



Ministry  
of Defence

**David Docherty**

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Head Office Commercial

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YOUGOV Plc  
50 Featherstone Street  
London  
EC1Y 8RT.

Attention: Gavin Ellison

Your Reference:

Our Reference:  
701547558

Date: 26 April 2021

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Dear Gavin,

**Contract No: 701547558 - Provision of External Polling For MOD-DDC (Directorate of Defence Communications) using the CCS Framework RM6018 – Research Marketplace DPS**

The Authority hereby accepts your tender dated 8 April 2021 (17:31) received on the Defence Sourcing Portal as clarified and amended by the following References: -

- A. HO Comrcl (Des McMenemy) email dated 15 April 2021 (09:03)
- B. YOUGOV Plc (Gavin Ellison) email dated 15 April 2021 (09:21)

1. For your convenience, the Terms and Conditions of the Contract which will result from this acceptance are attached at Schedule 3.
2. Payment will be made in accordance with the attached Terms and Conditions. If you company has not already provided its banking details to the Defence Business Services (DBS) Finance Branch, please complete the Form BX177, which is available from the website (<https://www.gov.uk/government/organisations/ministry-of-defence/about/procurement>) (search for DBS Finance payments: nominate a bank form) and forward to DBS Finance, Walker House, Exchange Flags, Liverpool, L2 3YL.
3. The total maximum contract value is **£152,880** (one hundred and fifty two thousand, eight hundred and eighty pounds - excluding VAT). This will act as the Limit of Liability (LOL) and will be "drawn down" against using the Tasking Order Form (TOF) process over the 3 years Contract period.

4. The Contract Period is from 30 April 2021 to 29 April 2024, with the option of a 1 year extension to the contract.
5. Please acknowledge receipt of this letter by completing sections B and C in the table overleaf, signing and returning to the undersigned by email using [des.mcmenamin465@mod.gov.uk](mailto:des.mcmenamin465@mod.gov.uk)

Yours sincerely,

David Docherty  
Senior Commercial Officer  
Head Office Commercial

Offer and Acceptance																						
<p><b>Section A) Acceptance</b></p> <p>Acceptance of Tender 701547558 constitutes acceptance by the Authority of your company's tender dated 8 April 2021 (including References A to B at paragraph 1 above) for the supply of the Deliverables.</p> <p>Signed by:</p> <p>Name: DAVID DOCHERTY</p> <p>Position: Senior Commercial Officer</p> <p>For and on behalf of the Authority</p> <p>Authorised Signatory</p> <p>Date<sup>1</sup>: 26 April 2021</p>	<p><b>Section B) Confirmation of Receipt</b></p> <p>I acknowledge receipt of the Authority's Contract letter no. 701547558</p> <p>Signed by:</p> <p>Name (Block Capitals)</p> <p>Position:</p> <p>For and on behalf of</p> <p>Authorised Signatory</p> <p>Date:</p>																					
<p><b>Section C) Tier 1 Sub-Contractor data:<sup>2</sup></b></p> <table border="0"> <thead> <tr> <th>Name</th> <th>value of work (£ ex VAT)</th> <th>Location Of work.....</th> <th>SME ...Yes /No</th> </tr> </thead> <tbody> <tr> <td>Name .....</td> <td>value of work (£ ex VAT) .....</td> <td>Location Of work.....</td> <td>SME ...Yes / No</td> </tr> <tr> <td>Name .....</td> <td>value of work (£ ex VAT) .....</td> <td>Location Of work.....</td> <td>SME ...Yes / No</td> </tr> <tr> <td>Name .....</td> <td>value of work (£ ex VAT) .....</td> <td>Location Of work.....</td> <td>SME ...Yes / No</td> </tr> <tr> <td>Name .....</td> <td>value of work (£ ex VAT) .....</td> <td>Location Of work.....</td> <td>SME ...Yes / No</td> </tr> </tbody> </table>			Name	value of work (£ ex VAT)	Location Of work.....	SME ...Yes /No	Name .....	value of work (£ ex VAT) .....	Location Of work.....	SME ...Yes / No	Name .....	value of work (£ ex VAT) .....	Location Of work.....	SME ...Yes / No	Name .....	value of work (£ ex VAT) .....	Location Of work.....	SME ...Yes / No	Name .....	value of work (£ ex VAT) .....	Location Of work.....	SME ...Yes / No
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<sup>1</sup> The date of unqualified acceptance by signature is the effective date of the Contract

<sup>2</sup> The MOD is required to report to the Government any spend with Small and Medium-sized Enterprises (SMEs) including sub-contractors (Tier 1). SMEs are defined by the EU on [http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index\\_en.htm](http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm)