**Letter of Appointment**

****

Dear Sirs 1st June 2019

**Letter of Appointment**

**PHE –** **Strategic Evaluation Partner**

This Letter of Appointment is issued following a competitive tender in accordance with Public Contract Regulations 2015 OJEU Restricted Tender 2018/S 234-534978 dated 5th December 2018.

Capitalised terms and expressions used in this letter have the same meanings as in the Call-Off Terms unless the context otherwise requires.

|  |  |
| --- | --- |
| Agreement Number: | **ECM 6735**  Note: Purchase Orders are raised for each specific assignment under this contract. |
| From: | Public Health England ("Client") |
| To: | Hall & Partners Ltd ("Agency") |

|  |  |
| --- | --- |
| Effective Date: | 1st June 2019 |
| Expiry Date: | End date of Initial Period 31st May 2021  End date of Maximum Extension Period 31st May 2024  Minimum written notice to Agency in respect of extension: three months for each of the 12-month extensions. |

|  |  |
| --- | --- |
| Services required: | **PROJECTS/ASSIGNMENTS**  Projects or assignments may occur from time to time subject to:  Written proposals being made to the Client clearly describing the person or people conducting the project, their day rate and the number of days undertaken as well as the deliverables expected as an outcome of the project.  The Client will then decide whether the proposal is acceptable or not (both qualitatively and in value) and will notify the Agency of acceptance by the issue of a Client Purchase Order.  The scope of work will be generally in accordance with Section 2 (Services offered) and the Client’s Brief attached at Annex A and the Agency’s Proposal attached at Annex B. |
| Key Individuals: |  |

|  |  |
| --- | --- |
| Call Off Contract Charges (including any applicable discount(s), but excluding VAT): | In accordance with the Agency’s Proposal at Annex B. |
| Insurance Requirements | Additional public liability insurance to cover all risks in the performance of the Call-Off Contract, with a minimum limit of £1 million for each individual claim.  Additional employers' liability insurance with a minimum limit of £1 million indemnity.  Additional professional indemnity insurance adequate to cover all risks in the performance of the Call-Off Contract with a minimum limit of indemnity of £1 million for each individual claim.  Product liability insurance cover all risks in the provision of Deliverables under the Call-Off Contract, with a minimum limit of £1 million for each individual claim. |
| Client billing address for invoicing: | payables@phe.gov.uk |

|  |  |
| --- | --- |
| Alternative and/or additional provisions: | N/A |

**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.**

**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**

Generally in accordance with the brief detailed in ITT3726 where the Client will agree specific assignments with the Agency.

**Annex B**

**Agency Proposal**

The Agency shall propose a fixed fee for each assignment as and when required by the Client based on the Agency’s tendered day rates.

All prices exclude VAT.

Travel and Subsistence shall only be chargeable outside the M25 area.

**Rate Card**

|  |  |  |  |
| --- | --- | --- | --- |
| **Role** | **£ / Hour** | **Hours** | **£** |
| Executive Creative Director |  |  |  |
| Managing Director |  |  |  |
| Chief Strategy Officer |  |  |  |
| Creative Director |  |  |  |
| Planning Director |  |  |  |
| Business Director |  |  |  |
| Art Director |  |  |  |
| Copywriter |  |  |  |
| Creative Producer |  |  |  |
| Senior Account Manager |  |  |  |
| Account Manager |  |  |  |
| Total | |  | |

**Call-Off Terms**

In accordance with the attached Call-Off Terms:

