

DPS Schedule 6 (Order Form Template and Order Schedules)

Order Form

ORDER REFERENCE: [REDACTED]

THE BUYER: National Institute for Health and Care Excellence (NICE)

BUYER ADDRESS Level 1A, City Tower, Piccadilly Plaza,
Manchester M1 4BT

THE SUPPLIER: Golley Slater Group Limited

SUPPLIER ADDRESS: Wharton Place, Wharton Street, Cardiff, CF10 1GS

REGISTRATION NUMBER: Company number 00584047

DUNS NUMBER: 21-718-1585

DPS SUPPLIER REGISTRATION SERVICE ID: Not known.

This Order Form is for the provision of the Deliverables and dated 18 April 2024.
It's issued under the DPS Contract with the reference number RM6126 DPS Contract
for the provision of digital media planning and management services.

DPS FILTER CATEGORY(IES):
Not applicable

ORDER INCORPORATED TERMS

The following documents are incorporated into this Order 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 Order Special Terms and Order Special Schedules.
2. Joint Schedule 1(Definitions and Interpretation)
3. DPS Special Terms
4. The following Schedules in equal order of precedence:
 - Joint Schedules:
 - Joint Schedule 2 (Variation Form)
 - Joint Schedule 3 (Insurance Requirements)
 - Joint Schedule 4 (Commercially Sensitive Information)
 - Joint Schedule 6 (Key Subcontractors)
 - Joint Schedule 7 (Financial Difficulties) NOT USED
 - Joint Schedule 8 (Guarantee) NOT USED
 - Joint Schedule 10 (Rectification Plan)
 - Joint Schedule 11 (Processing Data)
 - Joint Schedule 12 (Supply Chain Visibility) NOT USED
 - Order Schedules:
 - Order Schedule 1 (Transparency Reports)
 - Order Schedule 2 (Staff Transfer)
 - Order Schedule 3 (Continuous Improvement)
 - Order Schedule 5 (Pricing Details) NOT USED
 - Order Schedule 7 (Key Supplier Staff)
 - Order Schedule 8 (Business Continuity and Disaster Recovery) NOT USED
 - Order Schedule 9 (Security) NOT USED
 - Order Schedule 10 (Exit Management) NOT USED
 - Order Schedule 12 (Clustering) NOT USED]
 - Order Schedule 14 (Service Levels) NOT USED
 - Order Schedule 15 (Order Contract Management)
 - Order Schedule 16 (Benchmarking) NOT USED
 - Order Schedule 17 (MOD Terms) NOT USED
 - Order Schedule 18 (Background Checks) NOT USED
 - Order Schedule 19 (Scottish Law) NOT USED
 - Order Schedule 20 (Order Specification)
 - Order Schedule 21 (Northern Ireland Law) NOT USED
 - Order Schedule 23 (HMRC Terms) NOT USED
5. CCS Core Terms (DPS version) v1.0.3
6. Joint Schedule 5 (Corporate Social Responsibility)
7. Order Schedule 4 (Order Tender) NOT USED

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

ORDER SPECIAL TERMS

None

ORDER START DATE: 26 April 2024

ORDER EXPIRY DATE: 25 April 2027

ORDER INITIAL PERIOD: 3 years

DELIVERABLES

See details in Order Schedule 20 (Order Specification)

MAXIMUM LIABILITY

The limitation of liability for this Order Contract is stated in Clause 11.2 of the Core Terms.

The Estimated Year 1 Charges used to calculate liability in the first Contract Year is £60,000 excluding VAT.

ORDER CHARGES

Agency management fee = 15% of campaign media spend. It includes campaign strategy and planning/set-up, including an audit of landing page SEO, the development of a campaign dashboard, weekly reporting against KPI's and associated goals, optimisation to improve performance and evaluation of campaign performance data, end of campaign report.

REIMBURSABLE EXPENSES

None

PAYMENT METHOD

The Contractor shall send all invoices, clearly quoting the contract number and purchase order number, to [REDACTED]

alternatively the Contractor can register with [REDACTED] to send invoices electronically and have access to [REDACTED] updates of the progress of invoices.

