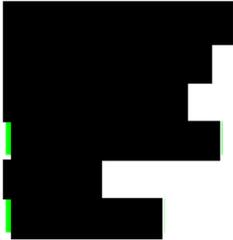




Department
for Environment
Food & Rural Affairs

Nobel House
17 Smith Square
London
SW1P 3JR

T: 03459 335577
helpline@defra.gsi.gov.uk
www.gov.uk/defra



Your ref:
Our ref: ECM_55310
Date: 2/5/2019

Dear Lorraine,

Award of contract for the supply of EU Exit - EA Creative Content

Following your tender proposal for the supply of EU Exit - EA Creative Content to DEFRA, we are pleased to award this contract to you.

This letter (Award Letter) and its Annexes set out in the terms of the contract between DEFRA as the Customer and [REDACTED] as the Contractor for the provision of the Services. Unless the context otherwise requires, capitalised expressions used in this Award Letter have the same meanings as in the terms and conditions of contract set out in this Award Letter (the "**Conditions**") which are attached on Bravo. In the event of any conflict between this Award Letter and the Conditions, this Award Letter shall prevail. Please do not attach any Contractor terms and conditions to this Award Letter as they will not be accepted by the Customer and may delay the conclusion of the Agreement.

For the purposes of the Agreement, the Customer and the Contractor agree as follows:

- 1) The Services shall be performed at premises agreed between the Authority and the Supplier
- 2) The charges for the Services shall be as set out in Annex 2 / the Contractor's quotation dated 20/03/2019
- 3) The specification of the Services to be supplied is as set out in Annex 3 / the Authority's specification.
- 4) The Term shall commence on 7/5/2019 and the Expiry Date shall be 6/5/2020. A three month extension will be in place should there be a requirement.
- 5) The address for notices of the Parties are:

Customer

[Redacted]

Email: [Redacted]
[Redacted]

Contractor

[Redacted]

Email: [Redacted]
[Redacted]

6) The following persons are Key Personnel for the purposes of the Agreement:

Name [Redacted]

7) The Customer may require the Contractor to ensure that any person employed in the provision of the Services has undertaken a Disclosure and Barring Service check. The Contractor shall ensure that no person who discloses that he/she has a conviction that is relevant to the nature of the Services, relevant to the work of the Customer, or is of a type otherwise advised by the Customer (each such conviction a **“Relevant Conviction”**), or is found by the Contractor to have a Relevant Conviction (whether as a result of a police check, a Disclosure and Barring Service check or otherwise) is employed or engaged in the provision of any part of the Services.

Payment

All invoices should be sent, quoting a valid purchase order number (PO Number), to: [Redacted]

[Redacted] Within 10 Working Days of receipt of your acceptance of this letter via Bravo, 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 Customer 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 either by email to [Redacted] or by telephone 0845 603 7262 between 09:00-17:00 Monday to Friday.

Liaison

For general liaison your contact will continue to be [Redacted] [Redacted] or, in their absence, an alternative contact will be confirmed.

We thank you for your co-operation to date, and look forward to forging a successful working relationship resulting in a smooth and successful supply of the Goods. Acceptance of the

award of this contract will be made by electronic signature carried out in accordance with the 1999 EU Directive 99/93 (Community framework for electronic signatures) and the UK Electronic Communications Act 2000. Acceptance of the offer comprised in this Agreement must be made within 7 days from the date of this Award Letter and the Agreement is formed on the date on which the Contractor communicates acceptance on the Customer's electronic contract management system ("Bravo"). No other form of acknowledgement will be accepted. Please remember to quote the reference number above in any future communications relating to this contract

Yours sincerely

A large black rectangular redaction box covering the signature and name of the sender.

Annex 2 Pricing Schedule

Defra EU Exit call-off contract

Please use the template below to outline your rates for All of the roles you intend to use on this contract.

Please specify discounts you are able to offer the Client against the Framework Rate Card.

All costs will be held firm for the duration of the contract.

The rates proposed on this rate card must be used at stage 2 should you be successfully taken through.

Role	Level (Board, Senior, Mid, Junior)	Maximum Daily Rate (as per framework rate card)	Discount Applied (as a percentage)	Discounted Daily Rate
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

				£
				-
				£
				-
Total Maximum Daily Rate				

Brief ref: DEFRA						
Brief name: Flood Action Campaign Creative						
Price Schedule						
Core Costs						
Please populate the schedule below to include a breakdown of all costs involved in the project.						
Please recommend how and where the budget should be focused to meet the requirements described in the Brief						
Proposed Rates MUST be in line with those proposed at Stage 1 of this Tender.						
Please note that pricing submitted in any other format will not be considered.						
Please DO NOT amend the formatting in this Pricing Schedule						
Phase	Task	Role	Rate	Days/half-days	Cost	Subtotals
STRATEGIC DEVELOPMENT PHASE						

Other Costs including Fees					£0.00	
					£0.00	
					£0.00	
					£0.00	
					£0.00	
					£0.00	
					£0.00	
					£0.00	
					Total Cost	
Note.						

