



Department
of Health &
Social Care

Framework Schedule 6 (Order Form Template and Call-Off Schedules)

Order Form

CALL-OFF REFERENCE: **C96108 (CCS RM6170 Lot 1)**

THE BUYER: **Secretary of State for Health and Social Care
acting as part of the Crown**

BUYER ADDRESS **39 Victoria Street
Westminster
London
SW1H 0EU**

THE SUPPLIER: **H H Associates Ltd**

SUPPLIER ADDRESS: **Grove House
Guildford Road
Fetcham
Leatherhead
KT22 9DF**

REGISTRATION NUMBER: **02671533**

DUNS NUMBER: **770639193**

APPLICABLE FRAMEWORK CONTRACT

This Order Form is for the provision of the Call-Off Deliverables and dated **27 July 2022**.

Framework Ref: RM6170 Print Management Services
Project Version: v1.0
Model Version: v3.6

It's issued under the Framework Contract with the reference number **RM6170** for the provision of Print Managed Services.

CALL-OFF LOT(S):

Lot 1: Print Management Services, including strategic and transformational services
CALL-OFF INCORPORATED TERMS

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

1. This Order Form including the Call-Off Special Terms and Call-Off Special Schedules.
2. Joint Schedule 1 (Definitions and Interpretation) **RM6170**
3. The following Schedules in equal order of precedence:
 - **Joint Schedules for RM6170**
 - Joint Schedule 2 (Variation Form)
 - Joint Schedule 3 (Insurance Requirements)
 - Joint Schedule 4 (Commercially Sensitive Information) – As included below
 - Joint Schedule 5 (Corporate Social Responsibility)
 - Joint Schedule 6 (Key Subcontractors) – As included below
 - Joint Schedule 7 (Financial Difficulties)
 - Joint Schedule 10 (Rectification Plan)
 - Joint Schedule 11 (Processing Data) – As attached below
 - Joint Schedule 12 (Supply Chain Visibility)
 - Joint Schedule 13 (Continuous Improvement)
 - Joint Schedule 14 (Benchmarking)
 -
 - **Call-Off Schedules for RM6170**
 - Call-Off Schedule 1 (Transparency Reports)
 - Call-Off Schedule 2 (Staff Transfer) – Part C and E applies
 - Call-Off Schedule 5 (Pricing Details) – As attached below
 - Call-Off Schedule 7 (Key Supplier Staff) – As included below
 - Call-Off Schedule 8 (Business Continuity and Disaster Recovery)
 - Call-Off Schedule 9 (Security) – Part A (Short Form)
 - Call-Off Schedule 10 (Exit Management)

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- Call-Off Schedule 13 (Implementation Plan and Testing)
 - Call-Off Schedule 14 (Service Levels) – As attached below
 - Call-Off Schedule 15 (Call-Off Contract Management)
 - Call-Off Schedule 20 (Call-Off Specification) – As attached below
4. CCS Core Terms (version 3.0.8)
 5. Joint Schedule 5 (Corporate Social Responsibility) **RM6170**

No other Supplier terms are part of the Call-Off Contract. That includes any terms written on the back of, added to this Order Form, or presented at the time of delivery.

CALL-OFF SPECIAL TERMS

The following Special Terms are incorporated into this Call-Off Contract:

None

CALL-OFF START DATE: **1 August 2022**

CALL-OFF INITIAL EXPIRY DATE: **31 July 2024** (with the possibility of a 2-year extension period. The extension period may be for any period or periods up to a maximum of two (2) years in total from the expiry of the Initial Expiry Date, each being up to a maximum of twelve (12) months duration (2+1+1).

CALL-OFF INITIAL PERIOD: **2 Years**

CALL-OFF DELIVERABLES

See details in Call-Off Schedule 20 (Call-Off Specification)

MAXIMUM LIABILITY

The limitation of liability for this Call-Off Contract is stated in Clause 11.2 of the Core Terms.

The Estimated Year 1 Charges used to calculate liability in the first Contract Year is **£2,500,00.00.**

CALL-OFF CHARGES

See details in Call-Off Schedule 5 (Pricing Details)

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All changes to the Charges must use procedures that are equivalent to those in Paragraphs 4, 5 and 6 (if used) in Framework Schedule 3 (Framework Prices).

REIMBURSABLE EXPENSES

None

PAYMENT METHOD

The Supplier shall issue electronic invoices monthly in arrears to the Buyer and the Supplier shall receive payment by Electronic Bank Transfer (BACS).

All invoices must be sent, quoting a valid purchase order number (PO Number), to: [REDACTED] Within 10 working days of receipt of your countersigned copy of this letter, we will send you a unique PO Number. 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 number) of your Buyer contact (i.e. Contract Manager). 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]

The Supplier shall ensure that each invoice submitted includes, but not be limited to, the account number, Suppliers order number, Buyer's order reference, product information including description, amount ordered and total price.

