schedule 5 (Pricing Details)**



Order Schedule 5  
(Pricing Details)\_v1.0.docx

- **Order Schedule 6 (ICT Services)**



Order Schedule 6  
(ICT Services)\_v1.0.docx

- **Order Schedule 7 (Key Supplier Staff)**



Order Schedule 7  
(Key Agency Staff)\_v1.0.docx

- **Order Schedule 10 (Exit Management)**



Order Schedule 10  
(Exit Management)\_v1.0.docx

- **Order Schedule 13 (Implementation Plan and Testing)**



Order Schedule 13  
(Implementation Plan and Testing)\_v1.0.docx

- **Order Schedule 14 (Service Levels)**



Order Schedule 14  
(Service Levels)\_v1.0.docx



DfE Contract KPIs  
Matrix - FE Teacher Recruitment

- **Order Schedule 15 (Order Contract Management)**



Order Schedule 15  
(Order Contract Management)\_v1.0.docx

- **Order Schedule 16 (Benchmarking)**



Order-Schedule-16-Benchmarking\_v1.0.docx

- **Order Schedule 18 (Background Checks)**



Order-Schedule-18-Background-Checks\_v1.0.docx

- **Order Schedule 20 (Order Specification)**

## DPS Schedule 6 (Letter of Appointment and Order Schedules)

Crown Copyright 2021



Order Schedule 20  
(Brief)\_v1.0.docx

### 4. CCS Core Terms



RM6124-Core-Terms.docx

### 5. *Joint Schedule 5 (Corporate Social Responsibility) RM6124*



Joint-Schedule-5-Corporate-Social-Responsibility.docx

### 6. *Order Schedule 4 (Proposal)*



VCCP x FE - Final Pitch .pdf



Further Education Teacher Recruitment .docx

As long as any parts of the Order Proposal that offer a better commercial position for the Client (as decided by the Client) take precedence over the documents above.

No other Agency terms are part of the Order Contract. That includes any terms written on the back of, or added to this Order Form, or presented at the time of delivery. For the avoidance of doubt, the relationship between the Parties is non-exclusive. The Client is entitled to appoint any other agency to perform services and produce goods which are the same or similar to the Goods or Services.

## FORMATION OF ORDER CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Agency agrees to enter into an Order Contract with the Client to provide the Goods or Services in accordance with the terms of this letter and the Order Incorporated Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Order Incorporated Terms. The Parties hereby acknowledge and agree that this Order 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.

**DPS Schedule 6 (Letter of Appointment and Order Schedules)**  
Crown Copyright 2021

For and on behalf of the Agency:		For and on behalf of the Client:	
Signature:	██████████	Signature:	██████████
Name:	██████████	Name:	██████████
Role:	General Counsel	Role:	Commercial Lead
Date:	16/06/2025	Date:	17/06/2025



## **ANNEX A**

### **Agency Proposal**



VCCP x FE - Final  
Pitch .pdf



Further Education  
Teacher Recruitment

## Annex B

### Statement of Work-

**This Statement of Work is issued under and in accordance with the Order Contract entered into between the parties dated 16 June 2025**

Any schedule attached to this Statement of Work will describe in detail the different types of Services to be provided under that Statement of Work. A schedule attached to this Statement of Work only applies to the relevant project to be delivered under that Statement of Work, and not to any other Statement of Work, or to the provision of the Services as a whole.

1.1 Where a Statement of Work would result in:

- a variation of the Services procured under this Order Contract;
- an increase in the Charges agreed under this Order Contract; or
- a change in the economic balance between the Parties to the detriment of the Client that is not provided for in this Order Contract, the relevant term(s) will be dealt with as a proposed Variation to this Order Contract in accordance with the Variation procedure set out in Clause 24.

#### Project:

The provision of FE teachers is essential to address skills gaps and support the government's aim of giving everyone the opportunity to succeed, regardless of their background. The campaign aims to attract high quality teachers into FE to increase overall headcount. Having a highly skilled FE workforce is integral to achieving the Government's commitment to reforming technical education and in turn addressing skills shortages. For these reforms to succeed, the Government must meet the growing demand for high calibre FE teachers and help remedy critical vacancies in the sector, particularly in key technical and vocational subjects.

#### Project start Date

#### Notice period for cancellation

#### Project Notice Period:

The contract is let on a 4-year basis with an annual break clause. The contract started in June 2025. The contract is with no commitment to spend and will be subject to funding and supplier performance.  
**The Start date:** 16 June 2025  
**The maximum expiry date:** 15 June 2029.  
**Optional Extension:** N/A  
The notice period for cancellation is 3 months.

#### Overarching Brand/Campaign

The campaign is currently a sub-brand of the master school 'Get into Teaching' campaign.

## **Goods or Services**

The key requirements of the Agency are to develop a new campaign strategy that that will raise awareness, increase understanding, and create positive perceptions of a career in FE teaching in order to improve consideration and drive action.

All services & deliverables will be agreed with DfE and in line with the below requirements and those set out within the brief at the procurement stage. These requirements may be flexible due to the nature of the Cabinet Office spending controls process and DfE will communicate any changes with the Agency.

DfE expects that the Agency will take on board feedback on the proposed strategy and will amend their approach to ensure the strategy fully meets the requirements and is suitable for the approach and target audience. This revised strategy will inform the development of new creative materials.

