

DPS Schedule 6 (Letter of Appointment Template and Order Schedules)

Letter of Appointment

This Letter of Appointment is issued in accordance with the provisions of the DPS Contract (RM6124 Communications Marketplace) between CCS and the Agency, dated 16 December 2024.

Capitalised terms and expressions used in this letter have the same meanings as in the Order Incorporated Terms unless the context otherwise requires.

ORDER:

Order Number:	SMC-2425-84
From:	Social Mobility Commission, Cabinet Office
To:	House 337 x MHP

Order Start Date:	16 December 2024
Order Expiry Date:	30 June 2025
Order Initial Period:	6.5 month initial contract starting 16 December 2024 to 30 June 2025
Order Optional Extension Period:	6 month possible extension

Goods or Services required:	Services required are set out in DPS Schedule 1 of the DPS Agreement and the relevant Brief and are to be delivered in line with the accepted Proposal as detailed at Annex A of this Letter.
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Key Staff:	For the Client: 'Redacted' Under FOIA Section 40, Personal Information - 'Redacted' Under FOIA Section 40, Personal Information - 'Redacted' Under FOIA Section 40, Personal Information - 'Redacted' Under FOIA Section 40, Personal Information - 'Redacted' Under FOIA Section 40, Personal Information -
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	<p>'Redacted' Under FOIA Section 40, Personal Information -</p> <p>'Redacted' Under FOIA Section 40, Personal Information</p> <p>For the Agency:</p> <p>'Redacted' Under FOIA Section 40, Personal Information -</p> <p>'Redacted' Under FOIA Section 40, Personal Information</p> <p>'Redacted' Under FOIA Section 40, Personal Information -</p> <p>'Redacted' Under FOIA Section 40, Personal Information</p> <p>'Redacted' Under FOIA Section 40, Personal Information -</p> <p>'Redacted' Under FOIA Section 40, Personal Information</p> <p>'Redacted' Under FOIA Section 40, Personal Information -</p> <p>'Redacted' Under FOIA Section 40, Personal Information</p>
Guarantor(s)	N/A

Order Contract Charges (including any applicable discount(s), but excluding VAT):			
	Deliverable	Cost	Date of invoice
	1. Audience and competitor research	'Redacted' Under FOIA Section 40, Personal Information	31.01.2025
	2. Development of strategic approach	'Redacted' Under FOIA Section 40, Personal Information	28.02.2025
	3. Client liaison and management	'Redacted' Under FOIA Section 40, Personal	31.03.2025

		Information	
	4. Delivery brand assets	'Redacted' Under FOIA Section 40, Personal Information	'Redacted' Under FOIA Section 40, Personal Information 31.05.2025 'Redacted' Under FOIA Section 40, Personal Information 30.06.2025
	TOTAL (ex VAT):	£47,000.00	
Liability	<p>See Clause 11 of the Core Terms</p> <p>Estimated Year 1 Charges: 'Redacted' Under FOIA Section 40, Personal Information</p> <p>As per Clause 11:</p> <p>Each Party's total aggregate liability in each Contract Year under this DPS Contract (whether in tort, contract or otherwise) is no more than £100,000.</p> <p>Each Party's total aggregate liability in each Contract Year under each Order Contract (whether in tort, contract or otherwise) is no more than the greater of £5 million or 150% of the Estimated Yearly Charges unless specified in the Order Letter of Appointment.</p>		
Additional Insurance Requirements	N/A		
Client billing address for invoicing:	<p>Social Mobility Commission, 1 Horse Guards Road, London, SW1A 2HQ</p> <p>Please ensure the invoice has the PO number and the project reference number and is sent to</p>		

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	contact@socialmobilitycommission.gov.uk , quoting the purchase order number, contract reference number and cc'ing the Project Manager 'Redacted' Under FOIA Section 40, Personal Information
Special Terms	N/A

PROGRESS REPORT FREQUENCY

Weekly

PROGRESS MEETING FREQUENCY

Fortnightly

KEY SUBCONTRACTOR(S)

Not applicable

COMMERCIALLY SENSITIVE INFORMATION

Not applicable

SOCIAL VALUE COMMITMENT

The Agency agrees, in providing the Goods or Services and performing its obligations under the Order Contract, that it will comply with the social value commitments in Order Schedule 4 (Order Proposal)