BUYER'S INVOICE ADDRESS:

Department of Health and Social Care
39 Victoria Street
Westminster
London
SW1H 0EU

Or email: [REDACTED]

BUYER'S AUTHORISED REPRESENTATIVE REDACTED

39 Victoria Street
Westminster
London
SW1H 0EU

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BUYER'S ENVIRONMENTAL POLICY

The Supplier shall perform the Deliverables in accordance with the following cross-government policies and procedures:

Greening Government Commitments for 2021-2025

Published 28th October 2021

Available online at: <https://www.gov.uk/government/publications/greening-government-commitments-2021-to-2025>

The Supplier shall be required to supply products that are compliant with the minimum Government Buying Standards. This includes paper, paper products and envelopes, as per the below:

Government Buying Standards for Paper – Version 3 – January 2010. Available online at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/341544/GBS_spec-paper.pdf

Government Buying Standards for Envelopes – Version 2 – May 2009. Available online at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/341543/GBS_spec-envelopes.pdf

BUYER'S SECURITY POLICY

The Supplier shall perform the Deliverables in accordance with the following Buyer's and cross-government policies and procedures:

DHSC Data Protection Policy:



Data Protection
Policy.pdf

Packaging

The Supplier shall be required to minimise the amount of packaging required for safe transportation and delivery of Deliverables and which complies with the Packaging (Essential Requirements) Regulations 2015 (SI 2015/1640) (“the Regulations”) consolidates and revokes all earlier Regulations.

<https://www.gov.uk/government/publications/packaging-essential-requirements-regulations-guidance-notes>

The Supplier shall minimise the amount of packaging required for safe delivery of the product(s) and when requested by the Buyer, shall provide details of the packaging utilised and whether it is obtained from recycled / sustainable sources.

The Supplier shall be aware that all packaging for paper and consumables shall not contain polyvinyl chloride (PVC).

SUPPLIER’S AUTHORISED REPRESENTATIVE

[REDACTED]

HH Global, Grove House, Guildford Road, Leatherhead, KT22 9DF

SUPPLIER’S CONTRACT MANAGER

[REDACTED]

HH Global, Grove House, Guildford Road, Leatherhead, KT22 9DF

PROGRESS REPORT FREQUENCY

By the tenth (10th) Working Day of each calendar month.

PROGRESS MEETING FREQUENCY

On a quarterly basis from the Commencement Date, as agreed by both parties.

KEY STAFF

[REDACTED]

KEY SUBCONTRACTOR(S)



COMMERCIALY SENSITIVE INFORMATION

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No.	Date	Item(s)	Duration of Confidentiality
1	1/10/2020	All pricing submitted by HH Associates Ltd as part of the bid for RM6170 Lot 1 and 2	10 years from contract commencement
2	21/12/2020	All responses submitted by HH Associates Ltd as part of the RM6170 bid response for Lot 1 and 2	10 years from contract commencement
3	21/12/2020	HH Associates Ltd supplier roster including but not limited to the detail of who we subcontract CCS work to and on what contractual terms which is retained IP to HH Associates	10 years from contract commencement
4	21/12/2020	Information relating to HH Associates Ltd technology platforms, including, but not limited to: operating platforms, functionality, security.	10 years from contract commencement

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5	21/12/2020	Information relating to HH Associates Ltd ways of working methodologies including, but not limited to; process maps, technology applications and their usage, team structures, supplier contractual terms with our supply chain	10 years from contract commencement
6	21/12/2020	Information relating to HH Associates Ltd employees (and extended to HH Associates Ltd supply chain on personal data	10 years from contract commencement
7	21/12/2020	HH Associates Ltd and their associated supply chain, all commercial information and vendor agreements, both active and archived versions.	10 years from contract commencement
8	09/04/21	All pricing supplied by HH Associates in fulfilling the contract for a period of ten years	10 years from contract commencement

SERVICE CREDITS

Not applicable

ADDITIONAL INSURANCES

Not applicable

GUARANTEE

Not applicable

SOCIAL VALUE COMMITMENT

Not applicable

For and on behalf of the Supplier:	For and on behalf of the Buyer:

Joint Schedule 11 (Processing Data)

Annex 1 - Processing Personal Data

This Annex shall be completed by the Controller, who may take account of the view of the Processors, however the final decision as to the content of this Annex shall be with the Relevant Authority at its absolute discretion.

1.1 The contact details of the Relevant Authority's Data Protection Officer is: [REDACTED] who can be contacted at Department of Health and Social Care, 1st Floor North, 39 Victoria Street, London, SW1H 0EU

Or by email at:

[REDACTED]

- 1.2 The contact details of the Supplier's Data Protection Officer is: [REDACTED]
- 1.3 The Processor shall comply with any further written instructions with respect to Processing by the Controller.
- 1.4 Any such further instructions shall be incorporated into this Annex.

Description	Details
Identity of Controller for each Category of Personal Data	<p>The Buyer is the Controller and the Supplier is the Processor</p> <p>The Parties acknowledge that in accordance with paragraph 2 to paragraph 15 and for the purposes of the Data Protection Legislation, the Buyer is the Controller and the Supplier is the Processor of the following Personal Data under this Contract:</p> <ul style="list-style-type: none">(i) Data which is held and processed through the Campaign Resource Centre (CRC) system or sent directly from the Buyer to the Supplier for purposes connected to the Call Off Contract.(ii) Data which relates to customer orders for printed stock items. Orders are sent to Parkhouse and then onto ProLog acting as the Suppliers Sub-processors for consolidation and processing.

