

## 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) between CCS and the Agency, dated 1<sup>st</sup> August 2023.

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

#### ORDER:

<b>Order Number:</b>	GSS23447
<b>From:</b>	UK Research and Innovation Polaris House, North Star Avenue, Swindon Wiltshire SN2 1FL
<b>To:</b>	Copper Consultancy Limited, Third Floor South 49 Carnaby Street W1F 9PY
<b>Order Start Date:</b>	1 <sup>st</sup> August 2023
<b>Order Expiry Date:</b>	31 <sup>st</sup> May 2024
<b>Order Initial Period:</b>	9 months
<b>Order Optional Extension Period:</b>	N/A
<b>Goods or Services required:</b>	Goods or 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. Subsequent calls for Goods or Services shall be priced and agreed using the Statement of Works form as per Annex B of this Letter of Appointment.

DPS Schedule 6 (Letter of Appointment and Order Schedules)  
 Crown Copyright 2021

<b>Key Staff:</b>	<b>For the Client:</b>   <b>For the Agency:</b> 
<b>Guarantor(s)</b>	N/A
<b>Order Contract Charges (including any applicable discount(s), but excluding VAT):</b>	The total value of the contract is £90,000.00 excluding VAT. Payment terms: Indicative payments schedule:  October 2023 - £30,000 January 2024 - £30,000 March – 2024 - £20,000 May 2024 - £10,000
<b>Liability</b>	<b>See Clause 11 of the Core Terms</b> <b>Estimated Year 1 Charges:</b>
<b>Additional Insurance Requirements</b>	N/A
<b>Client billing address for invoicing:</b>	All invoices should be sent, quoting a valid purchase order number (PO Number) provided by UKRI, to: UKRI C/O UK Shared Business Services Ltd, Polaris House, North Star Avenue, Swindon, SN2 1UH.
<b>Special Terms</b>	N/A

**DPS Schedule 6 (Letter of Appointment and Order Schedules)**  
 Crown Copyright 2021

**PROGRESS REPORT FREQUENCY**

**Monthly**

**PROGRESS MEETING FREQUENCY**

**Monthly**

**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*
    - *Joint Schedule 2 (Variation Form)*
    - *Joint Schedule 3 (Insurance Requirements)*
    - *Joint Schedule 4 (Commercially Sensitive Information)*
    - *Joint Schedule 6 (Key Subcontractors)*
    - *Joint Schedule 10 (Rectification Plan)*
    - *Joint Schedule 11 (Processing Data)*
  - *Order Schedules for RM6124*
    - *Order Schedule 1 (Transparency Reports)*
    - *Order Schedule 2 (Staff Transfer)*
    - *Order Schedule 3 (Continuous Improvement)*
    - *Order Schedule 5 (Pricing Details)*
    - *Order Schedule 7 (Key Supplier Staff)*
    - *Order Schedule 8 (Business Continuity and Disaster Recovery)*
    - *Order Schedule 9 (Security)*
    - *Order Schedule 15 (Order Contract Management)*
    - *Order Schedule 20 (Order Specification)*
    -
4. CCS Core Terms

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

Crown Copyright 2021

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 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.

