

1. FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CALL-OFF TERMS

Part 1: Letter of Appointment

REDACTED

Dear Sirs

Letter of Appointment

This letter of Appointment is issued in accordance with the provisions of the Framework Agreement (RM3796) between CCS and the Agency dated 21st January 2020.

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

Order Number:	CCCS19A05
From:	The Crown Commercial Service ("Client")
To:	Glasgows ("Agent")

Effective Date:	3 rd February 2020
Expiry Date:	End date of Initial Period 2 nd February 2022 End date of Maximum Extension Period 2 nd February 2023 Minimum written notice to Agency in respect of extension: 28 working days.

Relevant Lot:	Lot 2 - Events
Services required:	Set out in Section 2 (Services offered) and refined by: the Client's Brief attached at Annex A and the Agency's Proposal attached at Annex B; and
Statement of Work	N/A

Key Individuals:	Glasgows REDACTED
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	Crown Commercial Service REDACTED
[Guarantor(s)]	NA

Call Off Contract Charges (including any applicable discount(s), but excluding VAT):	<p>Payment will be made in line with Annex C – Pricing Schedule. All rates are inclusive of expenses and exclusive of VAT.</p> <p>The contract value will be for a maximum of £270,000.00 (Ex VAT).</p> <p>No minimum spend level is guaranteed.</p>
Liability	<p>Agency Liability: see clause 18.3 of Call Off Contract</p> <p>Client Liability: see clause 18.5 of Call Off Contract</p>
Insurance Requirements	As per terms and conditions
Client billing address for invoicing:	<p>The Crown Commercial Service</p> <p>9th Floor</p> <p>The Capital</p> <p>Old Hall Street</p> <p>Liverpool</p> <p>L3 9PP</p>

GDPR	complete Call-Off Schedule 8 (Authorised Processing Template)
Alternative and/or additional provisions:	N/A

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 a Call-Off Contract with the Client to provide the Services in accordance with the terms of this letter and the Call-Off Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Call-Off 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:

Name and Title: **REDACTED**

Signature: **REDACTED**

Date:

For and on behalf of the Client:

Name and Title: **REDACTED**

Signature: **REDACTED**

Date:

ANNEX A

Client Brief

1. PURPOSE

- 1.1 The purpose of this procurement is to contract with an Agency for the development and delivery of a series of event stands, at a range of events over the year, to support the Crown Commercial Service (CCS), herein referred to as the 'Client', in achieving 8% growth in spend with wider public sector (WPS) customers in 2019/2020/21.

2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 2.1 The Client is the largest public procurement organisation in the UK. They help organisations across the whole of the public sector find the right commercial solutions for around £15 billion of spend each year and have a target to increase this to £30bn over the next 4 years. This helps customers save money on procurement, which ultimately delivers savings for the taxpayer.
- 2.2 As part of the Government Commercial Function, the client seeks to be the go-to provider for the public sector, the UK's most admired commercial operation - a great place to work-delivering outstanding value, commercial benefits and excellent service
- 2.3 To achieve business growth the focus is to retain, cross-sell and secure new business to its public sector customers
- 2.4 The Client has a target of achieving new business 500 leads in 2019/20 and 550 in 2020/21

3. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 3.1 The marketing objective of the Client is to position themselves as accessible and easy to do business with. This means reaching key audiences across the public sector, with a focus on WPS, to increase awareness of the client's messages and position the Client more positively in current and potential customer's eyes.
- 3.2 The Client therefore delivers in excess of 50 external events per year, ranging from tailored conferences, reaching 30 delegates, to expos attracting c4,000 delegates across two-three days.
- 3.3 The Agency will help the Client achieve a 'branded' professional appearance at three major expos and 20 smaller events throughout the year.

4. DEFINITIONS

CCS	Means Crown Commercial Service
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WPS	Means the wider Public and Third Sector e.g. Schools, Local Authorities, NHS Trusts. Charities and Housing Associations.
EXPO	Means large scale exhibition, including conferences and exhibitions.

5. SCOPE OF REQUIREMENT

5.1 The Agency will be required to work with the Client to design and develop an engaging and impactful presence at a range of events. This will include:

- 5.1.1 Working with the Client to deliver their event presence at an event managed by a third party.
- 5.1.2 This will comprise of 3 large scale events (expos) across a range of locations and dates. Large scale is defined as 1000 + delegates, the locations and dates are yet to be determined. All locations will be in the UK
- 5.1.3 Around 20 smaller events throughout the year, of varying size and impact. Smaller events are defined as 80 – 1000 delegates. Dates and locations are yet to be determined. All locations will be in the UK

5.2 The Service will include;

- 5.2.1 Creative concept for delivering impactful and engaging stands
- 5.2.2 Stand design, compliant with CCS brand guidelines. Please see Annex A – Brand Guidelines.
- 5.2.3 Stand build, to a high quality that ensures CCS have a professional and engaging presence.
- 5.2.4 Working with the Client to deliver events owned and managed by the client
- 5.2.5 Completion of all online documentation, as determined by the event organiser through various exhibitor zone portals. This will include Health and Safety, build and breakdown details and access to the event.
- 5.2.6 Booking relevant on site visits, in compliance with event organisers Health & safety regulations
- 5.2.7 Ordering and provision of sundry items; i.e. carpets; furniture; spot lights; literature racks; lecterns; TV screens and other items as required

