 

Call-Off Contract

Letter of Appointment

Call-Off Schedules

Campaign Solutions 2

Reference Number

RM6125

**Contents page**

[Introduction to Terms and Conditions 2](#_heading=h.3rdcrjn)

[Letter of Appointment Template and Call-Off Schedules (Framework Schedule 6) 4](#_heading=h.lnxbz9)

[Call-Off Schedule 1 (Transparency Reports) 14](#_heading=h.gjdgxs)

[Call-Off Schedule 3 (Continuous Improvement) 76](#_heading=h.1tuee74)

[Call-Off Schedule 4 (Proposal) 78](#_heading=h.meukdy)

[Call-Off Schedule 5 (Pricing Details) 79](#_heading=h.36ei31r)

[Call-Off Schedule 7 (Key Agency Staff) 92](#_heading=h.4iylrwe)

[Call-Off Schedule 8 (Business Continuity and Disaster Recovery) 93](#_heading=h.2y3w247)

[Call-Off Schedule 10 (Exit Management) 120](#_heading=h.20xfydz)

[Call-Off Schedule 14 (Service Levels) 145](#_heading=h.10kxoro)

[Call-Off Schedule 15 (Call-Off Contract Management) 150](#_heading=h.1zpvhna)

[Call-Off Schedule 20 (Call-Off Specification) 160](#_heading=h.2qk79lc)

Campaign Solutions 2

**Letter of Appointment and Call-Off Schedules (Framework Schedule 6)**

**Letter of Appointment**

The Agency is one of a number of agencies appointed by the Crown Commercial Service (CCS) to the Framework Agreement and is therefore able to enter into this Call-Off Contract.

This Letter of Appointment is issued in accordance with the provisions of the Framework Contract (RM6125) between CCS and the Agency, dated 08/09/2021-.

Capitalised terms and expressions used in this letter have the same meanings as in the Call-Off Incorporated Terms unless the context otherwise requires.

|  |  |
| --- | --- |
| **Order Number:** | TCOM3042 – CCMA22A03 |
| **From:** | The Department for Transport |
| **To:** | Wavemaker Limited |

|  |  |
| --- | --- |
| **Call-Off Start Date:** | 7th November 2022 |
| **Call-Off Expiry Date:** | 6th November 2025 |
| **Call-Off Initial Period:** | 3 Years |
| **Call-Off Optional Extension Period:** | 1 Year |

|  |  |
| --- | --- |
| **Deliverables required:**   | Deliverables required are set out in Framework Schedule 1 of the Framework Agreement and the relevant Brief and are to be delivered in line with the accepted Proposal as detailed at Annex A of this Letter.Subsequent calls for Deliverables shall be priced and agreed using the Statement of Works form as per Annex B of this Letter of Appointment. |

|  |  |
| --- | --- |
| **Key Staff:** | **For the Client:**REDACTED**For the Agency:**REDACTED |
| **Guarantor(s)** | N/A |

|  |  |
| --- | --- |
| **Call-Off Contract Charges (including any applicable discount(s), but excluding VAT):** | As per Call Off Schedule 5 |
| **Liability** | **See Clause 11 of the Core Terms****Estimated Year 1 Charges: £200,000.00** |
| **Additional Insurance Requirements** | N/A |
| **Client billing address for invoicing:** | Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables. Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs. After which a Purchase Order will be provided by the Client.The Agency will need to register on the DfT payment system (SAP). Invoices should be submitted to either **NOT** bothREDACTED |

|  |  |
| --- | --- |
| **Special Terms** | N/A |

PROGRESS REPORT FREQUENCY

On the first Working Day of each calendar month

PROGRESS MEETING FREQUENCY

Quarterly on the first Working Day of each quarter

KEY SUBCONTRACTOR(S)

Not Applicable

COMMERCIALLY SENSITIVE INFORMATION

REDACTED

SOCIAL VALUE COMMITMENT

The Agency agrees, in providing the Deliverables and performing its obligations under the Call-Off Contract, that it will comply with the social value commitments in Call-Off Schedule 4 (Call-Off Proposal)

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 Letter of Appointment including the Call-Off Special Terms and Call-Off Special Schedules.
2. *Joint Schedule 1 (Definitions and Interpretation) RM6125*
3. *The following Schedules in equal order of precedence:*
* *Joint Schedules for RM6125*
	+ *Joint Schedule 2 (Variation Form)*
	+ *Joint Schedule 3 (Insurance Requirements)*
	+ *Joint Schedule 4 (Commercially Sensitive Information)*
	+ *Joint Schedule 7 (Financial Difficulties*
	+ *Joint Schedule 10 (Rectification Plan)*
	+ *Joint Schedule 11 (Processing Data)*
* *Call-Off Schedules for CCMA22A03*
	+ *Call-Off Schedule 1 (Transparency Reports)*
	+ *Call-Off Schedule 3 (Continuous Improvement)*
	+ *Call-Off Schedule 5 (Pricing Details)*
	+ *Call-Off Schedule 7 (Key Supplier Staff)*
	+ *Call-Off Schedule 8 (Business Continuity and Disaster Recovery)*
	+ *Call-Off Schedule 9 (Security) PART A*
	+ *Call-Off Schedule 10 (Exit Management)*
	+ *Call-Off Schedule 14 (Service Levels)*
	+ *Call-Off Schedule 15 (Call-Off Contract Management)*
	+ *Call-Off Schedule 20 (Call-Off Specification)*
	+
1. CCS Core Terms
2. Joint Schedule 5 (Corporate Social Responsibility) RM6125
3. Call-Off Schedule 4 (Proposal) as long as any parts of the Call-Off Proposal that offer a better commercial position for the Client (as decided by the Client) take precedence over the documents above.

No other Agency terms are part of the Call-Off Contract. That includes any terms written on the back of, or added to this Order Form, or presented at the time of delivery. For the avoidance of doubt, the relationship between the Parties is non-exclusive. The Client is entitled to appoint any other agency to perform services and produce goods which are the same or similar to the Deliverables.

FORMATION OF CALL-OFF CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Agency agrees to enter into a Call-Off Contract with the Client to provide the Deliverables in accordance with the terms of this letter and the Call-Off Incorporated Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Call-Off Incorporated Terms. The Parties hereby acknowledge and agree that this Call-Off Contract shall be formed when the Client acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Agency within two (2) Working Days from such receipt.

|  |  |
| --- | --- |
| **For and on behalf of the Agency:** | **For and on behalf of the Client:** |
| Signature: |  | Signature: |  |
| Name: |  | Name: |  |
| Role: |  | Role: |  |
| Date: |  | Date: |  |

**Annex A**

**Agency Proposal – As per Call off Schedule 4**

**Annex B**

**Statement of Work To Be used when calling off this Call Off Contract**

**This Statement of Work is issued under and in accordance with the Call-Off Contract entered into between the parties dated [insert date of signature of Call-Off Contract.]**

Any schedule attached to this Statement of Work will describe in detail the different types of Services to be provided under that Statement of Work. A schedule attached to this Statement of Work only applies to the relevant project to be delivered under that Statement of Work, and not to any other Statement of Work, or to the provision of the Services as a whole.

* 1. Where a Statement of Work would result in:
* a variation of the Services procured under this Call-Off Contract;
* an increase in the Charges agreed under this Call-Off Contract; or
* a change in the economic balance between the Parties to the detriment of the Client that is not provided for in this Call-Off Contract, the relevant term(s) will be will be dealt with as a proposed Variation to this Call-Off Contract in accordance with the Variation procedure set out in Clause 24.

|  |  |
| --- | --- |
| **Project:** | *Set out a short description of the Project.* |
| **Project start Date****Notice period for cancellation****[Project Notice Period]:** | *Set out the start date for this Project and its duration and the likely end date if known– state whether for a fixed term or an initial term and then rolling subject to notice.**Where the parties are agreeing a Project Notice Period for cancellation of Project, specify the notice period* |
| **Overarching Brand/Campaign** | If this campaign is part of a wider overarching campaign, or uses specific Government owned brands (such as the GREAT Britain brand for example) please state them and what the relationship of this campaign will be to them. |
| **Deliverables** | Set out a description of the Deliverables to be supplied by the Agency for this Project.State any specific activities agreed in the pitch that are to be delivered as part of this campaign.Ensure you capture any work across distinct specialisms or channels, or example if you were working on an integrated campaign you may write:* Creative for campaigns (service)
* Development and testing of creative propositions (deliverables)
* Creative assets for use on social media
* Delivery of creative assets for “Above the Line” media
* Seamless working with the client’s media buyer to deliver assets in the correct format to required deadlines
* PR
* PR strategy that compliments the “Above the Line” approach
* Development and delivery of PR hooks/stunts in agreement with the client
* Development of three Op eds, case studies and three feature articles
* Management of media at up to seven events, working with departmental press office
* Evaluation in accordance with the HMG evaluation Framework

 State if you require any specific requirements and ways of working such as third-party consents, licences, clearances that Agency needs to obtain and products or purchases.State that Client’s use of the Deliverables will be “subject to any third-party usage rights which are notified to the Client in accordance with this Call-Off Contract “. |
| **Inclusion of Additional Schedules** | The following Schedules are incorporated into this Statement of Work

|  |  |
| --- | --- |
| **Schedule Name** | **Incorporated** (Mark with ‘X’ if incorporated) |
| Creative Advertising Services (online and/or offline) |  |
| Social Media Services |  |
| Public Relations |  |
| Simple Software/website/app development |  |
| Below the line/experiential |  |

 |
| **Project Plan:** | *Set out the timing of each phase of the project, any key dates and/ or delivery of the Services and/or the Deliverables (if known)* |
| **Contract Charges:** | *Set out the calculation of the Contract Charges [(including rules for the recovery of expenses)] payable to Agency for this Project e.g. details of any fixed price, time and materials in which case Agency’s Rate Card should be attached, together with invoice dates or milestones that trigger payment.*All rates should be less than the maximum rates set out in the Agency rate card submitted as part of the original framework evaluation as set out in Framework Schedule 3.*Set out any payment terms specific to the Project.****Examples of different wording for Contract Charges:****The Client shall pay the Agency the sum of £[...] for delivery of these Services, payable in monthly instalments. For the avoidance of doubt, the Contract Charges shall be inclusive of all third-party costs**OR**The Contract Charges shall be calculated using the hourly charge out rates shown in [the Agency’s rate card, [provided that the total Contract Charges shall not exceed £ [...].] For the avoidance of doubt, the Contract Charges shall inclusive of all third-party costs.* |
| **Client Assets:** | *Set out details of the materials or information to be provided to the Agency.* |
| **International locations:** | *If Services are to be supplied outside the UK, specify additional territories here* |
| **Client Affiliates:** | *If relevant, set out any Client Affiliates which will be using Deliverables* |
| **Special Terms:** | *Set out any special terms that are intended to take precedence over the Call-Off Terms and/or the Schedules to the Call-Off Terms such as, security requirements, warranties, specific insurance requirements, any specific data reporting requirements etc..* |
| **Key Individuals:** | *Set out details of the key personnel from the Agency for this Project if relevant.* |
| **Authorised Agency Approver:** | *Set out details of the person(s) who have the authority to agree day to day decisions on behalf of Agency for this project.* |
| **Authorised Client Approver:** | *Set out details of the person(s) who have the authority to agree day to day decisions on behalf of Client for this Project.* |

Signed by:……………………………..........

by (print name):……………………………………….

As Agency Authorised Approver for and on behalf of

[Agency]

Date……….....................................................................

Signed by:………………………………………..........

by (print name):……………………………………….

As Client Authorised Approver for and on behalf of

[Client]

Date………...................................................................

**Call-Off Schedule 1 (Transparency Reports)**

1.1 The Agency recognises that the Client is subject to PPN 01/17 (Updates to transparency principles v1.1 (<https://www.gov.uk/government/publications/procurement-policy-note-0117-update-to-transparency-principles>). The Agency shall comply with the provisions of this Schedule in order to assist the Client with its compliance with its obligations under that PPN.

1.2 Without prejudice to the Agency’s reporting requirements set out in the Framework Contract, within three (3) Months of the Start Date the Agency shall submit to the Client for Approval (such Approval not to be unreasonably withheld or delayed) draft Transparency Reports consistent with the content requirements and format set out in the Annex of this Schedule.

1.3 If the Client rejects any proposed Transparency Report submitted by the Agency, the Agency shall submit a revised version of the relevant report for further Approval within five (5) days of receipt of any notice of rejection, taking account of any recommendations for revision and improvement to the report provided by the Client. If the Parties fail to agree on a draft Transparency Report the Client shall determine what should be included. Any other disagreement in connection with Transparency Reports shall be treated as a Dispute.

1.4 The Agency shall provide accurate and up-to-date versions of each Transparency Report to the Client at the frequency referred to in the Annex of this Schedule.

