

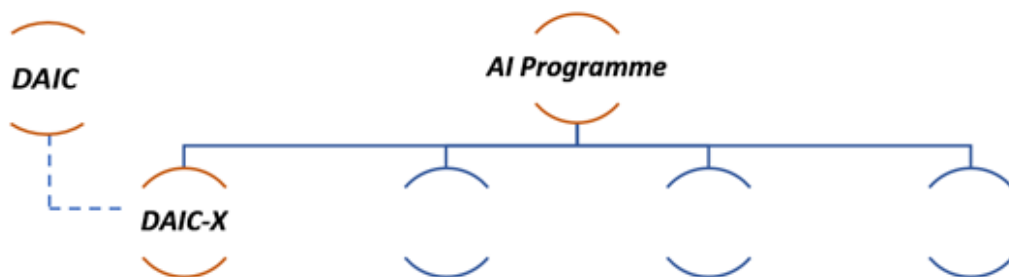
Serapis Tasking Form

Tasking Form Part 1: *(to be completed by the Authority's Project Manager)*

To:	Lot 6 Frazer-Nash Consultancy Ltd	From:	The Authority
Any Task placed as a result of your quotation will be subject to the Terms and Conditions of Framework Agreement Number: LOT 6 DSTL/AGR/SERAPIS/UND/01			
VERSION CONTROL			
V1.1			
REQUIREMENT			
Proposal Required by:	[21/02/2022]	Task ID Number:	U83
The Authority Project Manager:	[REDACTED]	The Authority Technical Point of Contact:	[REDACTED]
Task Title:	U83 AI Communications Strategy		
Required Start Date:	[28/02/2022]	Required End Date:	[31/05/2022]
Requisition No:	RQ0000000702	Budget Range	£70k
TASK DESCRIPTION AND SPECIFICATION			
Serapis Framework Lot	<input type="checkbox"/> Lot 1: Collect <input type="checkbox"/> Lot 2: Space systems <input type="checkbox"/> Lot 3: Decide <input type="checkbox"/> Lot 4: Assured information infrastructure <input type="checkbox"/> Lot 5: Synthetic environment and simulation <input checked="" type="checkbox"/> Lot 6: Understand		
Statement of Requirements (SOR) Communications Strategy, plan and implementation (AI Programme and DAIC-X) Background AI Programme The Dstl Artificial Intelligence (AI) Programme is currently made up of 4 projects including the Defence Artificial Intelligence Centre Experimentation Hub (DAIC-X). Additional projects are expected to be added to the Programme in FY22/23.			

The AI Programme requires a communications strategy to outline the vision and objectives for communications across the Programme and how these will be achieved. As part of this strategy, the Programme also needs to develop its approach and understanding of audiences, channels and methods for communications that will shape and influence the way communications are delivered within the Programme. As part of this work, you will be expected to work with key stakeholders in each of the projects within the programme to develop and shape the Programme level communications strategy.

The DAIC-X Project (within the AI Programme and part of the wider Defence AI Centre DAIC) requires a clear plan for DAIC-X project communications, to organise, support and enable effective communications with its stakeholders and audiences.



Structure of the AI Programme and links between the Programme, DAIC-X and the DAIC.

DAIC-X

The R&D submission to UK Government Spending Review 2020 (SR20) recognised the need to advance MOD's ability to adopt critical and game-changing technologies including artificial intelligence. It proposed to do this by establishing DAIC-X which will provide the Science and Technology (S&T) contribution to the Defence AI Centre (DAIC)

The purpose of the DAIC is to provide the critical mass of expertise to enable MOD to harness the game-changing power of AI and accelerate the coherent understanding and development of AI capabilities across the Department.

Key outcomes of the DAIC:

- ✓ Act as a **visionary hub**, championing AI development and use across Defence
- ✓ **Rapidly develop, deliver and scale** AI projects that generate breakthroughs in strategic advantage
- ✓ Provide underpinning pan-Defence AI services and sources of expertise as **common services** to wider Defence

DAIC-X will establish mechanisms to partner with industry and academia to overcome key Defence challenges, develop common core technologies to make the next generations more capable, and enable a perpetual ability to adopt the next-generation of AI-enabled and autonomous capabilities at near-development speed.

