Received by NSD/FARA Registration Unit 08/30/2023 5:12:08 PM

OMB No. 1124-0006; Expires July 31, 2023

U.S. Department of Justice
Washington, DC 20530

Exhibit A to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .22 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant
Brunswick Group LLC

2. Registration Number
6826

3. Primary Address of Registrant
1114 Avenue of the Americas, 24th Floor, New York, NY 10036

4. Name of Foreign Principal
London Legacy Development Corporation

5. Address of Foreign Principal
Level 9, Five Endeavour Square, Westfield Avenue
London, United Kingdom
UNITED KINGDOM E20 1JN

6. Country/Region Represented
UNITED KINGDOM

7. Indicate whether the foreign principal is one of the following:

- ☐ Government of a foreign country [1]
- ☐ Foreign political party
- ☒ Foreign or domestic organization: If either, check one of the following:
  - ☐ Partnership
  - ☒ Corporation
  - ☐ Association
  - ☐ Committee
  - ☐ Voluntary group
  - ☐ Other *(specify)* _____
- ☐ Individual-State nationality _____

8. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant

b) Name and title of official(s) with whom registrant engages

1 "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

Received by NSD/FARA Registration Unit 08/30/2023 5:12:08 PM

9. If the foreign principal is a foreign political party, state:

a) Name and title of official(s) with whom registrant engages

b) Aim, mission or objective of foreign political party

10. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

The London Legacy Development Corporation is an organization that was established in 2012, replacing the Olympic Park Legacy Company and the planning powers of the Olympic Delivery Authority. It was formed as a mayoral development corporation under the powers of the Localism Act 2011. It delivers the legacy of the Olympic Games, hosted by London in 2012, which includes overseeing the construction and delivery of East Bank - a new cultural quarter located in the Queen Elizabeth Olympic Park.

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal	Yes ☒ No ☐
Owned by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Directed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Controlled by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Financed by a foreign government, foreign political party, or other foreign principal	Yes ☒ No ☐
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒

11. Explain fully all items answered "Yes" in Item 10(b).

Item 10(b) Supervised: The London Legacy Development Corporation is an organization that was established in 2012, replacing the Olympic Park Legacy Company and the planning powers of the Olympic Delivery Authority. It was formed as a mayoral development corporation under the powers of the Localism Act 2011.

Item 10(b) Financed: The London Legacy Development Corporation's net capital expenditure, where not funded by capital grant, is funded by capital borrowings from the Greater London Authority, which is overseen by the Mayor of London.

12. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

The London Legacy Development Corporation ("LLDC") was formed as a mayoral development corporation under the powers of the Localism Act 2011. LLDC's net capital expenditure, where not funded by capital grant, is funded by capital borrowings from the Greater London Authority, which is overseen by the Mayor of London.

Received by NSD/FARA Registration Unit 08/30/2023 5:12:08 PM

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
08/30/2023	Kavitha Reddy	/s/Kavitha Reddy

Received by NSD/FARA Registration Unit 08/30/2023 5:12:08 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:08 PM

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
Aug. 30, 2023	Kavitha Reddy	Kavitha Reddy

Received by NSD/FARA Registration Unit 08/30/2023 5:12:08 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

OMB No. 1124-0004; Expires July 31, 2023

U.S. Department of Justice

Washington, DC 20530

Exhibit B to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov .

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration Number
Brunswick Group LLC	6826

3. Name of Foreign Principal
London Legacy Development Corporation

Check Appropriate Box:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. What is the date of the contract or agreement with the foreign principal? 07/24/2023

8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Brunswick has been engaged to lead a communications campaign aimed at raising the profile of East Bank with key sector stakeholders and audiences both nationally and internationally.

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Brunswick has been engaged to lead a communications campaign aimed at raising the profile of East Bank with key sector stakeholders and audiences both nationally and internationally.

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act[1].

Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Preparation of informational materials, including press kits, emails, and conversations with certain members of the press, in order to support the opening of East Bank and the partner institutions within the development. This may include outreach to the U.S. media.

11. Prior to the date of registration[2] for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes ☐ No ☒

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

12. During the period beginning 60 days prior to the obligation to register[3] for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes ☐ No ☒

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value

13. During the period beginning 60 days prior to the obligation to register[4] for this foreign principal, has the registrant disbursed or expended monies, or disposed of anything of value other than money, in connection with activity on behalf of the foreign principal or transmitted monies to any such foreign principal?

Yes ☐ No ☒

If yes, set forth below in the required detail an account of such monies or things of value.

Date	Recipient	Purpose	Amount/Thing of Value

1 "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

2,3,4 Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
08/30/2023	Kavitha Reddy	/s/Kavitha Reddy

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
Aug. 30, 2023	Kavitha Reddy	Kavitha Reddy

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

LONDON LEGACY DEVELOPMENT CORPORATION

PROFESSIONAL SERVICES CONTRACT
(SHORT FORM)

for the provision of

East Bank
Public Relation Support Services

PROTECT - COMMERCIAL

Version 5: December 2019

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

THIS CONTRACT for the provision of services is made **BETWEEN:**

(1) **LONDON LEGACY DEVELOPMENT CORPORATION** of Level 9, Five Endeavour Square, Westfield Avenue, London E20 1JN (the **"Legacy Corporation"**); and

(2) The party named as "Service Provider" in the Contract Particulars (the **"Service Provider"**);

each one of them a "**Party**", and together the "**Parties**".

1. **DEFINITIONS AND INTERPRETATION**

In this Contract:

1.1 the following words and expressions shall have the following meanings unless the context otherwise requires:

"Anti-Bribery Laws"	any and all statutes, statutory instruments, bye-laws, orders, directives, treaties, decrees and laws (including any common law, judgment, demand, order or decision of any court, regulator or tribunal) which relate to anti-bribery and/or anti-corruption, including the Bribery Act 2010.
"Anti-Slavery Policy"	a policy implemented by the Service Provider which sets out the procedures the Service Provider has put in place to comply with section 54 of the Modern Slavery Act 2015 and any guidance issued by the Secretary of State under section 54 of that Act;
"Business Day"	a day that is not a Saturday, Sunday or public or bank holiday in England.
"Cessation Plan"	a plan agreed between the Parties or determined by the Legacy Corporation pursuant to clause 14 to give effect to a Declaration of Ineffectiveness;
"Charges"	the charges payable by the Legacy Corporation in consideration of the Services as set out in the Contract Particulars.
"Confidential Information"	all information in respect of the business of the Legacy Corporation including know-how and other matters connected with the Services, information concerning the Legacy Corporation's relationships with actual or potential clients, customers or suppliers and the needs and requirements of the Legacy Corporation and of such persons and any other information which, if disclosed, will be liable to cause harm to the Legacy Corporation.
"Contract Particulars"	the details contained in **Schedule 1** of this Contract which the parties have agreed will apply in respect of this Contract where the context so allows.
"Declaration of Ineffectiveness"	a declaration of ineffectiveness in relation to this Contract made by a Court of competent jurisdiction pursuant to Regulation 47J of the Public Contracts Regulations 2006;
"Deliverables"	without prejudice to the generality of the obligation to provide the Services in accordance with this Contract, all documents, products and materials developed by the Service Provider or its agents, contractors and employees as part of or in relation to the Services in any form or media, including without limitation drawings, maps, plans, diagrams, designs, pictures, computer programs, data, specifications and reports (including drafts)., and as more particularly set out in the Contract Particulars.
"Data Protection Legislation"	means: (a) the Regulation (EU) 2016/679 on the protection of natural persons with regard to the Processing of personal data and on the free movement of such data; (b) Directive (EU) 2016/680 (the Law Enforcement Directive);

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

(c) any legislation in force from time to time in the United Kingdom relating to privacy and/or the Processing of Personal Data, including but not limited to the Data Protection Act 2018;

(d) any statutory codes of practice issued by the Information Commissioner in relation to such legislation; and

(e) the Privacy and Electronic Communications (EC Directive) Regulations 2003.

"End Date" the date upon which this Contract will cease to be in effect, as set out in the Contract Particulars, or if earlier, the date upon which termination of this Contract becomes effective.

"FOI Legislation"

(a) the Freedom of Information Act 2000;

(b) the Environmental Information Regulations 2004; or

(c) any applicable guidance or directions relating to the disclosure of information with which the Legacy Corporation is bound to comply;

"Insolvent" the Service Provider is Insolvent where it:

(a) gives notice under section 84 Insolvency Act 1986 of, or proposes or passes a resolution for, its winding up or in the case of a limited liability partnership proposes or determines that it will be wound up;

(b) has a winding up petition based upon a petition debt presented against it;

(c) has a winding-up order or a notice of striking off made in respect of it;

(d) has an administration order or an application for an administration order made in respect of it; or

(e) has a notice of appointment of an administrator or a notice of intention to appoint an administrator filed in respect of it at any court;

(f) proposes, makes or is subject to:

(i) a company voluntary arrangement;

(ii) a composition with its creditors generally;

(iii) an application to a court of competent jurisdiction for protection from its creditors generally; or

(iv) a scheme of arrangement under Part 26 Companies Act 2006;

(g) has a receiver or a provisional liquidator appointed over any of its assets, undertaking or income;

(h) ceases to trade or appears, in the reasonable opinion of the Legacy Corporation, to be likely to cease to trade;

(i) is the subject of anything analogous to the foregoing under the laws of any applicable jurisdiction.

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

"Intellectual Property Rights"	all intellectual and industrial property rights including patents, know-how, registered trade marks, registered designs, utility models, applications for and rights to apply for any of the foregoing, unregistered design rights, unregistered trade marks, rights to prevent passing off for unfair competition, copyright, database rights, topography rights and any other rights in any invention, discovery or process, in each case in the United Kingdom and all other countries in the world and together with all renewals and extensions.
"Key Dates"	without prejudice to the generality of the obligation to provide the Services in accordance with this Contract, the key programme dates and milestones to be reached in the performance of the Services as set out in the Contract Particulars.
"Olympic Movement"	includes the British Olympic Association, the International Olympic Committee, other National Olympic Committees, the London Organising Committee of the Olympic Games and any other organising committee of Olympic Games, any Olympic team, and any other person or entity who is recognised by or required to comply with the Olympic Charter (as published by the International Olympic Committee from time to time).
"Personal Data"	has the meaning given to it in Data Protection Legislation;
"Processing"	has the meaning given to it in Data Protection Legislation and **"Process"** **"Processes"** and **"Processed"** will be construed accordingly;
"Public Procurement Termination Event"	if a court determines that one or more of the circumstances described in regulation 73(1) of the Public Contracts Regulations 2015 has occurred;
"Representatives"	the persons named as the Service Provider Representative and the Legacy Corporation Representative respectively in the Contract Particulars.
"Request for Information"	a request for information made to the Legacy Corporation by a third party pursuant to the FOI Legislation.
"Services"	any services of the type set out in the Contract Particulars which the Service Provider shall supply to the Legacy Corporation (including any of them or any part of them) under this Contract.
"Specification"	in relation to the Services, the technical specifications and documents detailing the requirements of the Services; all preparatory, design and development materials which relate to the Services; all information of any description which explains how the Services will be performed.
"Start Date"	the commencement date of this Contract as set out in the Contract Particulars.

1.2 all headings are for ease of reference only and shall not affect the construction or interpretation of this Contract;

1.3 unless the context otherwise requires:

1.3.1 references to the singular include the plural and vice versa and references to any gender include every gender; and

1.3.2 references to a "person" include any individual, body corporate, association, partnership, firm, trust, organisation, joint venture, government, local or municipal authority, governmental or supra-governmental agency or department, state or agency of state or any other entity (in each case whether or not having separate legal personality);

1.4 references to any statute or statutory provision shall include any subordinate legislation made under it and shall be construed as references to such statute, statutory provision and/or subordinate legislation as modified, amended, extended, consolidated, re-enacted and/or replaced and in force from time to time;

1.5 references to Clauses and Schedules are, unless otherwise provided, references to clauses of, and schedules to, this Contract.