**Call-Off Schedule 3 (Continuous Improvement)**

1. **Client’s Rights**
	1. The Client and the Agency recognise that, where specified in Framework Schedule 4 (Framework Management), the Client may give CCS the right to enforce the Client's rights under this Schedule.
2. **Agency’s Obligations**
	1. The Agency must, throughout the Contract Period, identify new or potential improvements to the provision of the Deliverables with a view to reducing the Client’s costs (including the Charges) and/or improving the quality and efficiency of the Deliverables and their supply to the Client.
	2. The Agency must adopt a policy of continuous improvement in relation to the Deliverables, which must include regular reviews with the Client of the Deliverables and the way it provides them, with a view to reducing the Client's costs (including the Charges) and/or improving the quality and efficiency of the Deliverables. The Agency and the Client must provide each other with any information relevant to meeting this objective.
	3. In addition to Paragraph 2.1, the Agency shall produce at the start of each Contract Year a plan for improving the provision of Deliverables and/or reducing the Charges (without adversely affecting the performance of this Contract) during that Contract Year (**"Continuous Improvement Plan"**) for the Client's Approval. The Continuous Improvement Plan must include, as a minimum, proposals:
		1. identifying the emergence of relevant new and evolving technologies;
		2. changes in business processes of the Agency or the Client and ways of working that would provide cost savings and/or enhanced benefits to the Client (such as methods of interaction, supply chain efficiencies, reduction in energy consumption and methods of sale);
		3. new or potential improvements to the provision of the Deliverables including the quality, responsiveness, procedures, benchmarking methods, likely performance mechanisms and customer support services in relation to the Deliverables; and
		4. measuring and reducing the sustainability impacts of the Agency's operations and supply-chains relating to the Deliverables, and identifying opportunities to assist the Client in meeting their sustainability objectives.
	4. The initial Continuous Improvement Plan for the first (1st) Contract Year shall be submitted by the Agency to the Client for Approval within one hundred (100) Working Days of the first Order or six (6) Months following the Start Date, whichever is earlier.
	5. The Client shall notify the Agency of its Approval or rejection of the proposed Continuous Improvement Plan or any updates to it within twenty (20) Working Days of receipt. If it is rejected then the Agency shall, within ten (10) Working Days of receipt of notice of rejection, submit a revised Continuous Improvement Plan reflecting the changes required. Once Approved, it becomes the Continuous Improvement Plan for the purposes of this Contract.
	6. The Agency must provide sufficient information with each suggested improvement to enable a decision on whether to implement it. The Agency shall provide any further information as requested.
	7. If the Client wishes to incorporate any improvement into this Contract, it must request a Variation in accordance with the Variation Procedure and the Agency must implement such Variation at no additional cost to the Client or CCS.
	8. Once the first Continuous Improvement Plan has been Approved in accordance with Paragraph 2.5:
		1. the Agency shall use all reasonable endeavours to implement any agreed deliverables in accordance with the Continuous Improvement Plan; and
		2. the Parties agree to meet as soon as reasonably possible following the start of each quarter (or as otherwise agreed between the Parties) to review the Agency's progress against the Continuous Improvement Plan.
	9. The Agency shall update the Continuous Improvement Plan as and when required but at least once every Contract Year (after the first (1st) Contract Year) in accordance with the procedure and timescales set out in Paragraph 2.3.
	10. All costs relating to the compilation or updating of the Continuous Improvement Plan and the costs arising from any improvement made pursuant to it and the costs of implementing any improvement, shall have no effect on and are included in the Charges.
	11. Should the Agency's costs in providing the Deliverables to the Client be reduced as a result of any changes implemented, all of the cost savings shall be passed on to the Client by way of a consequential and immediate reduction in the Charges for the Deliverables.
	12. If at any time during the Term the Agency reduces its Framework Prices for Deliverables provided in accordance with the terms of the Framework Contract, the Agency shall immediately reduce the Charges for the Deliverables under the Call-Off Contract by the same amount. This obligation applies whether or not the Deliverables are offered in a catalogue provided under the Framework Contract.

**Call-Off Schedule 4 (Proposal)**

REDACTED

**Call-Off Schedule 5 (Pricing Details)**

**All costs and expenses included within Call-Off Prices:**

Prices shall include all costs and expenses relating to the provision of Deliverables. No further amounts shall be payable in respect of matters such as:

\* Incidental expenses such as travel, subsistence and lodging; or

\* Costs incurred prior to the commencement of any Call Off Contract.

**Expenses shall only be recoverable where:**

\* The Order Form states that recovery is permitted; and

\* They are Reimbursable Expenses and are supported by Supporting Documentation

Reimbursable expenses will be confirmed in advance, aligning to civil service rules and adhering to best value. Any International travel shall be agreed in advance of the travel where there is a clear and agreed business need.

With regards to the role of the Partner/Director –The Client will not pay for quality assurance overhead against individual assignments, but will pay should the Partner/ Director have a specific role.

**REDACTED**

**Call-Off Schedule 6 (ICT Services) – Not Used**

1. **Definitions**
	1. In this Schedule, the following words shall have the following meanings and they shall supplement Joint Schedule 1 (Definitions):

|  |  |
| --- | --- |
| **"Agency System"** | the information and communications technology system used by the Agency in supplying the Deliverables, including the COTS Software, the Agency Equipment, configuration and management utilities, calibration and testing tools and related cabling (but excluding the Client System); |
| **"Client Property"** | the property, other than real property and IPR, including the Client System, any equipment issued or made available to the Agency by the Client in connection with this Contract; |
| **"Client Software"** | any software which is owned by or licensed to the Client and which is or will be used by the Agency for the purposes of providing the Deliverables; |
| **"Client System"** | the Client's computing environment (consisting of hardware, software and/or telecommunications networks or equipment) used by the Client or the Agency in connection with this Contract which is owned by or licensed to the Client by a third party and which interfaces with the Agency System or which is necessary for the Client to receive the Deliverables; |
| **“Commercial off the shelf Software” or “COTS Software”** | Non-customised software where the IPR may be owned and licensed either by the Agency or a third party depending on the context, and which is commercially available for purchase and subject to standard licence terms |
| **"Defect"** | any of the following:any error, damage or defect in the manufacturing of a Deliverable; orany error or failure of code within the Software which causes a Deliverable to malfunction or to produce unintelligible or incorrect results; or |
|  | any failure of any Deliverable to provide the performance, features and functionality specified in the requirements of the Client or the Documentation (including any adverse effect on response times) regardless of whether or not it prevents the relevant Deliverable from passing any Test required under this Call Off Contract; orany failure of any Deliverable to operate in conjunction with or interface with any other Deliverable in order to provide the performance, features and functionality specified in the requirements of the Client or the Documentation (including any adverse effect on response times) regardless of whether or not it prevents the relevant Deliverable from passing any Test required under this Contract; |
| **"Emergency Maintenance"** | ad hoc and unplanned maintenance provided by the Agency where either Party reasonably suspects that the ICT Environment or the Services, or any part of the ICT Environment or the Services, has or may have developed a fault; |
| **"ICT Environment"** | the Client System and the Agency System; |
| **"Licensed Software"** | all and any Software licensed by or through the Agency, its Sub-Contractors or any third party to the Client for the purposes of or pursuant to this Call Off Contract, including any COTS Software; |
| **"Maintenance Schedule"** | has the meaning given to it in paragraph 8 of this Schedule; |
| **"Malicious Software"** | any software program or code intended to destroy, interfere with, corrupt, or cause undesired effects on program files, data or other information, executable code or application software macros, whether or not its operation is immediate or delayed, and whether the malicious software is introduced wilfully, negligently or without knowledge of its existence; |
| **"New Release"** | an item produced primarily to extend, alter or improve the Software and/or any Deliverable by providing additional functionality or performance enhancement (whether or not defects in the Software and/or Deliverable are also corrected) while still retaining the original designated purpose of that item; |
| **"Open Source Software"** | computer software that has its source code made available subject to an open-source licence under which the owner of the copyright and other IPR in such software provides the rights to use, study, change and distribute the software to any and all persons and for any and all purposes free of charge; |
| **"Operating Environment"** | means the Client System and any premises (including the Client Premises, the Agency’s premises or third party premises) from, to or at which:the Deliverables are (or are to be) provided; orthe Agency manages, organises or otherwise directs the provision or the use of the Deliverables; orwhere any part of the Agency System is situated; |
| **"Permitted Maintenance"** | has the meaning given to it in paragraph 8.2 of this Schedule; |
| **"Quality Plans"** | has the meaning given to it in paragraph 6.1 of this Schedule; |
| **"Sites"** | has the meaning given to it in Joint Schedule 1(Definitions), and for the purposes of this Call Off Schedule shall also include any premises from, to or at which physical interface with the Client System takes place; |
| **"Software"** | Specially Written Software COTS Software and non-COTS Supplier and third party Software; |
| **"Software Supporting Materials"** | has the meaning given to it in paragraph 9.1 of this Schedule; |
| **"Source Code"** | computer programs and/or data in eye-readable form and in such form that it can be compiled or interpreted into equivalent binary code together with all related design comments, flow charts, technical information and documentation necessary for the use, reproduction, maintenance, modification and enhancement of such software; |
| **"Specially Written Software"** | any software (including database software, linking instructions, test scripts, compilation instructions and test instructions) created by the Agency (or by a Sub-Contractor or other third party on behalf of the Agency) specifically for the purposes of this Contract, including any modifications or enhancements to COTS Software. For the avoidance of doubt Specially Written Software does not constitute New IPR; |

