



Crown
Commercial
Service

Digital Outcomes and Specialists 5 (RM1043.7)

Framework Schedule 6 (Order Form)

Acas17202.1 Content Strategist

Version 2

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Framework Schedule 6 (Order Form, Statement of Work and Call-Off Schedules)

Order Form

Call-Off Reference: 15136

Call-Off Title: Acas17202.1 Content Strategist

Call-Off Contract Description: Will work as part of a multidisciplinary team to define and deliver a content strategy for Acas's Individual Dispute Resolution service to help users understand how and when to notify Acas of an employment tribunal claim, and to get the most of early conciliation for effective resolution of their dispute.

The Buyer: Acas

Buyer Address: 8th Floor, Windsor Hse, 50 Victoria Street, Westminster, London SW1H 0TL

The Supplier: Goldstone Media Limited

Supplier Address: 120 Cavendish Place, Eastbourne, East Sussex BN21 3TZ

Registration Number: 05753876

Framework Schedule 6 (Order Form Template, Statement of Work Template and Call-Off Schedules)

Applicable Framework Contract

This Order Form is for the provision of the Call-Off Deliverables and dated **30/07/2021**.

It is issued under the Framework Contract with the reference number RM1043.7 for the provision of Digital Outcomes and Specialists Deliverables.

The Parties intend that this Call-Off Contract will not, except for the first Statement of Work which shall be executed at the same time that the Call-Off Contract is executed, oblige the Buyer to buy or the Supplier to supply Deliverables.

The Parties agree that when a Buyer seeks further Deliverables from the Supplier under the Call-Off Contract, the Buyer and Supplier will agree and execute a further Statement of Work (in the form of the template set out in Annex 1 to this Framework Schedule 6 (Order Form Template, Statement of Work Template and Call-Off Schedules)).

Upon the execution of each Statement of Work it shall become incorporated into the Buyer and Supplier's Call-Off Contract.

Call-Off Lot

Lot 2: Digital Specialist

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 Order Form including the Call-Off Special Terms and Call-Off Special Schedules.
- 2 Joint Schedule 1 (Definitions) RM1043.7
- 3 Framework Special Terms
- 4 The following Schedules in equal order of precedence:
 - Joint Schedules for RM1043.7
 - Joint Schedule 2 (Variation Form)
 - Joint Schedule 3 (Insurance Requirements)
 - Joint Schedule 4 (Commercially Sensitive Information)
 - Joint Schedule 10 (Rectification Plan)
 - Joint Schedule 11 (Processing Data) RM1043.7

Framework Schedule 6 (Order Form Template, Statement of Work Template and Call-Off Schedules)

- Call-Off Schedules for RM1043.7
 - Call-Off Schedule 5 (Pricing Details and Expenses Policy)
 - Call-Off Schedule 6 (Intellectual Property Rights and Additional Terms on Digital Deliverables)
 - Call-Off Schedule 7 (Key Supplier Staff)
 - Call-Off Schedule 9 (Security)
 - Call-Off Schedule 10 (Exit Management)
 - Call-Off Schedule 20 (Call-Off Specification)

5 CCS Core Terms (version 3.0.9)

6 Joint Schedule 5 (Corporate Social Responsibility) RM1043.7

No other Supplier terms are part of the Call-Off Contract. That includes any terms written on the back of, added to this Order Form, or presented at the time of delivery.

Call-Off Special Terms

The following Special Terms are incorporated into this Call-Off Contract:

None

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Call-Off Start Date: 31 August 2021

Call-Off Expiry Date: 30 August 2022

Call-Off Initial Period: 1 year

Call-Off Optional Extension Period: 3 months

Minimum Notice Period for Extensions: 1 Month

Call-Off Contract Value: £232,500

Call-Off Deliverables

Option A:

The Content strategist will take a service-wide view including

- a) audit existing content
- b) develop user journeys for different types of users
- c) work in a multi disciplinary team to plan, develop, test and iterate the content across the different journeys
- d) explore, test and apply the best approaches to delivering content including text content and potentially video
- e) work with service owner and head of content design/digital to agree processes and governance e) define a support model and costs for long term maintenance of content developed
- f) work across programme streams and BAU to provide additional content expertise

This will be primarily a remote role, with regular (potentially weekly or twice a week) travel to the main office at Windsor House, Victoria St, Westminster, London SW1H 0TL. Acas will pay travel expenses to locations outside London.