BUYER'S INVOICE ADDRESS:

[REDACTED]

BUYER'S AUTHORISED REPRESENTATIVE

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[REDACTED]

[Senior brand and marketing communications manager]

[REDACTED]

[Level 1A, City Tower, Piccadilly Plaza
Manchester, M1 4BT]

SUPPLIER'S AUTHORISED REPRESENTATIVE

[REDACTED]

Director of Media

[REDACTED]

SUPPLIER'S CONTRACT MANAGER

[REDACTED]

Account Director

[REDACTED]

PROGRESS REPORT FREQUENCY

Weekly during campaign periods, with campaign evaluation reports completed within 14 days of the campaign ending.

PROGRESS MEETING FREQUENCY

Weekly during campaign periods, with campaign evaluation reports presented within 14 days of the campaign ending.

KEY STAFF

Programmatic Trading Manager

[REDACTED]

[REDACTED]

Digital Performance Manager

[REDACTED]

KEY SUBCONTRACTOR(S)

None.

E-AUCTIONS

Not applicable

COMMERCIALLY SENSITIVE INFORMATION

Not applicable

SERVICE CREDITS

Not applicable

ADDITIONAL INSURANCES


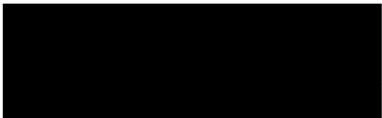


Not applicable





GUARANTEE

Not applicable

SOCIAL VALUE COMMITMENT

The Supplier agrees, in providing the Deliverables and performing its obligations under the Order Contract, that it will comply with the social value commitments in Order Schedule 4 (Order Tender)]

For and on behalf of the Supplier:		For and on behalf of the Buyer:	
Signature:		Signature:	
Name:		Name:	
Role:	Director of media, Golley Slater	Role:	Associate director, strategic communications and marketing, NICE
Date:	24 th April 2024	Date:	29 Apr 2024

For and on behalf of the Buyer Contract Manager:		For and on behalf of the Procurement:	
Signature:		Signature:	
Name:		Name:	
Role:	Senior Marketing Communications Manager • Strategic Comms and Marketing	Role:	Procurement Manager
Date:	25 Apr 2024	Date:	30 Apr 2024

Order Schedule 20 (Order Specification)

This Schedule sets out the characteristics of the Deliverables that the Supplier will be required to make to the Buyers under this Order Contract

Digital marketing strategy

Working with us to shape our digital marketing strategy and campaign plans by understanding our objectives and our audiences' needs (including users of NICE guidance e.g. frontline healthcare professionals and NHS commissioners of healthcare products and services, and the life sciences industry e.g. pharmaceutical or healthtech companies) and sharing relevant insight and expertise to meet them.

Applying an insight-led test and learn approach to digital marketing that is focussed on maximising our limited budget.

Providing recommendations with a clear, insight-led rationale, to support delivery of impactful and cost-effective paid digital marketing.

Campaign planning and delivery

Planning and delivering paid digital advertising, ensuring effective tracking of campaign objectives and associated goals, thorough analysis and evaluation of campaign performance data.

Providing weekly campaign reporting including key performance measures against agreed key performance indicators (KPIs). Make recommendations to improve performance, providing clear rationale.

Working collaboratively with NICE's appointed creative agency, in-house designer and digital performance team to ensure campaign creative and media plans are aligned, and KPIs are measured effectively.

N.B. Specific campaign-related deliverables will be briefed separately i.e. on a project-by-project basis. The deliverables will be outlined within contract variations prior to commencement of the work for each campaign.

Agency management fees are fixed at 15% of the media budget for each campaign, for the remainder of the contract period. Agency management fees include campaign strategy and planning/set-up, including an audit of landing page SEO, the development of a campaign dashboard, weekly reporting against KPI's and associated goals, optimisation to improve performance and evaluation of campaign performance data, end of campaign report.



Issuer

Document generated

Document fingerprint

Parties involved with this document

Document processed

Party + Fingerprint

Audit history log

Date _____

Action

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]