1. **When this Schedule should be used**
	1. This Schedule is designed to provide additional provisions necessary to facilitate the provision of ICT Services which are part of the Deliverables.
2. **Client due diligence requirements**
	1. The Agency shall satisfy itself of all relevant details, including but not limited to, details relating to the following;
		1. suitability of the existing and (to the extent that it is defined or reasonably foreseeable at the Start Date) future Operating Environment;
		2. operating processes and procedures and the working methods of the Buyer;
		3. ownership, functionality, capacity, condition and suitability for use in the provision of the Deliverables of the Clients Assets; and
		4. existing contracts (including any licences, support, maintenance and other contracts relating to the Operating Environment) referred to in the Due Diligence Information which may be novated to, assigned to or managed by the Agency under this Contract and/or which the Agency will require the benefit of for the provision of the Deliverables.
	2. The Agency confirms that it has advised the Client in writing of:
		1. each aspect, if any, of the Operating Environment that is not suitable for the provision of the ICT Services;
		2. the actions needed to remedy each such unsuitable aspect; and
		3. a timetable for and the costs of those actions.
3. **Licensed software warranty**
	1. The Agency represents and warrants that:
		1. it has and shall continue to have all necessary rights in and to the Licensed Software made available by the Agency (and/or any Sub-Contractor) to the Client which are necessary for the performance of the Agency’s obligations under this Contract including the receipt of the Deliverables by the Client;
		2. all components of the Specially Written Software shall:
			1. be free from material design and programming errors;
			2. perform in all material respects in accordance with the relevant specifications contained in Call Off Schedule 14 (Service Levels) and Documentation; and
			3. not infringe any IPR.
	2. **Provision of ICT Services**
	3. The Agency shall:
		1. ensure that the release of any new COTS Software in which the Agency owns the IPR, or upgrade to any Software in which the Agency owns the IPR complies with the interface requirements of the Client and (except in relation to new Software or upgrades which are released to address Malicious Software) shall notify the Client three (3) Months before the release of any new COTS Software or Upgrade;
		2. ensure that all Software including upgrades, updates and New Releases used by or on behalf of the Agency are currently supported versions of that Software and perform in all material respects in accordance with the relevant specification;
		3. ensure that the Agency System will be free of all encumbrances;
		4. ensure that the Deliverables are fully compatible with any Client Software, Client System, or otherwise used by the Agency in connection with this Contract;
		5. minimise any disruption to the Services and the ICT Environment and/or the Buyer's operations when providing the Deliverables;
4. **Standards and Quality Requirements**
	1. The Agency shall develop, in the timescales specified in the Order Form, quality plans that ensure that all aspects of the Deliverables are the subject of quality management systems and are consistent with BS EN ISO 9001 or any equivalent standard which is generally recognised as having replaced it ("**Quality Plans**")**.**
	2. The Agency shall seek Approval from the Client (not be unreasonably withheld or delayed) of the Quality Plans before implementing them. Approval shall not act as an endorsement of the Quality Plans and shall not relieve the Agency of its responsibility for ensuring that the Deliverables are provided to the standard required by this Contract.
	3. Following the approval of the Quality Plans, the Agency shall provide all Deliverables in accordance with the Quality Plans.
	4. The Agency shall ensure that the Agency Personnel shall at all times during the Call Off Contract Period:
		1. be appropriately experienced, qualified and trained to supply the Deliverables in accordance with this Contract;
		2. apply all due skill, care, diligence in faithfully performing those duties and exercising such powers as necessary in connection with the provision of the Deliverables; and
		3. obey all lawful instructions and reasonable directions of the Client (including, if so required by the Client, the ICT Policy) and provide the Deliverables to the reasonable satisfaction of the Client.
5. **ICT Audit**
	1. The Agency shall allow any auditor access to the Agency premises to:
		1. inspect the ICT Environment and the wider service delivery environment (or any part of them);
		2. review any records created during the design and development of the Agency System and pre-operational environment such as information relating to Testing;
		3. review the Agency ’s quality management systems including all relevant Quality Plans.
6. **Maintenance of the ICT Environment**
	1. If specified by the Client in the Order Form, the Agency shall create and maintain a rolling schedule of planned maintenance to the ICT Environment ("**Maintenance Schedule**") and make it available to the Client for Approval in accordance with the timetable and instructions specified by the Client.
	2. Once the Maintenance Schedule has been Approved, the Agency shall only undertake such planned maintenance (which shall be known as "**Permitted Maintenance**") in accordance with the Maintenance Schedule.
	3. The Agency shall give as much notice as is reasonably practicable to the Client prior to carrying out any Emergency Maintenance.
	4. The Agency shall carry out any necessary maintenance (whether Permitted Maintenance or Emergency Maintenance) where it reasonably suspects that the ICT Environment and/or the Services or any part thereof has or may have developed a fault. Any such maintenance shall be carried out in such a manner and at such times so as to avoid (or where this is not possible so as to minimise) disruption to the ICT Environment and the provision of the Deliverables.
7. **Intellectual Property Rights in ICT**
	1. Assignments granted by the Agency: Specially Written Software
		1. The Agency assigns (by present assignment of future rights to take effect immediately on it coming into existence) to the Client with full guarantee (or shall procure assignment to the Client), title to and all rights and interest in the Specially Written Software together with and including:
			1. the Documentation, Source Code and the Object Code of the Specially Written Software; and
			2. all build instructions, test instructions, test scripts, test data, operating instructions and other documents and tools necessary for maintaining and supporting the Specially Written Software and the New IPR (together the "**Software Supporting Materials**").
		2. The Agency shall:
			1. inform the Client of all Specially Written Software or New IPRs that are a modification, customisation, configuration or enhancement to any COTS Software;
			2. deliver to the Client the Specially Written Software and any computer program elements of the New IPRs in both Source Code and Object Code forms together with relevant Documentation and all related Software Supporting Materials within seven days of completion or, if a relevant Milestone has been identified in an Implementation Plan, Achievement of that Milestone and shall provide updates of them promptly following each new release of the Specially Written Software, in each case on media that is reasonably acceptable to the Client and the Client shall become the owner of such media upon receipt; and
			3. without prejudice to paragraph 9.1.2.2, provide full details to the Client of any of the Agency’s Existing IPRs or Third Party IPRs which are embedded or which are an integral part of the Specially Written Software or New IPR and the Agency hereby grants to the Client and shall procure that any relevant third party licensor shall grant to the Client a perpetual, irrevocable, non-exclusive, assignable, royalty-free licence to use, sub-license and/or commercially exploit such Agency’s Existing IPRs and Third Party IPRs to the extent that it is necessary to enable the Client to obtain the full benefits of ownership of the Specially Written Software and New IPRs.
		3. The Agency shall promptly execute all such assignments as are required to ensure that any rights in the Specially Written Software and New IPRs are properly transferred to the Client.
	2. Licences for non-COTS IPR from the Agency and third parties to the Buyer
		1. Unless the Client gives its Approval the Agency must not use any:
8. of its own Existing IPR that is not COTS Software;
9. third party software that is not COTS Software
	* 1. Where the Client Approves the use of the Agency’s Existing IPR that is not COTS Software the Agency shall grants to the Client a perpetual, royalty-free and non-exclusive licence to use adapt, and sub-license the same for any purpose relating to the Deliverables (or substantially equivalent deliverables) or for any purpose relating to the exercise of the Buyer’s (or, if the Client is a Central Government Body, any other Central Government Body’s) business or function including the right to load, execute, store, transmit, display and copy (for the purposes of archiving, backing-up, loading, execution, storage, transmission or display) for the Call Off Contract Period and after expiry of the Contract to the extent necessary to ensure continuity of service and an effective transition of Services to a Replacement Agency.
		2. Where the Client Approves the use of third party Software that is not COTS Software the Agency shall procure that the owners or the authorised licensors of any such Software grant a direct licence to the Client on terms at least equivalent to those set out in Paragraph 9.2.2. If the Agency cannot obtain such a licence for the Client it shall:
			1. notify the Client in writing giving details of what licence terms can be obtained and whether there are alternative software providers which the Agency could seek to use; and
			2. only use such third party IPR as referred to at paragraph 9.2.3.1 if the Client Approves the terms of the licence from the relevant third party.
		3. Where the Agency is unable to provide a license to the Agency’s Existing IPR in accordance with Paragraph 9.2.2 above, it must meet the requirement by making use of COTS Software or Specially Written Software.
		4. The Agency may terminate a licence granted under paragraph 9.2.1 by giving at least thirty (30) days’ notice in writing if there is an Authority Cause which constitutes a material Default which, if capable of remedy, is not remedied within twenty (20) Working Days after the Agency gives the Client written notice specifying the breach and requiring its remedy.
	1. Licenses for COTS Software by the Agency and third parties to the Buyer
		1. The Agency shall either grant, or procure that the owners or the authorised licensors of any COTS Software grant, a direct licence to the Client on terms no less favourable than those standard commercial terms on which such software is usually made commercially available.
		2. Where the Agency owns the COTS Software it shall make available the COTS software to a Replacement Agency at a price and on terms no less favourable than those standard commercial terms on which such software is usually made commercially available.
		3. Where a third party is the owner of COTS Software licensed in accordance with this Paragraph 9.3 the Agency shall support the Replacement Agency to make arrangements with the owner or authorised licencee to renew the license at a price and on terms no less favourable than those standard commercial terms on which such software is usually made commercially available.
		4. The Agency shall notify the Client within seven (7) days of becoming aware of any COTS Software which in the next thirty-six (36) months:
			1. will no longer be maintained or supported by the developer; or
			2. will no longer be made commercially available
	2. Clients’s right to assign/novate licences
		1. The Client may assign, novate or otherwise transfer its rights and obligations under the licences granted pursuant to paragraph 9.2 (to:
			1. a Central Government Body; or
			2. to any body (including any private sector body) which performs or carries on any of the functions and/or activities that previously had been performed and/or carried on by the Buyer.
		2. If the Client ceases to be a Central Government Body, the successor body to the Client shall still be entitled to the benefit of the licences granted in paragraph 9.2.
	3. **Licence granted by the Buyer**
		1. The Client grants to the Agency a royalty-free, non-exclusive, non-transferable licence during the Contract Period to use the Client Software and the Specially Written Software solely to the extent necessary for providing the Deliverables in accordance with this Contract, including the right to grant sub-licences to Sub-Contractors provided that any relevant Sub-Contractor has entered into a confidentiality undertaking with the Agency on the same terms as set out in Clause 15 (Confidentiality).
	4. Open Source Publication
		1. Unless the Client otherwise agrees in advance in writing (and subject to paragraph 9.6.3) all Specially Written Software and computer program elements of New IPR shall be created in a format, or able to be converted (in which case the Agency shall also provide the converted format to the Buyer) into a format, which is:
			1. suitable for publication by the Client as Open Source; and
			2. based on Open Standards (where applicable),

and the Client may, at its sole discretion, publish the same as Open Source.

* + 1. The Agency hereby warrants that the Specially Written Software and the New IPR:
			1. are suitable for release as Open Source and that the Agency has used reasonable endeavours when developing the same to ensure that publication by the Client will not enable a third party to use them in any way which could reasonably be foreseen to compromise the operation, running or security of the Specially Written Software, New IPRs or the Client System;
			2. have been developed using reasonable endeavours to ensure that their publication by the Client shall not cause any harm or damage to any party using them;
			3. do not contain any material which would bring the Client into disrepute;
			4. can be published as Open Source without breaching the rights of any third party;
			5. will be supplied in a format suitable for publication as Open Source ("**the Open Source Publication Material**") no later than the date notified by the Client to the Agency; and
			6. do not contain any Malicious Software.
		2. Where the Client has Approved a request by the Agency for any part of the Specially Written Software or New IPRs to be excluded from the requirement to be in an Open Source format due to the intention to embed or integrate Agency Existing IPRs and/or Third Party IPRs (and where the Parties agree that such IPRs are not intended to be published as Open Source), the Agency shall:
			1. as soon as reasonably practicable, provide written details of the nature of the IPRs and items or Deliverables based on IPRs which are to be excluded from Open Source publication; and
			2. include in the written details and information about the impact that inclusion of such IPRs or Deliverables based on such IPRs, will have on any other Specially Written Software and/or New IPRs and the Buyer’s ability to publish such other items or Deliverables as Open Source.
	1. Malicious Software
		1. The Agency shall, throughout the Contract Period, use the latest versions of anti-virus definitions and software available from an industry accepted anti-virus software vendor to check for, contain the spread of, and minimise the impact of Malicious Software.
		2. If Malicious Software is found, the Parties shall co-operate to reduce the effect of the Malicious Software and, particularly if Malicious Software causes loss of operational efficiency or loss or corruption of Government Data, assist each other to mitigate any losses and to restore the provision of the Deliverables to its desired operating efficiency.
		3. Any cost arising out of the actions of the Parties taken in compliance with the provisions of paragraph 9.7.2 shall be borne by the Parties as follows:
			1. by the Agency, where the Malicious Software originates from the Agency Software, the third party Software supplied by the Agency or the Government Data (whilst the Government Data was under the control of the Agency) unless the Agency can demonstrate that such Malicious Software was present and not quarantined or otherwise identified by the Client when provided to the Agency; and
			2. by the Client, if the Malicious Software originates from the Client Software or the Client Data (whilst the Client Data was under the control of the Buyer).
1. Agency Furnished Terms
	1. Software Licence Terms
		* 1. Terms for licensing of non-COTS third party software in accordance with Paragraph 9.2.3 are detailed in [insert reference to relevant Schedule].
			2. Terms for licensing of COTS software in accordance with Paragraph 9.3 are detailed in [insert reference to relevant Schedule].
	2. Software as a Service Terms
		* 1. Additional terms for provision of a Software as a Service solution are detailed in [insert reference to relevant Schedule].
	3. Software Support & Maintenance Terms
		* 1. Additional terms for provision of Software Support & Maintenance Services are detailed in [insert reference to relevant Schedule]]

**Call-Off Schedule 7 (Key Agency Staff)**

1.1 The Order Form (Letter of Appointment) lists the key roles (“**Key Roles**”) and names of the persons who the Agency shall appoint to fill those Key Roles at the Start Date.

1.2 The Agency shall ensure that the Key Staff fulfil the Key Roles at all times during the Contract Period.

1.3 The Client may identify any further roles as being Key Roles and, following agreement to the same by the Agency, the relevant person selected to fill those Key Roles shall be included on the list of Key Staff.

1.4 The Agency shall not and shall procure that any Subcontractor shall not remove or replace any Key Staff unless:

1.4.1 requested to do so by the Client or the Client Approves such removal or replacement (not to be unreasonably withheld or delayed);

1.4.2 the person concerned resigns, retires or dies or is on maternity or long-term sick leave; or

1.4.3 the person’s employment or contractual arrangement with the Agency or Subcontractor is terminated for material breach of contract by the employee.

1.5 The Agency shall:

1.5.1 notify the Client promptly of the absence of any Key Staff (other than for short-term sickness or holidays of two (2) weeks or less, in which case the Agency shall ensure appropriate temporary cover for that Key Role);

1.5.2 ensure that any Key Role is not vacant for any longer than ten (10) Working Days;

1.5.3 give as much notice as is reasonably practicable of its intention to remove or replace any member of Key Staff and, except in the cases of death, unexpected ill health or a material breach of the Key Staff’s employment contract, this will mean at least three (3) Months’ notice;

1.5.4 ensure that all arrangements for planned changes in Key Staff provide adequate periods during which incoming and outgoing staff work together to transfer responsibilities and ensure that such change does not have an adverse impact on the provision of the Deliverables; and

1.5.5 ensure that any replacement for a Key Role has a level of qualifications and experience appropriate to the relevant Key Role and is fully competent to carry out the tasks assigned to the Key Staff whom he or she has replaced.

1.6 The Client may require the Agency to remove or procure that any Subcontractor shall remove any Key Staff that the Client considers in any respect unsatisfactory. The Client shall not be liable for the cost of replacing any Key Staff.