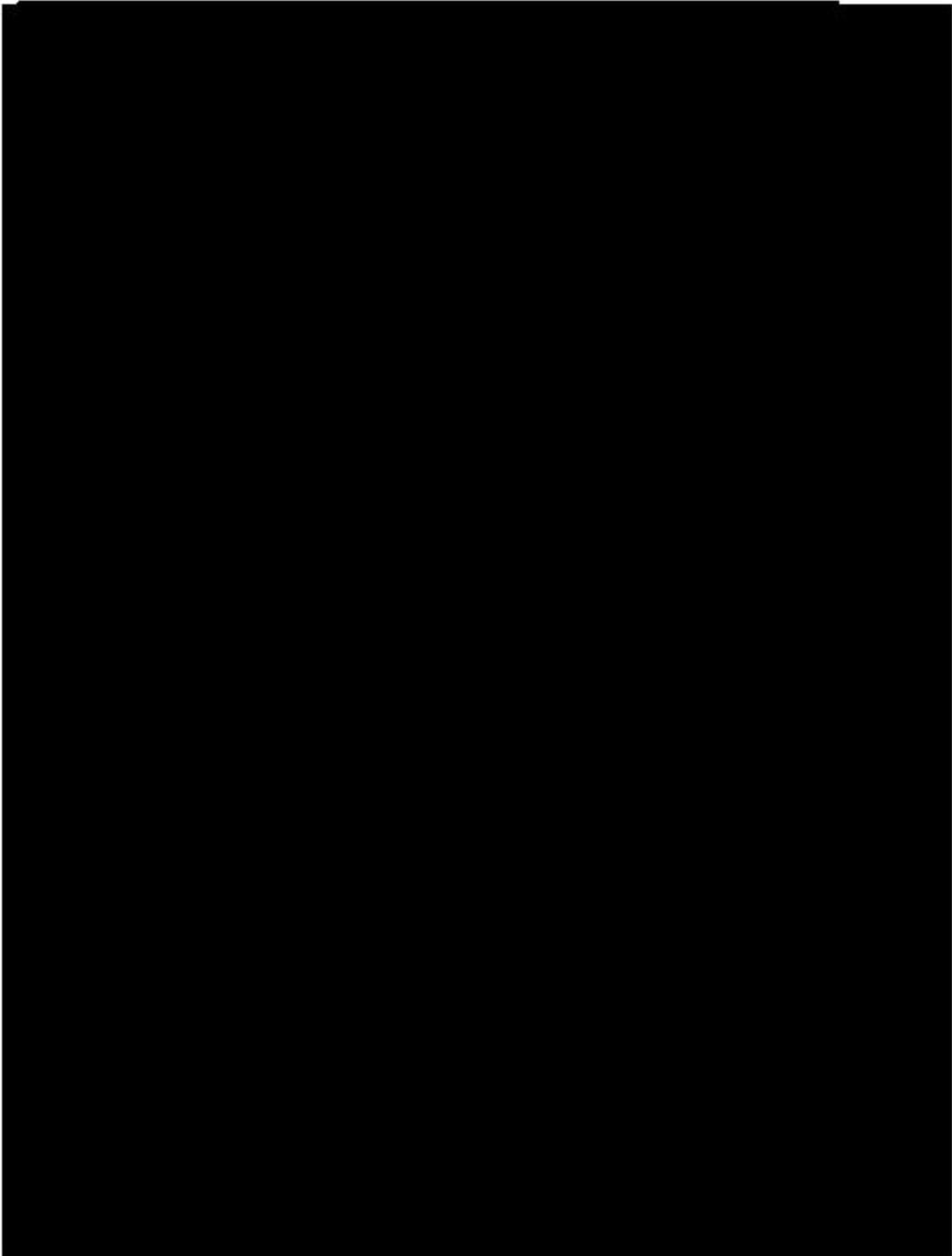
The Parties hereby acknowledge and agree that they have read this letter and the Order Incorporated Terms. The Parties hereby acknowledge and agree that this Order Contract shall be formed when the Client acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Agency within two (2) Working Days from such receipt.

<b>For and on behalf of the Agency:</b>	<b>For and on behalf of the Client:</b>
Signature:	
Name:	
Role:	
Date:	

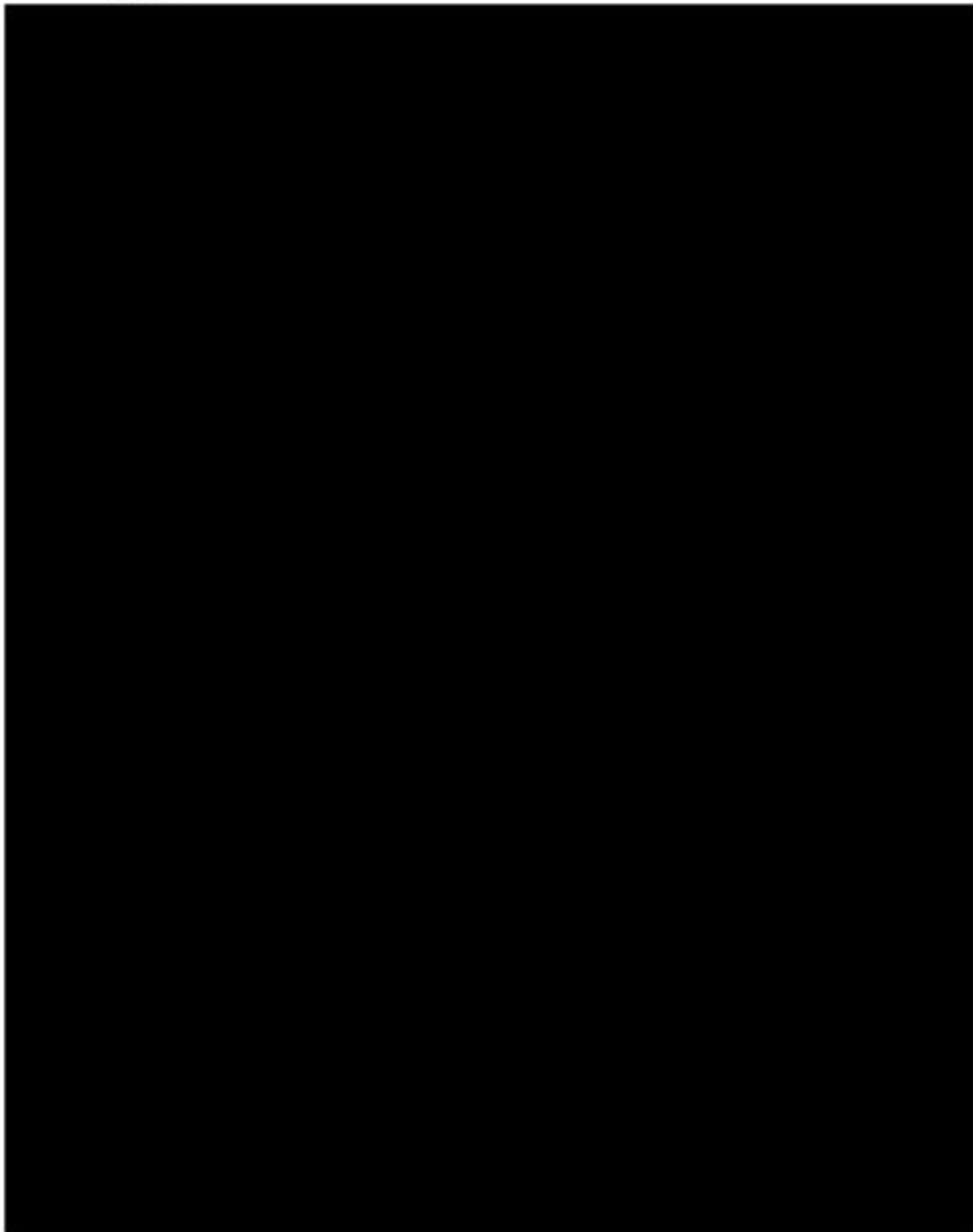
**DPS Schedule 6 (Letter of Appointment and Order Schedules)**  
Crown Copyright 2021