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	(iii) Business contact details of any Buyer Personnel including directors, officers, employees, agents, consultants and contractors of the Buyer (excluding any Supplier Personnel) engaged in the performance and day to day management duties of the Call Off Contract.
Duration of the Processing	The Call-Off Contract Period and thereafter, until expiry or termination of the Call-Off Contract under CCS Framework RM6170 (Lot 1) Print Management Services, including any extension periods, until all transactions relating to the Call-Off Contract have permanently ceased.
Nature and purposes of the Processing	The provision of end-to-end print management services including, storage, fulfilment, distribution and creative services of printed materials for the Buyer's Behavioural Programmes Unit (BPU), under the CCS Framework RM6170 (Lot 1) Print Management Services.
Type of Personal Data	<p>Personal details of each Party's Personnel engaged in the performance of obligations and day to day management of the Call-Off Contract or personal details of the Customers/Users of the CRC system:</p> <ul style="list-style-type: none"> • Full name • Job title • Organisation name • Business/workplace address • Business/workplace email address • Business/workplace telephone/mobile number(s) • IP addresses • Supplier Dun & Bradstreet Data Universal Numbering System (DUNS number) • Registered company details including registered company name, address and company registration number (CRN) • Bank account details for activities related to the payment of the Supplier Print Management Services • Management Information

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Categories of Data Subject	Personal details of each Party's Personnel engaged in the performance of obligations and day to day management of the Call-Off Contract or personal details of the Customers/Users of the CRC system.
Plan for return and destruction of the data once the Processing is complete UNLESS requirement under Union or Member State law to preserve that type of data	Personal data will be retained for one (1) year after the duration of the processing outlined above for auditing purposes and in accordance with the RM6170 Framework Core Terms and Buyer Data Protection Policy. The data must then be securely erased once the Processing is complete, unless the Supplier is required by law to retain it. In accordance with the RM6170 Framework Core Terms, all Storage Media that has held Buyer data must be securely destroyed at the end of life of the media. All destruction of media must be in line with good industry practice.

Call-Off Schedule 5 (Pricing Details)

All quotations and charges (where appropriate) for the Print Management Services are to be in accordance with the Supplier's Maximum Framework Rates for RM6170 (Lot 1) as included below:



Buyer Account Service Management Level - Option 2: Level 2 Bespoke Account Management Team; on Suppliers Premises: Fee Charge - 

The Supplier shall provide a quotation including a breakdown of the cost components for each requirement, including but not limited to, pre-production costs, paper, fulfilment, postage and service charge.

CCS framework reference number RM6170 Lot 1 and Call Off Contract reference number C96108, to be cross referenced on the Supplier's quotation template for each Buyer order request.

All changes to the Charges must use procedures that are equivalent to those in Paragraphs 4, 5 and 6 (if used) in Framework Schedule 3 (Framework Prices). The Charges can only be changed by agreement in writing between the Buyer and the Supplier.

Annex A: Buyer Print Campaign Scenario Pricing (Pricing Details)



Annex B: Buyer Print Fulfilment, Storage and Delivery Pricing (Pricing Details)



Annex C: Account Management - Customer Service and Warehouse Summary



Call-Off Schedule 14 (Service Levels)

Project Management

Element	Activity	Target	Service Level	Performance Measure
Availability Office Hours	Availability of Project Management resources from 09.00-17.00 on Working Days ("Working Hours")	If not available immediately, contact will be made with the customer within 2 Working Hours of customer contact	98%	Number of escalations
Query Acknowledge	Timeframe from receipt of general Customer query to submission of acknowledgement response	Within 4 Working Hours	98%	Number of escalations
Complaint Acknowledge	Timeframe from receipt of Customer complaint to submission of acknowledgement detailing next steps and response schedule	Within 4 Working Hours	98%	Number of escalations
Complaint Response	Timeframe from submission of complaint acknowledgement to submission of suggested complaint remedy	Meet timeframe set out in complaint acknowledgement communication (response schedule)	98%	Number of escalations
NB: The above SLA targets are to be reported on by exception and discussed at the time of the incident and reviewed at the operational quarterly business review.				

Quotations

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Element	Activity	Target	Service Level	Performance Measure
Simple quote	Timeframe from receipt of complete request for quotation to submission of the quotation	Within 16 Working Hours	97%	SLA report
Complex quote	Timeframe from receipt of complete request for quotation to submission of the quotation	Within 4 Working Days including date of request	97%	SLA report
<p>NB: The above SLA target timings are to be agreed with the stakeholder at the time of the briefing. Failure to meet those target timings will be reported on by exception and discussed at the time of the incident and reviewed at the operational quarterly business review.</p>				

Studio/Design Services

Element	Activity	Target	Service Level	Performance Measure
Studio Services Creative	Timeframe from receipt of complete brief to submission of first concept proof	Within 7 Working Days including date of request	97%	SLA report
Studio Services Artwork	Timeframe from receipt of complete brief to submission of first proof	Within 24 Working Hours	97%	SLA report
Studio Services Artwork Amend	Timeframe from receipt of complete brief to submission of amended proof	Within 16 Working Hours	97%	SLA report
Studio Services Digital	Timeframe from receipt of complete brief to submission of first proof	Within 7 Working Days including date of request	97%	SLA report
Studio Services Artwork Retrieval	Timeframe from receipt of final artwork approval by customer to PDF available for customer to access online	Within 8 Working Hours	97%	SLA report

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NB: The above SLA target timings are to be agreed with the stakeholder at the time of the briefing. Failure to meet those target timings will be reported on by exception and discussed at the time of the incident and reviewed at the operational quarterly business review.