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

1.6 the Schedule(s) form part of this Contract and shall have effect as is set out in full in the body of this Contract.

1.7 any words following the words "include", "includes", "including", "in particular" or any similar words or expressions shall be construed without limitation and accordingly shall not limit the meaning of the words preceding them;

1.8 an obligation on a party to procure or ensure the performance or standing of another person shall be construed as a primary obligation of that party; and

1.9 in the event and to the extent only of any conflict or inconsistency between the information contained in the Contract Particulars and the provisions of the main body of this Contract, the information set out in the Contract Particulars shall prevail.

2. APPOINTMENT AND TERM

2.1 The Service Provider shall provide, on a non-exclusive basis, such Services and Deliverables as the Legacy Corporation may require pursuant to orders placed from time to time by the Legacy Corporation in accordance with **clause** 3 of this Contract.

2.2 This Contract shall be deemed to have commenced on the Start Date and shall continue for the period set-out in Schedule 1, unless and until terminated:

2.2.1 as provided by the terms of this Contract; or

2.2.2 by the Legacy Corporation giving to the Service Provider prior written notice of not less than twenty eight (28) days; the Corporation will take into account the nature of the Contract and the set up costs of the Service Provider to decide whether a longer notice period is reasonable

3. THE SERVICES

3.1 The Service Provider shall perform the Services using all reasonable, skill and diligence and in accordance with the Specification and all applicable standards, regulations and other legal requirements (including, without limitation, with the Modern Slavery Act 2015 and the Anti-Slavery Policy) concerning the provision of the Services.

3.2 The Legacy Corporation may at any time make changes in writing relating to the Contract Particulars, including changes in drawings or Specifications, method of performance or time or place of performance. If such changes, unless due to the Service Provider's default or omission, result in an increase in cost of, or time required for, performance, an equitable adjustment will be made to the Charges, programme or both. Any such adjustment must be approved by the Legacy Corporation in writing before the Service Provider proceeds with such changes.

4. CONSTRUCTION (DESIGN AND MANAGEMENT) REGULATIONS 2015

4.1 To the extent that the Construction (Design and Management) Regulations 2015 (the "**CDM Regulations**") apply to the Services, the Service Provider shall comply with the requirements of the CDM Regulations and any guidance issued by the Health and Safety Executive in relation to the CDM Regulations, including those as a "designer" (as defined in the CDM Regulations) and the Service Provider confirms that it has the skills, knowledge, experience and organisational capability to fulfil such role.

4.2 Where the CDM Regulations require the appointment of a "principal designer", the Legacy Corporation appoints the Service Provider to act as the "principal designer" (as defined in the CDM Regulations) and the Service Provider accepts such appointment and confirms that it has the skills, knowledge, experience and organisational capability to fulfil such role.

5. CHARGES

5.1 Subject to **clause 5.2**, the only monies to be paid by the Legacy Corporation in connection with the performance of the Services are the Charges which shall be inclusive of all costs and expenses incurred by the Service Provider.

5.2 Any sum payable under this Contract is exclusive of value added tax (and are inclusive of any other similar or equivalent taxes, duties, fees and levies imposed from time to time by any government or other Legacy Corporation) which shall be payable in addition to that sum in the manner and at the rate prescribed by law from time to time, subject to receipt by the Legacy Corporation of a valid value added tax invoice.

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

6. **PAYMENT**

6.1 The Service Provider shall invoice the Legacy Corporation for the Charges for the Services following performance of the Services.

6.2 The Service Provider shall ensure that each invoice is a valid value added tax invoice and contains the following information: date of invoice, invoice number, period to which the invoice relates, Services to which the invoice relates, a breakdown per service type/location (if applicable) and VAT.

6.3 Each invoice compliant with this Contract shall be payable by the Legacy Corporation within thirty (30) days following the date on which the invoice is received by the Legacy Corporation. All payments shall be made in pounds sterling by BACS (Bank Automated Clearing System) transfer to the bank account nominated by the Service Provider from time to time.

6.4 The Legacy Corporation shall be entitled to set-off any liability which the Service Provider has to it against any liability which it has to the Service Provider, whether such liability is present or future, liquidated or unliquidated, under this Contract or any other contract between the parties or other cause of action and irrespective of the currency of its denomination.

6.5 If any sum payable under this Contract is not paid on or before the due date for payment the Service Provider shall be entitled to charge the Legacy Corporation interest on that sum at 1% per annum above the base lending rate from time to time of the Bank of England from the due date until the date of payment (whether before or after judgment), such interest to accrue on a daily basis. The parties agree that this **clause 6.5** is a substantial remedy for late payment of any sum payable under this Contract, for the purposes of the Late Payment of Commercial Debts (Interest) Act 1998.

6.6 No payment made by the Legacy Corporation shall prejudice any rights or remedies which the Legacy Corporation may have against the Service Provider including the right to recover any amount overpaid or wrongfully paid to the Service Provider.

7. **INSURANCE**

7.1 The Service Provider shall at its own cost effect and maintain with a reputable insurance company a policy or policies of insurance providing as a minimum the levels of cover set out in **Schedule 1** (the Required Insurances) and shall ensure that all professional consultants or Sub-Contractors involved in the provision of the Services hold and maintain appropriate cover. The cover shall be in respect of all risks which may be incurred by the Service Provider, arising out of the Service Provider's performance of the agreement, including death or personal injury, loss of or damage to property or any other loss. Such policies shall include cover in respect of any financial loss arising from any advice given or omitted to be given by the Service Provider.

7.2 The Service Provider shall ensure that such insurance policies are taken out with reputable insurers acceptable to the Legacy Corporation including, where possible and in relation to situations where vicarious liability may arise for the Legacy Corporation, the inclusion of an indemnity to principals clause.

7.3 The Service Provider shall provide the Legacy Corporation, on request, copies of all insurance policies referred to in this clause or a broker's verification of insurance to demonstrate that the Required Insurances are in place, together with receipts or other evidence of payment of the latest premiums due under those policies.

7.4 The Service Provider shall comply with all terms and conditions of the insurance policies at all times. If cover under such insurance policies shall lapse or not be renewed or be changed in any material way or if the Service Provider is aware of any reason why the cover under such insurance policies may lapse or not be renewed or be changed in any material way, the Service Provider shall notify the Legacy Corporation without delay and in such circumstances the Legacy Corporation shall be entitled (but not obliged) to effect such insurance in connection with the Services as it deems appropriate at the Service Provider's cost.

7.5 The terms of any insurance or the amount of cover shall not relieve the Service Provider of any liabilities under the Contract.

7.6 The Service Provider shall hold and maintain professional indemnity insurance (as part of the Required Insurances), providing as a minimum the level of cover set out in Schedule 1, for a minimum of six years following the expiration or earlier termination of the Contract.

8. **INTELLECTUAL PROPERTY**

8.1 The Service Provider hereby assigns with full title guarantee to the Legacy Corporation all Intellectual Property Rights in all documents, drawings, computer software and any other work prepared or developed by or on

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

behalf of the Service Provider in the provision of the Services ("the Products") provided that such assignment shall not include items not prepared or developed for the purposes of this Contract.

8.2 The Service Provider shall provide the Legacy Corporation with copies of all materials relied upon or referred to in the creation of the Products with a perpetual, irrevocable, royalty-free and transferable licence free of charge to use such materials in connection with the use of the Products.

8.3 The Service Provider shall have no right (save where expressly permitted under the Contract or with the Legacy Corporation's prior written consent) to use any trade marks, trade names, logos or other Intellectual Property Rights of the Legacy Corporation.

8.4 The Service Provider shall ensure that all royalties, licence fees or similar expenses in respect of all Intellectual Property Rights used in connection with the Contract have been paid and are included within the Charges.

8.5 The Service Provider shall indemnify and hold harmless the Legacy Corporation against any actions, claims, demands, costs, charges or expenses (including costs) that arise from or are incurred by reason of any infringement or alleged infringement of any Intellectual Property Rights and against all costs and damages of any kind the Legacy Corporation may incur in or in connection with any actual or threatened proceedings before any court or arbitrator and shall conduct negotiations as may be necessary from time to time having due regard to the Legacy Corporation's interests provided that the Legacy Corporation gives notice to the Service Provider of any infringement of Intellectual Property Rights upon becoming aware of the same.

8.6 The Service Provider shall reimburse the Legacy Corporation's reasonable costs incurred in complying with the provisions of **Clause 8.5**.

9. WARRANTY AND INDEMNITY

9.1 The Service Provider warrants, represents and undertakes to the Legacy Corporation that the Services and (where relevant) Deliverables:

9.1.1 will comply with all applicable statutory requirements, regulations and voluntary codes of conduct;

9.1.2 will be performed by personnel who are suitably skilled, qualified, trained and experienced to perform tasks assigned to them, and in sufficient number to ensure that the Service Provider's obligations are fulfilled in accordance with this Contract.

9.1.3 will be performed with the best skill, care and diligence in accordance with best practice in the Service Provider's industry, profession or trade; and

9.1.4 will conform with all descriptions and specifications set out in the Specification and that the Deliverables shall be fit for any purpose expressly or impliedly made know to the Service Provider by the Corporation.

9.2 Without prejudice to any other rights or remedies of the Legacy Corporation (whether express or implied), if the Service Provider breaches any terms of this Contract (including a failure or delay in performance) then the Legacy Corporation may (but will not be obliged) to:

9.2.1 refuse to accept any subsequent performance of the Services which the Service Provider attempts to make;

9.2.2 recover from the Service Provider any additional expenditure reasonably incurred by the Legacy Corporation in obtaining the Services in substitution from another supplier; and/or

9.2.3 claim damages for any additional costs, loss or expenses incurred by the Legacy Corporation which are in any way attributable to the Service Provider's breach of this Contract or failure to perform the Services on the due date or at all.

9.3 The relationship of the Service Provider to the Legacy Corporation will be that of independent contractor and nothing in this Contract shall render it or any of its partners or agents an employee, worker, agent or partner of the Legacy Corporation and the Service Provider shall not hold itself out as such.

9.4 This Contract constitutes a contract for the provision of services and not a contract of employment and accordingly the Service Provider shall be fully responsible for and shall indemnify the Legacy Corporation for and in respect of any income tax, National Insurance and social security contributions and any other liability, deduction, contribution, assessment or claim arising from or made in connection with either the performance

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

of the Services or any payment or benefit received by the Service Provider in respect of the Services, where such recovery is not prohibited by law.

9.5 The Service Provider shall indemnify, keep indemnified and hold harmless the Legacy Corporation in full and on demand from and against all liabilities (including any tax liability) direct, damages, claims, proceedings and legal costs (on an indemnity basis), judgments and costs (including costs of enforcement) and expenses which the Legacy Corporation incurs or suffers directly or indirectly in any way whosoever as a result of a breach of, or a failure to perform or defect or delay in performance or negligent performance of, any of the Service Provider's obligations under this Contract.

9.6 Neither party shall be liable to the other party for any indirect or consequential loss (including loss of profit) which arises out of or in connection with this Contract, whether in contract, tort, misrepresentation, under statute or otherwise, howsoever caused, including by negligence, save that nothing in this Contract shall operate to exclude one party's liability (if any) to the other for:

9.6.1 death or personal injury resulting from its negligence (negligence being as defined in section 1(1) of the Unfair Contract Terms Act 1977);

9.6.2 for its fraud or fraudulent misrepresentation;

9.6.3 for any matter for which it is not permitted by law to exclude or limit, or attempt to exclude or limit, its liability.

