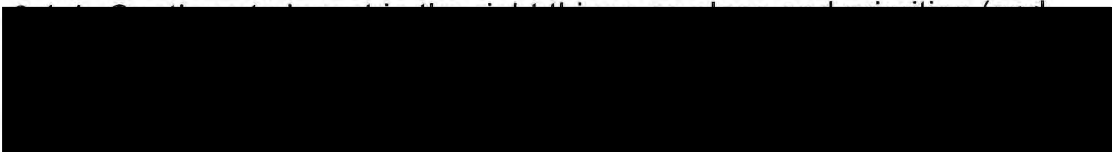


- 8.1. Monitor performance against the Authority's key KPIs, Service Level Agreement and reputation metrics.
 - 8.2. Identify opportunities to adapt our strategies and plans to ensure our longer term targets are met
 - 8.3. Develop a set of other metrics that we will use to assess the Authority's effectiveness, particularly where bespoke tracking research is not available
9. Value for money:
- 9.1. Develop a system for monitoring and managing our investment that will help the Authority:

 - 9.1.2. Become a more efficient team through the adoption of principles such as 'right first time' and giving clear, consolidated feedback.
10. Managing our performance
- 10.1. Establish a rhythm and way of working across the Authority's portfolio that supports the Authority's reputation reporting and other key research findings to support the Authority in effectively reviewing its performance, taking appropriate action and ensuring the Authority delivers its key metrics at the key times.
 - 10.2. Develop a 360 feedback and appraisal system that encourages honest, open and actionable feedback and focuses on key priority areas, including agency integration, levels of service and our collaborative relationship.
11. Clash Management
- 11.1. Clash management, i.e. ensuring that the client has the appropriate weight of advertising in the same titles/channels, ensuring that TfL's clash management policy is adhered as outlined in the contract and note that TfL reserves the right to review this policy and that any changes the Service Provider will need to use as planning guidance.
12. Strategic Planning
- 12.1. The process that the Authority uses to oversee cross Portfolio effective response to all campaign briefs working with the Creative Agency etc.
13. Channel deep dives:
- 13.1. Undertake a systematic review of the Authority's key channels, both creatively and media wise.
 - 13.2. Each review should cover the Authority's historic use and effectiveness and identify clear learnings and actions for the future.
14. Business as usual requirements, including without limitation the following:

- 14.1. Joint strategic planning and implementation of detailed channel plans
 - 14.2. Managing and implementing the Authority's media clash policy, ensuring planning adheres to planning guides as per schedule X of the framework agreement
 - 14.3. Management of the digital planning and buying as per the frequency cap guidelines
 - 14.4. proactively managing the contra and 2 for 1 value so that value is identified and agreed in a timely fashion to enable the Authority to realise the added value within the parameters of the agreed contractual arrangements with Exterior and JCDecaux for all Authority-owned inventory and free inventory.
 - 14.5. Annual valuation of the Authority's owned inventory to be carried out and provided to the Authority at least once a year in April
 - 14.6. Annual owned asset evaluation of value attributable to each campaign, by cluster during the transition period and then beyond by pillar, message and analysis of what we set out to deliver at the start of the annual planning process and what was delivered in terms of value attributed to each pillar, message.
 - 14.7. Monthly status report on cross Portfolio planned and booking status.
 - 14.8. Updated dashboard based on new communications architecture and to incorporate reputational metrics and paid for media.
15. Be clear about the relationship between what we do on a pan-Authority level and for individual 'modes'.
 16. Help develop a business case to obtain additional funding should the conclusive recommendation be in support of additional revenue generative activity.
 17. If the Authority gives the Service Provider approval to book media, the Service Provider shall book such media with the media owner on the same Business Day if such approval is given at or before 14:00. If approval to book is given by the Authority after 14:00 on a Business Day or on a day which is not a Business Day, the Service Provider shall book such media before 12:00pm on the following Business Day. For the avoidance of doubt approval to book media is not subject to the requirement to provide a purchase order at the time of giving written booking approval.
 18. The Service Provider shall ensure that the Authority is aware of media market place conditions, and if booking deadlines for a particular channel need to be made earlier than normal, the Service Provider shall inform the Authority and ensure that such bookings are made by such deadlines.
 19. If the availability of any media channel is changing which limits the quantity or quality of space or air time available, the Service Provider shall:
 - 19.1. inform the Authority of the implications;