**Call-Off Schedule 8 (Business Continuity and Disaster Recovery)**

1. **Definitions**
	1. In this Schedule, the following words shall have the following meanings and they shall supplement Joint Schedule 1 (Definitions):

|  |  |
| --- | --- |
| **"BCDR Plan"** | has the meaning given to it in Paragraph 2.2 of this Schedule; |
| **"Business Continuity Plan"** | has the meaning given to it in Paragraph 2.3.2 of this Schedule; |
| **"Disaster"** | the occurrence of one or more events which, either separately or cumulatively, mean that the Deliverables, or a material part thereof will be unavailable (or could reasonably be anticipated to be unavailable); |
| **"Disaster Recovery Deliverables"** | the Deliverables embodied in the processes and procedures for restoring the provision of Deliverables following the occurrence of a Disaster; |
| **"Disaster Recovery Plan"** | has the meaning given to it in Paragraph 2.3.3 of this Schedule; |
| **"Disaster Recovery System"** | the system embodied in the processes and procedures for restoring the provision of Deliverables following the occurrence of a Disaster; |
| **"Related Agency"** | any person who provides Deliverables to the Client which are related to the Deliverables from time to time; |
| **"Review Report"** | has the meaning given to it in Paragraph 6.3 of this Schedule; and |
| **"Agency's Proposals"** | has the meaning given to it in Paragraph 6.3 of this Schedule; |

1. **BCDR Plan**
	1. The Client and the Agency recognise that, where specified in Schedule 4 (Framework Management), CCS shall have the right to enforce the Client's rights under this Schedule.
	2. At least ninety (90) Working Days prior to the Start Date the Agency shall prepare and deliver to the Client for the Client’s written approval a plan (a **“BCDR Plan”**), which shall detail the processes and arrangements that the Agency shall follow to:
		1. ensure continuity of the business processes and operations supported by the Services following any failure or disruption of any element of the Deliverables; and
		2. the recovery of the Deliverables in the event of a Disaster
	3. The BCDR Plan shall be divided into three sections:
		1. Section 1 which shall set out general principles applicable to the BCDR Plan;
		2. Section 2 which shall relate to business continuity (the **"Business Continuity Plan"**); and
		3. Section 3 which shall relate to disaster recovery (the **"Disaster Recovery Plan"**).
	4. Following receipt of the draft BCDR Plan from the Agency, the Parties shall use reasonable endeavours to agree the contents of the BCDR Plan. If the Parties are unable to agree the contents of the BCDR Plan within twenty (20) Working Days of its submission, then such Dispute shall be resolved in accordance with the Dispute Resolution Procedure.
2. **General Principles of the BCDR Plan (Section 1)**
	1. Section 1 of the BCDR Plan shall:
		1. set out how the business continuity and disaster recovery elements of the BCDR Plan link to each other;
		2. provide details of how the invocation of any element of the BCDR Plan may impact upon the provision of the Deliverables and any goods and/or services provided to the Client by a Related Agency;
		3. contain an obligation upon the Agency to liaise with the Client and any Related Agencies with respect to business continuity and disaster recovery;
		4. detail how the BCDR Plan interoperates with any overarching disaster recovery or business continuity plan of the Client and any of its other Related Agency in each case as notified to the Agency by the Client from time to time;
		5. contain a communication strategy including details of an incident and problem management service and advice and help desk facility which can be accessed via multiple channels;
		6. contain a risk analysis, including:
			1. failure or disruption scenarios and assessments of likely frequency of occurrence;
			2. identification of any single points of failure within the provision of Deliverables and processes for managing those risks;
			3. identification of risks arising from the interaction of the provision of Deliverables with the goods and/or services provided by a Related Agency; and
			4. a business impact analysis of different anticipated failures or disruptions;
		7. provide for documentation of processes, including business processes, and procedures;
		8. set out key contact details for the Agency (and any Subcontractors) and for the Client;
		9. identify the procedures for reverting to "normal service";
		10. set out method(s) of recovering or updating data collected (or which ought to have been collected) during a failure or disruption to minimise data loss;
		11. identify the responsibilities (if any) that the Client has agreed it will assume in the event of the invocation of the BCDR Plan; and
		12. provide for the provision of technical assistance to key contacts at the Client as required by the Client to inform decisions in support of the Client’s business continuity plans.
	2. The BCDR Plan shall be designed so as to ensure that:
		1. the Deliverables are provided in accordance with this Contract at all times during and after the invocation of the BCDR Plan;
		2. the adverse impact of any Disaster is minimised as far as reasonably possible;
		3. it complies with the relevant provisions of ISO/IEC 27002; ISO22301/ISO22313 and all other industry standards from time to time in force; and
		4. it details a process for the management of disaster recovery testing.
	3. The BCDR Plan shall be upgradeable and sufficiently flexible to support any changes to the Deliverables and the business operations supported by the provision of Deliverables.
	4. The Agency shall not be entitled to any relief from its obligations under the Performance Indicators (PI’s) or Service levels, or to any increase in the Charges to the extent that a Disaster occurs as a consequence of any breach by the Agency of this Contract.
3. **Business Continuity (Section 2)**
	1. The Business Continuity Plan shall set out the arrangements that are to be invoked to ensure that the business processes facilitated by the provision of Deliverables remain supported and to ensure continuity of the business operations supported by the Services including:
		1. the alternative processes, options and responsibilities that may be adopted in the event of a failure in or disruption to the provision of Deliverables; and
		2. the steps to be taken by the Agency upon resumption of the provision of Deliverables in order to address the effect of the failure or disruption.
	2. The Business Continuity Plan shall:
		1. address the various possible levels of failures of or disruptions to the provision of Deliverables;
		2. set out the goods and/or services to be provided and the steps to be taken to remedy the different levels of failures of and disruption to the Deliverables;
		3. specify any applicable Performance Indicators with respect to the provision of the Business Continuity Services and details of any agreed relaxation to the Performance Indicators (PI’s) or Service Levels in respect of the provision of other Deliverables during any period of invocation of the Business Continuity Plan; and
		4. set out the circumstances in which the Business Continuity Plan is invoked.
4. **Disaster Recovery (Section 3)**
	1. The Disaster Recovery Plan (which shall be invoked only upon the occurrence of a Disaster) shall be designed to ensure that upon the occurrence of a Disaster the Agency ensures continuity of the business operations of the Client supported by the Services following any Disaster or during any period of service failure or disruption with, as far as reasonably possible, minimal adverse impact.
	2. The Agency's BCDR Plan shall include an approach to business continuity and disaster recovery that addresses the following:
		1. loss of access to the Client Premises;
		2. loss of utilities to the Client Premises;
		3. loss of the Agency's helpdesk or CAFM system;
		4. loss of a Subcontractor;
		5. emergency notification and escalation process;
		6. contact lists;
		7. staff training and awareness;
		8. BCDR Plan testing;
		9. post implementation review process;
		10. any applicable Performance Indicators (PI’s) with respect to the provision of the disaster recovery services and details of any agreed relaxation to the Performance Indicators (PI’s) or Service Levels in respect of the provision of other Deliverables during any period of invocation of the Disaster Recovery Plan;
		11. details of how the Agency shall ensure compliance with security standards ensuring that compliance is maintained for any period during which the Disaster Recovery Plan is invoked;
		12. access controls to any disaster recovery sites used by the Agency in relation to its obligations pursuant to this Schedule; and
		13. testing and management arrangements.
5. **Review and changing the BCDR Plan**
	1. The Agency shall review the BCDR Plan:
		1. on a regular basis and as a minimum once every six (6) Months;
		2. within three (3) calendar Months of the BCDR Plan (or any part) having been invoked pursuant to Paragraph 7; and
		3. where the Client requests in writing any additional reviews (over and above those provided for in Paragraphs 6.1.1 and 6.1.2 of this Schedule) whereupon the Agency shall conduct such reviews in accordance with the Client’s written requirements. Prior to starting its review, the Agency shall provide an accurate written estimate of the total costs payable by the Client for the Client’s approval. The costs of both Parties of any such additional reviews shall be met by the Client except that the Agency shall not be entitled to charge the Client for any costs that it may incur above any estimate without the Client’s prior written approval.
	2. Each review of the BCDR Plan pursuant to Paragraph 6.1 shall assess its suitability having regard to any change to the Deliverables or any underlying business processes and operations facilitated by or supported by the Services which have taken place since the later of the original approval of the BCDR Plan or the last review of the BCDR Plan, and shall also have regard to any occurrence of any event since that date (or the likelihood of any such event taking place in the foreseeable future) which may increase the likelihood of the need to invoke the BCDR Plan. The review shall be completed by the Agency within such period as the Client shall reasonably require.
	3. The Agency shall, within twenty (20) Working Days of the conclusion of each such review of the BCDR Plan, provide to the Client a report (a **"Review Report"**) setting out the Agency's proposals (the **"Agency's Proposals"**) for addressing any changes in the risk profile and its proposals for amendments to the BCDR Plan.
	4. Following receipt of the Review Report and the Agency’s Proposals, the Parties shall use reasonable endeavours to agree the Review Report and the Agency's Proposals. If the Parties are unable to agree Review Report and the Agency's Proposals within twenty (20) Working Days of its submission, then such Dispute shall be resolved in accordance with the Dispute Resolution Procedure.
	5. The Agency shall as soon as is reasonably practicable after receiving the approval of the Agency's Proposals effect any change in its practices or procedures necessary so as to give effect to the Agency's Proposals. Any such change shall be at the Agency’s expense unless it can be reasonably shown that the changes are required because of a material change to the risk profile of the Deliverables.
6. **Testing the BCDR Plan**
	1. The Agency shall test the BCDR Plan:
		1. regularly and in any event not less than once in every Contract Year;
		2. in the event of any major reconfiguration of the Deliverables
		3. at any time where the Client considers it necessary (acting in its sole discretion).
	2. If the Client requires an additional test of the BCDR Plan, it shall give the Agency written notice and the Agency shall conduct the test in accordance with the Client’s requirements and the relevant provisions of the BCDR Plan. The Agency's costs of the additional test shall be borne by the Client unless the BCDR Plan fails the additional test in which case the Agency's costs of that failed test shall be borne by the Agency.
	3. The Agency shall undertake and manage testing of the BCDR Plan in full consultation with and under the supervision of the Client and shall liaise with the Client in respect of the planning, performance, and review, of each test, and shall comply with the reasonable requirements of the Client.
	4. The Agency shall ensure that any use by it or any Subcontractor of "live" data in such testing is first approved with the Client. Copies of live test data used in any such testing shall be (if so required by the Client) destroyed or returned to the Client on completion of the test.
	5. The Agency shall, within twenty (20) Working Days of the conclusion of each test, provide to the Client a report setting out:
		1. the outcome of the test;
		2. any failures in the BCDR Plan (including the BCDR Plan's procedures) revealed by the test; and
		3. the Agency's proposals for remedying any such failures.
	6. Following each test, the Agency shall take all measures requested by the Client to remedy any failures in the BCDR Plan and such remedial activity and re-testing shall be completed by the Agency, at its own cost, by the date reasonably required by the Client.
7. **Invoking the BCDR Plan**
	1. In the event of a complete loss of service or in the event of a Disaster, the Agency shall immediately invoke the BCDR Plan (and shall inform the Client promptly of such invocation). In all other instances the Agency shall invoke or test the BCDR Plan only with the prior consent of the Client.
8. **Circumstances beyond your control**
	1. The Agency shall not be entitled to relief under Clause 20 (Circumstances beyond your control) if it would not have been impacted by the Force Majeure Event had it not failed to comply with its obligations under this Schedule.