10. LIABILITY - LIMITATION OF LIABILITY

10.1 Subject to **clause 10.2** and **clause 10.3** below, the Service Provider's total aggregate liability in respect of all claims, losses or damages, whether arising from tort (including negligence), breach of contract or otherwise under or in connection with this Contract, shall in no event exceed the amount set out in **Schedule 1**.

10.2 Notwithstanding any other provision of this Contract neither party limits or excludes its liability for:

10.2.1 fraud or fraudulent misrepresentation;

10.2.2 death or personal injury caused by its negligence;

10.2.3 breach of any obligation as to title implied by statute; or

10.2.4 any other act or omission, liability for which may not be limited under any applicable law.

10.3 The exclusions and limitation of liability set out in **Clauses 9.6** and **10.1** do not apply to the Service Provider's liability in relation to its obligations under **Clause 16** or **Schedule 2** in this Contract.

11. ANTI-CORRUPTION

11.1 The Service Provider shall, and shall procure that its officers, employees, agents and any other persons who perform services for or on behalf of it in connection with this Contract shall:

11.1.1 comply with all applicable Anti-Bribery Laws; and

11.1.2 not offer, promise, give, request, agree to receive, receive or accept a bribe or financial or other advantage or commit any corrupt act.

11.2 The Service Provider shall keep, for a minimum of six years and at its normal place of business, detailed, accurate and up to date records and books of account showing all services provided to the Legacy Corporation; all payments made and received and all other advantages given and received by the Service Provider in connection with this Contract and the steps taken by the Service Provider to comply with Anti-Bribery Laws. The Service Provider shall ensure that those records and books of account are sufficient to enable the Legacy Corporation to verify the Service Provider's compliance with this **clause 11**.

12. LEGACY CORPORATION POLICIES

12.1 The Service Provider shall comply with the procedures and policies adopted by the Legacy Corporation from time to time to the extent relevant to the Services and to the extent notified to the Service Provider or published on the Legacy Corporation's website.

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

13. **TERMINATION**

13.1 Without limiting its other rights or remedies, the Corporation may terminate the Contract with immediate effect by giving written notice to the Service provider if:

13.1.1 the Service Provider commits a material breach of any term of the Contract and (if such a breach is remediable) fails to remedy that breach within seven (7) days (or such other timeframe as specified in writing by the Legacy Corporation) of receipt of notice in writing to do so;

13.1.2 the Service Provider repeatedly breaches any of the terms of the Contract in such a manner as to reasonably justify the opinion that its conduct is inconsistent with it having the intention or ability to give effect to the terms of the Contract;

13.1.3 the Service Provider suspends, or threatens to suspend, payment of its debts or is unable to pay its debts as they fall due or admits inability to pay its debts or (being a company) is deemed unable to pay its debts within the meaning of section 123 of the Insolvency Act 1986 or (being an individual) is deemed either unable to pay its debts or as having no reasonable prospect of so doing, in either case, within the meaning of section 268 of the Insolvency Act 1986 or (being a partnership) has any partner to whom any of the foregoing apply;

13.1.4 the Service Provider commences negotiations with all or any class of its creditors with a view to rescheduling any of its debts, or makes a proposal for or enters into any compromise or arrangement with its creditors;

13.1.5 a petition is filed, a notice is given, a resolution is passed, or an order is made, for or in connection with the winding up of the Service Provider (being a company) other than for the sole purpose of a scheme for a solvent amalgamation of the Service Provider with one or more other companies or the solvent reconstruction of the Service Provider;

13.1.6 the Service Provider (being an individual) is the subject of a bankruptcy petition order;

13.1.7 a creditor or encumbrancer of the Service Provider attaches or takes possession of, or a distress, execution, sequestration or other such process is levied or enforced on or sued against, the whole or any part of its assets and such attachment or process is not discharged within fourteen (14) days;

13.1.8 an application is made to court, or an order is made, for the appointment of an administrator or if a notice of intention to appoint an administrator is given or if an administrator is appointed over the Service Provider (being a company);

13.1.9 a floating charge holder over the assets of the Service Provider (being a company) has become entitled to appoint or has appointed an administrative receiver;

13.1.10 a person becomes entitled to appoint a receiver over the assets of the Service Provider or a receiver is appointed over the assets of the Service Provider;

13.1.11 any event occurs, or proceeding is taken, with respect to the Service Provider in any jurisdiction to which it is subject that has an effect equivalent or similar to any of the events mentioned in **clause 13.1.3** to **clause 13.1.10** (inclusive);

13.1.12 the Service Provider suspends or threatens to suspend, or ceases or threatens to cease to carry on, all or a substantial part of its business;

13.1.13 the Service Provider (being an individual) dies or, by reason of illness or incapacity (whether mental or physical), is incapable of managing his own affairs or becomes a patient under any mental health legislation;

13.1.14 commits any offence under the Bribery Act 2010;

13.1.15 breaches the provisions of **clause 19** (No Marketing Rights);

13.1.16 is (in the reasonable opinion of the Legacy Corporation) negligent and/or incompetent in the performance of the Services;

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

13.2 Without prejudice to the Legacy Corporation's right to terminate the Contract under Clauses 13.1, 13.3 or at common law, the Legacy Corporation may terminate the Contract at any time following a Declaration of Ineffectiveness or Public Procurement Termination Event in accordance with the provisions of Clause 14.

13.3 Without limiting its other rights or remedies, the Legacy Corporation may terminate the Contract by giving the Service Provider one month's written notice.

13.4 Following expiry or termination of this Contract:

13.4.1 **clauses 1, 5, 6, 7, 8, 9, 11.2, 13.1, 15, 16, 17, 18, 19, 20** and **21** and **Schedule 2** shall continue in force, together with any other Conditions which expressly or impliedly continue to have effect after expiry or termination of this Contract; and

13.4.2 all other rights and obligations shall immediately cease without prejudice to any rights, obligations, claims (including claims for damages for breach) and liabilities which have accrued prior to the date of expiry or termination

13.4.3 Within seven (7) days after the End Date the Service Provider shall:

13.4.3.1 return to the Legacy Corporation all Confidential Information (including all copies and extracts) and all other property (whether tangible or intangible) of the Legacy Corporation in its possession or control;

13.4.3.2 destroy or permanently erase (if technically feasible) all documents and all records (in any media) created by it or on its behalf that use, concern or are based on any Confidential Information of the Legacy Corporation; and

13.4.3.3 cease to use the Confidential Information of the Legacy Corporation.

14. DECLARATION OF INEFFECTIVENESS AND PUBLIC PROCUREMENT TERMINATION EVENT

14.1 In the event that a court makes a Declaration of Ineffectiveness, the Legacy Corporation shall promptly notify the Service Provider. The Parties agree that the provisions of Clause 13 and this Clause 14 shall apply as from the date of receipt by the Service Provider of the notification of the Declaration of Ineffectiveness. Where there is any conflict or discrepancy between the provisions of Clause 13 and this Clause 14 or the Cessation Plan, the provisions of this Clause 14 and the Cessation Plan shall prevail.

14.2 The Declaration of Ineffectiveness shall not prejudice or affect any right, liability or remedy which has accrued or shall accrue to either Party prior to or after such Declaration of Ineffectiveness.

14.3 Without prejudice to the Legacy Corporation's rights of termination implied into the Contract by regulation 73(3) of the Public Contracts Regulations 2015, in the event of a Public Procurement Termination Event, the Legacy Corporation shall promptly notify the Service Provider and the Parties agree that the provisions of clause 13.4 and these clauses 14.3 to 14.7 (inclusive) shall apply as from the date of receipt by the Service Provider of the notification of the Public Procurement Termination Event. If there is any conflict or discrepancy between the provisions of clause 13.4 and these clauses 14.3 to 14.7 or the Cessation Plan, the provisions of these clauses 14.3 to 14.7 and the Cessation Plan shall prevail.

14.4 The Public Procurement Termination Event shall not prejudice or affect any right, liability or remedy which has accrued or shall accrue to either Party prior to or after such Public Procurement Termination Event.

14.5 As from the date of receipt by the Service Provider of the notification of a Declaration of Ineffectiveness or a Public Procurement Termination Event, the Parties (acting reasonably and in good faith) shall agree or, in the absence of such agreement, the Legacy Corporation shall reasonably determine an appropriate Cessation Plan with the object of achieving:

14.5.1 an orderly and efficient cessation of the Services or (at the Legacy Corporation's request) a transition of the Services to the Legacy Corporation or such other entity as the Legacy Corporation may specify; and

14.5.2 minimal disruption or inconvenience to the Legacy Corporation,

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

in accordance with the provisions of this clause 14 and to give effect to the terms of the Declaration of Ineffectiveness or the Public Procurement Termination Event.

14.6 Upon agreement, or determination by the Legacy Corporation, of the Cessation Plan the Parties will comply with their respective obligations under the Cessation Plan.

14.7 The Legacy Corporation shall pay the Services Provider's reasonable costs in assisting the Legacy Corporation in preparing, agreeing and complying with the Cessation Plan. Such costs shall be based on any comparable costs or Charges agreed as part of this Contract or as otherwise reasonably determined by the Legacy Corporation. Provided that the Legacy Corporation shall not be liable to the Service Provider for any loss of profit, revenue, goodwill or loss of opportunity as a result of the early termination of this Contract pursuant to this clause 14.

15. CONFIDENTIALITY

15.1 The Service Provider will:

15.1.1 keep the Confidential Information secret and will only disclose it in the manner and to the extent expressly permitted by this Contract or otherwise as permitted by the terms of the disclosure;

15.1.2 use the Confidential Information only to the extent necessary for the performance of its obligations under this Contract;

15.1.3 only make such copies, notes, reports, analyses and recordings (in whatever media) that contain or are based on Confidential Information as are reasonably necessary for the purpose of complying with its obligations under this Contract; and

15.1.4 keep the Confidential Information safe and secure and apply to it documentary and electronic security measures that match or exceed those the Service Provider operates in relation to its own information which is by its nature confidential.

15.2 The Service Provider may disclose Confidential Information:

15.2.1 to such of the members of its group of companies and advisers who need access to that Confidential Information for the purpose of the Service Provider complying with its obligations under this Contract and will make each such person aware of the confidentiality obligations contained in this Contract. The Service Provider shall procure that any person to whom it discloses Confidential Information pursuant to this **clause 15.2.1** shall not do or omit to do anything which if done or omitted to be done by the Service Provider would constitute a breach of this **clause 15**;

15.2.2 to the extent required by law or a court of competent jurisdiction or the rules of any listing authority, stock exchange, the Panel on Takeovers and Mergers or Regulatory Authority. Where reasonably practicable and lawful the Recipient will give Notice to the Discloser in advance of such disclosure, will consult with the Discloser as to the content, purpose and means of disclosure and will seek to make such disclosure subject to obligations of confidence consistent, so far as possible, with the terms of this **clause 15.**

15.3 The Service Provider acknowledges and agrees that damages alone would not be an adequate remedy for breach of this **clause 15** by the Service Provider. Accordingly, the Legacy Corporation shall be entitled, without having to prove special damages, to equitable relief (including injunction and specific performance) for any breach or threatened breach of this **clause 15** by the Service Provider.

16. DATA PROTECTION

16.1 The Service Provider (and any permitted sub-contractor) shall comply with all of its obligations under Data Protection Legislation.

16.2 If Processing Personal Data on behalf of the Legacy Corporation, the Service Provider shall only carry out such Processing for the purposes of providing the Services in accordance with Schedule 2 of the Contract.