SERVICE CREDIT CAP

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 Letter of Appointment including the Order Special Terms and Order Special Schedules.
2. *Joint Schedule 1 (Definitions and Interpretation) RM6124*
3. *The following Schedules in equal order of precedence:*
 - *Joint Schedules for RM6124*
 - o *Joint Schedule 2 (Variation Form)*
 - o *Joint Schedule 3 (Insurance Requirements)*
 - o *Joint Schedule 4 (Commercially Sensitive Information]*
 - o *Joint Schedule 10 (Rectification Plan)*
 - o *Joint Schedule 11 (Processing Data)*
 - *Order Schedules for RM6124*
 - o *Order Schedule 1 (Transparency Reports)*
 - o *Order Schedule 2 (Staff Transfer)*
 - o *Order Schedule 3 (Continuous Improvement)*
 - o *Order Schedule 20 (Order Specification)*
4. CCS Core Terms
5. *Joint Schedule 5 (Corporate Social Responsibility) RM6124*
6. *Order Schedule 4 (Proposal)* as long as any parts of the Order Proposal that offer a better commercial position for the Client (as decided by the Client) take precedence over the documents above.

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

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delivery. For the avoidance of doubt, the relationship between the Parties is non-exclusive. The Client is entitled to appoint any other agency to perform services and produce goods which are the same or similar to the Goods or Services.

FORMATION OF ORDER CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Agency agrees to enter into an Order Contract with the Client to provide the Goods or Services in accordance with the terms of this letter and the Order Incorporated Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Order Incorporated Terms. The Parties hereby acknowledge and agree that this Order 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:		For and on behalf of the Client:	
Signature:	'Redacted' Under FOIA Section 40, Personal Information	Signature:	'Redacted' Under FOIA Section 40, Personal Information
Name:	'Redacted' Under FOIA Section 40, Personal Information	Name:	'Redacted' Under FOIA Section 40, Personal Information
Role:	'Redacted' Under FOIA Section 40, Personal Information	Role:	'Redacted' Under FOIA Section 40, Personal Information
Date:	'Redacted' Under FOIA Section 40, Personal Information	Date:	'Redacted' Under FOIA Section 40, Personal Information

ANNEX A

Agency Proposal

Technical -

https://drive.google.com/file/d/1GIBBRpEmLegSSs296dCGhhpr4JU2Br2l/view?usp=drive_link

Commerical -

<https://drive.google.com/drive/folders/17oKblvTgWLCdhwNRLMpF8qFfzbHj8-me>

Annex B

Statement of Work-

This Statement of Work is issued under and in accordance with the Order Contract entered into between the parties dated 13 December 2024.

Any schedule attached to this Statement of Work will describe in detail the different types of Services to be provided under that Statement of Work. A schedule attached to this Statement of Work only applies to the relevant project to be delivered under that Statement of Work, and not to any other Statement of Work, or to the provision of the Services as a whole.

1.1 Where a Statement of Work would result in:

- a variation of the Services procured under this Order Contract;
- an increase in the Charges agreed under this Order Contract; or
- a change in the economic balance between the Parties to the detriment of the Client that is not provided for in this Order Contract, the relevant term(s) will be dealt with as a proposed Variation to this Order Contract in accordance with the Variation procedure set out in Clause 24.

Project:

a) The problem

The Social Mobility Commission (SMC) requires a new corporate identity, including visual strategy, typography, tone of voice and style guide, to help unify its public facing outputs such as reports, publications and resources. As well as its public facing communication channels, such as its website and social media channels.

This new corporate identity will support the delivery of the SMC's strategic objectives

- To change the debate on social mobility
- To provide statutory, and independent advice to policy and decision makers cross-sector, so they understand how to consider socio-economic disadvantage as part of their work
- To catalyse meaningful and measurable action by local and national government that can improve outcomes for all

It will do this by helping us to speak in a clear and consistent way across our communication channels and throughout our audience journeys. This will ensure our audience