**Call-Off Schedule 9 (Security)**

**Part A: Short Form Security Requirements**

1. **Definitions**
	1. In this Schedule, the following words shall have the following meanings and they shall supplement Joint Schedule 1 (Definitions):

|  |  |
| --- | --- |
| **"Breach of Security"** | the occurrence of:* 1. any unauthorised access to or use of the Deliverables, the Sites and/or any Information and Communication Technology ("ICT"), information or data (including the Confidential Information and the Government Data) used by the Client and/or the Agency in connection with this Contract; and/or
	2. the loss and/or unauthorised disclosure of any information or data (including the Confidential Information and the Government Data), including any copies of such information or data, used by the Client and/or the Agency in connection with this Contract,

in either case as more particularly set out in the Security Policy where the Client has required compliance therewith in accordance with paragraph 2.2; |
| **"Security Management Plan"** | the Agency's security management plan prepared pursuant to this Schedule, a draft of which has been provided by the Agency to the Client and as updated from time to time. |

1. **Complying with security requirements and updates to them**
	1. The Client and the Agency recognise that, where specified in Framework Schedule 4 (Framework Management), CCS shall have the right to enforce the Client's rights under this Schedule.
	2. The Agency shall comply with the requirements in this Schedule in respect of the Security Management Plan. Where specified by a Client that has undertaken a Further Competition it shall also comply with the Security Policy and shall ensure that the Security Management Plan produced by the Agency fully complies with the Security Policy.
	3. Where the Security Policy applies the Client shall notify the Agency of any changes or proposed changes to the Security Policy.
	4. If the Agency believes that a change or proposed change to the Security Policy will have a material and unavoidable cost implication to the provision of the Deliverables it may propose a Variation to the Client. In doing so, the Agency must support its request by providing evidence of the cause of any increased costs and the steps that it has taken to mitigate those costs. Any change to the Charges shall be subject to the Variation Procedure.
	5. Until and/or unless a change to the Charges is agreed by the Client pursuant to the Variation Procedure the Agency shall continue to provide the Deliverables in accordance with its existing obligations.
2. **Security Standards**
	1. The Agency acknowledges that the Client places great emphasis on the reliability of the performance of the Deliverables, confidentiality, integrity and availability of information and consequently on security.
	2. The Agency shall be responsible for the effective performance of its security obligations and shall at all times provide a level of security which:
		1. is in accordance with the Law and this Contract;
		2. as a minimum demonstrates Good Industry Practice;
		3. meets any specific security threats of immediate relevance to the Deliverables and/or the Government Data; and
		4. where specified by the Client in accordance with paragraph 2.2 complies with the Security Policy and the ICT Policy.
	3. The references to standards, guidance and policies contained or set out in Paragraph 3.2 shall be deemed to be references to such items as developed and updated and to any successor to or replacement for such standards, guidance and policies, as notified to the Agency from time to time.
	4. In the event of any inconsistency in the provisions of the above standards, guidance and policies, the Agency should notify the Client's Representative of such inconsistency immediately upon becoming aware of the same, and the Client's Representative shall, as soon as practicable, advise the Agency which provision the Agency shall be required to comply with.
3. **Security Management Plan**
	1. **Introduction**
		1. The Agency shall develop and maintain a Security Management Plan in accordance with this Schedule. The Agency shall thereafter comply with its obligations set out in the Security Management Plan.
	2. **Content of the Security Management Plan**
		1. The Security Management Plan shall:
			1. comply with the principles of security set out in Paragraph 3 and any other provisions of this Contract relevant to security;
			2. identify the necessary delegated organisational roles for those responsible for ensuring it is complied with by the Agency;
			3. detail the process for managing any security risks from Subcontractors and third parties authorised by the Client with access to the Deliverables, processes associated with the provision of the Deliverables, the Client Premises, the Sites and any ICT, Information and data (including the Client’s Confidential Information and the Government Data) and any system that could directly or indirectly have an impact on that Information, data and/or the Deliverables;
			4. be developed to protect all aspects of the Deliverables and all processes associated with the provision of the Deliverables, including the Client Premises, the Sites, and any ICT, Information and data (including the Client’s Confidential Information and the Government Data) to the extent used by the Client or the Agency in connection with this Contract or in connection with any system that could directly or indirectly have an impact on that Information, data and/or the Deliverables;
			5. set out the security measures to be implemented and maintained by the Agency in relation to all aspects of the Deliverables and all processes associated with the provision of the Goods and/or Services and shall at all times comply with and specify security measures and procedures which are sufficient to ensure that the Deliverables comply with the provisions of this Contract;
			6. set out the plans for transitioning all security arrangements and responsibilities for the Agency to meet the full obligations of the security requirements set out in this Contract and, where necessary in accordance with paragraph 2.2 the Security Policy; and
			7. be written in plain English in language which is readily comprehensible to the staff of the Agency and the Client engaged in the provision of the Deliverables and shall only reference documents which are in the possession of the Parties or whose location is otherwise specified in this Schedule.
	3. **Development of the Security Management Plan**
		1. Within twenty (20)Working Days after the Start Date and in accordance with Paragraph 4.4, the Agency shall prepare and deliver to the Client for Approval a fully complete and up to date Security Management Plan which will be based on the draft Security Management Plan.
		2. If the Security Management Plan submitted to the Client in accordance with Paragraph 4.3.1, or any subsequent revision to it in accordance with Paragraph 4.4, is Approved it will be adopted immediately and will replace the previous version of the Security Management Plan and thereafter operated and maintained in accordance with this Schedule. If the Security Management Plan is not Approved, the Agency shall amend it within ten (10) Working Days of a notice of non-approval from the Client and re-submit to the Client for Approval. The Parties will use all reasonable endeavours to ensure that the approval process takes as little time as possible and in any event no longer than fifteen (15) Working Days from the date of its first submission to the Client. If the Client does not approve the Security Management Plan following its resubmission, the matter will be resolved in accordance with the Dispute Resolution Procedure.
		3. The Client shall not unreasonably withhold or delay its decision to Approve or not the Security Management Plan pursuant to Paragraph 4.3.2. However a refusal by the Client to Approve the Security Management Plan on the grounds that it does not comply with the requirements set out in Paragraph 4.2 shall be deemed to be reasonable.
		4. Approval by the Client of the Security Management Plan pursuant to Paragraph 4.3.2 or of any change to the Security Management Plan in accordance with Paragraph 4.4 shall not relieve the Agency of its obligations under this Schedule.
	4. **Amendment of the Security Management Plan**
		1. The Security Management Plan shall be fully reviewed and updated by the Agency at least annually to reflect:
			1. emerging changes in Good Industry Practice;
			2. any change or proposed change to the Deliverables and/or associated processes;
			3. where necessary in accordance with paragraph 2.2, any change to the Security Policy;
			4. any new perceived or changed security threats; and
			5. any reasonable change in requirements requested by the Client.
		2. The Agency shall provide the Client with the results of such reviews as soon as reasonably practicable after their completion and amendment of the Security Management Plan at no additional cost to the Client. The results of the review shall include, without limitation:
			1. suggested improvements to the effectiveness of the Security Management Plan;
			2. updates to the risk assessments; and
			3. suggested improvements in measuring the effectiveness of controls.
		3. Subject to Paragraph 4.4.4, any change or amendment which the Agency proposes to make to the Security Management Plan (as a result of a review carried out in accordance with Paragraph 4.4.1, a request by the Client or otherwise) shall be subject to the Variation Procedure.
		4. The Client may, acting reasonably, Approve and require changes or amendments to the Security Management Plan to be implemented on timescales faster than set out in the Variation Procedure but, without prejudice to their effectiveness, all such changes and amendments shall thereafter be subject to the Variation Procedure for the purposes of formalising and documenting the relevant change or amendment.
4. **Security breach**
	1. Either Party shall notify the other in accordance with the agreed security incident management process (as detailed in the Security Management Plan) upon becoming aware of any Breach of Security or any potential or attempted Breach of Security.
	2. Without prejudice to the security incident management process, upon becoming aware of any of the circumstances referred to in Paragraph 5.1, the Agency shall:
		1. immediately take all reasonable steps (which shall include any action or changes reasonably required by the Client) necessary to:
			1. minimise the extent of actual or potential harm caused by any Breach of Security;
			2. remedy such Breach of Security to the extent possible and protect the integrity of the Client and the provision of the Goods and/or Services to the extent within its control against any such Breach of Security or attempted Breach of Security;
			3. prevent an equivalent breach in the future exploiting the same cause failure; and
			4. as soon as reasonably practicable provide to the Client, where the Client so requests, full details (using the reporting mechanism defined by the Security Management Plan) of the Breach of Security or attempted Breach of Security, including a cause analysis where required by the Client.
	3. In the event that any action is taken in response to a Breach of Security or potential or attempted Breach of Security that demonstrates non-compliance of the Security Management Plan with the Security Policy (where relevant in accordance with paragraph 2.2) or the requirements of this Schedule, then any required change to the Security Management Plan shall be at no cost to the Client.

**Part B – A****nnex 1:**

**Baseline security requirements**

1. **Handling Classified information**
	1. The Agency shall not handle Client information classified SECRET or TOP SECRET except if there is a specific requirement and in this case prior to receipt of such information the Agency shall seek additional specific guidance from the Client.
2. **End user devices**
	1. When Government Data resides on a mobile, removable or physically uncontrolled device it must be stored encrypted using a product or system component which has been formally assured through a recognised certification process of the National Cyber Security Centre (“NCSC”) to at least Foundation Grade, for example, under the NCSC Commercial Product Assurance scheme ("CPA").
	2. Devices used to access or manage Government Data and services must be under the management authority of Client or Agency and have a minimum set of security policy configuration enforced. These devices must be placed into a ‘known good’ state prior to being provisioned into the management authority of the Client. Unless otherwise agreed with the Client in writing, all Agency devices are expected to meet the set of security requirements set out in the End User Devices Security Guidance (<https://www.ncsc.gov.uk/guidance/end-user-device-security>). Where the guidance highlights shortcomings in a particular platform the Agency may wish to use, then these should be discussed with the Client and a joint decision shall be taken on whether the residual risks are acceptable. Where the Agency wishes to deviate from the NCSC guidance, then this should be agreed in writing on a case by case basis with the Client.
3. **Data Processing, Storage, Management and Destruction**
	1. The Supplier and Buyer recognise the need for the Buyer’s information to be safeguarded under the UK Data Protection regime or a similar regime. To that end, the Supplier must be able to state to the Buyer the physical locations in which data may be stored, processed and managed from, and what legal and regulatory frameworks Government Data will be subject to at all times.
	2. The Supplier shall agree any change in location of data storage, processing and administration with the Buyer in accordance with Clause 14 (Data protection).
	3. The Supplier shall:
		1. provide the Buyer with all Government Data on demand in an agreed open format;
		2. have documented processes to guarantee availability of Government Data in the event of the Supplier ceasing to trade;
		3. securely destroy all media that has held Government Data at the end of life of that media in line with Good Industry Practice; and
		4. securely erase any or all Government Data held by the Supplier when requested to do so by the Buyer.
4. **Ensuring secure communications**
	1. The Buyer requires that any Government Data transmitted over any public network (including the Internet, mobile networks or un-protected enterprise network) or to a mobile device must be encrypted using a product or system component which has been formally assured through a certification process recognised by NCSC, to at least Foundation Grade, for example, under CPA.
	2. The Buyer requires that the configuration and use of all networking equipment to provide the Services, including those that are located in secure physical locations, are at least compliant with Good Industry Practice.
5. **Security by design**
	1. The Supplier shall apply the ‘principle of least privilege’ (the practice of limiting systems, processes and user access to the minimum possible level) to the design and configuration of IT systems which will process or store Government Data.
	2. When designing and configuring the ICT Environment (to the extent that the ICT Environment is within the control of the Supplier) the Supplier shall follow Good Industry Practice and seek guidance from recognised security professionals with the appropriate skills and/or a NCSC certification (<https://www.ncsc.gov.uk/section/products-services/ncsc-certification>) for all bespoke or complex components of the ICT Environment (to the extent that the ICT Environment is within the control of the Supplier).
6. **Security of Supplier Staff**
	1. Supplier Staff shall be subject to pre-employment checks that include, as a minimum: identity, unspent criminal convictions and right to work.
	2. The Supplier shall agree on a case by case basis Supplier Staff roles which require specific government clearances (such as ‘SC’) including system administrators with privileged access to IT systems which store or process Government Data.
	3. The Supplier shall prevent Supplier Staff who are unable to obtain the required security clearances from accessing systems which store, process, or are used to manage Government Data except where agreed with the Buyer in writing.
	4. All Supplier Staff that have the ability to access Government Data or systems holding Government Data shall undergo regular training on secure information management principles. Unless otherwise agreed with the Buyer in writing, this training must be undertaken annually.
	5. Where the Supplier or Subcontractors grants increased ICT privileges or access rights to Supplier Staff, those Supplier Staff shall be granted only those permissions necessary for them to carry out their duties. When staff no longer need elevated privileges or leave the organisation, their access rights shall be revoked within one (1) Working Day.
7. **Restricting and monitoring access**
	1. The Supplier shall operate an access control regime to ensure all users and administrators of the ICT Environment (to the extent that the ICT Environment is within the control of the Supplier) are uniquely identified and authenticated when accessing or administering the Services. Applying the ‘principle of least privilege’, users and administrators shall be allowed access only to those parts of the ICT Environment that they require. The Supplier shall retain an audit record of accesses.
8. **Audit**
	1. The Supplier shall collect audit records which relate to security events in the systems or that would support the analysis of potential and actual compromises. In order to facilitate effective monitoring and forensic readiness such Supplier audit records should (as a minimum) include:
		1. Logs to facilitate the identification of the specific asset which makes every outbound request external to the ICT Environment (to the extent that the ICT Environment is within the control of the Supplier). To the extent the design of the Deliverables allows such logs shall include those from DHCP servers, HTTP/HTTPS proxy servers, firewalls and routers.
		2. Security events generated in the ICT Environment (to the extent that the ICT Environment is within the control of the Supplier) and shall include: privileged account log-on and log-off events, the start and termination of remote access sessions, security alerts from desktops and server operating systems and security alerts from third party security software.
	2. The Supplier and the Buyer shall work together to establish any additional audit and monitoring requirements for the ICT Environment.
	3. The Supplier shall retain audit records collected in compliance with this Paragraph 8 for a period of at least 6 Months.