Buyer's Standards

From the Start Date of this Call-Off Contract, the Supplier shall comply with the relevant (and current as of the Call-Off Start Date) Standards referred to in Framework Schedule 1 (Specification).

The Buyer requires the Supplier to comply with the following additional Standards for this Call-Off Contract: NA

Maximum Liability

The limitation of liability for this Call-Off Contract is stated in Clause 11.2 of the Core Terms as amended by the Framework Award Form Special Terms.

The Estimated Year 1 Charges used to calculate liability in the first Contract Year is

██████████

Call-Off Charges

- 1 Time and Materials (T&M)

Where non-UK Supplier Staff (including Subcontractors) are used to provide any element of the Deliverables under this Call-Off Contract, the applicable rate card(s) shall be incorporated into Call-Off Schedule 5 (Pricing Details and Expenses Policy) and the Supplier

Framework Schedule 6 (Order Form Template, Statement of Work Template and Call-Off Schedules)

shall, under each SOW, charge the Buyer a rate no greater than those set out in the applicable rate card for the Supplier Staff undertaking that element of work on the Deliverables.

Reimbursable Expenses

For travel and subsistence outside of Acas's London office. Journey will start from Windsor House, Victoria Street, London SW1

Payment Method

BACS

Buyer's Invoice Address

finance@acas.org.uk

Buyer's Authorised Representative

[REDACTED]
[REDACTED]
[REDACTED]

Supplier's Authorised Representative

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Progress Report Frequency

Fortnightly during sprint review meetings

Progress Meeting Frequency

Fortnightly during sprint review meetings

Key Staff

[REDACTED]
Content Strategist
[REDACTED]
[REDACTED]

Role is inside or outside IR35. Status Determination Statement included

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Key Subcontractor(s)

Not applicable

Commercially Sensitive Information

Not applicable

Balanced Scorecard

Not applicable

Material KPIs

Not applicable

Additional Insurances

Not applicable

Guarantee

Not applicable

Social Value Commitment

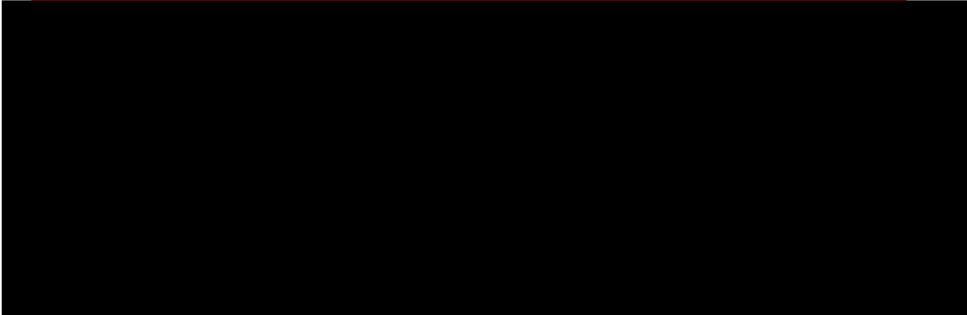
Not applicable

Statement of Works

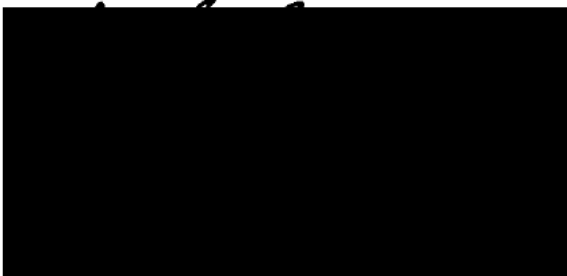
During the Call-Off Contract Period, the Buyer and Supplier may agree and execute completed Statement of Works. Upon execution of a Statement of Work the provisions detailed therein shall be incorporated into the Call-Off Contract to which this Order Form relates.