- 5.2.8 Delivery and on site build of stand, at various locations across the country
- 5.2.9 Event production and AV support
- 5.2.10 Dismantling, collection and storage of stand following the event
- 5.2.11 Ensuring as much as possible is reusable for further events
- 5.2.12 Reassembling, dismantling and storage of the stand for a range of future events
- 5.3 What is excluded;
 - 5.3.1 Purchase of event space
 - 5.3.2 Provision of marketing literature
 - 5.3.3 Bespoke conference support including delegate acquisition and management
 - 5.3.4 Onsite conference support

6. THE REQUIREMENT

- 6.1 The Client is looking for an Agency to:
 - 6.1.1 Provide recommendations, design and delivery for a range of events large and small, across various locations, times and dates, as set out in 5.1, to 5.3 this may include (but is not limited to):
 - 6.1.1.1 Provide advice and recommendations on concept, design and product available
 - 6.1.1.2 Work in line with the Clients annual events plan to deliver within budget of £90,000.00 (Ex VAT) per annual programme.
 - 6.1.1.3 Work with existing collateral and equipment already owned by the client
 - 6.1.1.4 The Agency will design, build furnish and store a minimum of five exhibition stands throughout the contract period.
 - 6.1.1.5 The Agency should use ISO frame technology and provide reusable, resizable exhibition stand.

- 6.2 An example of a large scale event would be 50 sq mt space, taking place over 2 consecutive days. Expectation would be to complete all online documentation in accordance with Health and Safety. Stand design, build and installation, typically the day before. Dismantling and removal of the stand after day two of the event and storage until required for use again.
- 6.3 An example of a small scale event might be a one day conference, with 9 mtr sq shell scheme.
- 6.4 Expectation to arrive on site the evening before, build the stand (branded pop up or other off the shelf design), returning in on the evening of the event to dismantle and store until required again.

7. KEY MILESTONES AND DELIVERABLES

- 7.1 The following Contract milestones/deliverables shall apply:
- 7.2 The client is looking to award a contract by end of January in order to allow preparation time for the first big Expo on 22 April 2020

Milestone/Deliverable	Description	Timeframe or Delivery Date
1	First client and supplier meeting	Within week 1 of contract Award
2	First stand design agreed	Before 28 February 2020
3	First stand build and on site installation at Procurex National, NEC Birmingham	21 April 2020

8. MANAGEMENT INFORMATION/REPORTING

- 8.1 The Client will appoint a dedicated contact to work with the Agency and share appropriate event details in advance.

9. REPORTING

- 9.1 Monthly meetings to evaluate progress and agree next steps/actions will be required. These will be held in a combination of the Client's offices or through use of video calling. No claim for travel expenses for attendance at meetings shall be paid by the Client.

10. VOLUMES

- 10.1 The Agency will design, build furnish and store a minimum of five exhibition stands throughout the contract period.

11. CONTINUOUS IMPROVEMENT

- 11.1 The Agency will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 11.2 The Agency should present new ways of working to the Client during monthly Contract review meetings.
- 11.3 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.

12. SUSTAINABILITY

- 12.1 In accordance with the RM3796 Framework terms and conditions.

13. QUALITY

- 13.1 The Agency should use ISO frame technology and provide reusable, resizable exhibition stand.

14. PRICE

- 14.1 The maximum total budget available per annum to the successful supplier is £90,000.00 (exc VAT). This must cover all proposed activity.
- 14.2 Prices are to be submitted via the e-Sourcing Suite Attachment 4 – Price Schedule excluding VAT and including all other expenses relating to Contract delivery. Payment will be made on a time and materials basis and as such there is no guaranteed spend.

15. STAFF AND CUSTOMER SERVICE

- 15.1 The Agency shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.
- 15.2 The Agency's staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.
- 15.3 The Agency shall ensure that staff understand the Clients vision and objectives and will provide excellent customer service to the Authority throughout the duration of the Contract.

16. SERVICE LEVELS AND PERFORMANCE

- 16.1 The Authority will measure the quality of the Supplier's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
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1	Keeping within agreed budget	Delivering outputs within budget	100%
2	Project delivery timescales	Delivering on time against agreed Event delivery plan	100%

- 16.2 Where the Client identifies poor performance against the agreed KPIs, the Agency shall be required to attend a performance review meeting. The performance review meeting shall be at an agreed time no later than 10 working days from the date of notification at the Client's premises.
- 16.3 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.
- 16.4 The Client agrees to work with the Agency to resolve service failure issues. However, it will remain the Agency's sole responsibility to resolve any service failure issues.
- 16.5 Where the Agency 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 5a Terms and Conditions.

17. SECURITY AND CONFIDENTIALITY REQUIREMENTS

- 17.1 During the life of the contract, the Client may share confidential, commercially sensitive or personal information with the Agency for the sole purpose of delivering the contract. Potential Providers shall ensure the safety and security of any such information.

18. PAYMENT AND INVOICING

- 18.1 Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.
- 18.2 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.
- 18.3 Invoices should be submitted to: supplierinvoices@crownccommercial.gov.uk.

- 18.4 Payment will be made against a Purchase Order and the Order number should be quoted on all invoices.

19. CONTRACT MANAGEMENT

- 19.1 Attendance at Contract Review meetings shall be at the Agency's own expense.

20. LOCATION

- 20.1 The location of the Services will be carried out primarily at the office(s) of the successful Agency. In addition, team members will be required to travel to other locations within the UK in order to fulfil the requirements of the brief. No associated claim for T&S shall be paid by the Client.

ANNEX B
Agency Proposal
REDACTED

ANNEX C
Agency's Pricing Schedule
REDACTED

