



Department for
International Trade

Contract Change Note ("CCN")

CCN Number	001
Contract Reference Number and Title	DN299983 Branding and Creative Services (including Brand Guardianship with High Quality Production and Creative Service)
Variation Title	Extension of Contract Term
Number of Pages	5

WHEREAS the Agency Redhouse Lane Communications Ltd, and the Client The Department for International Trade, entered into a Call-Off Contract for the Branding and Creative Services (including Brand Guardianship with High Quality Production and Creative Service) dated 1 November 2017 (the "Original Contract") and now wish to amend the Original Call-Off Contract.

IT IS AGREED as follows

1. The Original Contract shall be amended as set out in this Change Control Notice (CCN):

Change Requestor / Originator	[REDACTED]	
Summary of Change	This CCN makes the following changes: <ul style="list-style-type: none"> • Extends the term of the original Call-Off Contract to now expire on 31 October 2020. 	
Reason for Change	The Client wishes to extend the original Call-Off Contract term to 31 October 2020. The Call-Off Contract initial period is from 1 November 2017 – 31 October 2019. There is an option to extend the Call-Off Contract by up to a further 12 months. The Authority wishes to enable this extension.	
Revised Contract Price	Original Call-Off Contract Value	£193,200 (excluding VAT)
	Previous Contract Changes	Not Applicable
	Contract Change Note 001	£96,600 (excluding VAT)
	New Call-Off Contract Value	£289,200 (excluding VAT)
Revised Payment Schedule	The total annual Call-Off Contract value, which acts as a budget ceiling, is not changing. The schedule of rates are the maximum that may be applied during the extension term. These can be found in Annex A for reference. As per the current Call-Off Contract, the Client will pay for services as and when used and is not committed to using up to the indicated ceiling.	
Revised Specification	Not Applicable	

Revised Call-Off Contract Period (if applicable)	The original Call-Off Contract is extended to 31 October 2020.
Change in Call-Off Contract Representative(s)	Not Applicable
Other Changes	None

2. Save as amended all other terms of the Original Call-Off Contract shall remain effective.
3. This CCN takes effect from the date on which both Parties sign for acceptance of its terms.

Parties:

Contractor: Redhouse Lane Communications Ltd

Signed by:

Title: Managing Director

Date: 10.9.19

Signature: 

Authority: For, and on behalf of the Secretary of State for Department for International Trade

Signed by: 

Title: Head of Commercial – Marketing, Events & PPS

Date: 6 September 2019

Signature: 

ANNEX A - CHARGES

Board Level Role	Strategy Director				Responsible for all Strategic output of the Agency. Typically 20 years + experience.
	Technical Development Director				Most senior person responsible for managing all technology requirements at the agency.
	Data Planning Director				Most senior person responsible for defining data strategies for businesses.
	Business Director				Overall leadership of the clients business within the agency ensuring best in class service, supporting the client team with business challenges and informing the client team with the latest industry knowledge.
	Chief Digital Officer				Leadership of all digital and social marketing for the agency. Leads on strategies and ensures industry best practice is implemented across all activity.
	PR Board Director				Senior counsel and strategic consultant, with overall leadership of PR team
Senior Level Role	Senior Account Director				Provides strategic direction and leadership to ensure agency optimises its client offering in line with client's business goals and objectives. Works across multiple client brands or services and client agency partners.
	Senior Account Director (PR)				
	Senior Planner				Provides strategic direction and leadership for PR discipline
	Senior Research Exec				Recognised expert in the subject matter with experience across multiple clients and sectors, works with client to help set strategic direction for activity.
	Creative Director				Expert in defining and leading research across a broad range of research disciplines, using the tools at our disposal within the Unlimited group. Reports to Executive Creative Director. Responsible for the quality of all creative work produced by the agency for a group of clients. Directs activities of team to maintain standards of creative excellence and ensure achievement of goals. Senior level client contact and presentation.

	Creative Technologist			Responsible for leading front-end digital design across various platforms.
	Information Architect			Responsible for creating the architecture of website and digital applications, including the organisation of information and content and defining navigation solutions.
	Technical Development Manager			Develops coding utilizing HTML, Flash and other programming platforms for web interface/front-end architectures.
	User Experience Consultant			Responsible for translating user goals and creative ideas into a digital user interface/user experience architecture across web, email and online applications.
	Head of Influencer & Partnerships			Oversees Influencer Strategy, Influencer Identification and outreach activities including management of partnerships and contracts.
	Senior Data Planner			Expert in setting data strategies, reporting and interpreting of results and recommendations to inform ongoing strategies.
	Studio/delivery Lead			With a creative background, the Studio Lead provides the quality assurance across all content created ensuring formats and specifications are correct and content aligns to brand guidelines. Leadership of all members of the content studio.
	SEO Consultant			Channel expert in advising on SEO strategies.
Mid Level Role	Copywriter			Responsible for the creation of copy, usually under supervision, for print, digital, and collateral material; may or may not supervise others or have client contact.
	Art Director			Responsible for creation of ideas that will positively engage and influence consumer behaviour. Translates conceptual thinking into visual design for all campaign components.
	Designer			Involved in the development of visual concepts for use in print, digital and collateral work.
	Senior Campaign Manager			All aspects of campaign management and administration from strategic response to creative / design development and production and delivery. Stakeholder management and coordination, managing schedules, creation of estimates and maintaining accurate status reports.
	Planner			Analysis and compilation of primary as well as secondary research, meeting client requirements, includes developing digital media strategies across multiple digital marketing channels. Provides insight to clients, regarding consumer preference. Assist in the development of overall marketing strategy.

	Web Developer			Develops coding utilizing HTML, Flash and other programming platforms for web interface/front-end architectures.
	Influencer and Partnerships Manager			Oversees day to day Influencer programmes including management and reporting.
	Analyst			Analysing relevant data and creating reports.
	Motion Producer			Creative role with design, art working, filming, animation and photography capabilities.
	Email Manager			HTML email build, content population, testing and quality assurance.
	Senior Social Media Manager			Significant experience in planning and delivering social campaigns, content creation, moderation / customer service and reporting.
	SEO Analytics Manager			Expertise in provision of SEO analytics.
	Proof-reader			Provision of expertise in final proofing of documents.
Junior Level Role	Account Manager (PR)			PR campaign activation, press office management focused on media relations
	Account Manager			Supporting all campaign management and administration tasks within the account team.
	Content Loader			Specialists in loading content into all forms of Content Management Systems.
	Social Media Manager			Planning and delivering social campaigns, content creation, moderation / customer service and reporting.

NOTES:

All prices exclude VAT

Work between 7pm and 8am will be charged at x1.5.

Weekend working will be charged at x1.5.