Annex 3 – Specification

Department: Department for Environment, Food & Rural Affairs

Contact name: [REDACTED]

Contact email: [REDACTED]

Tel: [REDACTED]

Framework ref: RM3796

Summary	<p>Defra’s portfolio is very varied, covering the chemical and agri-food industries as well as crucial policy areas such as agriculture, fisheries and the environment. It is one of the government departments most affected by EU Exit, with around 80% of Defra’s areas of responsibility currently framed by EU legislation and 25% of EU laws applying to its sectors. The Department’s single department plan sets out a high level objective to “deliver a smooth transition to new regulatory and delivery frameworks after we leave the EU”.</p> <p>Following our exit from the EU, we need to communicate with all of Defra group’s sectors and stakeholders, along with the wider public, to ensure that they are well-informed on EU exit issues, understand what is or is not changing and where to get more guidance. Our messaging supports the department’s strong vision for the future of the environment as set out in the government’s 25 year Environment Plan.</p> <p>We need to put a call-off contract in place to ensure that we can commission high quality, multi-media content at pace to support our messaging on EU Exit work. Specific briefs will be issued for separate campaigns that we would require your support on, with objectives tailored to sector-specific audiences, such as farming, food and drink, vets, chemicals, fisheries, and which will require a range of content outputs from digital to print. We may also use this call-off contract to support the</p>
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	<p>development of content for our behaviour change campaigns, such as our campaign to help people prepare for the risk of flooding.</p> <p>Your client is Defra group Communications and you may be commissioned for work under this call-off from various teams in this function, including Strategic Communications, Campaigns team and Operational Communications.</p>
The challenge	<p>Objectives</p> <p>Think: The public and stakeholders understand the impact for them of leaving the EU and that the government is committed to the protection and future enhancement of the environment.</p> <p>Feel: The public and stakeholders feel informed and empowered to take action to prepare for EU Exit, and that the government will protect and improve the environment during and after the UK's exit from the EU.</p> <p>Do: People and businesses take action to prepare for EU Exit and make behavioural changes to protect and enhance the environment.</p> <p>Ideas</p> <p>We need innovative and creative ideas on how best to get across our messages to our target audience. Any creative solutions will need to be supported by an evidence-based approach, demonstrating best use of available insight and testing.</p> <p>Content</p> <p>We need engaging and meaningful creative content to effectively communicate Defra messages on EU exit, aligned to the department's priorities, optimised to bespoke audiences and meeting accessibility standards. Examples of Defra content used to support EU Exit messages can be found on </p>

Content could include:

- Icons
- Infographics
- Animations
- Social media banners
- Videos
- Templates for documents/fact sheets or presentations
- Posters

Brand

We use a bold and simple illustrative style, reflecting the principles in the EU exit brand guidelines (which we will supply) and incorporating the HMG/Defra logo (or Environment Agency logo as appropriate). We use bright block colours and not too much details as whatever we produce needs to be legible on a mobile. Certain colours or icons may be specific to certain sectors. We will provide examples of the imagery and icons that have already been developed.

For Defra group behavioural change campaigns, such as the flood action campaign, we will ensure the supplier has access to relevant campaign identities or organisational brand guidelines.

Channels

The content may be used on GOV.UK and Defra's owned social media channels, including Facebook, Twitter, LinkedIn and Instagram, as well as earned channels, such as BuzzFeed. We also use wider Defra group channels to target specific sectors (for example, for farmers, we may use the RPA and Farming Advice Service Twitter channels).

Content is also shared with sector stakeholders so that they can promote messages. This may mean production of offline content, such as factsheet templates or posters.

Audiences

- Defra group sector-specific stakeholders
- Wider public
- Media
- Environment non-government organisations (NGOs)
- Regulated businesses
- Other government departments

Budget

The total contract ceiling value for this work is [REDACTED] not including VAT. Please note this amount is not guaranteed and will depend on the scale of the projects as the work is scoped. It includes up to [REDACTED] for creative content for the flood action campaign, although the budget has yet to be approved and this work is not guaranteed.

This is inclusive of all agency fees including logistics, allowances and travel expenses and also includes CCS fees.

Before commencing each phase of work, we will convene with the successful agency to outline our specific requirements, agree on a budget and scope of work. Payment will be made on the completion of each individual project.

This is a 12 month call-off contract, with an extension option of 3 months agreed by both parties should additional support be needed.

Points of
contact

[Redacted]

[Redacted]