**Call-Off Schedule 10 (Exit Management)**

1. **Definitions**
	1. In this Schedule, the following words shall have the following meanings and they shall supplement Joint Schedule 1 (Definitions):

|  |  |
| --- | --- |
| **"Exclusive Assets"** | 1. Agency Assets used exclusively by the Agency [or a Key Subcontractor] in the provision of the Deliverables;
 |
| **"Exit Information"** | 1. has the meaning given to it in Paragraph 3.1 of this Schedule;
 |
| **"Exit Manager"** | 1. the person appointed by each Party to manage their respective obligations under this Schedule;
 |
| **“Exit Plan”** | 1. the plan produced and updated by the Agency during the Initial Period in accordance with Paragraph 4 of this Schedule;
 |
| **"Net Book Value"** | 1. the current net book value of the relevant Agency Asset(s) calculated in accordance with the Framework Tender or Call-Off Tender (if stated) or (if not stated) the depreciation policy of the Agency (which the Agencyshall ensure is in accordance with Good Industry Practice);
 |
| **"Non-Exclusive Assets"** | 1. those Agency Assets used by the Agency [or a Key Subcontractor] in connection with the Deliverables but which are also used by the Agency [or Key Subcontractor] for other purposes;
 |
| **"Registers"** | 1. the register and configuration database referred to in Paragraph 2.2 of this Schedule;
 |
| **"Replacement Goods"** | 1. any goods which are substantially similar to any of the Goods and which the Client receives in substitution for any of the Goods following the End Date, whether those goods are provided by the Client internally and/or by any third party;
 |
| **"Replacement Services"** | 1. any services which are substantially similar to any of the Services and which the Client receives in substitution for any of the Services following the End Date, whether those goods are provided by the Client internally and/or by any third party;
 |
| **"Termination Assistance"** | 1. the activities to be performed by the Agency pursuant to the Exit Plan, and other assistance required by the Client pursuant to the Termination Assistance Notice;
 |
| **"Termination Assistance Notice"** | 1. has the meaning given to it in Paragraph 5.1 of this Schedule;
 |
| **"Termination Assistance Period"** | 1. the period specified in a Termination Assistance Notice for which the Agency is required to provide the Termination Assistance as such period may be extended pursuant to Paragraph 5.2 of this Schedule;
 |
| **"Transferable Assets"** | 1. Exclusive Assets which are capable of legal transfer to the Client ;
 |
| **"Transferable Contracts"** | 1. Sub-Contracts, licences for the Agency's software, licences for third party software or other agreements which are necessary to enable the Client or any Replacement agency to provide the Deliverables or the Replacement Goods and/or Replacement Services, including in relation to licences all relevant Documentation;
 |
| **"Transferring Assets"** | 1. has the meaning given to it in Paragraph 8.2.1 of this Schedule;
 |
| **"Transferring Contracts"** | 1. has the meaning given to it in Paragraph 8.2.3 of this Schedule.
 |

1. **Agency must always be prepared for contract exit**
	1. The Agency shall within 30 days from the Start Date provide to the Client a copy of its depreciation policy to be used for the purposes of calculating Net Book Value.
	2. During the Contract Period, the Agency shall promptly:
		1. create and maintain a detailed register of all Agency Assets (including description, condition, location and details of ownership and status as either Exclusive Assets or Non-Exclusive Assets and Net Book Value) and Sub-contracts and other relevant agreements required in connection with the Deliverables; and
		2. create and maintain a configuration database detailing the technical infrastructure and operating procedures through which the Agency provides the Deliverables

("**Registers**").

* 1. The shall:
		1. ensure that all Exclusive Assets listed in the Registers are clearly physically identified as such; and
		2. procure that all licences for Third Party Software and all Sub-Contracts shall be assignable and/or capable of novation (at no cost or restriction to the Client) at the request of the Client to the Client (and/or its nominee) and/or any Replacement Agency upon the Agency ceasing to provide the Deliverables (or part of them) and if the Agency is unable to do so then the Agency shall promptly notify the Client and the Client may require the Agency to procure an alternative Subcontractor or provider of Deliverables.
	2. Each Party shall appoint an Exit Manager within three (3) Months of the Start Date. The Parties' Exit Managers will liaise with one another in relation to all issues relevant to the expiry or termination of this Contract.
	3. The Agency shall ensure at no cost to the Client that all digital data that is the Existing IPR of the Client or New IPR to be assigned to the Client can be identified and returned to the Client in an open format on demand and advise the Client of any Transferable Contracts and technical information that would assist in the continued use of such data.
1. **Assisting re-competition for Deliverables**
	1. The Agency shall, on reasonable notice, provide to the Client and/or its potential Replacement Agencys (subject to the potential Replacement Agencys entering into reasonable written confidentiality undertakings), such information (including any access) as the Client shall reasonably require in order to facilitate the preparation by the Client of any invitation to tender and/or to facilitate any potential Replacement Agencys undertaking due diligence (the "**Exit Information**").
	2. The Agency acknowledges that the Client may disclose the Agency's Confidential Information (excluding the Agency’s or its Subcontractors’ prices or costs) to an actual or prospective Replacement Agency to the extent that such disclosure is necessary in connection with such engagement.
	3. The Agency shall provide complete updates of the Exit Information on an as-requested basis as soon as reasonably practicable and notify the Client within five (5) Working Days of any material change to the Exit Information which may adversely impact upon the provision of any Deliverables (and shall consult the Client in relation to any such changes).
	4. The Exit Information shall be accurate and complete in all material respects and shall be sufficient to enable a third party to prepare an informed offer for those Deliverables; and not be disadvantaged in any procurement process compared to the Agency.
2. **Exit Plan**
	1. The Agency shall, within three (3) Months after the Start Date, deliver to the Client an Exit Plan which complies with the requirements set out in Paragraph 4.3 of this Schedule and is otherwise reasonably satisfactory to the Client.
	2. The Parties shall use reasonable endeavours to agree the contents of the Exit Plan. If the Parties are unable to agree the contents of the Exit Plan within twenty (20) Working Days of the latest date for its submission pursuant to Paragraph 4.1, then such Dispute shall be resolved in accordance with the Dispute Resolution Procedure.
	3. The Exit Plan shall set out, as a minimum:
		1. a detailed description of both the transfer and cessation processes, including a timetable;
		2. how the Deliverables will transfer to the Replacement Agency and/or the Client;
		3. details of any contracts which will be available for transfer to the Client and/or the Replacement Agency upon the Expiry Date together with any reasonable costs required to effect such transfer;
		4. proposals for the training of key members of the Replacement Agency’s staff in connection with the continuation of the provision of the Deliverables following the Expiry Date;
		5. proposals for providing the Client or a Replacement Agency copies of all documentation (including without limitation database schema and any other digital resources) relating to the use and operation of the Deliverables and required for their continued use;
		6. proposals for the assignment or novation of all services utilised by the Agency in connection with the supply of the Deliverables;
		7. proposals for the identification and return, or transfer to the Replacement Agency, of all Client Assets in the possession of and/or control of the Agency or any third party;
		8. proposals for the disposal of any redundant Deliverables and materials;
		9. how the Agency will ensure that there is no disruption to or degradation of the Deliverables during the Termination Assistance Period; and
		10. any other information or assistance reasonably required by the Client or a Replacement Agency.
	4. The Agency shall:
		1. maintain and update the Exit Plan (and risk management plan) no less frequently than:
			1. every [six (6) months] throughout the Contract Period; and
			2. no later than [twenty (20) Working Days] after a request from the Client for an up-to-date copy of the Exit Plan;
			3. as soon as reasonably possible following a Termination Assistance Notice, and in any event no later than [ten (10) Working Days] after the date of the Termination Assistance Notice;
			4. as soon as reasonably possible following, and in any event no later than [twenty (20) Working Days] following, any material change to the Deliverables (including all changes under the Variation Procedure); and
		2. jointly review and verify the Exit Plan if required by the Client and promptly correct any identified failures.
	5. Only if (by notification to the Agency in writing) the Client agrees with a draft Exit Plan provided by the Agency under Paragraph 4.2 or 4.4 (as the context requires), shall that draft become the Exit Plan for this Contract.
	6. A version of an Exit Plan agreed between the parties shall not be superseded by any draft submitted by the Agency.
3. **Termination Assistance**
	1. The Client shall be entitled to require the provision of Termination Assistance at any time during the Contract Period by giving written notice to the Agency (a **"Termination Assistance Notice"**) at least four (4) Months prior to the Expiry Date or as soon as reasonably practicable (but in any event, not later than one (1) Month) following the service by either Party of a Termination Notice. The Termination Assistance Notice shall specify:
		1. the nature of the Termination Assistance required; and
		2. the start date and initial period during which it is anticipated that Termination Assistance will be required, which shall continue no longer than twelve (12) Months after the End Date.
	2. The Client shall have an option to extend the Termination Assistance Period beyond the initial period specified in the Termination Assistance Notice in one or more extensions, in each case provided that:
		1. no such extension shall extend the Termination Assistance Period beyond the date twelve (12) Months after the End Date; and
		2. the Client shall notify the Agency of any such extension no later than twenty (20) Working Days prior to the date on which the Termination Assistance Period is otherwise due to expire.
	3. The Client shall have the right to terminate its requirement for Termination Assistance by serving not less than (20) Working Days' written notice upon the Agency.
	4. In the event that Termination Assistance is required by the Client but at the relevant time the parties are still agreeing an update to the Exit Plan pursuant to Paragraph 4, the Agency will provide the Termination Assistance in good faith and in accordance with the principles in this Schedule and the last Client approved version of the Exit Plan (insofar as it still applies).
4. **Termination Assistance Period**
	1. Throughout the Termination Assistance Period the Agency shall:
		1. continue to provide the Deliverables (as applicable) and otherwise perform its obligations under this Contract and, if required by the Client, provide the Termination Assistance;
		2. provide to the Client and/or its Replacement Agency any reasonable assistance and/or access requested by the Client and/or its Replacement Agency including assistance and/or access to facilitate the orderly transfer of responsibility for and conduct of the Deliverables to the Client and/or its Replacement Agency;
		3. use all reasonable endeavours to reallocate resources to provide such assistance without additional costs to the Client;
		4. subject to Paragraph 6.3, provide the Deliverables and the Termination Assistance at no detriment to the Key Performance Indicators (KPI’s) or Service Levels, the provision of the Management Information or any other reports nor to any other of the Agency's obligations under this Contract;
		5. at the Client's request and on reasonable notice, deliver up-to-date Registers to the Client;
		6. seek the Client's prior written consent to access any Client Premises from which the de-installation or removal of Agency Assets is required.
	2. If it is not possible for the Agency to reallocate resources to provide such assistance as is referred to in Paragraph 6.1.2 without additional costs to the Client, any additional costs incurred by the Agency in providing such reasonable assistance shall be subject to the Variation Procedure.
	3. If the Agency demonstrates to the Client's reasonable satisfaction that the provision of the Termination Assistance will have a material, unavoidable adverse effect on the Agency's ability to meet one or more particular Service Levels, the Parties shall vary the relevant Service Levels accordingly.
5. **Obligations when the contract is terminated**
	1. The Agency shall comply with all of its obligations contained in the Exit Plan.
	2. Upon termination or expiry or at the end of the Termination Assistance Period (or earlier if this does not adversely affect the Agency's performance of the Deliverables and the Termination Assistance), the Agency shall:
		1. vacate any Client Premises;
		2. remove the Agency Equipment together with any other materials used by the Agency to supply the Deliverables and shall leave the Sites in a clean, safe and tidy condition. The Agency is solely responsible for making good any damage to the Sites or any objects contained thereon, other than fair wear and tear, which is caused by the Agency;
		3. provide access during normal working hours to the Client and/or the Replacement Agency for up to twelve (12) Months after expiry or termination to:
			1. such information relating to the Deliverables as remains in the possession or control of the Agency; and
			2. such members of the Agency Staff as have been involved in the design, development and provision of the Deliverables and who are still employed by the Agency, provided that the Client and/or the Replacement Agency shall pay the reasonable costs of the Agency actually incurred in responding to such requests for access.
	3. Except where this Contract provides otherwise, all licences, leases and authorisations granted by the Client to the Agency in relation to the Deliverables shall be terminated with effect from the end of the Termination Assistance Period.
6. **Assets, Sub-contracts and Software**
	1. Following notice of termination of this Contract and during the Termination Assistance Period, the Agency shall not, without the Client's prior written consent:
		1. terminate, enter into or vary any Sub-contract or licence for any software in connection with the Deliverables; or
		2. (subject to normal maintenance requirements) make material modifications to, or dispose of, any existing Agency Assets or acquire any new Agency Assets.
	2. Within twenty (20) Working Days of receipt of the up-to-date Registers provided by the Agency, the Client shall notify the Agency setting out:
		1. which, if any, of the Transferable Assets the Client requires to be transferred to the Client and/or the Replacement Agency ("**Transferring Assets**");
		2. which, if any, of:
			1. the Exclusive Assets that are not Transferable Assets; and
			2. the Non-Exclusive Assets,

the Client and/or the Replacement Agency requires the continued use of; and

* + 1. which, if any, of Transferable Contracts the Client requires to be assigned or novated to the Client and/or the Replacement Agency (the **"Transferring Contracts"**),

in order for the Client and/or its Replacement Agency to provide the Deliverables from the expiry of the Termination Assistance Period. The Agency shall provide all reasonable assistance required by the Client and/or its Replacement Agency to enable it to determine which Transferable Assets and Transferable Contracts are required to provide the Deliverables or the Replacement Goods and/or Replacement Services.