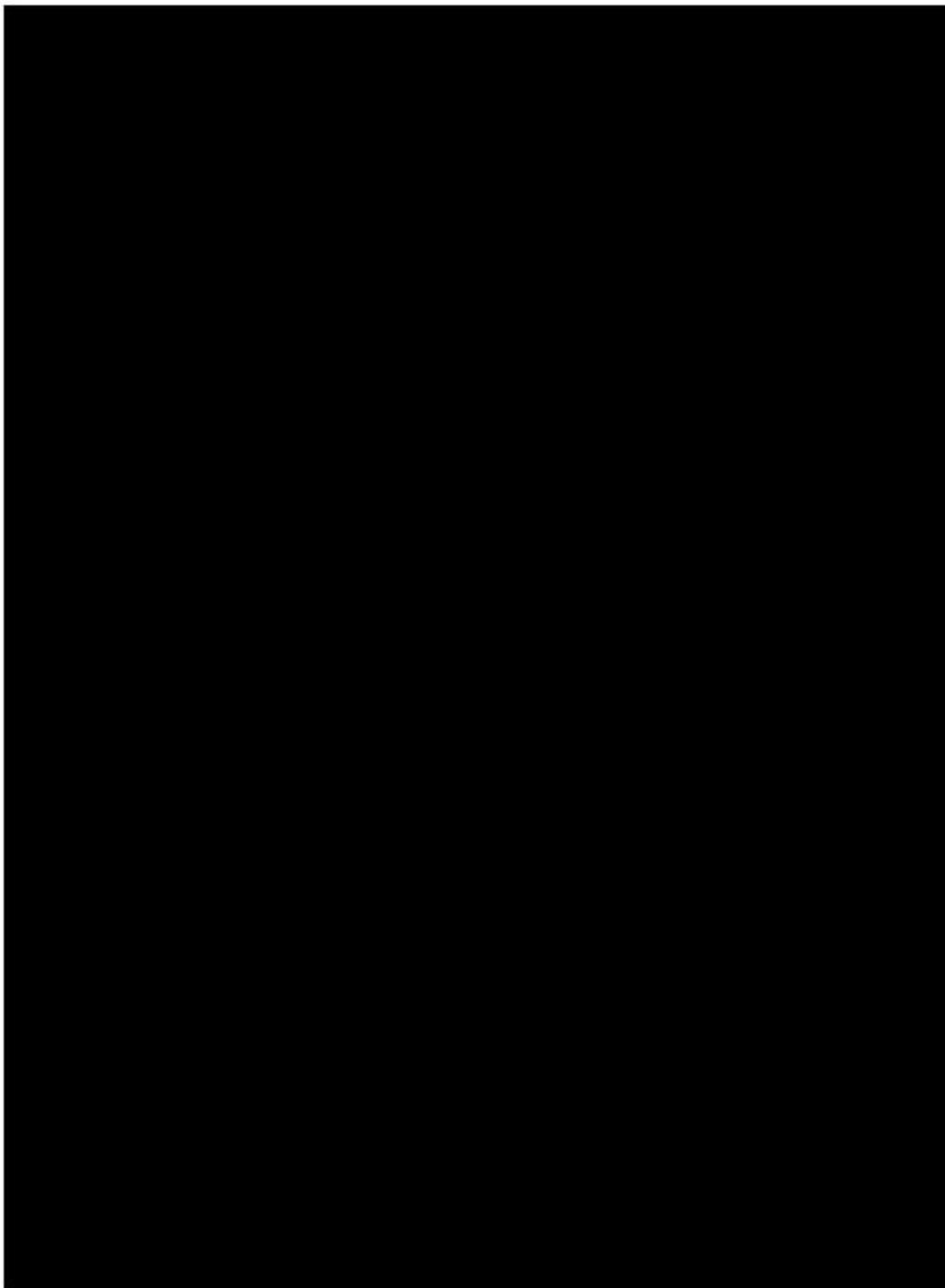
**DPS Schedule 6 (Letter of Appointment and Order Schedules)**  
Crown Copyright 2021