The DAIC-X project is currently being delivered by a joint team, with Dstl working with industry and academia to establish DAIC-X and other associated tasks under the overarching contract. The supplier who delivers this WP will join this broader team and will work alongside individuals from across other Work Packages.

Aims and outcomes

This package of work is described in two phases which are outlined below. Our overarching goal is to define and develop our communications strategy at programme level while enabling and driving the DAIC-X project to deliver an effective communications plan.



Phase 1 – Development of an AI Programme level communications strategy

Aims for the Programme communications strategy phase are as follows:

- Develop the communications strategy and approach for the AI Programme
- Provide a wide range of suppliers with a clear view of opportunities to bid for work or collaborate and stimulating interest from non-traditional Defence suppliers/Small and Medium-sized Enterprises
- Provide stakeholders from both Defence and wider an understanding of the AI Programme and how it could help them
- Raise awareness within Dstl, and wider MOD, to support the attraction and retention of staff, and raise awareness of activities elsewhere to build a community and increase coherence
- Creating awareness of the activities and achievements of Dstl and the AI Programme with the public, including to support recruitment

Outcomes for Phase 1:

- Understand and develop the key goals and outcomes for Programme level communications
- Create a high level and clear strategy document for the AI Programme detailing the overarching goals for communications across the Programme
- Capture governance considerations
- Support the DAIC-X project team in the development of up to 5 communications outputs (for example stakeholder communications such as announcements, newsletters etc) (split between Phases 1 and 2).

Phase 2 – Development of a DAIC-X communications plan

Aims/activities for the DAIC-X project communications plan phase are as follows:

- Draw upon emerging thinking from the DAIC to inform the DAIC-X communications plan
- Talk to stakeholders from Defence Digital and Strategic Command to support communications planning for DAIC-X

- Plan for how we provide a wide range of suppliers with a clear view of opportunities to bid for work or collaborate and stimulating interest from non-traditional Defence suppliers
- Plans to help raise awareness of DAIC-X within Dstl, to support the attraction and retention of staff, and raise awareness of activities elsewhere to build a community and increase coherence
- Plans to help raise awareness of the achievements of the Defence AI Centre (DAIC) with the public, including to support recruitment

Outcomes for Phase 2:

- Create a clear plan for DAIC-X project communications. Including: audiences, timescales, channels, comms delivery methods, pros/cons, messaging, metrics for measurement of success, options for how the plan can be delivered
- A plan that is consistent with the programme level strategy (Phase 1) and emerging strategy within the DAIC
- Review and maintain the communications plan with key project stakeholders
- Support the DAIC-X project team in the development of up to 5 communications outputs (stakeholder communications for example announcements, newsletters etc) (split between Phases 1 and 2).

Phase 1-2 resourcing and budget

We envisage that both phases of this WP could be delivered by an individual(s) joining the project team to enable and deliver the communications strategy and plan while also then working with us to implement the communications plan.

WP Phase Summary	Budget	Delivery date
Phase 1 – Development of an AI Programme level communications strategy	£40k	Apr 2022
Phase 2 – Development of a DAIC-X communications plan	£30k	May 2022
Total	£70k	

There is the potential for follow on work as a result of this WP, to support us with the implementation of the communications plan from the end of this WP.

Proposed milestones

Phase 1 and 2 Milestones	Date
EMR competed to deliver this WP	Jan 2022
Supplier onboard to deliver	Feb 2022
Programme level initial draft communications strategy delivered	31 Mar 2022
Programme level communications strategy delivered	29 Apr 2022
DAIC-X project level communications plan delivered	30 May 2022

Audiences who we will be aiming to communicate with include (but not limited to):

- Suppliers and potential suppliers: Primarily industry, including (but not limited to) companies with expertise in data wrangling, machine learning, AI, Autonomy and including companies with no previous experience of working for Defence
- Academia (1). Universities with strong research records in AI / ML / data science, Human Sciences relate to AI and those with emergent capability
- Academia (2). Universities with strong teaching programmes / centres for doctoral training
- Potential users of AI within Defence
- Other parts of Defence who are working to apply AI to defence problems
- Dstl staff
- Senior MOD and government Stakeholders
- Other Government Department (OGD) partners
- International partners
- General public

