

RM6123 - MEDIA SERVICES - LOT 1

LETTER OF APPOINTMENT

United Kingdom Research and Innovation
Polaris House,
North Star Avenue,
Swindon,
Wiltshire.
SN2 1FF

Dear Sir or Madam

Letter of Appointment

This letter of Appointment is issued, in accordance with the provisions of the Framework Agreement (RM6123) between CCS and the Agency, dated 14th December 2021.

Capitalised terms and expressions used in this letter have the same meanings as in the Call-Off Terms unless the context otherwise requires.

Order Number:	GSS23023
From:	United Kingdom Research and Innovation ("Client")
То:	OMD Group Ltd ("Agency")

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Effective Date:	13th March 2023
Expiry Date:	End date of Initial Period 12th March 2024 End date of Maximum Extension Period: Not applicable Minimum written notice to Agency in respect of extension: Not applicable
Services required:	The services required (the "Services") and agreed to be delivered are set out in three sections, below: (1) general services applicable to all Appointments; (2) Lot Specific Services for the applicable Lot(s); and (3) any Special Requirements. 1. For all Appointments: the services of a general nature set out in the General Services Requirements Specification as set out in the Framework Agreement Appendix A - General Requirements Services Specification, attached as Annex A to this Letter. 2. Lot Specific Services: as set out in the Framework Agreement (Appendix B1 - Lot 1 Scope & Specification) attached as Annex B. 3. Special Requirements (if any): Not applicable The Services descriptions shall be read in the context of the Client Brief which shall apply as per the Call-Off Terms, attached as Annex C. The Services shall be provided in accordance with the Agency Proposal, attached as Annex D.



applicable Special Terms	This Letter of Appointment shall be subject to the Framework Agreement Schedule 4B Part 2: Annex B1 Call-Off Terms, as set out in Annex E, and any agreed special terms which shall be set out here:
	N/A

Key Individuals:	
[Guarantor(s)]	N/A

The Client shall pay the sums set out in the Agency Proposal, which are payable in accordance with Framework Schedule 3 - Charging Structure, Part B and Part C, attached as Annex F.
 Charges will be inclusive of all expenses but exclusive of VAT.
This Call-Off Contract shall be valued at £50,000.00 with no guarantee of spend value or volume of orders.

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Insurance Requirements	The Agency shall hold and maintain insurances as detailed in FRAMEWORK AGREEMENT Clause 10.8.
Client billing address for invoicing:	UK Shared Business Services Ltd Queensway House West Precinct BILLINGHAM TS23 2NF
Client billing address for international media invoicing (applicable only to Lot 1):	UK Shared Business Services Ltd Queensway House West Precinct BILLINGHAM TS23 2NF
International Billing Option (applicable only to Lot 1):	The Agency will invoice as set out in Clause 11.13 of the Call-Off Terms according to Option 1 - UK Client to UK Agency.
Alternative and/or additional provisions:	Not used

Data Sharing

The Government Communications Service (GCS) is investing in data capabilities to drive delivery of modern communications across government. Transparent data sharing across GCS member organisations is fundamental to this, and a cross-government Data Sharing Framework was agreed by the Directors of Communication in July 2020. By bringing traditional marketing analytics and target audience insights together with other relevant government data sources, GCS is delivering

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valuable, aggregated insights to support campaign planning, reporting and evaluation across government, building on our shared learning for better insights.

Benefits of transparent data sharing with GCS include the continued delivery of the GCS Quarterly Benchmarking Report, thereby providing important insights across government bodies to support campaign teams, based on historical government campaign performance. The data shared by clients with GCS at the Cabinet Office may include but is not limited to: third-party marketing data; campaign insights; web analytics and organic social media data; at both aggregated and log levels. This does not include personal data, and personal data is not sought.

In accordance with this approach, by indicating your consent below, you acknowledge and agree that the Agency may share certain data relating to this Call-Off Contract with GCS at the Cabinet Office (or any future named entity which has the same function).

Agency to agree by printing representative's name here:	
Client to agree by printing representative's name here:	



FORMATION OF CALL-OFF CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Agency agrees to enter a Call-Off Contract with the Client to provide the Services in accordance with the terms of this letter and the Call-Off Terms (set out below in Annex E).

The Parties hereby acknowledge and agree that they have read this letter and the Call-Off

The Parties hereby acknowledge and agree that this Call-Off 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.

Date:

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Date: 27/02/2023