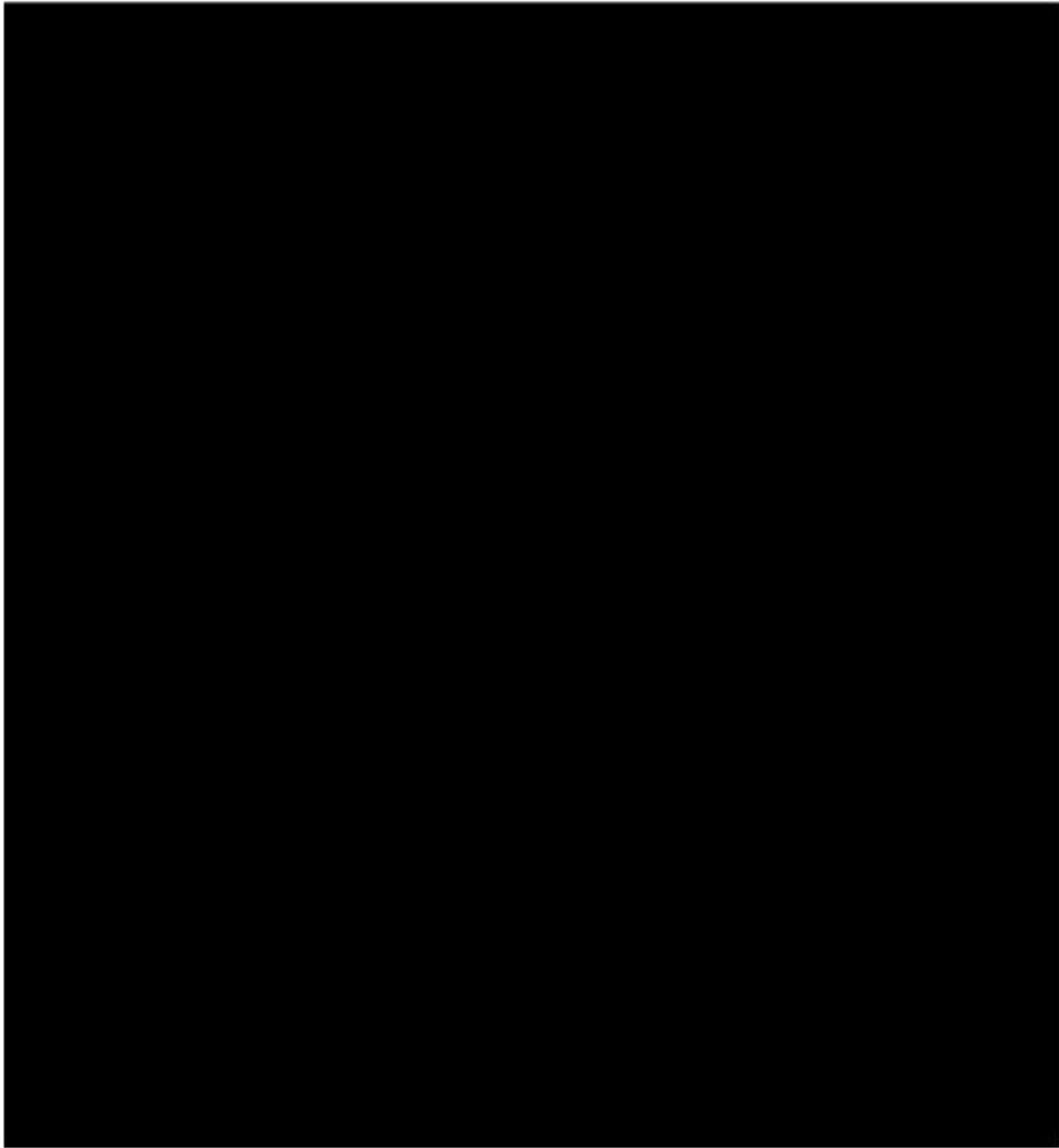
**DPS Schedule 6 (Letter of Appointment and Order Schedules)**  
Crown Copyright 2021