Quality

Element	Activity	Target	Service Level	Performance Measure
Print Quality	Finished product matches agreed specification	Finished product matches specification agreed	98%	Number of escalations
Print Consistency	Finished product matches final proof	Finished product matches final proof	98%	Number of escalations
Print Colour	Finished product produced to agreed colour standards	Finished products comply to agreed colour standards	98%	Number of escalations

Logistics Customer Service Team

Element	Activity	Target	Service Level	Performance Measure
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Availability Customer Service Team	Availability of Customer Service Team resources from 09.00-17.00 Working Days ("Working Hours")	Available	99%	SLA report
Availability Customer Service Team Voicemail	Availability of Customer Services voicemail outside 09.00-17.00 Working Days and during call overflow	Available	99%	SLA report
Call pick up*	Quantity of calls answered between 09.00-17.00 Working Days	Answered before going to voicemail	90%	SLA report
Voicemail response*	Quantity of voicemail messages responded to	Within 2 Working Hours	95%	Number of escalations
Stock Order dispatch**	Dispatch of an order for an item held in stock	Within 3 Working Days of order being placed	98%	SLA report
Stock Report	Stock report available online for customer access	Available 24/7 365 days per year	97%	SLA report
Stock Minimum Levels	Warning to be provided to customer when stock level reaches pre-agreed minimum level	Within 16 Working Hours of level breach	98%	Number of escalations

* subject to average volumes, call duration and expected seasonal fluctuations

** subject to average volumes and items being available in stock

Technology

Element	Activity	Target	Service Level	Performance Measure
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Online systems	Availability of online systems	Online and accessible 24/7 365 days per year	97%	SLA report
Scheduled downtime	Electronic notification to be provided on web portal for scheduled downtime/maintenance	Providing a minimum of 2 Working Days' notice	98%	SLA report

Management Information

Element	Activity	Target	Service Level	Performance Measure
Management Information	Monthly management information to be submitted to the Customer or made available online (whichever is the agreed process). Management information to include: <ul style="list-style-type: none">▪ Stock management report▪ Expenditure report▪ SLA report	Within 10 Working Days of first Working Day of the month	98%	Number of escalations

Call-Off Schedule 20 (Call-Off Specification)

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This Schedule sets out the characteristics of the Deliverables that the Supplier will be required to make to the Buyer under this Call-Off Contract.

All services to be carried out in accordance with RM6170 Lot 1 Framework Schedule 1 (Specification).



Framework Schedule
1 - Specification Fin:

The Buyer's Behavioural Programmes Unit (BPU) end-to-end print, storage, fulfilment and delivery statement of requirements include, but are not limited to, the following services:

Statement of Requirements (Specification) for Office for Health Improvement and Disparities, Department of Health and Social Care

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Introduction

The Office for Health Improvement and Disparities (OHID), part of the Department of Health and Social Care (DHSC), shall be referred to as “the Buyer” for the purposes of this Call Off Contract. The Buyer’s overarching mission is to improve the nation’s health so that everyone can expect to live more of life in good health – and to level up health disparities to break the link between background and prospects for a healthy life. This requires systematic action across government and society in three broad areas:

- a. Addressing wider determinants of health (linked to Levelling Up agenda)
- b. Helping individuals adopt healthy habits e.g. diet/exercise, not smoking
- c. Early detection of serious illness or major clinical risk factors.

The Buyer’s BPU approach is to drive changes in behaviour that help improve the nation’s health and tackle disparities. They develop insight-led behaviour change programmes, combining campaigns, partnerships, data and technology to encourage and support people to make healthy changes across:

Adult obesity - Help reduce prevalence by encouraging people to take action to lose weight and increase physical activity.

Smoking - Help encourage and support people to make a quit attempt as part of reducing prevalence.

Mental health - Help people to take action to protect and improve their mental health.

Childhood obesity - Help reduce prevalence by encouraging families to eat better and move more.

Early years - Help give every child the best start in life by supporting parents to adopt healthier behaviours.

Innovation pilots - Ongoing Test, Learn & Improve programme looking at a range of public health subjects e.g. CVD/blood pressure

A significant element of the Buyer’s BPU’s strategy involves working with partners in the private, public, and charity sector to deliver major behaviour change campaigns. This includes looking to industry to maintain and increase its level of in-kind funding and the number of campaign strands which it supports, as well as encouraging the use of the campaign brands widely by the public sector, charities and NGOs. This is

the responsibility of the Partnerships team within the BPU, and providing partners with both printed and digital resources is a significant part of this work.

The Marketing Activation teams are organised around campaign topics and are responsible for producing and sending information material directly to the public, these comms are increasingly digital communications but does sometimes include printed materials. The material can be distributed through a number of routes, as explained later in this document.

Overview

This document sets out the specification to provide an end-to-end print, storage and fulfilment service for the Buyer, as well as occasional requirements for creative work for print, digital and social media. The Buyer requires these services to print and deliver campaign materials to its different partner groups and maximise support for its social marketing campaigns.

As part of the provision of the end-to-end service, this document also includes digital requirements to manage user accounts and fulfil orders placed through the [OHID Campaign Resource Centre](#) (CRC) and [School Zone](#) websites.

This document outlines the Buyer's requirement for print management services. Throughout the life of the Call Off Contract, there shall be a commitment between the Buyer and the Supplier to streamline and improve the services. Cost, quality and speed of turnaround are the Buyer's main priorities.

Scope of Requirements

Below is a summary of the Buyer's requirements and more detail on each is provided in the pages that follow:

1. Print
2. Creative Services
3. Translation services

4. Setting and proof reading
5. Collation
6. Storage and stock control
7. Fulfilment and distribution
8. Reporting on campaign materials and orders
9. Billing
10. Contact Centre
11. Account management and working relationships
12. Useful Links
13. Information governance and data protection

1. Print

The Buyer's requirements are bespoke for each campaign and consequently, quantities and type of resources required tend to vary significantly.

1.1 Marketing materials

The Supplier shall be required to print a variety of printed resources intended for end consumers and also for intermediaries who display campaign materials on our behalf. A list of typical print requirements has been included - see **Appendix 1: List of typical print requirements**. Please note that the list is not exhaustive and should be referred to as a guide only.

The Supplier shall supply a rate card for a list of frequently used formats.