16.3 Notwithstanding the generality of clause 16.1 and 16.2 and without prejudice to Schedule 2:

16.3.1 the Service Provider shall bring into effect and maintain all reasonable technical and organisational measures that are satisfactory to the Legacy Corporation from time to time, to prevent unauthorised

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

or unlawful Processing of Personal Data and accidental loss or destruction of, or damage to, Personal Data including but not limited to taking reasonable steps to ensure the reliability of staff having access to the Personal Data;

16.3.2 the Legacy Corporation may, at reasonable intervals, request a written description of the technical and organisational methods employed by the Service Provider and the sub-Service Providers referred to in this **clause 16**. Within twenty (20) Business Days of such a request (or such shorter timescale as requested by the Legacy Corporation from time to time), the Service Provider shall supply written particulars of all such measures detailed to a reasonable level such that the Legacy Corporation can determine whether or not, in connection with the Personal Data, it is compliant with the Data Protection Legislation; and

16.3.3 on or before the Expiry Date, the Service Provider shall ensure that all documents or computer records in its possession, custody or control, which contain Personal Data in connection with this Contract, including any documents in the possession, custody or control of a sub-Service Provider, are delivered up to the Legacy Corporation.

17. TRANSPARENCY

17.1 The Parties acknowledge that, except for any information which is exempt from disclosure in accordance with the provisions of the Freedom of Information Act ("the Act") the text of this Contract, and any Schedules to this Contract, is not Confidential Information. The Legacy Corporation shall be responsible for determining in its absolute discretion whether any part of the Service Provider its Schedules is exempt from disclosure in accordance with the provisions of the Act.

17.2 Notwithstanding any other term of this Contract, the Service Provider hereby gives its consent for the Legacy Corporation to publish this Contract and its Schedules in its entirety, including from time to time agreed changes to the Contract, to the general public in whatever form the Legacy Corporation decides.

18. FREEDOM OF INFORMATION

18.1 The Service Provider acknowledges that the Legacy Corporation is subject to the requirements of FOI Legislation. Accordingly from time to time the Legacy Corporation may be required to disclose information relating to the Service Provider and/or this Contract.

18.2 Where a Request for Information has been received by the Legacy Corporation, then it shall:

18.2.1 consider the applicability of exemptions under the FOI Legislation or any other applicable legislation;

18.2.2 before responding to such a request (which, for the avoidance of doubt, includes confirming or denying that the information is held by the Legacy Corporation or on the Legacy Corporation's behalf) and/or disclosing information about or relating to the Service Provider, the Services and/or this Contract notify the Service Provider of this request and stipulate the time period during which the Service Provider needs to respond in order assist the Legacy Corporation to determine whether any exemptions under FOI Legislation apply (including where necessary why the public interest in maintaining the exemption is not outweighed by the public interest in disclosure and an estimate of any expenditure that the Service Provider is likely to incur in complying with the request);

18.2.3 in determining whether any exemptions apply and/or whether to confirm or deny and/or disclose any information pursuant to this **clause 18.2**, take into account any reasonable representations made to it by the Service Provider;

18.2.4 where it requires the Service Provider to confirm whether such information is held by the Service Provider on its behalf and, if necessary, to provide any such information, stipulate the time period in which it requires the Service Provider to make such confirmation and/or provide such information; and

18.2.5 where it determines to disclose the information then it shall notify the Service Provider of such decision as soon as reasonably practicable and in any event no later than two (2) Business Days prior to disclosure.

18.3 The Service Provider shall facilitate the Legacy Corporation in complying with its obligations under the FOI Legislation and any necessary consultation and to the extent that such obligations relate to information held by the Service Provider on behalf of the Legacy Corporation indicating whether such information is held by

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

them and if necessary to provide that information to the Legacy Corporation, within the timescale stipulated by the Legacy Corporation in **clauses 18.2.2** and/or **18.2.4**.

19. **NO MARKETING RIGHTS**

19.1 In relation to the provision of the Services, the Service Provider shall not undertake any activity, commercial or non-commercial, which makes or implies a direct or indirect association of the Service Provider with the Olympic Movement and its goods, services and activities generally, without the authorisation of the British Olympic Association or the International Olympic Committee (as appropriate).

20. **GENERAL**

20.1 If any dispute arises in connection with this Contract the parties shall follow the procedure set out in this **clause 20.1**:

20.1.1 Directors or other senior representatives of the parties with authority to settle the dispute will, within fourteen (14) days of a written request from one party to the other, meet in a good faith effort to resolve the dispute.

20.1.2 If the dispute is not resolved at that meeting, the parties will attempt to settle it by mediation in accordance with the Centre for Effective Dispute Resolution (CEDR) Model Mediation Procedure. Unless otherwise agreed between the parties, the mediator will be nominated by CEDR. To initiate the mediation a party must give notice in writing (ADR notice) to the other party to the dispute requesting mediation. A copy of the request should be sent to CEDR Solve. The mediation will start not later than twenty eight (28) days after the date of the ADR notice.

20.1.3 No party may commence any court proceedings in relation to any dispute arising out of this Contract until it has attempted to settle the dispute by mediation and either the mediation has terminated or the other party has failed to participate in the mediation, provided that the right to issue proceedings is not prejudiced by a delay.

20.2 Time shall be of the essence in respect of all dates, periods and timescales with which the Service Provider is required to comply under this Contract and any dates, periods and timescales which may be substituted for them by the Contract in writing of the parties. Time shall not be of the essence in respect of any obligation with which the Legacy Corporation is required to comply under this Contract.

20.3 The Legacy Corporation's rights and remedies set out in this Contract are cumulative and in addition to and not exclusive of any rights and remedies provided by law.

20.4 If any term of this Contract is found by any court or body or authority of competent jurisdiction to be illegal, unlawful, void or unenforceable, such term shall be deemed to be severed from the Contract and this shall not affect the remainder of the Contract which shall continue in full force and effect.

20.5 A delay in exercising or failure to exercise a right or remedy under or in connection with the Contract shall not constitute a waiver of, or prevent or restrict future exercise of, that or any other right or remedy, nor shall the single or partial exercise of a right or remedy prevent or restrict the further exercise of that or any other right or remedy. A waiver of any right, remedy, breach or default shall only be valid in the circumstances and for the purpose for which it was given and shall not constitute a waiver of any other right, remedy, breach or default.

20.6 The Service Provider shall not be entitled to assign, transfer, charge, hold on trust for any person or deal in any other manner with any of its rights under the Contract or to sub-contract any of its obligations under the Contract.

20.7 The Legacy Corporation shall be entitled to assign, transfer, charge, hold on trust for any person and deal in any other manner with any of its rights under the Contract and to sub-contract any of its obligations under the Contract.

20.8 Save in respect of **clause 19,** the terms of which may be enforced by any member of the Olympic Movement, the parties do not intend that any term of this Contract or of a Contract shall be enforceable under the Contracts (Rights of Third Parties) Act 1999 by any person other than the parties.

20.9 Nothing in this Contract, nothing in any other contract and no action taken by the parties in connection with either shall create a partnership or joint venture between the parties or, save as expressly provided otherwise, give either party authority to act as the agent of or in the name of or on behalf of the other party or to bind the other party or to hold itself out as being entitled to do so.

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

20.10 Each party agrees that it is an independent party and is entering into this Contract as principal and not as agent for or for the benefit of any other person.

20.11 This Contract together with each contract entered into will represent the entire Contract between the parties and supersede any prior Contract or arrangement in respect of their subject matter and:

20.11.1 neither party has entered into this Contract nor will enter into a Contract in reliance upon, and shall have no remedy in respect of, any representation or statement (whether made by the other party or any other person) which is not expressly set out in this Contract; and

20.11.2 nothing in this **clause 20.11** shall be interpreted or construed as limiting or excluding the liability of either party for fraud or fraudulent misrepresentation.

20.12 This Contract may be executed in any number of counterparts, each of which when executed and delivered shall constitute a duplicate original, but all the counterparts shall together constitute the one Contract. No counterpart shall be effective until each party has executed at least one counterpart.

21. NOTICES

21.1 Any notice or other communication given under or in connection with this Contract shall be in writing and either sent by pre-paid first class post to that party's address; delivered to or left at (but not, in either case, by post) that party's address; or sent by facsimile to that party's facsimile number; and marked for the attention of that party's Representative at the address set out in the Contract Particulars.

21.2 Any notice or communication given in accordance with **clause 21.1** shall be deemed to have been served:

21.2.1 if sent by pre-paid first class post, at 9.00 a.m. on the second Business Day after the date of posting;

21.2.2 if delivered to that party's address, at the time the notice or communication is delivered to or left at that party's address; and

21.2.3 if sent by facsimile, at the time of confirmation of completion of transmission of the facsimile by way of a transmission report;

provided that if a notice or communication is deemed to be served before 9.00am on a Business Day it shall be deemed to be served at 9.00am on that Business Day and if it is deemed to be served on a day which is not a Business Day or after 5.00pm on a Business Day it shall be deemed to be served at 9.00am on the immediately following Business Day.

22. GOVERNING LAW AND JURISDICTION

22.1 This Contract and any non-contractual obligations arising out of or in connection with it will be governed by English law.

22.2 Subject to **clause 20.1**, each party agrees that the courts of England and Wales have exclusive jurisdiction to determine any dispute arising out of or in connection with this Contract (including in relation to any non-contractual obligations).

22.3 Any party may seek specific performance, interim or final injunctive relief or any other relief of similar nature or effect in any court of competent jurisdiction.

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

SCHEDULE 1
CONTRACT PARTICULARS

CONTRACT DATE	**13/07/23**
SERVICE PROVIDER	*Brunswick Group Advisory Limited*
SERVICE PROVIDER ADDRESS	*16 Lincoln's Inn Fields, London, WC2A 3ED*
SERVICE PROVIDER COMPANY NUMBER	13410347
START DATE	*12/07/23*
END DATE	*31/12/23*
SERVICES	*Public relations support consultancy services for East Bank (LLDC, BBC, Sadler's Wells, UAL's London College of Fashion, University College London, and the V&A)*
SPECIFICATION	*Please see Schedule 3*
DELIVERABLES	*Please see Schedule 3 & 4*
KEY DATES	*Please see Schedule 3 & 4*
CHARGES	*£29,965.00* *Please see Schedule 5*
LIMITATION OF LIABILITY	*£1m*
INSURANCES	*public liability insurance with a limit of indemnity of not less than £1 million pounds in relation to any one claim or series of claims arising out of the same occurrence.* *employer's liability insurance in accordance with any legal requirement for the time being in force in relation to any one claim or series of claims arising out of the same occurrence.* *professional indemnity insurance with a limit of indemnity of not less than £1 million pounds in relation to any one claim or series of claims arising out of the same occurrence*
SERVICE PROVIDER REPRESENTATIVE	*Christopher Calvert, Director* ccalvert@brunswickgroup.com
LEGACY CORPORATION REPRESENTATIVE	*Ed Stearns, Director Communications, Marketing & Strategy* EdStearns@londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

SCHEDULE 2

A1 Privacy and Data Protection

For the purposes of this Clause A1, unless the context indicates otherwise, the following expressions shall have the following meanings:

"Data Controller"	has the meaning given to it in Data Protection Legislation noting that under the General Data Protection Regulation this would be using the definition of "Controller";
"Data Processor"	has the meaning given to it in Data Protection Legislation noting that under the General Data Protection Regulation this would be using the definition of "Processor";
"Data Protection Impact Assessment"	an assessment by the Data Controller of the impact of the envisaged Processing on the protection of Personal Data;
"Data Protection Legislation"	means: (a) the Regulation (EU) 2016/679 on the protection of natural persons with regard to the Processing of personal data and on the free movement of such data (the "**General Data Protection Regulation**"); (b) Directive (EU) 2016/680 (the Law Enforcement Directive); (c) any legislation in force from time to time in the United Kingdom relating to privacy and/or the Processing of Personal Data including but not limited to the Data Protection Act 2018; (d) any statutory codes of practice issued by the Information Commissioner in relation to such legislation; and (e) the Privacy and Electronic Communications (EC Directive) Regulations 2003;
"Data Subject"	has the meaning given to it in Data Protection Legislation;
"Legacy Corporation Personal Data"	Personal Data and/or Sensitive Personal Data Processed by the Service Provider or any sub-contractor on behalf of the Legacy Corporation, pursuant to or in connection with this Contract as set out in the Processing Statement;
"Personal Data"	has the meaning given to it in Data Protection Legislation;
"Processing"	has the meaning given to it in Data Protection Legislation and "**Process**" "**Processes**" and "**Processed**" will be construed accordingly;

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

"Processing Statement"	is in the form set out in the Appendix to this Schedule 2;
"Restricted Countries"	any country outside the European Economic Area other than the UK following withdrawal from the European Union;
"Sensitive Personal Data"	sensitive or special categories of Personal Data including criminal allegations, offences and outcomes data (as defined in Data Protection Legislation) which is Processed pursuant to or in connection with this Contract; and
"Subject Request"	a request made by or on behalf of a Data Subject in accordance with rights granted pursuant to the Data Protection Legislation including the right (i) to be informed (ii) of access (iii) to rectification (iv) to erasure (v) to restrict processing (vi) to data portability (vii) to object and (viii) to automated decision making including profiling.