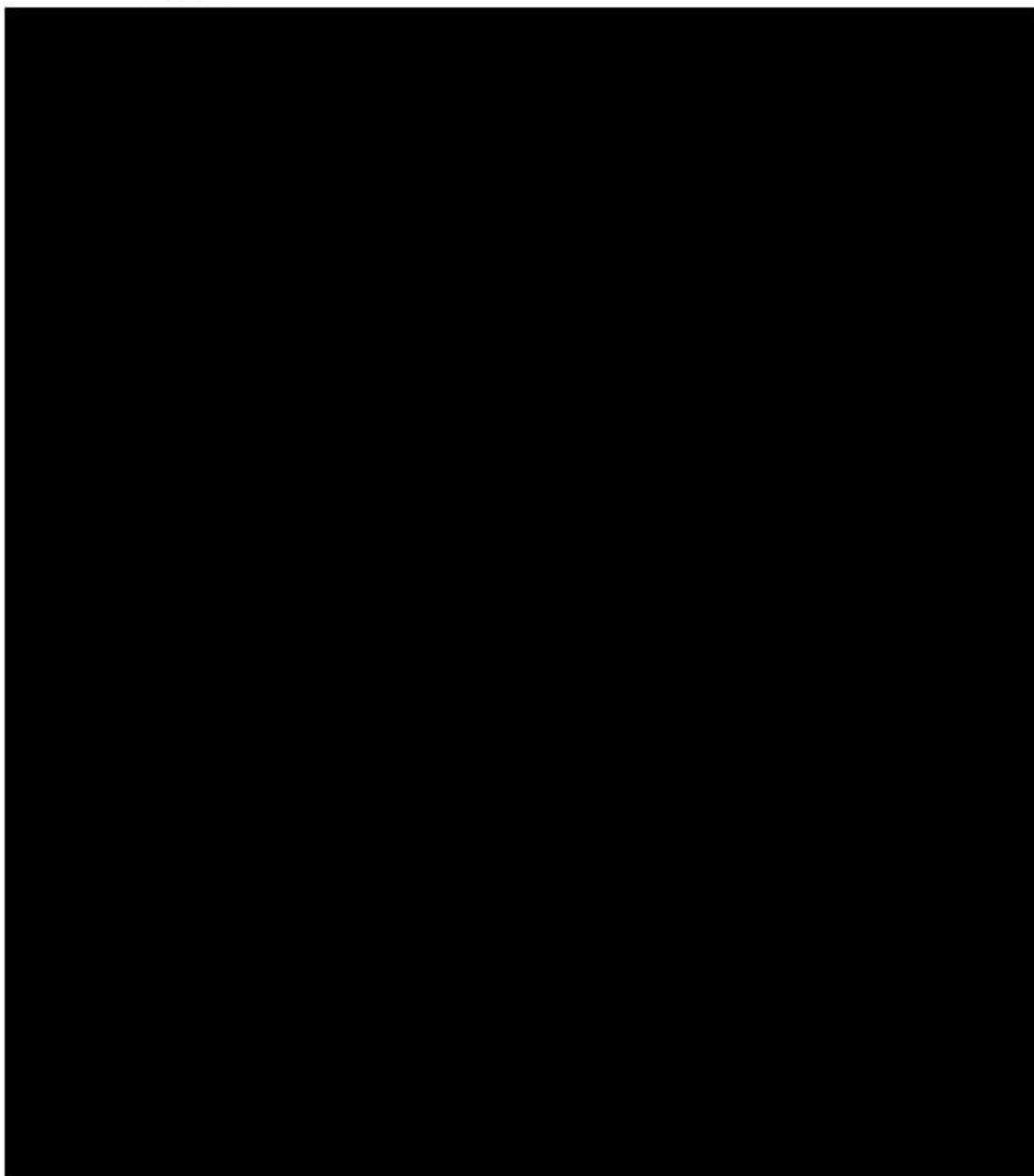
**DPS Schedule 6 (Letter of Appointment and Order Schedules)**  
Crown Copyright 2021