DfE are looking for new creative advertising materials to be live by Jan 2026.

Deliverables include:

- insight- and audience-led strategic and creative approach.
- complete campaign solution – balancing national communications alongside any regionally targeted communications as required.
- planning, design and production of built-for platform assets across a range of materials in paid media, toolkit and website requirements. This includes seeking relevant broadcast clearances such as clearcast as required and third party consents, licenses as required. Paid media channels could include Video (long, short and native), digital (including addressable), Audio (Including radio and digital) DM
- Modern approach to creative asset development, such as developing addressable compatible templates, and optimising creative around modern media metrics, such as attention.
- Model for how the FE teacher recruitment campaign should mature over the coming years. It is worth noting that this will continue into years 2,3,4 of contract, once campaign performance results are available post launch.

- Testing and evaluation strategy (in partnership with DfE) and to input to media and attitudinal evaluation. This will include supporting the annual Professional Assurance business case to Cabinet Office if required.
- The above to be set against the OASIS framework.
- Management of case studies and other talent
- Overseeing joint agency collaboration and supporting other agencies as required e.g. providing guidance and input into paid media partnerships
- Production of style guide to include TOV, look and feel, branding to inform wider campaign areas such as website and paid media partnerships.

DfE require very strong strategic and planning support along with the appropriate number and level of staff to ensure successful delivery of this project. VCCP would be expected to provide adequate resource for:

- Regular opportunities for review and feedback
- Feedback log with clear presentation of how individual comments will be addressed within 5 working days of receiving feedback
- Weekly status calls and reports, with a running log of current and upcoming issues provided and follow-up actions circulated after status calls
- Finance/budget management support including monthly meetings to review budget tracker
- Timing plan to be developed and kept updated. To be shared with the client during weekly status meetings.
- Contact reports after meetings when creative or strategic work is presented within 48 hours

- Providing information and resources in preparation for ministerial meetings where needed

The first deliverable for this project, following appointment and approval of the strategy, will be to develop the strategic positioning work briefed in as part of the procurement process.

The Agency will act as our lead strategic and creative agency and will need to work with other agencies in order to deliver the requirements of this brief, including Manning Gottlieb OMD, the Government's contracted media buyer and Wavemaker, DfEs designated media planning agency and PR agency Four.

There may be further work the lead agency will need to sub-contract depending on in-house capabilities and requirements. This could include research (such as creative testing), content, production, influencers, design and creation requirements.

Any sub-contracting process should be carried out in collaboration with DfE and DfE must approve the proposed sub-contractor. If the lead agency subcontracts any other services, we expect them to also follow the core terms and conditions of the awarded contract with the lead agency. DfE expects to be involved within any sub-contracting process to ensure the agency can deliver the requirement and offers value for money. DfE expects that the Agency will oversee all deliverables to ensure strategic synergy and source multiple bids where appropriate.

The agency may be required to provide support on website maintenance and updates. This will be briefed out separately out of scope should any additional requirements arise.

The use of clients deliverables will be subject to any third party usage rights which must be notified to the client in accordance with this call-off contract

KPIs – DfE expects the agency to perform against deliverables to the highest standard. This includes sufficient provision as outlined in strategic and planning support. The agency are expected to attend quarterly performance review

	meetings to determine if this KPI is being met. DfE can implement new KPIs from time to time as deemed necessary, with adequate notice provided to the agency. A separate KPIs document is attached covering the above.
<b>Project Plan:</b>	Project plan to be agreed on appointment, with view to having new creative materialised by Dec 2025.
<b>Contract Charges:</b>	<p>The contract will never exceed the overall value of the tender £3,000,000 total [REDACTED] over the 4-year maximum term of the contract.</p> <p>For the avoidance of doubt, the Contract Charges shall be inclusive of all third-party costs. Supplier activity is VAT recoverable, so quotes, billing schedules and invoices should be compiled &amp; presented ex VAT.</p> <p>Values over the 4-year full term: <b>Contract Value:</b> A maximum Contract Value of £3,000,000 ex. VAT. Supplier costs are to be inclusive of GCS charge (1%) and should split this out on all estimates.</p> <p>Refer to: Order Schedule 5 – Pricing Details for more information</p>
<b>Client Assets:</b>	The Buyer's infrastructure, data, software, materials, assets, equipment or other property owned by and/or licensed or leased to the Buyer and which is or may be used in connection with the provision of the Deliverables which remain the property of the Buyer throughout the term of the Contract.
<b>International locations:</b>	N/A
<b>Client Affiliates:</b>	N/A

<b>Special Terms:</b>	n/a
<b>Key Individuals:</b>	<div>██████████ - <i>Managing Partner</i></div> <div>██████████ - <i>Senior Account Director</i></div>
<b>Authorised Agency Approver:</b>	<div>██████████ - <i>General Counsel</i></div>
<b>Authorised Client Approver:</b>	<div>██████████ - <i>Commercial Lead</i></div>

## Signatory – Statement of Works

Signed by:.....██████████.....

by (print name):...██████████.....

As Agency Authorised Approver for and on behalf of **VCCP Group LLP** (the Agency)

Date.....16/06/2025.....

Signed by:.....██████████.....

by (print name): ██████████ Commercial Lead

As Client Authorised Approver for and on behalf of **The Department for Education**  
(the Client)

Date.....17/06/2025.....