A1.1 With respect to the Parties' rights and obligations under the Contract, the Parties acknowledge that the Legacy Corporation is a Data Controller solely responsible for determining the purposes and manner in which Legacy Corporation Personal Data is to be Processed, and that the Service Provider is a Data Processor.

A1.2 Details of the Legacy Corporation Personal Data to be Processed by the Service Provider and the purposes of such Processing are as set out in the Processing Statement, which the Parties will complete before any Processing takes place.

A1.3 Without prejudice to the generality of Clause 16, the Service Provider shall:

A1.3.1 process the Legacy Corporation Personal Data only in accordance with written instructions from the Legacy Corporation to perform its obligations under the Contract;

A1.3.2 use its reasonable endeavours to assist the Legacy Corporation in complying with any obligations under Data Protection Legislation and shall not perform its obligations under this Contract in such a way as to cause the Legacy Corporation to breach any of its obligations under Data Protection Legislation to the extent the Service Provider is aware, or ought reasonably to have been aware, that the same would be a breach of such obligations;

A1.3.3 notify the Legacy Corporation without undue delay if it determines or is notified that an instruction to Process Personal Data issued to it by the Legacy Corporation is incompatible with any obligations under Data Protection Legislation to the extent the Service Provider is aware, or ought reasonably to have been aware, that the same would be a breach of such obligations;

A1.3.4 maintain, and make available to the Legacy Corporation on its request, documentation which describes the Processing operations for which it is responsible under this Contract including:

A1.3.4.1 the purposes for which Legacy Corporation Personal Data is Processed;

A1.3.4.2 the types of Personal Data and categories of Data Subject involved;

A1.3.4.3 the source(s) of the Personal Data;

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

A1.3.4.4 any recipients of the Personal Data;

A1.3.4.5 the location(s) of any overseas Processing of Legacy Corporation Personal Data;

A1.3.4.6 retention periods for different types of Legacy Corporation Personal Data; and

A1.3.4.7 where possible a general description of the security measures in place to protect Legacy Corporation Personal Data.

A1.3.5 where requested to do so by the Legacy Corporation, or where Processing Legacy Corporation Personal Data presents a specific risk to privacy, carries out or assists the Legacy Corporation to carry out a Data Protection Impact Assessment in accordance with guidance issued from time to time by the Information Commissioner (and any relevant requirements detailed in Data Protection Legislation) and make the results of such an assessment available to the Legacy Corporation;

A1.3.6 without prejudice to any cyber security and/or payment card industry data security standard obligations in this Contract, take appropriate technical and organisational security measures which are appropriate to protect against unauthorised or unlawful Processing of Legacy Corporation Personal Data and against accidental loss, destruction of, or damage to such Legacy Corporation Personal Data which the Authority may reasonably reject (but failure to reject shall not amount to approval by the Authority of the adequacy of the measures);

A1.3.7 without prejudice to any cyber security and/or payment card industry data security standard obligations in this Contract, provide the Legacy Corporation with such information as the Legacy Corporation may from time to time require to satisfy itself of compliance by the Service Provider (and/or any authorised sub-contractor) with Clauses A1.3.6 and A1.3.8, including, protocols, procedures, guidance, training and manuals. For the avoidance of doubt, this shall include a full report recording the results of any privacy or security audit carried out at the request of the Service Provider itself or the Legacy Corporation;

A1.3.8 notify the Legacy Corporation without undue delay and in any event within 24 hours by written notice with all relevant details reasonably available of any actual or suspected breach of this Clause A1, including the unauthorised or unlawful Processing of Legacy Corporation Personal Data, or its accidental loss, destruction or damage;

A1.3.9 having notified the Legacy Corporation of a breach in accordance with Clause A1.3.8, keep the Legacy Corporation properly and regularly informed in writing until the breach has been resolved to the satisfaction of the Legacy Corporation;

A1.3.10 fully cooperate as the Legacy Corporation requires with any investigation or audit in relation to Legacy Corporation Personal Data and/or its Processing including allowing access to premises, computers and other information systems, records, documents and agreements as may be reasonably necessary (whether in relation to Processing pursuant to the Contract, in relation to compliance with Data Protection Legislation or in relation to any actual or suspected breach), whether by the Legacy Corporation (or any agent acting on its behalf), any relevant regulatory body, including the Information Commissioner, the police and any other statutory law enforcement agency, and shall do so both during the Contract and after its termination or expiry (for so

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

long as the Party concerned retains and/or Processes Legacy Corporation Personal Data);

A1.3.11 notify the Legacy Corporation within two (2) Business Days if it, or any sub-contractor, receives:

A1.3.11.1 from a Data Subject (or third party on their behalf):

A1.3.11.1.1 a Subject Request (or purported Subject Request); or

A1.3.11.1.2 any other request, complaint or communication relating to the Legacy Corporation's obligations under Data Protection Legislation;

A1.3.11.2 any communication from the Information Commissioner or any other regulatory authority in connection with Legacy Corporation Personal Data; or

A1.3.11.3 a request from any third party for disclosure of Legacy Corporation Personal Data where compliance with such request is required or purported to be required by law;

A1.3.12 provide the Legacy Corporation with full cooperation and assistance (within the timescales reasonably required by the Legacy Corporation) in relation to any complaint, communication or request made as referred to in Clause A1.3.11, including by promptly providing:

A1.3.12.1 the Legacy Corporation with full details and copies of the complaint, communication or request;

A1.3.12.2 where applicable, such assistance as is reasonably requested by the Legacy Corporation to enable it to comply with the Subject Request within the relevant timescales set out in Data Protection Legislation; and

A1.3.12.3 where applicable, such assistance as is reasonably required by the Legacy Corporation to enable it to comply with a request from a Data Subject to rectify, block or erase any Legacy Corporation Personal Data.

A1.3.13 when notified in writing by the Legacy Corporation, supply a copy of, or information about, any Legacy Corporation Personal Data. The Service Provider shall supply such information or data to the Legacy Corporation within such time and in such form as specified in the request (such time to be reasonable) or if no period of time is specified in the request, then within two (2) Business Days from the date of the request;

A1.3.14 prepare and securely maintain a record of all categories of Processing activities carried out on behalf of the Legacy Corporation in relation to the Legacy Corporation Personal Data, as a minimum: (i) its name and contact details and details of a Data Protection Officer (if appointed) or other person with responsibility for data protection compliance; (ii) the categories of Processing it carries out on behalf of the Legacy Corporation; (iii) transfers to Restricted Countries; (iv) a general description of the technical and organisational security measures referred to in this Clause A1; and (v) the same information in relation to any sub-contractor, together with its name and contact details and when notified in writing by the Legacy Corporation, comply with any agreement between the Legacy Corporation and any Data Subject in relation to any

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Processing which causes or is likely to cause substantial and unwarranted damage or distress to such Data Subject, or any court order requiring the rectification, blocking, erasure or destruction of any Legacy Corporation Personal Data;

A1.3.15 when notified in writing by the Legacy Corporation, comply with any agreement between the Legacy Corporation and any Data Subject in relation to any Processing which causes or is likely to cause substantial and unwarranted damage or distress to such Data Subject, or any court order requiring the rectification, blocking, erasure or destruction of any Legacy Corporation Personal Data;

A1.3.16 if required to do so by Data Protection Legislation, appoint a designated Data Protection Officer; and

A1.3.17 make available to the Legacy Corporation all information necessary to demonstrate compliance with the obligations set out in this Clause A1.

A1.4 The Service Provider shall not share Legacy Corporation Personal Data with any sub-contractor without prior written consent from the Legacy Corporation. The Service Provider shall provide the Legacy Corporation with such information regarding the proposed sub-contractor as the Legacy Corporation may reasonably require. The Service Provider shall only share Legacy Corporation Personal Data with a sub-contractor where there is a written contract in place between the Service Provider and the sub-contractor which requires the sub-contractor to:

A1.4.1 only Process Legacy Corporation Personal Data in accordance with the Legacy Corporation's instructions to the Service Provider; and

A1.4.2 comply with the same obligations which the Service Provider is required to comply with under this Clause A1 (and in particular Clauses 3.1, 9.5, 11.2, 15 and 16).

The Service Provider shall remain fully responsible and liable to the Legacy Corporation for all acts and omissions of any sub-contractor as if they were its own.

A1.5 The Service Provider shall, and shall procure that any sub-contractor shall:

A1.5.1 only Process Legacy Corporation Personal Data in accordance with the Legacy Corporation's documented instructions to the Service Provider and as reasonably necessary to perform the Contract in accordance with its terms;

A1.5.2 not Process Legacy Corporation Personal Data for any other purposes (in whole or part) and specifically, but without limitation, reproduce or refer to it in training materials, training courses, commercial discussions and negotiations with third parties or in relation to proposals or tenders with the Legacy Corporation;

A1.5.3 not Process Legacy Corporation Personal Data in such a way as to:

A1.5.3.1 place the Legacy Corporation in breach of Data Protection Legislation;

A1.5.3.2 expose the Legacy Corporation to the risk of actual or potential liability to the Information Commissioner or Data Subjects;

A1.5.3.3 expose the Legacy Corporation to reputational damage including adverse publicity;

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

A1.5.4 not allow Service Provider's Personnel to access Legacy Corporation Personal Data unless such access is necessary in connection with the provision of the Services;

A1.5.5 take all reasonable steps to ensure the reliability and integrity of all Service Provider's Personnel who can access Legacy Corporation Personal Data;

A1.5.6 ensure that all Service Provider's Personnel who can access Legacy Corporation Personal Data:

A1.5.6.1 are informed of its confidential nature;

A1.5.6.2 are made subject to an explicit duty of confidence;

A1.5.6.3 understand and comply with any relevant obligations created by either this Contract or Data Protection Legislation; and

A1.5.6.4 receive adequate training in relation to the use, care, protection and handling of Personal Data on an annual basis.

A1.5.7 not disclose or transfer Legacy Corporation Personal Data to any third party without the Service Provider having obtained the prior written consent of the Legacy Corporation (save where such disclosure or transfer is specifically authorised under this Contract);

A1.5.8 without prejudice to Clause A1.3.6, wherever the Service Provider uses any mobile or portable device for the transmission or storage of Legacy Corporation Personal Data, ensure that each such device encrypts Legacy Corporation Personal Data; and

A1.5.9 comply during the course of the Contract with any written retention and/or deletion policy or schedule provided by the Legacy Corporation to the Service Provider from time to time.