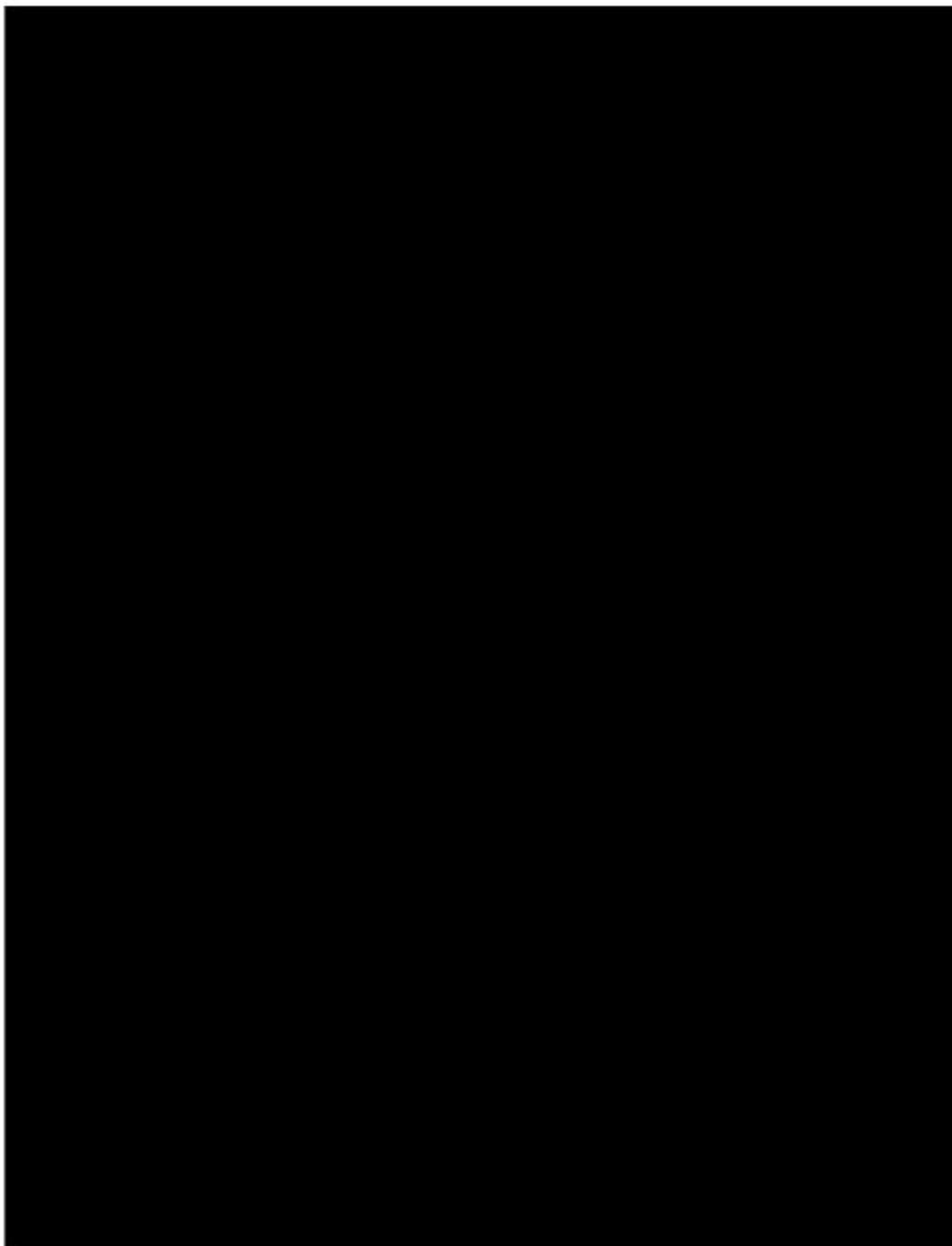
**DPS Schedule 6 (Letter of Appointment and Order Schedules)**  
Crown Copyright 2021



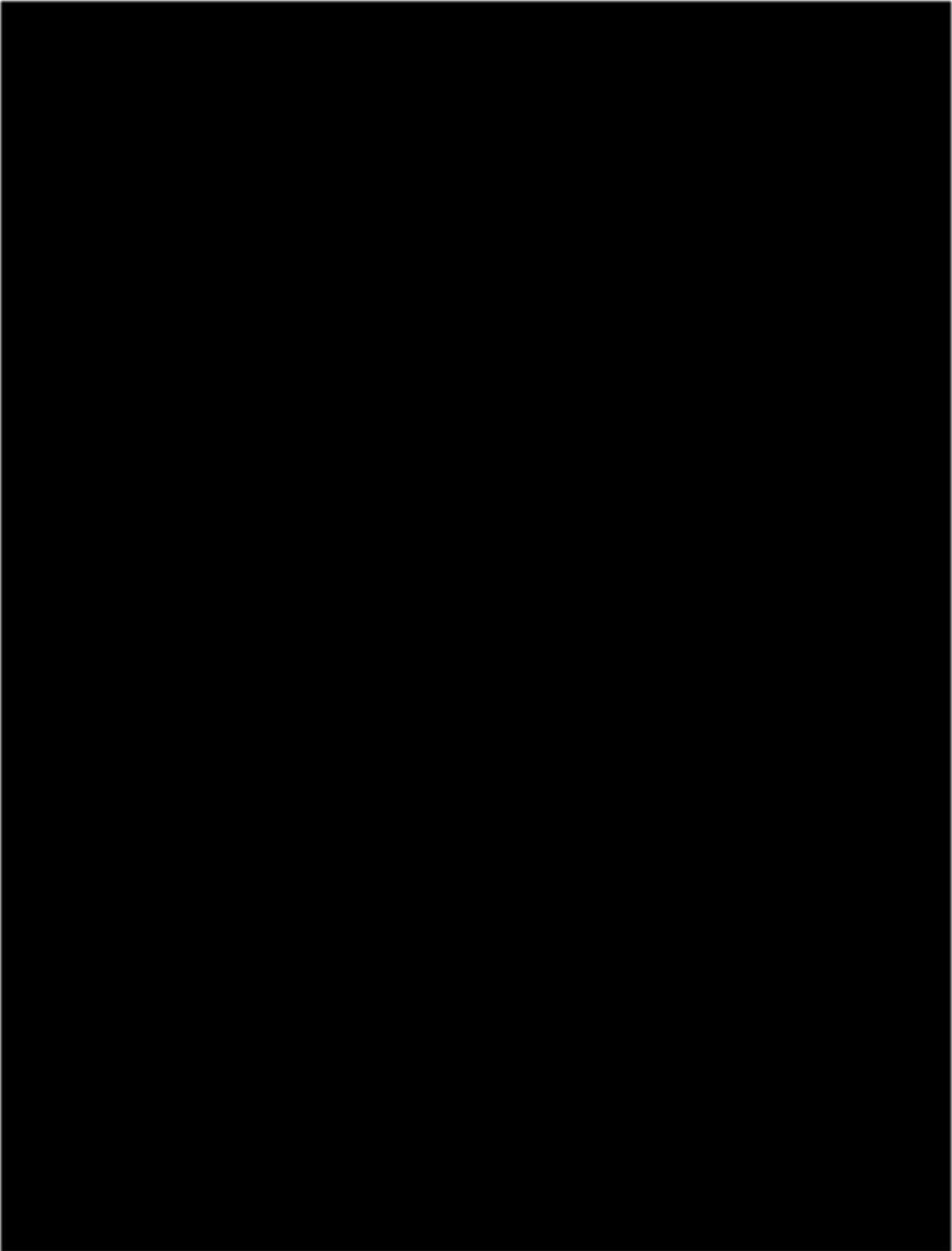
**DPS Schedule 6 (Letter of Appointment and Order Schedules)**  
Crown Copyright 2021