	<ul style="list-style-type: none"> • Thinks - the SMC has interesting and engaging content, which they want to explore further • Feels - the SMC is a dynamic, authoritative and expert voice in social mobility • Does - digest reports / publications /calls to action, takes away key messages and promotes/amplifies the SMC's positions <p>b) Mandatory constraints/ services needed</p> <ul style="list-style-type: none"> • Brand development experience - experience using user research, client briefings and competitor and market analysis to develop corporate identity which will include design elements (e.g. a new logo and colour scheme) and guidelines. • Design expertise - professional design skills needed to develop new visual identity for the SMC which can be applied across its public facing products and communications • Content production - to produce specific brand elements that can be applied to the SMC's external facing communication channels, these may include assets for the SMC website, social media channels and event collateral <p>Not required</p> <ul style="list-style-type: none"> • Advice on the selection of stock images to accompany the SMC's external facing publications and communications
Project start Date Notice period for cancellation Project Notice Period:	Project Start Date - 16 December 2024 Project End Date - 30 June 2025 Notice period for cancellation - 3 month Project Notice Period - 3 month
Overarching Brand/Campaign	N/A
Goods or Services	<p>a) Requirements</p> <p>To develop a new overarching brand for the SMC and visual identity which can be implemented across the SMC's owned</p>

channels and collateral, and shared with partners to promote our work

b) Role of the agency

The appointed supplier will develop guidance and products to establish a new corporate identity for the SMC. Key deliverables that the suppliers will deliver include:

- Audience and competitor research to support project development
- Development of a strategic approach
- Delivery of brand assets (including visual and tone of voice elements)
- Delivery of style / brand guide document

The supplier will also provide creative resources to develop and deliver brand elements which can be used across the SMC's owned channels and collateral, and shared with partners.

The supplier will be required to produce deliverables in line with the project timings set out below. Proposals should demonstrate that they have accounted for internal and external stakeholder feedback with final proposals securing approval from the SMC board.

c) Management and staffing

The appointed supplier will work to a brief set out by the SMC's digital and campaigns team. The appointed supplier will be expected to attend regular status meetings with the client team as well as providing regular status updates to inform the cross SMC project plan.

Project Plan:

Deliverables	Deadline
Audience and competitor research complete	31 January 2025
Delivery of initial proposals	31 March 2025
Client sign off on new brand and identity	30 April 2025
Delivery of all brand assets to client	30 June 2025

Contract Charges:

The Client shall pay the Agency the sum of £47,000 (ex VAT) for delivery of these Services, payable as per the dates below. For the avoidance of doubt, the Contract Charges shall be inclusive of all third-party costs.

Deliverable	Cost	Date of invoice
1. Audience and competitor research	'Redacted' Under FOIA Section 40, Personal Information	31.01.2025
2. Development of strategic approach	'Redacted' Under FOIA Section 40, Personal Information	28.02.2025
3. Client liaison and management	'Redacted' Under FOIA Section 40, Personal Information	31.03.2025
4. Delivery brand assets	'Redacted' Under FOIA Section 40, Personal Information	'Redacted' Under FOIA Section 40, Personal Information 31.05.2025

		'Redacted' Under FOIA Section 40, Personal Information 30.06.2025
TOTAL (ex VAT):	£47,000.00	
Client Assets:	N/A	
International locations:	N/A	
Client Affiliates:	N/A	
Special Terms:	N/A	
Key Individuals:	'Redacted' Under FOIA Section 40, Personal Information – 'Redacted' Under FOIA Section 40, Personal Information 'Redacted' Under FOIA Section 40, Personal Information – 'Redacted' Under FOIA Section 40, Personal Information	
Authorised Agency Approver:	'Redacted' Under FOIA Section 40, Personal Information – 'Redacted' Under FOIA Section 40, Personal Information	
Authorised Client Approver:	'Redacted' Under FOIA Section 40, Personal Information – 'Redacted' Under FOIA Section 40, Personal Information	

Signed by:... **'Redacted' Under FOIA Section 40, Personal Information**

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by (print name):.....**'Redacted' Under FOIA Section 40, Personal Information**

.....

As Agency Authorised Approver for and on behalf of

MHP Group

Date.....**'Redacted' Under FOIA Section 40, Personal Information**

.....

Signed by:....**'Redacted' Under FOIA Section 40, Personal Information**

.....

by (print name):...**'Redacted' Under FOIA Section 40, Personal Information**

.....

As Client Authorised Approver for and on behalf of

Social Mobility Commission

Date.....**'Redacted' Under FOIA Section 40, Personal Information**

.....