



Department for  
International Trade

## Contract Change Note ("CCN")

<b>CCN Number</b>	001
<b>Contract Reference Number and Title</b>	DN320344 Creative and Production Services - Americas
<b>Variation Title</b>	Extension of Contract Term
<b>Number of Pages</b>	5

WHEREAS the Contractor, Wellcom London Limited, and the Authority, The Secretary of State for the Department for International Trade, entered into a Contract for the Provision of Creative and Production Agency Services - Americas dated 1 May 2018 (the "Original Contract") and now wish to amend the Original Contract.

IT IS AGREED as follows

1. The Original Contract shall be amended as set out in this Change Control Notice (CCN):

Change Requestor / Originator	[REDACTED]	
Summary of Change	This CCN makes the following changes: <ul style="list-style-type: none"><li>• Extends the term of the original Contract to now expire 30 April 2021</li></ul>	
Reason for Change	The Authority wishes to extend the Original Contract term to 30 April 2021.  The Original Contract initial period is from 1 May 2018 – 30 April 2020. There is an option to extend the Original Contract by up to a further 12 months. The Authority wishes to enable this extension.	
Revised Contract Price	Original Contract Value	£100,000 (excluding VAT)
	Previous Contract Changes	Not Applicable
	Contract Change Note 001	£50,000
	New Contract Value	£150,000
Revised Payment Schedule	The schedule of rates are the maximum that may be applied during the extension term. These can be found in Appendix A for reference.  The Standard Production Menu Prices submitted by the Contractor will be used as a guideline and prices will be agreed on a brief-by-brief basis These can be found in Appendix B for reference.  As per the current Contract, the Contractor will pay for services as and when used and is not committed to using up to the indicated ceiling.  The total Contract Value will not exceed fifty thousand pounds sterling (£50,000) per annum, during the extension term	

Revised Specification	Not Applicable
Revised Contract Period (if applicable)	The Original Contract is extended to 30 April 2021.
Change in Contract Representative(s)	Not Applicable
Other Changes	None

2. Save as amended all other terms of the Original Contract shall remain effective.
3. This CCN takes effect from the date on which both Parties sign for acceptance of its terms.

**Parties:**

**Contractor: Wellcom London Limited**

Signed by:

Title:

Date:

Signature:

**Authority: For, and on behalf of the Secretary of State for Department for International Trade**

Signed by: 

Title: Head of Commercial – Marketing, Events, Legal Services and PPS









Date: 11 FEBRUARY 2020



Signature: 

## Appendix A - Schedule of Rates

Americas			
Category	Role	Max Day Rate (ex VAT) £	Max Hourly Rate (ex VAT) £
Board Level Role	Strategy Director		
	Technical Development Director		
	Data Planning Director		
	Business Director		
	Chief Digital Officer		
	PR Board Director		
Senior Level Role	Senior Account Director		
	Senior Account Director (PR)		
	Senior Planner		
	Senior Research Exec		
	Creative Director		
	Creative Technologist		
	Information Architect		
	Technical Development Manager		
	User Experience Consultant		
	Head of Influencer & Partnerships		
	Senior Data Planner		
	Studio/delivery Lead		
	SEO Consultant		
Mid Level Role	Copywriter - in-market		
	Art Director		
	Designer		
	Senior Campaign Manager		
	Planner		
	Web Developer		
	Influencer and Partnerships Manager		
	Analyst		
	Motion Producer		
	Email Manager		
	Senior Social Media Manager		
	SEO Analytics Manager		
	Proofreader		
Junior Level Role	Account Manager (PR)		
	Account Manager - US		
	Account Manager - Malaysia		
	Content Loader		
	Social Media Manager		

## Appendix B - Standard Production Menu Prices

		Cost (GPB) £
1	Sales reference guide (messaging grid) including core marketing messages, USPs and core propositions, elevator pitch etc – word and pdf. Your costing should include copywriting; you would need to create content (either raw research or gathering messaging). Cost as a package of work, not per page. Could be multiple languages.	 <i>Cost is per page as page extent needed for exact costing</i>
2	PowerPoint presentation deck of slides with granular detail of sectors and sub sectors and sub categories with all professionally written content included in slides and editable (20 slides)	
3	Visual infographics to visualise trends, stats and figures (1 A4 page of visualising figures) (soft-copy)	
4	A5 sector brochure (24 pages) and A4 leaflet (single and double sided) (soft-copy). Price needs to include art working; and cost of using our existing library to source imagery. Please provide prices for: a) A5 sector brochure (24 pages); and b) A4 leaflet (single and double-sided).	
5	Artwork for events collateral (pull-up, pop-ups, 6ft wall panel, resizing of material) (soft-copy). Please provide prices for artworking/design of: a) pull-ups; b) pop-ups; c) 6ft wall panel. Please provide price for: d) adpatation/resize (not design).	
6	UK maps or charts showing sector landscape and major players (A4 size art worked) (soft-copy)	
7	Sector photography (using our image library management company) (search and selection of 10 photography)	
8	Marketing toolkits (research and editorial, folder, booklet, fold out map, case studies in folder, pull-up, PowerPoint deck, backdrop, events panels). Prices should include artworking. Please provide individual prices for: a) research and editorial (price per hour); b) folder; c) booklet (as per Question 4); d) fold out map (as per Question 6); e) case studies in folder (2 pages); f) pull-up (as per Question 5); g) Powerpoint deck (as per Question 2); h) backdrop; i) events panels. Please also provide price for combined toolkit (cost savings expected for a packaged piece of work).	

9	<p>Social media collateral – for example linkedin.com advert banners for company pages, online collateral – MSUs of various sizes, banners, towers and online ads (facebook feed graphic, twitter visual, skyscraper banner). Please provide prices for: a) Master Static banners 1 frame each &amp; Adaptation each; b) Master GIF banners &amp; Adaptation each; c) Master Complex HTML banners &amp; Adaptation each. Please also provide price for a packaged piece of work.</p>	
10	<p>Filming and production of a 2 minutes sector capability video with 15 sec cuts for social media. Please provide two prices: a) price if provided with existing footage; b) price if filming raw footage. Price should include pre and post-production. Please take into consideration overall contract value.</p>	 (dependent on complexity) Project costs do not include local talent if required outside of internal employees.