**DPS Schedule 6 (Letter of Appointment and Order Schedules)**  
Crown Copyright 2021



**DPS Schedule 6 (Letter of Appointment and Order Schedules)**  
Crown Copyright 2021



**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 1<sup>st</sup> August 2023.**

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:**

The purpose of this work is to implement the Industrial Decarbonisation Challenge's (IDC) Communications and Engagement Strategy and provide additional communications support where required.

The aim is to enhance, implement and manage communication activities to achieve the aims of the IDC Communications and Engagement strategy.

The successful supplier will demonstrate a thorough understanding of Industrial Decarbonisation, the IDC programme, its stakeholders and the policy environment. They will work closely with the IDC team and will be expected to provide a clear schedule of communication activities for the duration of the contract.

**Project start Date**

The contract is a fixed term contract

Start date is 1<sup>st</sup> August 2023 and shall expire on 31<sup>st</sup> May 2024.

**Notice period for cancellation**

N/A

**Project Notice Period:**

N/A

**Overarching  
Brand/Campaign**

Not Applicable

**Goods or Services**Outputs and Expectations

The successful supplier will demonstrate a thorough understanding of Industrial Decarbonisation, the IDC programme, its stakeholders and the policy environment. They will work closely with the IDC team and will be expected to provide a clear schedule of communication activities for the duration of the contract including those set out below. These are expected activities and any further activities identified as supportive to the achievement of the aims by the bidders should be included in the tender and therefore price. Any additional activities being proposed by bidders should be clearly outlined in the proposal and included in the pricing structure. The Challenge has a Communications and Engagement Strategy that will be shared with the successful agency. However, the core elements have been provided below. The IDC welcomes suggestions from bidders on how this could be enhanced as the challenge moves towards close out in March 2024.

**Monitoring & amplification of IDC project communications activities**

- Monthly meeting with project partners to create a forward look at upcoming project communications to amplify updates and successes coming from IDC projects alongside IDC Communications Business Partner.
- Use the forward look to build into Social Media posts planning, press releases or other identified suitable communications activity.

**Social Media – Management and content creation**

- Growth, management and administration of IDC LinkedIn Page – including but not limited to; promotion of project and industry events, IDC success stories, project success stories, policy updates, Thought Leadership (TL) pieces, videos, podcasts.
- Analyse and report on metrics from the page.
- Authoring of social media posts – Minimum of 1 per week
- Growth, management and administration of IDC LinkedIn Group – including but not limited to; leading and stimulating discussions on agreed topics, ensuring alignment with IDC Knowledge Sharing events, capture valuable outputs from the group.

Measure and report on success of group activities.

- Content creation – creation of assets including posts, social media cards, infographics, case studies and blogs (Max 4)
- Design and implementation of social media exit strategy ensuring legacy of IDC
- Storage of the data in a format that can be transferred to the IDC team to evidence the IDC benefits and evaluation metrics e.g. Shared SharePoint site

#### **Video creation support:**

- Planning, liaising with videographers and projects, review and feedback.