Once the Supplier is briefed on a specific job, the Buyer will expect quotes within the following timeframes:

- 24hr turnaround for quotes for simple items - e.g. standard sized posters and leaflets and reprints of similar/ previous jobs.
- 3-5 days response for more novel or complex quotes.

The Supplier shall be required to provide digital proofs and wet proofs to OHID Marketing for final sign-off of the resource ahead of print. The client requires at least 2 working days for approvals of any proofs.

1.2 Paper

The Supplier shall advise on recommended print materials for each resource, taking into account considerations such as recycled content of paper, weight, finish etc. The Supplier will need to demonstrate value for money, whilst also assuring quality and considering suitability of purpose.

The Supplier shall supply robust, cost-efficient packaging and outer cartons to carry and house all campaign collateral. The materials used need to be strong in order to avoid damage to the collateral in transit and to ensure that they are fit for purpose by the end user.

1.3 Volume

On average, the Buyer runs around a dozen campaigns of different sizes and spends a year, the biggest of which can involve processing large volumes of materials. In addition, OHID Marketing are also adopting an always-on strategy and recognises that its partners order materials for local campaigns year-round.

This means that the Supplier will need to work flexibly to accommodate fluctuating volumes of materials required for each campaign, recognising that there are distinct peaks and troughs e.g. September and January can have 2-3 campaigns running at one time. OHID Marketing will try to supply a campaign calendar to assist the Supplier with forward planning however any such calendar will be subject to change due to the government funding/planning process.

When quoting for jobs, the Buyer expects the Supplier to provide clear cost breakdowns that help achieve economies of scale.

1.4 Production of accessible materials, Braille, large print etc.

As a government body, the Buyer must comply with The Disability Discrimination Act 1995 which prohibits discrimination against disabled people in the provision of goods and services. The Act also covers access to information and communication services.

Rather than routinely producing stocks of accessible format materials, the Buyer has adopted a policy of producing these materials on request. The Supplier shall make recommendations on how they will manage this process in a cost-effective matter.

1.5. Production of one-off display material such as pull up panels or posters

The Buyer occasionally needs to produce pop up banners or display items featuring its campaigns. The production of these will involve the purchase of the banner unit or the repurposing of an existing unit and the printing and delivery of the banner.

The Buyer may need to print and mount posters on boards for display in Buyer offices or to be used in presentations or research sessions.

The Supplier shall meet tight turnarounds to accommodate these specialised requests, typically a couple of working days.

2. Creative Services

The Buyer will, upon occasion, require creative design, amends of existing creative or require creation from scratch for print, digital, social, web and video content. The requirements for these will be similar to those for print projects, with the need for accessibility guidance to be met and possibly translated versions to be produced. Once the Supplier is briefed on a specific job, the Buyer will expect quotes within the following time frames:

- 24hr turnaround for quotes for simple items - e.g. standard formats and those similar to previous jobs.
- 3-5 days response for more novel or complex quotes.

3. Translation services

The Buyer follows government guidance on translations so these are increasingly, although not routinely, made available, however, where there is a particular health issue that is prevalent amongst a non-English-speaking community, the Buyer shall provide translated material.

The Supplier shall have the ability to take a leaflet and/or poster and produce it in a different language most commonly, but not limited to, Arabic, Polish, Slovak, Romanian, Turkish, Urdu, Punjabi, Bengali, Gujarati, Farsi, Somali, Pashto, Chinese (Mandarin and others) and Romani. Other languages may be required on an occasional basis.

4. Setting and proof reading

The Buyer occasionally requires limited design work for corporate documents, often with a tight turnaround. Examples include producing digital pdf and svg formats of our marketing laydown, infographic-style briefings etc.

The Buyer may require access at short notice for high quality proof reading services. Instructions will be provided accordingly and shall be in line with the CCS RM6170 Lot 1 Pre-Production rate card.

5. Collation

The Supplier shall produce items as loose stock and shall regularly support campaign delivery through the collation of bespoke toolkits for different partner groups (e.g. schools, pharmacies or GPs) as well as consumer packs.

The Supplier shall work to the prescribed deadlines set out by the Buyer, and recommend the optimum stage for collation e.g. at the printers vs. once it has arrived in the warehouse etc. The Supplier shall band the material into set quantities as advised by the Buyer.

6. Storage and stock control

The Supplier shall store all Buyer marketing materials in a secure facility with suitable conditions to maximise stock preservation.

When new stock arrives at the storage facility, the Supplier shall proactively check that it is the right product(s) and confirm to the Buyer that the expected quantities have been delivered.

The Supplier shall run regular stocktakes and report across all the materials in store (timing to be agreed). This will include working with the marketing team to agree when materials are no longer required and arrange for appropriate destruction.

The Supplier shall work agilely to respond to ad hoc requests from the Buyer to run stock counts at any point in time.

7. Fulfilment

7.1 Order processing

The Supplier shall accept orders from a variety of sources including The Campaign Resource Centre, telephone and email ordering. There are a particular set of requirements around orders from partners.

OHID Marketing has various structures in place with its incumbent data supplier, Parkhouse, and the current subcontracted fulfilment supplier, Prolog. The Supplier shall put in place the required processes and necessary supplier partnerships to deliver the order fulfilment services to a high quality level of service.

The Supplier shall only process orders for items that fall within maximum quantity limits set out by the Buyer. Where requests for higher quantities than the limit set are received, the Supplier shall flag this to the Buyer as soon as possible, and seek clearance before processing the order.

In most cases, the Supplier shall send orders out to individual addresses across England within 3-5 working days, unless specifically asked to do otherwise, and either the Buyer shall provide address details for each partner, or if the partner has ordered through the CRC or School Zone, this information will be sent to the Supplier through an SFTP site in accordance with secure data sharing protocols.