For and on behalf of the Supplier:

Signature:

A large black rectangular box redacting the signature of the Supplier.

For and on behalf of the Buyer:

A black rectangular box redacting the signature of the Buyer.

Date: 12 August 2021

Appendix 1

The first Statement of Works shall be inserted into this Appendix 1 as part of the executed Order Form. Thereafter, the Buyer and Supplier shall complete and execute Statement of Works (in the form of the template Statement of Work in Annex 1 to the template Order Form in Framework Schedule 6 (Order Form Template, Statement of Work Template and Call-Off Schedules)).

The Content strategist will take a service-wide view including

- a) audit existing content
- b) develop user journeys for different types of users
- c) work in a multi disciplinary team to plan, develop, test and iterate the content across the different journeys
- d) explore, test and apply the best approaches to delivering content including text content and potentially video
- e) work with service owner and head of content design/digital to agree processes and governance e) define a support model and costs for long term maintenance of content developed
- f) work across programme streams and BAU to provide additional content expertise

This will be primarily a remote role, with regular (potentially weekly or twice a week) travel to the main office at Windsor House, Victoria St, Westminster, London SW1H 0TL. Acas will pay travel expenses to locations outside London.

Annex 1 (Statement of Work)

1 Statement of Works (SOW) Details

Upon execution, this SOW forms part of the Call-Off Contract (reference below).

The Parties will execute a SOW for each set of Buyer Deliverables required. Any ad-hoc Deliverables requirements are to be treated as individual requirements in their own right and the Parties should execute a separate SOW in respect of each, or alternatively agree a Variation to an existing SOW.

All SOWs must fall within the Specification and provisions of the Call-Off Contract.

The details set out within this SOW apply only in relation to the Deliverables detailed herein and will not apply to any other SOWs executed or to be executed under this Call-Off Contract, unless otherwise agreed by the Parties in writing.

Date of SOW: 30/07/2021

SOW Title: Content Strategist

SOW Reference: Acas17202.1 SOW001

Call-Off Contract Reference: Acas17202.1

Buyer: Acas

Supplier: Goldstone Media Limited

SOW Start Date: 31 August 2021

SOW End Date: 30 August 2022

Duration of SOW: 12 months

Key Personnel (Buyer): [REDACTED]

Key Personnel (Supplier): [REDACTED]

Subcontractors: Not Applicable

2 Call-Off Contract Specification – Deliverables Context

SOW Deliverables :

The Content strategist will take a service-wide view including

- a) audit existing content
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- c) work in a multi disciplinary team to plan, develop, test and iterate the content across the different journeys
- d) explore, test and apply the best approaches to delivering content including text content and potentially video
- e) work with service owner and head of content design/digital to agree processes and governance e) define a support model and costs for long term maintenance of content developed
- f) work across programme streams and BAU to provide additional content expertise

Delivery phases: Discovery, alpha, beta and live

Overview of Requirement: [Insert details including Release Type(s), for example Ad hoc, Inception, Calibration or Delivery]

3 Buyer Requirements – SOW Deliverables

Outcome Description:

Milestone Ref	Milestone Description	Acceptance Criteria	Due Date
MS01	Content discovery and audit	An audit of existing content and user journeys	October 2021
MS02	Content strategy	Content strategy document outlining new user journeys, content plan, acceptance criteria and outcome measures	December 2021
MS03	Content operating model	Operating model document including content and design patterns, style guide, business-as-usual maintenance costs and processes	July 2022
MS04	Content strategy delivery	Outcomes have been delivered across different user journeys through design and maintenance of new digital content that may include text content and video	August 2022

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Security Applicable to SOW:

The Supplier confirms that all Supplier Staff working on Buyer Sites and on Buyer Systems and Deliverables, have completed Supplier Staff Vetting in accordance with Paragraph 6 (Security of Supplier Staff) of Part B – Annex 1 (Baseline Security Requirements) of Call-Off Schedule 9 (Security).