A1.6 The Service Provider shall not, and shall procure that any sub-contractor shall not, Process or otherwise transfer any Legacy Corporation Personal Data in or to any Restricted Countries without prior written consent from the Legacy Corporation (which consent may be subject to additional conditions imposed by the Legacy Corporation).

A1.7 If, after the Service Commencement Date, the Service Provider or any sub-contractor wishes to Process and/or transfer any Legacy Corporation Personal Data in or to any Restricted Countries, the following provisions shall apply:

A1.7.1 the Service Provider shall submit a written request to the Legacy Corporation setting out details of the following:

A1.7.1.1 the Legacy Corporation Personal Data which will be transferred to and/or Processed in any Restricted Countries;

A1.7.1.2 the Restricted Countries which the Legacy Corporation Personal Data will be transferred to and/or Processed in;

A1.7.1.3 any sub-contractors or other third parties who will be Processing and/or receiving Legacy Corporation Personal Data in Restricted Countries;

A1.7.1.4 how the Service Provider shall ensure an adequate level of protection and adequate safeguards in respect of the Legacy Corporation Personal Data that will be Processed in and/or

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

transferred to Restricted Countries so as to ensure the Legacy Corporation's compliance with Data Protection Legislation;

A1.7.2 in preparing and evaluating such a request, the Parties shall refer to and comply with applicable policies, procedures, guidance and codes of practice produced by the Parties and/or the Information Commissioner in connection with the Processing of Personal Data in (and/or transfer of Personal Data to) any Restricted Countries;

A1.7.3 the Service Provider shall comply with any written instructions and shall carry out such actions as the Legacy Corporation may notify in writing when providing its consent to such Processing or transfers, including:

A1.7.3.1 incorporating standard and/or model clauses (which are approved by the European Commission as offering adequate safeguards under the Data Protection Legislation) into this Contract or a separate data processing agreement between the Parties; and

A1.7.3.2 procuring that any sub-contractor or other third party who will be Processing and/or receiving or accessing the Legacy Corporation Personal Data in any Restricted Countries enters into a data processing agreement with the Service Provider on terms which are equivalent to those agreed between the Legacy Corporation and the Service Provider in connection with the Processing of Legacy Corporation Personal Data in (and/or transfer of Legacy Corporation Personal Data to) any Restricted Countries, and which may include the incorporation of the clauses referred to in A1.7.3.1.

A1.8 The Service Provider and any sub-contractor (if any), acknowledge:

A1.8.1 the importance to Data Subjects and the Legacy Corporation of safeguarding Legacy Corporation Personal Data and Processing it only in accordance with the Legacy Corporation's instructions and the Contract;

A1.8.2 the loss and damage the Legacy Corporation is likely to suffer in the event of a breach of the Contract or negligence in relation to Legacy Corporation Personal Data;

A1.8.3 any breach of any obligation in relation to Legacy Corporation Personal Data and/or negligence in relation to performance or non performance of such obligation shall be deemed a material breach of Contract;

A1.8.4 notwithstanding Clause 13.1, if the Service Provider has committed a material breach under Clause A1.8.3 on two or more separate occasions, the Legacy Corporation may at its option:

A1.8.4.1 exercise its step in rights pursuant to Clause A16;

A1.8.4.1 withdraw authorisation for Processing by a specific sub-contractor by immediate written notice; or

A1.8.4.2 terminate the Contract in whole or part with immediate written notice to the Service Provider.

A1.9 Compliance by the Service Provider with this Clause A1 shall be without additional charge to the Legacy Corporation.

A1.10 Following termination or expiry of this Contract, howsoever arising, the Service Provider:

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

A1.10.1 may Process the Legacy Corporation Personal Data only for so long and to the extent as is necessary to properly comply with its non-contractual obligations arising under law (and will then comply with Clause A1.10.3);

A1.10.2 where Clause A1.10.1 does not apply, may Process the Legacy Corporation Personal Data only for such duration as set out in the Processing Statement and following this will then comply with Clauses A1.10.3;

A1.10.3 subject to Clause A1.10.1, shall;

A1.10.3.1 on written instructions from the Legacy Corporation either securely destroy or securely and promptly return to the Legacy Corporation or a recipient nominated by the Legacy Corporation (in such usable format as and to the extent the Legacy Corporation may reasonably require) the Legacy Corporation Personal Data; or

A.10.3.2 in the absence of instructions from the Legacy Corporation after 12 months from the expiry or termination of the Contract securely destroy the Legacy Corporation Personal Data.

A1.11 Legacy Corporation Personal Data may not be Processed following termination or expiry of the Contract save as permitted by Clause A1.10.

A1.12 For the avoidance of doubt, and without prejudice to Clause A1.10, the obligations in this Clause A1 shall apply following termination or expiry of the Contract to the extent the Party concerned retains or Processes Legacy Corporation Personal Data.

A1.13 The Service Provider shall take reasonable precautions to preserve the integrity of the Legacy Corporation Data and to prevent any corruption or loss of the Legacy Corporation Data.

A1.14 The indemnity in Clause 9.5 shall apply to any breach of Clause A1 and shall survive termination or expiry of the Contract.

A1.15 The Parties' liability in respect of any breach of Clause 16 and this Clause A1 insofar as they relate to fines, court awards, settlements and legal costs shall be unlimited.

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

APPENDIX TO SCHEDULE 2

Processing Statement Form

1. The Legacy Corporation Personal Data to be Processed by the Service Provider concerns the following categories of Data Subject:

Data Subject, e.g. staff, customers, members of the public

2. The Legacy Corporation Personal Data to be Processed includes the following types of Personal Data and/or Sensitive Personal Data:

Personal Data, e.g., names, email or postal addresses, telephone numbers, images, other unique identifiers

3. The Legacy Corporation Personal Data is to be Processed for the following purpose(s):

For East Bank PR Services

4. The Legacy Corporation Personal Data is to be Processed in the following Restricted Countries:

None

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

This Contract has been signed by the duly authorised representatives of the parties on the Contract Date set out in the Contract Particulars.

Signed for and on behalf of **LONDON LEGACY DEVELOPMENT CORPORATION** by:

Authorised Signatory:

Ed Stearns, Director of Communication, Marketing and Strategy, LLDC	
NAME	SIGNATURE
	11.07.2023
	DATE

Signed on behalf of the Service Provider by:

Kim Mitchell

SIGNATURE

Kim Mitchell

NAME

Partner

POSITION

July 24, 2023

DATE

PROTECT – Commercial
© London Legacy Development Corporation 2023
Level 09, 5 Endeavour Sqaure, London, E20 1JN
www.londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Schedule 3

Specifications

Overview

- East Bank is the UK's newest cultural quarter at the heart of Queen Elizabeth Olympic Park; a brand-new destination for innovation, the arts, creativity and learning.

- East Bank will offer world-class experiences from the **BBC**, **Sadler's Wells**, **UAL's London College of Fashion**, **University College London**, and the **V&A.** Supported by **London Legacy Development Corporation (LLDC)**, the **Mayor of London**, and **Foundation for Future London**, East Bank is a project of unprecedented ambition and scale. It will bring an additional 1.5 million visitors to the Park and surrounding area each year, create more than 2,500 jobs, and generate an estimated £1.5 billion for the local economy.

- East Bank's phased opening has already begun – with UCL East welcoming students and staff to its 'One Pool Street' building last autumn. Later in 2023, London College of Fashion will open, as will UCL East's second campus building 'Marshgate'. The other East Bank institutions follow across 2024 and 2025. *(Please see appendix for a timeline of planned openings and more detail on each partner's offer).*

- As East Bank comes to life in the Park, the partners, with LLDC and the Mayor of London, are seeking a PR agency or experienced freelancer to provide media relations support and coordination to the collaboration as a whole. This is an opportunity to work with one of the most ambitious and transformative new investments in culture and education anywhere in the world. This is a project worthy of substantial international profile – and we are now entering the chapter in which this can be delivered.

- The appointed consultant will help us tell the story of East Bank's ambition and potential while complementing the ongoing media campaigns being led by each partner. This work will include devising and delivering a dedicated, global campaign of targeted outreach across the latter part of 2023 and into 2024. This campaign will deliver global coverage that maximises East Bank's international positioning as a world-leading destination for culture and education

The opportunity in 2023

- The development of East Bank reaches an exciting point this summer. The public realm at Stratford Waterfront will complete, opening up a new promenade for visitors to the Park alongside the avenue of new buildings created for Sadler's Wells East, the BBC Music Studios, UAL's London College of Fashion, and V&A East Museum. It will be a beautifully landscaped new destination and will soon feature new food, drink, and retail. This moment will be an opportunity to mark the official handover of the project site from the Mayor of London's team to East Bank's institutions, so we will be looking for support in appropriately marking this milestone.

- Three new public art commissions – by Studio Swine, Michael Landy and Lubna Chowdhury – will also be ready to unveil this summer. (Further details to be provided to shortlisted consultants).

- Extensive community engagement work has been underway for some years as part of the partners' shared commitment to an overall vision of East Bank as a place where everyone, regardless of background or circumstance, can get the most from the opportunities that the new venues will bring. This has included many projects with local young people and schoolchildren who have been

PROTECT – Commercial
© London Legacy Development Corporation 2023
Level 09, 5 Endeavour Sqaure, London, E20 1JN
www.londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

participants in the development of the project, and the provision of opportunities for training and employment across the construction programme. A detailed bank of case studies and evidence for this work is available to support the work of our appointed agency or freelancer, and the latest East Bank Impact Report can be read here.

The purpose of this brief

- Each East Bank partner is responsible for their own PR work ahead of their individual openings in the Park. These campaigns will deliver coverage for each institution's opening milestones and will reflect the target audiences and communication objectives of each partner.

- This brief is to ensure that each of these partner-led campaigns is bolstered and complemented by well-planned coverage that tells the overall story of East Bank – both as an established collaboration between major institutions and a forthcoming new public destination within Queen Elizabeth Olympic Park.

- The appointee will also help ensure that the partners have the support and messaging that they need to position East Bank consistency and prominently in the campaigns that they lead. They will also help coordinate all partners and funders in supporting individual partner moments and milestones.

- The work of the appointed agency or individual will be to draw up a plan that targets agreed categories of global media to drive international awareness of East Bank, its part in the Olympic legacy story, its scale, its impact to-date, public offer and its ambition for the future.

- It will be vital that this plan's target list is coordinated so that coverage resulting from this work avoids conflict with the PR plans of each partner.

Expected outcomes and scope of work

The appointee will be expected to:

- Review existing materials and messaging before developing an updated toolkit of refreshed copy to describe the East Bank collaboration in a way that will maximise the likelihood of successful coverage. This work should also generate a set of new key messages and talking points for East Bank spokespeople to use.

- Create and sign-off a comprehensive and engaging press pack that includes information on each partner's offer as well as the East Bank collaboration as a whole. This could include visual assets, statistics, and case studies drawn from the annual East Bank 'impact report'.

- Work with the partners to identify key moments in the opening timeline to engage press, and to agree the tactics to be used.

- Work closely with the Mayor of London's team to understand and align East Bank stories and opportunities with wider overarching GLA cultural strategies and major projects.

- Work with the partners (a joint list with East Bank Partners providing some suggestions) to develop an inclusive and representative list of potential spokespeople for East Bank. This list will include representatives of each East Bank partner but should be augmented by including representatives of

© London Legacy Development Corporation 2023
Level 09, 5 Endeavour Sqaure, London, E20 1JN
www.londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

our funders, young people engaged through East Bank's training and education work, artists involved with the public art programme, architects and designers, and others. This list must be representative of the diverse community of east London.