Key skills required

- Communications expert with knowledge of communications methods, tools and their effectiveness
- Excellent stakeholder engagement and management
- Highly organised and proactive
- Ability to translate technical information into engaging content for variety of audiences, bridging the gap between our scientists/engineers and the various communication tools/channels

Assumptions

- The supplier will adhere to Dstl brand guidelines when creating content and follow other subsequent agreed branding outlined by the project as/when it is agreed
- Dstl communications team will be available to support the delivery of communications activities and outputs outlined in the project communications plan as resource permits
- Supplier will work with Dstl Comms team to understand security classifications of comms activity and include this in any planning.

Procurement Strategy

☒ Lot Lead to recommend ☐ Single Source / Direct Award

Pricing:

☒ Firm Pricing ☐ Ascertained Costs* ☐ Other*

Firm Pricing shall be in accordance with DEFCON 127 and DEFCON 643

Ascertained Costs shall be in accordance with DEFCON 653 or DEFCON 802.

*only at Authority's discretion

Task IP Conditions

Task IP Conditions (Follow the NIPPY guide to identify your information and IP requirements for each deliverable)	Summary of the Authority's rights in foreground IP (IP generated by the supplier in performance of the contract)
DEFCON 703 <input checked="" type="checkbox"/>	Vests ownership with the Authority
DEFCON 705 Full Rights <input type="checkbox"/>	Enables MOD to share in confidence as GFI or IRC under certain types of agreements. Can be shared in confidence within UK Government.
OTHER IP DEFCONS: 14* <input type="checkbox"/> , 15* <input type="checkbox"/> , 16* <input type="checkbox"/> , 90* <input type="checkbox"/> , 91* <input type="checkbox"/> , 126* <input type="checkbox"/>	Generally only suitable for deliverables at TRL 6 and above.
BESPOKE IP Clause <input type="checkbox"/> *	Details to be added and agreed by IP Group
* Do not use without IPG advice and approval	
<p><i>Please state in this text box if MOD or the customer has a requirement a) that one or more Other Government Departments is able to share confidentially with their own suppliers, b) to publish but you do not think there is a requirement to own or control the deliverable, or c) to share under a procurement* Memorandum of Understanding (MOU).</i></p> <p><i>If any of these three issues applies, please contact IPG for advice before completing this form. *Listing research MOUs is not required, but can be a helpful courtesy to the supplier.</i></p>	

DELIVERABLES

Ref	Title	Due by	Format	TRL	Expected classification (subject to change)	Information required in deliverable	IPR DEFCON
D-1	Start up meeting	T0 + 1 week	Meeting	N/A	[REDACTED]	Review of plans, risks and issues	703
D-2	Programme level initial draft communications strategy delivered	31/03/2022	MS Word compatible document		[REDACTED]	See 'Outcomes for Phase 1' section of this SOR	703
D-3	Progress Review	08/04/2022	Meeting	N/A	[REDACTED]	Progress of deliverables against plan including schedule and costs.	703
D-4	Programme level communications strategy delivered	29/04/2022	MS Word compatible document + MS PowerPoint summary		[REDACTED]	See 'Outcomes for Phase 1' section of this SOR	703
D-5	DAIC-X project level	30/05/2022	MS Word compatible document +		[REDACTED]	See 'Outcomes for Phase 2' section of this SOR	703

	communications plan delivered		MS PowerPoint summary				
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DELIVERABLE: ACCEPTANCE / REJECTION CRITERIA

Unless otherwise stated below, Standard Deliverable Acceptance / Rejection applies. This is 30 business days, in accordance with DEFCON 524 Rejection, and DEFCON 525 Acceptance.

Standard Deliverable Acceptance / Rejection:-

Yes ☐ (DEFCON 524 Rejection, and DEFCON 525 Acceptance)

No ☐ (if no, please state details of applicable criteria below)

Deliverable Acceptance / Rejection Criteria:-

If there are any other specific acceptance/rejection criteria you would like to apply to any of the deliverables, please state them here.