In some cases, the Supplier may be required to organise a bulk delivery of resources to a central location. For example, the Supplier may be required to work with the School Fruit and Veg Scheme (SF&VS) and send bulk materials directly to the SF&VS distributor who then distributes to the participating schools. The Supplier shall note that SF&VS, along with other delivery partners, have specific packing instructions such as stipulations around the banding, size, weight and timings of delivery of the materials.

Similarly, the Buyer's partnership with the Ministry of Defence (MOD) often necessitates that all materials ordered are sent to a central depot on a particular day of the week to allow the MOD to then directly forward all materials to their bases. The Supplier may also be required to send materials direct to individual MOD bases using a British Forces Post Office address.

7.2 Courier service

The Supplier shall ensure timely delivery of campaign materials to all partners, taking direction from the Buyer as to which partner groups should be prioritised.

The Supplier should state which courier service will be used and provide details of service level agreements.

The Supplier shall respond to all Buyer enquiries on the delivery status of orders and provide tracking data and proof of delivery, where appropriate. Please see **Section 5** for more detail on reporting expectations.

8. Reporting on campaign materials and orders

Reporting on the take up of all materials is essential. The Supplier shall provide the following information in a timely, comprehensive and easily-digestible format:

- Weekly stock reports to be sent to individual Buyer campaign leads to include item name, product code and quantities of each item left in stock. An estimation of how long stock is predicted to last for shall be included.
- Extra copy requests to flag any demand for higher quantities than the order limit set by the Buyer.
- Daily and weekly order status reports for specific stock items during the period when each campaign is live, detailing the tracking number, number and name of resources requested in each order, the organisation type making the request (e.g. local authority, NHS trust, pharmacy etc.), their full address, as well as method of order e.g. Campaign Resource Centre, Contact Centre etc. The Supplier shall take direction from the Buyer campaign lead as to any further bespoke requirements.
- End of campaign summaries, detailing the tracking number, the total number and name of resources requested for each order, the organisation type making the request (e.g. local authority, NHS trust, pharmacy etc.), their location, as well as method of order e.g. Campaign Resource Centre, Contact Centre etc. The Supplier shall take direction from the Buyer campaign lead as to any further bespoke requirements.
- Ad hoc reports, as requested and based on bespoke requirements.

The Supplier shall proactively flag to the Buyer when stock is low; giving the Buyer enough time to respond in a way it sees fit e.g. arranging reprints of the item, managing demand with partners by retracting it from partner offer etc.

The Supplier shall recommend other helpful datasets and management information to allow the Buyer to effectively manage the dissemination, management and analysis of campaign resources, ultimately helping the Buyer to understand the uptake of its resources.

9. Billing

As set out in paragraph 4 of the CCS Framework Core Terms (version 3.0.8) and the Payment Method section of this Call Off Contract.

10. Contact Centre

The Supplier shall provide a year-round call centre service to take orders via telephone.

The Buyer has two phone lines in operation:

- i. Pharmacy (OHID) Order Line: 0300 123 1019 - this is specifically for the use of pharmacies for ordering tailored toolkits, posters etc.
- ii. DH Order Line: 0300 123 1002- for general orders – *Note: It is not anticipated that this telephone line will be within the scope of this Call Off Contract.*

There will be noticeable spikes in call volumes around national campaign periods, particularly on the pharmacy orderline.

For calls to the pharmacy orderline, the Supplier's call handler will be required to follow a dedicated call script which will be provided by the Buyer, and capture the following details:

- Pharmacy name
- Contact name, including title, first name and surname
- Job title
- Building name or number
- Full address including postcode
- Telephone number including area code
- Email address should we need to contact them in the future for evaluation or further partnership opportunities

The Supplier's call handler shall then be required to advise the pharmacy organisation of their order and anticipated delivery date.

The OHID Marketing team has a preference to keep existing telephone numbers in operation. The Supplier shall make recommendations as to how these telephone services will continue to operate once transition has been made.

The Supplier shall supply to the Buyer call centre data upon request. Typical information required shall include:

Framework Schedule 6 (Order Form Template and Call-Off Schedules)
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- volume of calls
- average call waiting time
- average call time
- the type of resources and
- number of orders placed through the contact centre.

11. Account management and working relationships

For print, OHID Marketing requires an account management team to provide a fully managed end-to-end service, from defining the requirements and solutions, through to project conception and delivery.

The Supplier shall be required to work effectively with other Buyer suppliers (e.g. creative agencies and fulfilment partners) to proactively manage pressures in the production and fulfilment timelines.

Where the Supplier is subcontracting to a third-party supplier to fulfil the Buyer's print management services requirements (e.g. storage and/or distribution), the Supplier shall ensure direct contact can be made with the third-party suppliers where appropriate, to ensure the smooth running of daily operations. It is essential that any performance issues are escalated through the subcontractor directly in the first instance, in order to find a solution as quickly as possible. Any significant service failures by any third-party supplier shall be escalated to the Supplier by the Buyer or vice versa. A standard operating procedure shall be agreed between all parties within 30 days of the contract commencement date.

Quarterly business reviews will be held with the Supplier by the Buyer from the contract commencement date. Agenda items shall be agreed by both parties.

The Supplier shall provide assurances to the Buyer by mapping out different points of potential failure within the end-to-end solution and provide details of their business continuity and disaster recovery plans in these different scenarios.