- Develop and roll out a proactive media campaign that delivers coverage from summer 2023 onwards. This plan – which would be developed on appointment – should consider the key milestones approaching in 2023 as outlined above and in the accompanying timeline. It must include considerations of how we can bolster coverage for East Bank in local and London media, right through to international outlets that can emphasise East Bank's appeal to a global audience.

- Act as East Bank's PR representative with other relevant brands (developments, cultural organisations, collaborations etc.) in QEOP and neighbouring Olympic Boroughs such as 'The Line', Hackney Carnival, IQL etc. This will help East Bank align (and ensure coordination with) other major stories in the area.

- Consider how to position East Bank as a global destination, drawing out what makes East Bank world leading and developing a strategy and stories that amplify its global and national relevance.

Ways of working

The appointee will be required to:

- Establish a strong and authoritative working relationship across the East Bank partnership. This will be key to the success of this work, and clear reporting on leads and approaches will be expected and necessary to ensure PR outreach is complementary to that of the partners.

- Attend monthly 'East Bank Marketing and Communication Working Group' meetings (held virtually) to represent their work. However, they will report more regularly and informally to an agreed pair of East Bank partner representatives, and to prepare updates as required for the East Bank board (weekly update to Partner Reps - updates to EB Board quarterly reports)

- East Bank partners representatives will work with the supplier to manage risk and to advise on the optimum timing of coverage to drive positive reception (given that the complete East Bank offer will not be in place until 2025).

- Attend the Monthly 'Creative Content Group' meetings with representatives of the programme and curatorial leads of each institution. This group leads on collaborative programming for East Bank as well as the collaborative elements of community engagement. This will be a key relationship to inform story ideas and identify opportunities.

- Work closely with QEOP marketing/social media to ensure any calls to action are ready and live on QEOP website and channels and relevant links given to media outlets

PROTECT – Commercial
© London Legacy Development Corporation 2023
Level 09, 5 Endeavour Sqaure, London, E20 1JN
www.londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Appendix 1: About East Bank's partners

Sadler's Wells East

Sadler's Wells is a world-leading creative organisation dedicated to dance in all its forms. With a rich theatrical heritage of over three centuries, it offers a year-round programme of performances and learning activities. Its mission is to make and share dance that inspires us all. Its vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

Audiences of over half a million come to Sadler's Wells' three London theatres each year, with many more enjoying its touring productions at venues across the UK and around the world and accessing its content through digital channels. Sadler's Wells commissions, produces and presents more dance than any other theatre in the world, embracing the popular and the unknown. Since 2005, it has helped to bring over 170 new dance works to the stage, many of them involving its 16 Associate Artists, three Resident Companies and four Associate Companies – the most exciting talents working in dance today.

Sadler's Wells nurtures the next generation of talent through a range of artist development initiatives and reaches over 30,000 annually through its learning and engagement programmes.

Located in Islington, north London, Sadler's Wells' current building is the sixth to have stood on site since entrepreneur Richard Sadler first established the theatre in 1683. The venue has played an illustrious role in the history of theatre ever since, with The Royal Ballet, Birmingham Royal Ballet and English National Opera having all started at Sadler's Wells.

Sadler's Wells is to open an additional mid-scale venue in east London in 2022. The new space will be at the heart of the East Bank project, a new cultural and education district in Queen Elizabeth Olympic Park in Stratford, which will also include BBC, UAL's London College of Fashion, UCL and the V&A in partnership with the Smithsonian Institution. As well as a 550-seat auditorium, Sadler's Wells' new venue will include a choreographic centre and a hip hop theatre academy, the first of their kind in the world to be run by a theatre.
www.sadlerswells.com

V&A East

One of the UK's most significant new museum projects, V&A East celebrates global creativity and builds on the V&A's long-standing heritage in east London and founding mission to make the arts accessible to all.

Currently under construction in Stratford's Queen Elizabeth Olympic Park, V&A East encompasses two new sites – V&A East Storehouse opening at Here East in 2024, and V&A East Museum opening on Stratford Waterfront in 2025. Underpinned by values of equity, empathy, openness and sustainability, V&A East is committed to creating opportunities for young people and fostering the next generation of creatives.

Across its two sites, V&A East will celebrate making, highlight under-represented movements and voices, advance cultural conversations, and support the creation of new work, with its collections and buildings acting as a catalyst and studio space to platform new ideas. V&A East is part of East Bank, the Mayor of London's £1.1 billion Olympic legacy project, which will create a new arts, innovation and education hub in Stratford's Queen Elizabeth Olympic Park.
www.vam.ac.uk/east

PROTECT – Commercial
© London Legacy Development Corporation 2023
Level 09, 5 Endeavour Sqaure, London, E20 1JN
www.londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

UAL's London College of Fashion

Founded in 1906, London College of Fashion, UAL is a leader in fashion design, media and business education. Part of University of the Arts London, it has been nurturing creative talent for over a century, offering courses in all things fashion. It encourages students to examine the past and challenge the present, to form their own ideas. It gives them the skills, opportunities – and above all, the freedom – to put those ideas into practice.

At East Bank, London College of Fashion has a unique opportunity to bring together our community of 6,500 students and 1,000 staff for the first time, and to invite the public into our open campus. Here, digital developers will work alongside designers; psychologists will collaborate with image creators; and marketing theorists will join forces with curators. London College of Fashion, UAL will redefine what fashion is by connecting its range of disciplines for the first time and under one roof, and show London and the world what these possibilities look like.

UCL East

UCL is consistently ranked among the top 10 universities in the world. Since 1826, it has championed independent thought and broken boundaries to make a positive impact in London and across the globe. It was the first university to welcome students of all faiths, or no faith, and the first to educate women on an equal footing with men.

UCL's new university campus at East Bank is the biggest development in its nearly 200-year history, giving it the scale and space, it needs to help find solutions to the biggest problems facing people and the planet.

Around 4,000 students and 700 staff will work together and collaborate with local communities and businesses in cutting-edge new centres specialising in ecology, robotics, urbanism, culture, disability, heritage, engineering, technology and health.

UCL East's One Pool Street base is full of multidisciplinary research labs and studios with a lecture theatre doubling as a cinema, a shop, café and homes for more than 500 students. Marshgate, opening autumn 2023, includes eight floors of hi-tech research labs, workshops, collaboration spaces and a library. UCL East will be accessible, sustainable and open to the public with exhibition spaces and specially commissioned art by local artists.

BBC

A core purpose of BBC Music is to perform, record and broadcast live music across a full range of genres to the widest possible audience. The relocation of its music studios to East Bank is driven by this purpose and builds on the BBC's role as Olympic Broadcaster.

The new site will feature modern recording facilities, as well as embracing the history of Maida Vale. It will also be the home of the world- renowned BBC Symphony Orchestra & Chorus and BBC Singers, with an occasional presence from the BBC Concert Orchestra. It will host recording sessions and live performances across all genres from global stars to emerging talent. These facilities, alongside an extensive programme of learning and outreach projects and collaborations with partners in the cultural district, will contribute to establishing East London as a world destination for music.

PROTECT – Commercial
© London Legacy Development Corporation 2023
Level 09, 5 Endeavour Sqaure, London, E20 1JN
www.londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

London Legacy Development Corporation

The London Legacy Development Corporation is the Mayor of London's development body for Queen Elizabeth Olympic Park and the surrounding area. Working with the LLDC and with support from central government, the Mayor is working with local authorities, cultural businesses and venues, artists, creative entrepreneurs and civil society to make sure the full potential is realised for London and for Londoners.

Foundation for Future London

Foundation for Future London is an independent charity created to connect communities, the new East Bank and its globally renowned arts, innovation and cultural partners to ensure East Bank is London's must-visit destination and becomes a resilient, thriving, world-class neighbourhood of local and global significance. We're fundraising to expand grant-making opportunities for East Bank communities and partners and facilitating creative placemaking, to support local places, learning, training and employment through arts, education, culture and innovation. Our vision is for a vibrant and inclusive creative East Bank, creating authentic engagement with local people of East London in the boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest.

Appendix 2: Opening and milestone timeline

A detailed timeline of milestones and moments will be provided to the appointee, but the broad opening moments are expected to be as follows:

2023

- Construction of the Stratford Waterfront buildings (V&A East Museum, UAL's London College of Fashion, BBC Music Studios, Sadler's Wells East) and the Public Realm completed with buildings handed over to institutions across summer 2023.
- UAL's London College of Fashion and the public waterside spaces open (autumn).
- UCL completes the second building on its new campus, Marshgate (autumn).

2024

- Sadler's Wells East opens on Stratford Waterfront.
- V&A East Storehouse opens at Here East.

2025

- East Bank opening completes with V&A East Museum and BBC Music Studios opening.

Other Notes:

Affordability Threshold & Timeline:

- Interested parties are expected to respond to a fee budget of up to £30k (Affordability Threshold)
- An initial appointment period of 6 months (June - November 23)
- If the relationship proves successful, it is possible that further periods of work might be agreed as East Bank's opening continues for further 6 months

Payment Schedule:

Monthly Payment and per Task completed

PROTECT – Commercial
© London Legacy Development Corporation 2023
Level 09, 5 Endeavour Sqaure, London, E20 1JN
www.londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Schedule 4

Provider's Proposal

Methodology & Approach

Introduction

Thank you for giving us the opportunity to develop a proposal to work with East Bank, one of the world's biggest new cultural developments and a flagship project as part of London's 2012 Olympic legacy.

In this proposal we have outlined where we see the biggest profile-raising opportunities over the next six months and considered how we would establish a communications function to align messaging across East Bank partners, while amplifying the ongoing story and transformational impact of East Bank and its ambitions for the future.

The opportunity

As things stand, very little has been written about East Bank as a project. It is sporadically mentioned within announcements of partner institutions, but there is no consistency of messaging and no sense of what the ambition of the project is.

Although general awareness of East Bank and its ambitions is low, a blank slate means there's room to shape messaging about the development and how it fits into the broader London and cultural landscape. We understand that East Bank is an evolving brand; the appointment of a new Director will mean a new governance structure for the project. Internationally, there is great opportunity to showcase a unique, future-facing cultural offer that tells a different story.

While this new structure is being developed, East Bank is now really coming to life with a number of institutions opening their doors or making important announcements about programming and content. Furthermore, East Bank's public realm will open to visitors for the first time – so the scale and ambition of the project will be truly visible to Londoners and visitors to the capital.

This is the time to begin telling the story of East Bank: What it means to local communities, what it means to the city as a whole and its thriving creative sector, and what the offer is for visitors from across the UK and overseas.

By the time East Bank is fully open in 2025, it needs to be positioned as *the* 'must visit' place in London, where cutting edge creativity meets glorious open parkland. Where visitors and locals can experience London's creativity in all its diversity and be surprised, entertained and enthralled through art, fashion, festivals, music and dance. As delivering, for the diverse communities of contemporary Britain.

Although East Bank is being launched in phases, with different institutions opening at different times, we believe that the second half of 2023 is the best time to set the scene for East Bank and land key messages about the project, before space and attention gets taken up by individual high-profile launches. Ensuring this foundational messaging lands correctly, aligning and leveraging the mission and values of your partners, will help elevate the East Bank brand and foster a greater degree of understanding of the project among commentators, journalists and the wider public, which will continue to grow as more institutions open and more visitors engage with the development.

