



Crown Commercial Service

Crown Commercial Service

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E ManagedProcurementService@crownccommercial.gov.uk

<https://www.gov.uk/ccs>

REDACTED

BBM Campaigns
63 Margaret St
Fitzrovia
London
W1W 8SW

19th January 2016

Dear **REDACTED**

SO16233; Public Relations and Related services

Further to the provision of a quote from BBM Campaigns (as set out below and agreed on 2nd December 2016) for the above requirement, I am writing on behalf of the Cabinet Office (the Authority) to confirm acceptance of your quote.

This letter sets out the services and the terms on which you agree to provide them to the Authority.

A copy of the Terms and Conditions of this Contract can be found in Appendix A of this letter.

Contract

SO16233; Public Relations and Related services

Service Description

The services required under this contract is a campaign strategy, following the 'Campaign it!' model, detailing actions Government can take to use as a basis for both training and re-thinking its campaigning approach. This should include:

- Suggested key messages and advice on language and tone
- Tactics that include low/no cost (although paid for elements should not necessarily be excluded)
- Measures of evaluation – how we will keep on track and know if we are succeeding

Tactics should be deliverable by HMG civil servants (i.e within the boundaries of the civil service code) but do not have to bear significant resemblance to how government communicators currently operate – there is scope to break the mould.

Contract Value

The maximum contract value is £25,000

Contract Commencement Date

19th January 2016

Expiry Date

31st December 2016 no option to extend

Point of Contact

REDACTED

Notices

For the Authority:
REDACTED

For the Supplier:
REDACTED

REDACTED

REDACTED

By signing and returning this Award Letter, the Supplier agrees to a legally binding contract with the Authority to provide to the Authority the Services specified in this Award Letter, incorporating the rights and obligations in the Terms and Conditions of Contract as set out in Appendix A to this Award Letter.

For and on behalf of the Authority:

For and on behalf of the Supplier:

Name.....

Name.....

Signature.....

Signature.....

Please print and sign two (2) copies of this letter and send an electronic copy to the Crown Commercial Service via e-mail to ManagedProcurementService@crowncommercial.gov.uk and one (1) copy to the address below by close of play 22nd January 2016

REDACTED, Communications Business Manager, Cabinet Office, 70 Whitehall, London, SW1A 2AS

Yours sincerely

REDACTED
Crown Commercial Service, Managed Service
Tel: **REDACTED**
E-mail: **REDACTED**