#### **Thought Leadership – Creation and promotion**

- Development of a calendar of TL Articles
- Author TL pieces on behalf of IDC staff – 1 per month
- Promote TL pieces to relevant media titles and post this content on IDC and UKRI channels as agreed

#### **Press Releases**

- Authoring and releasing press releases – Minimum of 4

#### **IDC Events – Maximum of 4**

- Event project management; overseeing the planning and delivery of IDC events. This will include assisting with planning and co-ordinating IDC events liaising with IDC Team and IDC Communications Business Partner.
- These are planned to be one day in-person attendance at the event/s (One event confirmed location in London, others will be UK based with actual location to be confirmed) and support with execution of the event, photography, live streaming to our LinkedIn page.
- Promotion of IDC events, including and promoting writing press releases/blogs/social media posts, pre, during and post events

- Produce content for event brochures, QR codes, banners, media wall etc. for creation by UKRI creative services teams.
- Securing media coverage to IDC events and inviting media to attend

**Identification of key moments/awareness days/industry events**

- Identification of key moments relevant to the Industrial Decarbonisation challenge
- Help in the promotion of event marketing for events that the IDC team is participating in through social media channels
- Using the third party event channels to promote our work via blogs, newsletters, articles etc

**Miscellaneous**

- Support with video creation including script writing for videos, review and feedback.
- Script writing for podcast interviews and securing podcast opportunities
- Plan and implement a programme of engagement with identified regional audiences. Including business and enterprise, local authorities and political sectors, and education or STEM outreach
- Identify and disseminate speaking opportunities, panel events or government interactions for the IDC Team and projects get involved with.

There may be occurrences where communications activities haven't all been captured in the above due to unknown circumstances occurring e.g., movement in government policy therefore additional communications requests may be raised by the IDC Team to adapt to changes in the environment we operate.

The IDC audience is broken down into three Tiers:

- Tier 1 – Stakeholders within industrial clusters
- Tier 2 – National industry, Academia, Government and Public Bodies, Investment Community
- Tier 3 – The general public in industrial cluster regions

**Further Requirements**

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

Crown Copyright 2021

The supplier will provide communications advice and guidance to the IDC team on an adhoc basis where required.

The supplier will measure and report on the impact of the communications pieces and adjust activities to ensure maximum benefit from activities. This will include qualitative perception interviews with deployment project partners towards the end of the programme (dates tbc) building on previous interviews conducted when the strategy was designed and then in the first phase of implementation.

The supplier will design a communication and engagement exit strategy for agreement by the IDC Team.

The supplier will obtain relevant sign off for all activities before producing or publishing anything from IDC including any social media posts

The supplier must be flexible and responsive to change in activities

The supplier will adhere to provided branding guidelines

The successful supplier must hold, as minimum, weekly progress reviews with the IDC client team and hold a planning meeting within the first two weeks of contract commencement to develop and agree the plan

100% of collateral produced must be in an accessible format and available for editing should it be required.

Remain within the tendered budget for the work

Conclude all work to an accepted quality standard defined by the IDC Team.

Conclude all work as set out in the plan at the outset of the contract, any adjustments to be mutually agreed.

Resourcing levels during key periods of work e.g. in the run up to events and the end of the programme to remain constant throughout with limited attrition (though reasonable staff holiday commitments are acceptable exceptions)

100% attendance, when required and subject to notice being given, at programme meetings or progress update sessions

The supplier will agree and ensure enough time for the IDC team to review and approve any draft communications materials.

**Project Plan:**

Key calendar events and opportunities, including but not limited to:

**DPS Schedule 6 (Letter of Appointment and Order Schedules)**  
 Crown Copyright 2021

	
<b>Contract Charges:</b>	<p>The total value of the contract is £90,000.00 excluding VAT.</p> <p>Payment terms: Indicative payments schedule:</p> <p>October 2023 - £30,000          January 2024 - £30,000          March – 2024 - £20,000          May 2024 - £10,000</p> <p>All rates should be less than the maximum rates set out in the Agency rate card submitted as part of the original framework evaluation as set out in Framework Schedule 3.</p>
<b>Client Assets:</b>	<ul style="list-style-type: none"> <li>• IDC Communications and Engagement Strategy</li> <li>• Relevant material relating to the work of the IDC for the use of communication, engagement and event purposes e.g. IDC Annual Report.</li> </ul>
<b>International locations:</b>	<p>Not Applicable</p>
<b>Client Affiliates:</b>	<ul style="list-style-type: none"> <li>• Department of Energy Security and Net Zero (DESNZ)</li> <li>• Innovate UK</li> </ul>
<b>Special Terms:</b>	<p>N/A</p>
<b>Key Individuals:</b>	<p><i>Set out details of the key personnel from the Agency for this Project if relevant.</i></p> 

DPS Schedule 6 (Letter of Appointment and Order Schedules)  
Crown Copyright 2021

**Authorised  
Agency Approver:**

**Authorised Client  
Approver:**


<i>Set out details of the person(s) who have the authority to agree day to day decisions on behalf of Client for this Project.</i>