12. Useful links

Campaign Resource Centre

<https://campaignresources.OHID.gov.uk/resources/>

Schools Zone

<https://campaignresources.OHID.gov.uk/schools>

13. Information governance and data protection

13.1 Data Security

The clear identification of “personal” and “sensitive personal” data is critical to compliance with data handling guidelines.

The guidance below is designed to make this identification clear and consistent across government. Data held or transferred refers to any paper, electronic and transportable media.

The Supplier shall ensure that all staff are briefed and understand their responsibilities for data security and are compliant with guidelines.

13.2 Minimum scope of protected data

Anyone working on behalf of the Buyer must identify data they hold or transfer, whose release or loss could cause harm or distress to individuals. This must include as a minimum all data falling into one or both categories below.

- Any Information that links one or more identifiable living person with information about them whose release would put them at significant risk of harm or distress.

1. One or more of the pieces of information, which can be used along with public domain information to identify an individual.	Combined with	2. Information about that individual whose release is likely to cause harm or distress.
Name/ address (home, business or both) postcode/ email/ telephone		Sensitive personal data as defined by s2 of the Data Protection Act, including records relating to the

<p>numbers/ driving licence number/ date of birth.</p> <p>(Note that driving licence number is included in this list because it directly yields date of birth and the first part of surname)</p>		<p>criminal justice system, and group membership.</p> <p>DNA or finger prints/ bank, financial or credit card details/ mother's maiden name/ National Insurance number/ Tax, benefit or pension records/ health records/ employment records/ school attendance or records/ Material relating to social services including child protection and housing.</p>
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These are not exhaustive lists. The Supplier shall determine whether other information they hold should be included in either category.

- Any source of information about 1000 or more identifiable individuals, other than information sourced from the public domain.

This could be a database with 1000 or more entries containing facts mentioned above in box 1, or an electronic folder or drive containing 1000 or more records about individuals. Again, this is a minimum standard. Information on smaller numbers of individuals may warrant protection because of the nature of the individuals, nature or source of the information, or extent of information.

However, any data transfer should be secure, no matter what the quantity of data.

13.3 Technical standards required

ISO27001 is the minimum standard required for working on government business and the Supplier is encouraged to complete a Risk Mitigation and Accreditation Document (RMADs) to demonstrate compliance. The Buyer shall provide an example of this document to the Supplier, post contract award.

FIPS140-2 is also referenced as a minimum standard required for working on government business. The Supplier shall confirm that they meet this standard should there be a requirement for the Supplier to send secure data to the Buyer. Examples

of other secure data transfer include PGP encryption, SSL 128 bit encryption, secure FTP and via point-to-point traceable courier service.

13.4 Data Security Rules

Where we refer to “personal data” below, this covers both “personal data” and “sensitive personal data” as defined by the DPA and held in relation to a Buyer contract. The following guidance applies equally to anyone working on behalf of the Buyer.

Passwords must be secure

If you believe a password has been compromised, please change it immediately and inform the contract manager.

Never store/permit the storage of personal data on unencrypted transportable media

Transportable media are anything that can easily be removed from the office, so things like USB memory sticks, CDs, DVDs, floppy disks, etc. must not contain unencrypted personal data.

Never store/permit the storage of personal data on an unencrypted laptop.

Laptops are easily lost or stolen and it is not difficult to access data from a laptop, even if the password is unknown.

Data not to be stored outside UK without written permission in advance.

As the minimum, it is only allowable to store personal data on a laptop or transportable media when it has been encrypted to the FIPS140-2 standard or the product uses encryption and is listed under the CCT Mark scheme (www.cesg.gov.uk). Anything less is unacceptable. Password protecting files does NOT encrypt them to a suitable level.

Never store/permit the storage of personal data on an employee’s private PC, laptop or personal transportable media. Under no circumstances should personal data ever be stored or transported on non-business equipment/media.

If you currently have personal data that is stored insecurely, you must secure it immediately. You must remove any personal data from insecure locations. We would recommend you password protect any documents and store them on a secure

network drive and use a FIPS140-2 / CCT Mark scheme encryption product on other media.

On completion of each OHID job/contract all personal data held in relation to the contract must be securely returned to the Buyer, unless otherwise stipulated within a contract or framework agreement. After it has been transferred, it should be permanently deleted from all systems. Examples of “Permanently deleted” are using a cross-cut shredder, full destruction or the use of a CCT Mark scheme secure data erasure product. The method of deletion is dependent on the type of storage media used. The IA Team can provide further advice on permanent deletion if required.

Never email or permit the emailing of personal data in clear text outside of the organisation unless you are sure your encryption meets the appropriate technical standards (see first bullet point for further details). Email in clear text is an insecure delivery and storage mechanism so it is unsuitable for transmitting or storing personal data.

If you need to send personal data please contact the Buyer for information about secure delivery mechanisms. Personal data should only be sent when necessary, and must be delivered secured. Only the absolute minimum data required should be sent.

Personal data must not be passed to anyone working on behalf of the Buyer without written permission. The transfer method used for any such exchange must also be secure and the third party involved must agree in writing to comply fully with these requirements.

If you are in any doubt whether data is “personal data”, or how to get laptops and transportable media encrypted then contact the Buyer for advice. The DPA definitions within this document should provide reasonable guidance. However, the degree of sensitivity and the number of records involved may have a bearing in some cases and OHID’s IA team can provide advice on whether any data you have would be regarded as personal data. The IA Team can also provide advice on FIPS140-2 standard and the CCT Mark Scheme products. Advice can also be provided on more secure products if necessary.

If you become aware of ANY loss of personal data, you must contact the Buyer immediately providing as much detail as possible. The loss of any personal data is a serious matter and must be reported immediately to the contract manager.