Government Furnished Assets (GFA)

ISSUE OF EQUIPMENT/RESOURCES/INFORMATION/FACILITIES (if not applicable, delete table and insert "None" in this text box)

<u>Unique Identifier/ Serial No</u>	<u>Description</u>	<u>Classification</u>	<u>Type</u>	<u>Available Date</u>	<u>Issued by</u>	<u>Return or Disposal Date</u>	<u>Any restrictions?</u>

QUALITY STANDARDS

- ☐ **ISO9001** (Quality Management Systems)
- ☐ **ISO14001** (Environment Management Systems)
- ☐ **ISO12207** (Systems and software engineering — software life cycle)
- ☐ **TickITPlus** (Integrated approach to software and IT development)
- ☐ **Other:** (Please specify in free text below)

SECURITY CLASSIFICATION OF THE WORK

[REDACTED]

TASK CYBER RISK ASSESSMENT. *(In accordance with DEF STAN 05-138 and the [Risk Assessment Workflow](#))*

Cyber Risk Level	[REDACTED]
Risk Assessment Reference	[REDACTED]

ADDITIONAL TERMS AND CONDITIONS APPLICABLE TO THIS CONTRACT

Please ensure all completed forms are copied to DSTLSERAPIS@dstl.gov.uk when sending to the Lot Lead.

Tasking Form Part 2: *(To be completed by the Lot Lead)*

To: The Authority		From: The Lot Lead	
Proposal Reference	014773-96555L U83 - AI Communications Plan - Frazer-Nash Proposal (attached)		
Delivery of the requirement: The proposal <u>shall</u> include, but not be limited to: <ul style="list-style-type: none"> • A full technical proposal that meets the individual activities that are detailed in Statement of Requirements (Part 1 to Tasking Form). • Breakdown of individual Deliverables, with corresponding Intellectual Property rights applied. • Breakdown of Interim Milestone Payments, with corresponding due dates. • A work breakdown structure/project plan with key dates and deliverables identified. • A list of required Government Furnished Assets from the Authority, including required delivery dates. • A clear identification of Dependencies, Assumptions, Risks and Exclusions which underpin your Technical Proposal. • Sub-Contractors Personnel Particulars Research Worker Form and security clearances (if applicable) 			
PRICE BREAKDOWN <i>You are to use the costs detailed in Item 2 Table 1 in the Schedule of Requirement and at Annex E Table 2 of the Serapis Framework Agreement. Please also provide a price breakdown which should include, but is not limited to: Lot Lead Rates, Sub-contractors costs and rates, travel and subsistence. In support of your Proposal you are requested to provide clear details of all Dependencies, Assumptions, Risks and Exclusions that underpin your price.</i>			
Offer of Contract: <i>(to be completed and signed by the Contractor's Commercial or Contract Manager)</i>			
Total Proposal Price in £	69,344.40		(ex VAT)
Start Date:	14/03/2022	End Date:	14/06/2022
Lot Leads Representative	Name	[REDACTED]	
	Tel	[REDACTED]	
	Email	[REDACTED]	
	Date	[REDACTED]	
Position in Company	Serapis Project Manager		
Signature	[REDACTED]		

Core Work – Breakdown

[TABLE REDACTED IN ITS ENTIRETY]

Core Work – Milestone breakdown costs

Proposed Milestones Payments

[TABLE REDACTED IN ITS ENTIRETY]

Tasking Form Part 3:

To be completed by the Authority's Commercial Officer and copied to the Authority's Project Manager.

1. Acceptance of Contract:		
Authority's Commercial Officer	Name	[REDACTED]
	Tel	[REDACTED]
	Email	[REDACTED]
	Date	17/03/2022
Requisition Number		RQ0000000702
Contractor's Proposal Number		015617/96979L
Purchase Order Number		DSTL0000001712
Signature		[REDACTED]
<i>Please Note: Task authorisation to be issued by the Authority's Commercial Officer or Contract Manager. Any work carried out prior to authorisation is at the Contractor's own risk.</i>		