



10 Principles for the new Campaign Solutions Agreement

1. Our agreement will reflect the current and future needs of the Government's Communication Service to deliver effective campaigns that are demonstrably efficient.
2. It should reflect our need for fast-moving, digital and PR focused campaigning as well as behaviour change campaigns.
3. It will include small and large agencies from across the UK not just Greater London, as well as agencies capable of delivering international campaigns.
4. We will be able to deliver at pace without comprising quality.
5. There should be no need to carry multiple tenders for the same campaign project
6. The lowest price should not be more important than the best idea; bad ideas are expensive
7. We want strategies and campaigns that demonstrate measurable effectiveness in terms of outcomes, not just outputs.
8. Communications professionals must take direct responsibility for communications procurement and should be trained appropriately – clients get the agencies they deserve
9. We will keep process and paperwork to a minimum and use plain English throughout.
10. Agencies are partners, not just suppliers – we will consult and collaborate properly at all times.