* 1. With effect from the expiry of the Termination Assistance Period, the Agency shall sell the Transferring Assets to the Client and/or the Replacement Agency for their Net Book Value less any amount already paid for them through the Charges.
	2. Risk in the Transferring Assets shall pass to the Client or the Replacement Agency (as appropriate) at the end of the Termination Assistance Period and title shall pass on payment for them.
	3. Where the Client and/or the Replacement Agency requires continued use of any Exclusive Assets that are not Transferable Assets or any Non-Exclusive Assets, the Agency shall as soon as reasonably practicable:
		1. procure a non-exclusive, perpetual, royalty-free licence for the Client and/or the Replacement Agency to use such assets (with a right of sub-licence or assignment on the same terms); or failing which
		2. procure a suitable alternative to such assets, the Client or the Replacement Agency to bear the reasonable proven costs of procuring the same.
	4. The Agency shall as soon as reasonably practicable assign or procure the novation of the Transferring Contracts to the Client and/or the Replacement Agency. The Agency shall execute such documents and provide such other assistance as the Client reasonably requires to effect this novation or assignment.
	5. The Client shall:
		1. accept assignments from the Agency or join with the Agency in procuring a novation of each Transferring Contract; and
		2. once a Transferring Contract is novated or assigned to the Client and/or the Replacement Agency, discharge all the obligations and liabilities created by or arising under that Transferring Contract and exercise its rights arising under that Transferring Contract, or as applicable, procure that the Replacement Agency does the same.
	6. The Agency shall hold any Transferring Contracts on trust for the Client until the transfer of the relevant Transferring Contract to the Client and/or the Replacement Agency has taken place.
	7. The Agency shall indemnify the Client (and/or the Replacement Agency, as applicable) against each loss, liability and cost arising out of any claims made by a counterparty to a Transferring Contract which is assigned or novated to the Client (and/or Replacement Agency) pursuant to Paragraph 8.6 in relation to any matters arising prior to the date of assignment or novation of such Transferring Contract. Clause 19 (Other people's rights in this contract) shall not apply to this Paragraph 8.9 which is intended to be enforceable by Third Parties Beneficiaries by virtue of the CRTPA.
1. **No charges**
	1. Unless otherwise stated, the Client shall not be obliged to pay for costs incurred by the Agency in relation to its compliance with this Schedule.
2. **Dividing the bills**
	1. All outgoings, expenses, rents, royalties and other periodical payments receivable in respect of the Transferring Assets and Transferring Contracts shall be apportioned between the Client and/or the Replacement and the Agency as follows:
		1. the amounts shall be annualised and divided by 365 to reach a daily rate;
		2. the Client or Replacement Agency (as applicable) shall be responsible for or entitled to (as the case may be) that part of the value of the invoice pro rata to the number of complete days following the transfer, multiplied by the daily rate; and
		3. the Agency shall be responsible for or entitled to (as the case may be) the rest of the invoice.

**Call-Off Schedule 14 (Service Levels)**

1. **Definitions**
	1. In this Schedule, the following words shall have the following meanings and they shall supplement Joint Schedule 1 (Definitions):

|  |  |
| --- | --- |
| **“Critical Service Level Failure”** | has the meaning given to it in the Order Form; |
| **"Service Level Failure"** | 1. means a failure to meet the Service Level Performance Measure in respect of a Service Level;
 |
| **"Service Level Performance Measure"** | 1. shall be as set out against the relevant Service Level in the Annex to Part A of this Schedule; and
 |
| **"Service Level Threshold"** | 1. shall be as set out against the relevant Service Level in the Annex to Part A of this Schedule.
 |

1. **What happens if you don’t meet the Service Levels**
	1. The Agency shall at all times provide the Deliverables to meet or exceed the Service Level Performance Measure for each Service Level.
	2. The Agency shall send Performance Monitoring Reports to the Client detailing the level of service which was achieved in accordance with the provisions of Part B (Performance Monitoring) of this Schedule.
	3. Not more than once in each Contract Year, the Client may, on giving the Agency at least three (3) Months’ notice, change the weighting of Service Level Performance Measure in respect of one or more Service Levels and the Agency shall not be entitled to object to, or increase the Charges as a result of such changes, provided that:
		1. the total number of Service Levels for which the weighting is to be changed does not exceed the number applicable as at the Start Date;
		2. the principal purpose of the change is to reflect changes in the Client's business requirements and/or priorities or to reflect changing industry standards; and
2. **Critical Service Level Failure**

On the occurrence of a Critical Service Level Failure:

* 1. the Client shall be entitled to withhold and retain as compensation a sum equal to any Charges which would otherwise have been due to the Agency in respect of that Service Period ("**Compensation for Critical Service Level Failure**"),

provided that the operation of this paragraph 3 shall be without prejudice to the right of the Client to terminate this Contract and/or to claim damages from the Agency for material Default.

**Part A: Service Levels**

1. **Service Levels**

If the level of performance of the Agency:

* 1. is likely to or fails to meet any Service Level Performance Measure; or
	2. is likely to cause or causes a Critical Service Failure to occur,

the Agency shall immediately notify the Client in writing and the Client, in its absolute discretion and without limiting any other of its rights, may:

* + 1. require the Agency to immediately take all remedial action that is reasonable to mitigate the impact on the Client and to rectify or prevent a Service Level Failure or Critical Service Level Failure from taking place or recurring;
		2. instruct the Agency to comply with the Rectification Plan Process;
		3. if a Service Level Failure has occurred, deduct the applicable Service Level Credits payable by the Agency to the Client; and/or
		4. if a Critical Service Level Failure has occurred, exercise its right to Compensation for Critical Service Level Failure (including the right to terminate for material Default).

**Annex A to Part A: Services Levels**

* 1. Campaign specific KPIs to be agreed as part of the briefing process for each programme of work.
	2. The Client will measure the quality of the Agency’s delivery by:

|  |  |  |  |
| --- | --- | --- | --- |
| **KPI/SLA** | **Service Area** | **KPI/SLA description** | **Target** |
| 1 | Account Management | Delivers against agreed time schedules and budgets. The Supplier shall ensure that staffing levels are maintained to ensure delivery is managed accordingly. | 100% |
| 2 | Account Management | Provides accurate reporting and invoicing within a timeline agreed with the Client.  | 100% |
| 3 | Account Management | The Agency shall ensure that all members of staff allocated to work on this Contract, will be fully briefed on the overarching aims and objectives of the requirement. Where work is transferred between staff – new staff members will also be briefed accordingly. | 100% |
| 4 | Account Management | The Agency must attend quarterly review meetings to review performance and identify and implement improvements. | 100% |

* 1. The Agency must provide a robust escalation procedure to help resolve any issues that may arise with the project delivery. This should include the provision of a dedicated point of contact within the Agency who can deal with and resolve such issues.
	2. Where the Client identifies poor performance (4 consecutive failures in the space of any 6-month period) against the KPIs 1 - 4, the Agency shall be required to attend a performance review meeting. The performance review meeting shall be at an agreed time no later than 5 working days from the date of notification at the Client’s premises.
	3. The Agency shall be required to provide a full incident report which describes the issues and identifies the causes. The Agency will also be required to prepare a full and robust ‘Service Improvement Action Plan’ which sets out its proposals to remedy the service failure. The Service Improvement Plan shall be subject to amendment following the performance review meeting and agreed by both parties prior to implementation.
	4. The Client agrees to work in collaboration with the Client to resolve any service failure issues, however, it will remain the sole responsibility of the Agency to resolve any service failure issues fully.
	5. Where the Supplier fails to provide a Service Improvement Plan or fails to deliver the agreed Service Improvement Plan to the required standard, the Client reserves the right to seek early termination of the Contract in accordance with the procedures set out in Attachment 5 - Terms and Conditions.

 **Part B: Performance Monitoring**

1. **Performance Monitoring and Performance Review**
	1. Within twenty (20) Working Days of the Start Date the Agency shall provide the Client with details of how the process in respect of the monitoring and reporting of Service Levels will operate between the Parties and the Parties will endeavour to agree such process as soon as reasonably possible.
	2. The Agency shall provide the Client with performance monitoring reports ("**Performance Monitoring Reports**") in accordance with the process and timescales agreed pursuant to paragraph 1.1 of Part B of this Schedule which shall contain, as a minimum, the following information in respect of the relevant Service Period just ended:
		1. for each Service Level, the actual performance achieved over the Service Level for the relevant Service Period;
		2. a summary of all failures to achieve Service Levels that occurred during that Service Period;
		3. details of any Critical Service Level Failures;
		4. for any repeat failures, actions taken to resolve the underlying cause and prevent recurrence;
		5. such other details as the Client may reasonably require from time to time.
	3. The Parties shall attend meetings to discuss Performance Monitoring Reports ("**Performance Review Meetings**") on a Monthly basis. The Performance Review Meetings will be the forum for the review by the Agency and the Client of the Performance Monitoring Reports. The Performance Review Meetings shall:
		1. take place within one (1) week of the Performance Monitoring Reports being issued by the Agency at such location and time (within normal business hours) as the Client shall reasonably require;
		2. be attended by the Agency's Representative and the Client’s Representative; and
		3. be fully minuted by the Agency and the minutes will be circulated by the Agency to all attendees at the relevant meeting and also to the Client’s Representative and any other recipients agreed at the relevant meeting.
	4. The minutes of the preceding Month's Performance Review Meeting will be agreed and signed by both the Agency's Representative and the Client’s Representative at each meeting.
	5. The Agency shall provide to the Client such documentation as the Client may reasonably require in order to verify the level of the performance by the Agency for any specified Service Period.
2. **Satisfaction Surveys**
	1. The Client may undertake satisfaction surveys in respect of the Agency's provision of the Deliverables. The Client shall be entitled to notify the Agency of any aspects of their performance of the provision of the Deliverables which the responses to the Satisfaction Surveys reasonably suggest are not in accordance with this Contract.

**Call-Off Schedule 15 (Call-Off Contract Management)**

1. Definitions

1.1 In this Schedule, the following words shall have the following meanings and they shall supplement Joint Schedule 1 (Definitions):

|  |  |
| --- | --- |
| **"Contract Manager"** | the manager appointed in accordance with paragraph 2.1 of this Schedule; |

2. Managing the contract

2.1 The Agency and the Client shall each appoint a Contract Manager for the purposes of this Contract through whom the provision of the Deliverables shall be managed day-to-day.

2.2 The Parties shall ensure that appropriate resource and expertise is made available to deliver the aims, objectives and specific provisions of the Contract. The Client will give the Agency instructions as to its requirements for the Deliverables. These will be included in a Statement of Work and may include start and end dates for each stage of the proposed Deliverables.

2.3 During the Contract Period, the Agency will:

2.3.1 keep the Client fully informed as to the progress and status of all Deliverables, by preparing and submitting written reports at such intervals and in such format as is agreed by the Parties; and

2.3.2 promptly inform the Client of any actual or anticipated problems relating to provision of the Deliverables. Receipt of communication from the Agency by the Client does not absolve the Agency from its responsibilities, obligations or liabilities under the Contract.

2.4 During the Contract Period, the Parties’ respective Contract Managers will arrange and attend meetings to review the status and progress of the Deliverables and to seek to resolve any issues that have arisen. These meetings will be held at locations and intervals as agreed by the Parties.

2.5 Unless otherwise agreed in the Statement of Work, the Agency will produce contact reports providing each Party with a written record of matters of substance discussed at meetings or in telephone conversations between the parties within 3 Working Days of such discussions. If the Client does not question any of the subject matter of a contact report within 7 Working Days of its receipt, it will be taken to be a correct record of the meeting or telephone conversation.

3. **Approvals and Authority**

3.1 For the purposes of this Contract, any reference to Client Approval means written approval in one of the following ways:

3.1.1 the Client issuing a purchase order bearing the signature of an Authorised Client Approver, or

3.1.2 e-mail from the individual business e-mail address of an Authorised Client Approver, or

3.1.3 the signature of an Authorised Client Approver on the Agency’s documentation.

3.2 Any reference to Agency Approval means written approval in one of the following ways:

3.2.1 e-mail from the individual business e-mail address of an Authorised Agency Approver, or

3.2.2 the signature of an Authorised Agency Approver on the Client’s documentation.