Apart from the information listed above we will also expect the Supplier (and any subcontractors) to sign a non-disclosure agreement and a data processing agreement, as detailed in Joint Schedule 11 (Processing Data) of this Call Off Contract.

Appendices

Appendix 1: List of typical print requirements – but subject to change

Item	Spec
Conversation starter	10pp, credit card size with concertina fold, 4 colour, 200gsm, 85x275mm flat
Conversation starter dispenser	Each dispenser to hold 50 conversation starters, twist and lock mechanism, 4 colour
A4 poster	A4, 1pp, 170gsm silk
Window cling	A4, Clingz, 4/0
Shelf barker	75mm (h) x 150mm (w), die-cut/rounded corners, matt laminated board on clear plastic arm
Counter card	Size: A5 Printed 4 colours to face only Material: 170gsm matt coated mounted onto board Supplied Flat for customer make up
Activation brief	A5, 4pp, 130gsm silk
Branded pack label for outer	237 x 160mm square cut label printed 4/0, permanent adhesive
Bunting	Single pendent 5m
Challenge poster - generic	A4, 1pp, 170gsm silk
Team wall chart	A3, folded to A4, 170gsm silk; 4/0
Smoke free - ashtray removable guerilla sticker	148mm x 148mm - 300 micron PP; 100% opacity, removable/repositionable, zero-residue adhesive
Eat well - canteen removable guerilla sticker	A5, 300 micron PP; 100% opacity, removable/repositionable, zero-residue adhesive
Eat well - vending machine removable guerilla sticker	A6, 300 micron PP; 100% opacity, removable/repositionable, zero-residue adhesive
Move more - stairs removable guerilla sticker	A5, 300 micron PP; 100% opacity, removable/repositionable, zero-residue adhesive
Employer How to Guide	A5, 16pp, 150gsm FSC silk, self-cover, saddle-stitched
Tape measure	2pp, 22mm x 1250mm (folded loosely to 22 x 162mm), 4/4 (CMYK + UV seal), 280 micron PP Sand/Smooth White
Boots Clip Strip and Boots Buckle	Reverse printed in 6-colour (CMYK + double-hit white) on frosted PP to Boots approved design
Pull up Banners	850mm wide pull up banner; 5 kinds
A0 Posters	1pp; A0; 4/0 hi-res inkjet; 190gsm satin art; delivered in tubes; 9 kinds
A3 posters	1pp; A3; 4/0 digital print; 170gsm silk art; 4 kinds
Calendar - Option 3 - A3 Wirebound	A3 Calendar 32pp (16 leaves) printed 4/4, collated, wire-o-bound (on short edge) with thumb cut and hanger.
Badges	55mm button badges printed one colour only.
Tear Drop banners	3600mm, Digitally printed 4 colour process 1 side only. Supplied complete with ground spike and water bag
Vinyl banners	1000mm x 3000mm Printed 4 colours to 1 side. 440gsm Bannergrade PVC.Hem and eyelet. Individually bagged with zip ties
T-shirts (5 per pack)	White Medium T-shirt printed 2 colours both sides

Appendix 2: Example Collation Requirements

Local Authority toolkit	Notes	Employer toolkit	Notes	Pharmacy toolkit	Notes	NHS toolkit	Notes
100 x generic HAY poster - LA	Existing item at existing quantity	1 x Activation Guide (Employer)	New item to add into toolkit (to be printed)	1 x Activation Brief (Pharmacy)	New item to add into toolkit (to be printed)	1 x Activation brief - NHS	New item to add into toolkit (to be printed)
1 x Activation brief (LA)	New item to add into toolkit (to be printed)	150 x Conversation starter - generic	Existing item at existing quantity	50 x Conversation starter - generic	Existing item at existing quantity	150 x Conversation starter - NHS	Existing item at existing quantity
1000 x Conversation starter - generic	Existing item at double quantity from launch	3 x Conversation starter dispensers - generic	Existing item at existing quantity	1 x Conversation starter dispensers - generic	Existing item at existing quantity	3 x Conversation starter dispensers - NHS	Existing item at existing quantity
10 x Conversation starter dispensers - generic	Existing item at double quantity from launch	5 x Empty belly poster - employer	Existing item at existing quantity	50 x Health Measure standard buckle generic	Additional existing item (already printed)	2 x Poster - NHS	Existing item at existing quantity
100 x Health Measure standard buckle generic	Additional existing item (already printed)	5 x Challenge poster - employer	Existing item at existing quantity	2 x Window cling - pharmacy	Existing item at existing quantity	2 x Empty belly poster - NHS	Existing item at existing quantity
		5 x Behaviour led posters: smokefree - employer	Existing item at existing quantity	2 x Shelf Barker - pharmacy	Existing item at existing quantity	5 x Health Measure standard buckle - generic	Existing item at existing quantity
		5 x Behaviour led posters: move more - employer	Existing item at existing quantity	2 x Counter card - pharmacy	Additional 1 piece (only 1 in last year's toolkit)		
		5 x Behaviour led posters eat well - employer	Existing item at existing quantity	2 x Poster - pharmacy	Existing item at existing quantity		
		5 x Walchart - employer	Existing item at existing quantity				
		4 x Guerilla sticker: ash tray - employer	Existing item at existing quantity				
		4 x Guerilla sticker: vending machine - employer	Existing item at existing quantity				
		4 x Guerilla sticker: canteen - employer	Existing item at existing quantity				
		4 x Guerilla sticker: stairs - employer	Existing item at existing quantity				
		1 x Bunting - employer	Existing item at existing quantity				