Cyber Essentials Scheme:

NA

SOW Standards:

NA

Performance Management:

NA

Additional Requirements:

Annex 1 – Where Annex 1 of Joint Schedule 11 (Processing Data) in the Call-Off Contract does not accurately reflect the data Processor / Controller arrangements applicable to this Statement of Work, the Parties shall comply with the revised Annex 1 attached to this Statement of Work.

Key Supplier Staff:

Key Role	Key Staff	Contract Details	Employment / Engagement Route (incl. inside/outside IR35)
Content Strategist			Inside IR35 Status Determination Statement included

SOW Reporting Requirements:

NA

4 Charges

Call Off Contract Charges:

The applicable charging method(s) for this SOW is:

- Time and materials

The estimated maximum value of this SOW (irrespective of the selected charging method) is

£232,500

Rate Cards Applicable:

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Reimbursable Expenses:

For travel and subsistence outside of Acas's London office. Journey will start from Windsor House, Victoria Street, London SW1

5 Signatures and Approvals

Agreement of this SOW

BY SIGNING this Statement of Work, the Parties agree that it shall be incorporated into Appendix 1 of the Order Form and incorporated into the Call-Off Contract and be legally binding on the Parties:

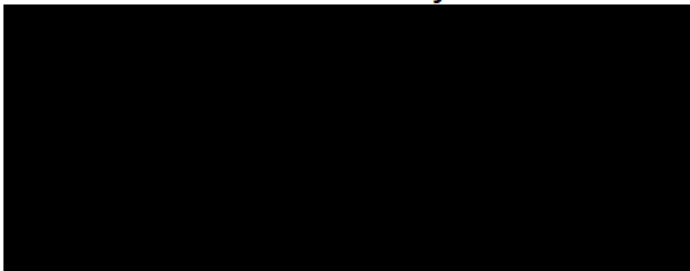
For and on behalf of the Supplier

Signature:

A large black rectangular box redacting the signature of the Supplier.

Date: August 11 2021

For and on behalf of the Buyer

A large black rectangular box redacting the signature of the Buyer.

Annex 1

Data Processing

Prior to the execution of this Statement of Work, the Parties shall review Annex 1 of Joint Schedule 11 (Processing Data) and if the contents of Annex 1 does not adequately cover the Processor / Controller arrangements covered by this Statement of Work, Annex 1 shall be amended as set out below and the following table shall apply to the Processing activities undertaken under this Statement of Work only:

[Template Annex 1 of Joint Schedule 11 (Processing Data) Below]

Description	Details
Identity of Controller for each Category of Personal Data	<p>The Relevant Authority is Controller and the Supplier is Processor</p> <p>The Parties acknowledge that in accordance with paragraph 2 to paragraph 15 and for the purposes of the Data Protection Legislation, the Relevant Authority is the Controller and the Supplier is the Processor of the following Personal Data:</p> <ul style="list-style-type: none"> The supplier will process data relating to our bank of user research participants, including contacting to invite for research sessions. They will also review conciliation case data including details of claimants and respondents. They may listen to live conciliation as an observer.
Duration of the Processing	Up to 15 months
Nature and purposes of the Processing	<p>The nature of the Processing means any operation such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction of data (whether or not by automated means).</p> <p>The purpose includes researching user behaviour on the Acas website and in early conciliation and conciliator behaviour including analysing aggregated website usage and conciliation case data and documenting and recording in-person and video interviews, conciliation letters, texts, emails and telephone calls.</p>
Type of Personal Data	Name, email address, telephone number, employment details, IP address
Categories of Data Subject	Staff (including volunteers, agents, and temporary workers), customers/ clients, suppliers, members of the public, users of the conciliation service and Acas website
Plan for return and destruction of the data once the Processing is	All data will be anonymised and kept for a maximum of 2 years in line with Acas data retention policies

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complete UNLESS requirement under Union or Member State law to preserve that type of data	
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