3.3 The Agency will seek the Client’s prior Approval of:

3.3.1 any estimates or quotations for any costs to be paid by the Client that are not agreed in a Statement of Work; and

3.3.2 any creative treatments, including but not limited to scripts, messaging, storyboards, copy, layouts, design, artwork, or proposed marketing activity.

3.4 The Agency will seek the Client’s prior Approval of any draft Deliverables. The Client’s Approval will be the Agency’s authority to proceed with the use of the relevant Deliverables.

3.5 If the Client does not approve of any matter requiring Approval, it must notify the Agency of its reasons for disapproval within 14 days of the Agency’s request.

3.6 If the Client delays approving or notifying the Agency as to its disapproval, the Agency will not be liable for any resulting delays or adverse impact caused to the delivery of the Statement of Work.

4. **Monitoring Campaign Performance**

4.1 The Agency agrees to provide access to data and support for Audits undertaken by the Client and its Auditors under the CRTPA relating to campaign performance under the Contract during and after campaigns.

4.2 The Agency will fully comply with all remote access requests.

4.3 The Auditor may share data with relevant key stakeholders as necessary to complete the work. Where the Client carries out an Audit it will own the resulting report and may share non-sensitive outcomes as appropriate.

4.4 The Agency and the Client will agree a plan to address Audit findings to optimise campaign performance.

5. **Contract Risk Management**

5.1 Both Parties will proactively manage risks attributed to them under the terms of this Contract.

5.2 The Agency will develop, operate, maintain and amend, as agreed with the Client, processes for:

5.2.1 the identification and management of risks;

5.2.2 the identification and management of issues; and

5.2.3 monitoring and controlling project plans.

6. **International Work**

6.1 The management and process for Client billing under Statements of Work including international work is to be agreed prior to the commencement of the Statement of Work and set out in the Statement of Work or Letter of Appointment.

Annex: Contract Boards

The Parties agree to operate the following boards at the locations and at the frequencies set out below:

[Guidance note: Details of additional boards to be inserted.]

**Call-Off Schedule 20 (Call-Off Specification)**

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

**PURPOSE**

The Agency shall assist the Department for Transport (the ‘Client’) in achieving its key campaign objectives. These include; reducing the number of people killed and seriously injured on the roads through delivery of our award-winning behaviour change campaign, THINK!, to giving disabled people the same access and opportunities to travel as everyone else through our Its’s everyone’s journey campaign.

The Agency shall deliver an ‘audience first’ approach to the Client’ departmental portfolio, which includes but isn’t limited to, THINK! road safety and Its everyone’s journey behaviour change campaigns.

The Agency, shall work in partnership with the Client’s agencies, including its creative agency, VMLY&R, and its partnership marketing agency 23 Red to help achieve this.

The Agency shall also be required to provide flexibility to carry out media planning across the Client’s wider policy agenda and Communications Group as and when required on a Call-Off basis.

**BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT**

**THINK!**

Engineering and enforcement measures have delivered significant improvements to road safety and the UK’s vehicles and roads are brimming with technological enhancements which also make the public much safer. But one thing remains harder to transform without sustained effort: people’s behaviour.

The THINK! brand was created in 2000. Its aims were twofold: to give an umbrella identity across a wider and more complex range of issues and to emphasise that road safety is everyone’s responsibility. Since the start of the millennium, THINK! has covered everything from seatbelts and driver tiredness to child road safety education with the aim of cutting the number of people killed and seriously injured. The campaign has worked by identifying the audiences and issues which account for the highest number of casualties and then identifying where communications can have the greatest impact.

In 2012 THINK! won Gold at the IPA Effectiveness awards for demonstrating how thirty years of drink drive communications saved almost 2,000 lives. The paper can be found here: [THINK! drink drive IPA paper 2012](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/372128/Drink_Drive_IPA_Paper_2012.pdf)

THINK! is still well-regarded by the public. In 2022, three quarters (78%) recognise the THINK! brand with 86% perceiving it positively. Amongst young men, the core target audience for the campaigns (over represented in the casualty data with more risky attitudes and behaviours), 71% recognise the brand, 90% perceiving it positively with both awareness and perception less than that of 2019.

Data highlights that 17-24 year old male drivers are over-represented in the casualty statistics. They are four times more likely to be killed or seriously injured compared with car drivers aged 25 or over. The high levels of risk are linked to inexperience, age and common behaviours associated with young and novice drivers (such as driving with friends and night-time driving). There is also evidence to suggest that the frontal lobe – the part of the brain that helps us assess risk – is not fully developed until our mid-20s. Young male drivers are far more likely to be involved in crashes, than young women.

In 2018, THINK! launched its ‘Mates Matter’ strategy and which after the first burst saw the most significant attitudinal shift towards drink driving in over a decade. The strategy uses Social Practice Theory to redefine the masculine view of what it means to be a good driver. Research suggests that young men’s perception of what a ‘good driver’ is, is at odds with what makes them safe. The communications role has been framed around three key areas of influence:

* + - The public: change the societal perception of driving issues.
		- Peers: Change the norms among groups of friends by tapping into the dynamics of ‘mate-ship’.
		- Personal: give drivers the advice and tools they need to make changes for themselves.

Insight tells us:

* + - 1 in 5 drivers crash in the first year after passing their driving test. The risk factor sharply drops with age and experience, meaning young people are at greater risk.
		- Young men overcompensate for inexperience with overconfidence and risk-taking and can quickly become complacent. They perceive competitive driving as more ‘masculine’ and are influenced by their mood, the moment and pressure from their peers or other motorists.

The Mates Matter strategy looks to change behaviour among groups of young men through seeding of new social norms using influential voices and channels; timely interventions and empowering our audience to champion these behaviours among peers. It uses humour to challenge the norms within friendship groups that can play a role in encouraging risk-taking, rather than focusing on the serious consequences of risky driving which the audience could see as not being relevant to them.

Having a clear strategic thought behind a campaign (for example ‘a mate doesn’t let a mate drink drive’) has enabled us to deliver a consistent but tailored message that is reinforced across many different touch points, including via multiple partners. After the strategy was first launched.

THINK! recognises the value of working with partners and influencers to increase reach and credibility with its audience. This has included County FA, Universal Music Group, LadBible, Kiss FM and Budweiser, who have all brought the THINK! Comms strategy to life in their own way developing more authentic and culturally relevant content that gets mates talking.

The Client is looking to build on the success of the Mates Matter strategy and to evolve the strategy as it moves forward to continually drive behaviour change.

**SCOPE OF REQUIREMENT**

The Client requires an Agency to:

* + - Outline the role of technology and innovation in Supporting THINK!s aims to reduce the number of people killed and seriously injured on the roads with a particular focus on young men (aged 17-24).
		- Supporting It’s Everyone’s Journey

The Agency will work on THINK! and ‘Its Everyone’s journey’ on a Call-Off Contract for three years with the option of extending the Contract for a further year (3+1).

The Agency may also be required to undertake media planning work for other Client campaigns across the wider policy agenda and communications Group as and when required on a Call-Off basis. This will include, other DFT Group campaigns, including but not limited to DVLA, DVSA, MCA, National Highways.

**THE REQUIREMENT**

The appointed Agency will be required to:

|  |  |
| --- | --- |
| **Requirement**  | **Further detail** |
| Communicationschannel strategy andplanning services forindividual campaigns,briefed, costed andagreed on a project-byproject basis. | The requirement may include: Demonstrating a full understanding of the target audience; and mapping of their journey including touch points and timeframes to inform channel selection. Developing comprehensive communications channel strategies and creating comprehensive channel plans (including owned and earned as well as paid-for both online and offline channels).The channel strategy and plan must provide an assessment of a range of appropriate channels for the target audience with advantages and disadvantages, risks, budget information and estimate delivery figures such as reach engagement etc.Working in close partnership with the Agency’s creative and research agencies to find innovative solutions to communications challenges. Working as part of an all agency team to respond to briefs and evaluate campaigns. Working closely with the creative agency to ensure creative and media strategies complement each other, add value and achieve impact.  |
| Campaign Management, Briefing and Evaluation of Campaign Plans | Manage the day to day running of the account including budget planning and finance management.Scoping the appropriate team and hours required to respond to brief.Effectively briefing the buying agency through a clearly written buying brief and, where appropriate, a meeting to take the buying agency through the brief. Evaluating the channel strategy and plan, as well as the contribution it has made to the overall campaign, based on an analysis of outputs by channel.  |
| The Agency shall ensure a member of staff is available to provide circa 5 hours of ad hoc advice to projects outside of the key DFT campaign. These projects shall be agreed between the Client and Agency. The Client will only pay for services provided, based on the Rate Card submitted by the Agency.  | Providing a prompt and accurate response to ad-hoc requests for communications planning advice, for example, audience and channel data or scoping communications opportunities around a new priority issue.  |
| Ensuring DfT is an informed client - training and upskilling of DfT staff, at no cost to DfT  | The winning agency will provide tools and resources to upskill the Client so they have a good understanding of communications planning and the media landscape. Examples include: inducting new members of the team, sharing useful industry summaries, training days, periodic presentations on key media trends and planning tools, arrangement of meetings with key media owners etc. |

Please note:

All campaigns will be subject to approval by Minsters and the Cabinet’s Office’s Professional Assurance Communications Control.

THINK! covers England and Wales only. Road safety is a devolved issue, with Scotland running its own programme of [road safety communications](http://www.roadsafetyscotland.org.uk/parents-and-educators). Consideration should be given as to whether resources are translated into Welsh to increase take up with Welsh audiences.

**KEY MILESTONES AND DELIVERABLES**

The Agency shall note the following project milestones that the Client will measure the quality of delivery against:

|  |  |  |
| --- | --- | --- |
| **Milestone/Deliverable** | **Description** | **Timeframe or Delivery Date** |
| 1 | Kick-off meeting with the Client Marketing Leads | Within week 1 of Contract Award  |
| 2 | Agree a transition schedule to handover with current media agency if applicable | TBC |
| 3 | Meeting with creative agency  | Within weeks 3 of Contract Award  |
| 4 | Complete the initial review of DfT campaign strategies | Within weeks 4 of Contract Award |
| 5 | Develop and agree the three-year media strategy for THINK! | Within 6 weeks of Contract Award |
| 6 | Ongoing Response to a Brief | Within 5 working days – The Client acknowledges that this timeframe will likely change based on the complexity, scope and urgency of any individual brief.  |

**MANAGEMENT INFORMATION/REPORTING**

The Client will assign Campaign Managers to each brief and will commit to regular status calls and performance reviews. Written feedback on media plans will be provided within a week of receiving proposals.

The Agency will be expected to attend all relevant meetings and contribute updates to the weekly all Agency status meetings and trackers. These may be in person or virtual and deputised should key personnel not be able to attend.

Quarterly Contract reviews will be held to take stock of how the project is progressing and how well the services are being delivered. These will be 2-way with an opportunity to feedback on learning and improvements for both Client and Agency.

**VOLUMES**

Full year planning for up to five large campaigns and up to eight smaller media activations per year. These are indicative figures and will be subject to annual budget and campaign approvals.

**CONTINUOUS IMPROVEMENT**

The Agency will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.

The Agency should present new ways of working to the Client during quarterly Contract review meetings.

Changes to the way in which the Services are to be delivered must be brought to the Client’s attention and agreed prior to any changes being implemented.

**QUALITY**

Proposals need to be evidence based and have clear sourcing as they will be used to inform Professional Assurance approval. Depending on the brief, each response will need to be provided in certain formats. This could be a written document (Word), or a PowerPoint presentation.

**PRICE**

The total budget for the THINK! campaign is approx. £5.3 million a year and £750k-£1m for Its Everyone’s Journey. This is subject to professional assurance approval from Cabinet Office. The Client retains the right not to spend all of the budget.

The THINK! media budget is £3m for 2022-23.

Prices will be held firm for the duration of the Contract and any extension.

Prices must be inclusive of expenses and exclusive of VAT

.

**STAFF AND CUSTOMER SERVICE**

The Client requires the Agency to provide a sufficient level of resource throughout the duration of the Department for Transport Contract in order to consistently deliver a quality service to all Parties.

Agency’s staff assigned to the Department for Transport Contract shall have the relevant qualifications and experience to deliver the Contract.

The Agency shall ensure that staff understand the Client’s vision and objectives and will provide excellent customer service to the Client throughout the duration of the Contract.

Agency Account team changes should be communicated to the Client in a timely manner. They should hand over the Client’s account as appropriate and be replaced with someone of comparable skills.

The Client expects the Agency to create a detailed project management plan for campaign development and delivery.

The Client expects to meet the Agency regularly and for the Agency to arrange weekly status reports.

The Agency is expected to attend research and evaluation presentations, in person, as and when is required. Please note these meetings will be held in London.