East Bank context

Drawing on the breadth of our specialist network at Brunswick, we expect to bring a series of considerations about your context to our briefing sessions to help inform and advise your voice. In putting together our proposal, we wanted to note the following considerations which we envisage will intersect with the project and which may inform your messaging:

- Tension between positioning East Bank as the 'coolest new place to visit in London' and being sensitive to local engagement and the benefits to local communities
- Sensitivity to accusations of gentrification and ensuring East Bank remains accessible to the local communities in Newham, Tower Hamlets and Hackney
- The cost-of-living crisis means that cultural projects can come under criticism if seen not to be working hard for local jobs and the economy
- Post-Brexit and post-Covid recovery – how London continues to reclaim its prime position on the world stage

© London Legacy Development Corporation 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

- Paris 2024 Olympics – comparisons will undoubtedly be made between Paris and London, with Paris being positioned in the ascendancy and London, potentially, on the decline. East Bank could be pivotal in showing how London has gone from strength to strength since the Olympics, despite Brexit and Covid

Brunswick will always be scanning for looming issues. As part of our mandate, we will advise on how East Bank can proactively prepare for challenging questions or consider whether it might be beneficial to the project to lean into specific issues.

Brunswick approach

During this six-month mandate, we will split our work into two phases. The first phase will focus on getting the basics right, developing key messages and bringing partners together to ensure consistency across different spokespeople and institutions, empowering them to advocate and amplify the East Bank vision.
The second phase will focus specifically on developing angles for global media engagement, leveraging both East Bank and partner announcements. Separately we will also seek to land top-tier media in target markets which speak to the development both in terms of what it is bringing to the people of London, the ongoing success of the Olympic legacy and the cultural offer for tourists and visitors to the city.

Phase 1: Briefing, planning and preparation (July)

During the first month of work with you, we will organise a kick-off comms workshop involving all key partners. Prior to this workshop, we would undertake a horizon-scanning exercise to understand current perceptions of East Bank, including speaking to key journalists, peers and partners (approx. 20 UK contacts, 10-12 international) so we can map out the challenges and opportunities as a way to begin the workshop and set the scene for discussion.
At this workshop, we would look to:

- Building on the current ambition for East Bank and messaging that has been used to date, explore and develop a set of key messages that accurately reflect the story so far, the impact of East Bank to date and plans for the future
- Understand, as fully as possible, all forthcoming comms announcements that are already planned by partners so that we can finalise a central comms grid, which can be accessed by all partners, but maintained by the Brunswick team
- Delve into target audience groups, and map out how we would like to shift/develop their perceptions of East Bank
- Agree on key spokespeople for the project
- Define KPIs – what does success look like?
- Establish a sign off process for all comms materials relating to East Bank, that involves all partners but is streamlined enough to allow for efficient decision making

Following this workshop, we would put together a communications toolkit for all partners, and will work alongside them all to ensure East Bank messaging is embedded to all forthcoming communications, and any opportunities to advocate for the development as a whole are not missed.

PROTECT – Commercial
© London Legacy Development Corporation 2023
Level 09, 5 Endeavour Sqaure, London, E20 1JN
www.londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Phase 2: Raising the profile of East Bank (July-Dec)
Alongside phase 1, we will simultaneously plot out a timeline of media engagement from July to December 2023 and begin media outreach to target outlets.

Audience	Angle	Target outlets	Further information
Londoners, Culture Sector, International visitors	Announcement of new East Bank Director	News Story BBC & ITV London Evening Standard LBC, City AM BBC Radio London Time Out London MyLondon, design, building and culture trades First interview Evening Standard First global interview FT / NYT	We would recommend announcing first as a straight news story, and then placing an exclusive interview with a target outlet (Evening Standard), when they are able to articulate their vision for East Bank. We would work with the new Director to put together this timeline, and help flesh out their vision into a revised set of key messages for all partners Following on from this, we would look to place an international interview with a top-tier outlet, hooked to further programming announcements and focussed on the forthcoming tourist offer On appointment, we would recommend a series of one-on-one meetings with top-tier media (London, national and international) alongside tours of East Bank – for background briefing only, but to help position East Bank ahead of any announcements or media opportunities
International visitors, Culture Sector	What Paris can learn from London's Olympic legacy	Le Monde, Le Figaro ARTE, AFP, France 24, Economist	In the run up to the Paris 2024 Olympics, a piece that considers how London 2012 has transformed Stratford and the local area, hooked to the opening up of East Bank and the ongoing Olympic legacy. Can Paris learn any lessons from this?
International visitors UK tourists	The centre of London continues to move East as Europe's biggest new cultural project begins to open	International New York Times South China Daily Post	Piece commissioned by Matthew Anderson (Europe Culture Editor), exploring East Bank – interviews with a number of key individuals leading the institutions showcasing the best of East London culture with an emphasis on diversity of culture. Could also be suitable for Chinese media – appealing to Chinese travellers.
Londoners, Culture Sector	How East Bank is working with communities across the East End to celebrate the best of London culture and emerging talent	BBC London TV	Focussing on community engagement and highlighting the value of cultural investment to Londoners. This, alongside Museum of London, is putting London back on the map again post-Brexit, post-Covid and is the cherry on the cake of the Olympic legacy. Spokespeople to include a number of community voices as well as Mayor of London. Could centre around community engagement activity taking place (i.e.

© London Legacy Development Corporation 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

			Sadler's Wells dance workshops or V&A East schools visits). Places focus on the diversity of London culture and how these world-class institutions are truly reflecting the local area
International visitors UK tourists	London's newest cultural offering / Europe's most exciting cultural openings	BBC World – Travel Show French/German/US/Chinese airplane magazines Metropolitan magazine (Eurostar) BA Highlife (British Airways) London Planner Conde Nast Traveller Lonely Planet T Magazine International newswires and invited stringers from the Foreign Press Association National broadsheet and tabloid media	Working with London and Partners / Visit London. Host an autumn event at the Olympic Park to showcase London tourism, with a spotlight on the forthcoming East Bank development. We would invite a large number of journalists to this event, including those within the Foreign Press Association, with whom we have a very strong relationship. Newswires, including Deutsche Welle, AP, AFP, PA and Reuters to be invited and key spokespeople made available including: Mayor/Dep Mayor, leaders of all institutions and talent that represents the diversity of London. A good opportunity to invite celebrity talent to advocate on behalf of the cultural vibrancy of East London, positioning it at the cultural zeitgeist and a 'must visit' from 2024 onward.
Londoners UK tourists	LCF students to design Park Volunteer uniforms	National media and PA photocall and news story The Sun	Following the opening of UAL's London College of Fashion, in a separate picture-led announcement, students from LCF could design new uniforms for Park Volunteers, who will now be stationed at East Bank as the public realm opens up. A good opportunity to celebrate the creativity of the project and showcase diverse and emerging talent.
UK visitors, Culture Sector	LFW events at East Bank	Fashion media – e.g. Vogue, Elle, Grazia, ES Magazine, Stylist, GQ, Esquire, TANK, HUNGER, AnOther, Dazed, iD etc	London Fashion Week to host 1-2 large scale events at East Bank, showcasing London's creativity and strength in fashion and sustainability.
International visitors	New public realm opening to visitors to the park	International design/culture media – e.g. Monocle, Dezeen, Disegno, AJ, ArchDaily, Cultured Magazine, Wallpaper*, Elle Deco, Architectural Digest, World of Interiors, Monopol, Art Magazin, ArchPlus, LEAP, Damn Magazine	International media trip to view new public realm and get a sneak peek of some of the buildings before they open to the public for architecture, design and urban planning media. Placement of comment from key voices within the East Bank story as appropriate; LLDC, GLA and East Bank
Londoners	Stratford Station roundels and TfL furniture to be given creative makeover by UCL / LCF students	London/local consumer media – Evening Standard, City AM, LBC, BBC/ITV London, PA, My London, Time Out London, Londonist, Secret London, The Resident, Creative Review, Design Boom, Newham Recorder, East London Advertiser, Hoxton Radio, East London Lines	Good strong image-led campaign that further emphasises the creative energy of East Bank and continues a drum beat of comms activity around East London.

PROTECT – Commercial
© London Legacy Development Corporation 2023
Level 09, 5 Endeavour Sqaure, London, E20 1JN
www.londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

International visitors	Announcement of V&A East's first exhibition	WWD T Magazine (New York Times) Vogue Online Zeit Magazine (Die Zeit) FT Weekend FT China	Aligned with V&A East's announcement of their first exhibition, we would look to place 1-2 pieces with Gus Casely-Hayford that took international readers behind-the-scenes of the new museum and speak to how it fits into the broader development, whetting the appetite for travellers planning ahead to 2025 onward. Can also include V&A Storehouse content – which will be open from 2024, so a good offer for long leads in late 2023.
International visitors UK tourists	Announcement of Sadler's Wells East first season	It's Nice that, Creative Boom. Complex, NOWNESS, HUNGER, TANK, Dazed, iD	Jonzi D to act as main spokesperson, highlighting ongoing community engagement and establishing East London and East Bank as a centre of hip-hop. Augment Sadler's Wells comms by producing separate media moment with Jonzi D and dancers in and around the Olympic Park, creating short, filmed content for social media and online outlets

Timeline

July 2023

- Kick-off workshop to establish ways of working and refine key messages
- Establish meeting rhythm for partners comms group, and smaller core group
- Identify international outreach targets (we have suggested USA, France/Germany/Italy, Ireland and China) and agree one key moment of focus for each territory (e.g. based around international travel opportunities, leveraging international and UK calendars, international peer activity, etc.)
- End of July – delivery of communications toolkit for all East Bank partners
- Throughout Jul-Dec – Lookout for reactive comms opportunities e.g. in response to cultural or societal news agenda and peer activity

August 2023

- Beginning of August – finalise central comms hub. A live communications grid that all partners can feed into and update as necessary to ensure no announcement clashes and that East Bank can take advantage of key comms moments
- Finalise all comms outreach plans, and continue to review as opportunities arise. Identify 2-3 tentpole moments for higher volumes of activity
- Public realm opens – opportunity for media activity and tours

September 2023

- Dependent on appointment of East Bank director – begin a rolling programme of one-on-one media meetings and tours of the East Bank site. (This can commence as soon as possible in the mandate, but we've suggested Sept to avoid summer holidays)
- Long-lead outreach for 2024 media, connected to further openings (i.e. Sadler's Wells)
- London College of Fashion opens / UCL East Marshgate opens – opportunity for East Bank profile through announcement media
- London Fashion Week – opportunities to link up to advocate for East Bank
- Autumn Season of Culture or similar event hosted at East Bank
- East Bank director attendance at Brunswick Arts lunch (informal networking event for cultural leaders and senior arts media. Lists of previous attendees available on request.) Opportunity to co-host if appropriate.

PROTECT – Commercial
© London Legacy Development Corporation 2023
Level 09, 5 Endeavour Sqaure, London, E20 1JN
www.londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

October 2023

- V&A East programme announcement / Sadler's Wells programme announcement (tbc date unknown) – opportunity to follow up with East Bank corporate positioning media, given that more is now known about what people will experience at East Bank.
- Good time for outreach to international media covering Paris Olympics cultural programme and legacy – long lead media to investigate lessons than can be learned from London
- London Design Festival – can East Bank host any activations?

November 2023

- Potential time to announce any joint programming for 2024, or expand further on East Bank director's vision for the project. E.g. placement of key UK media profile and FPA briefing on 2024 East Bank plans
- Long-lead broadcast production team briefings; Sky Arts, BBC Arts team in house briefing, etc.

December 2023

- Reviews of 2023 / Look-ahead to 2024 – Ensure East Bank is on the radio of top-tier cultural, national and international media for upcoming events and openings
- Recommendations made for 2024 media

Working with us

This mandate will be led by a specialist arts team in London. We would expect to draw on the strong international media network in London to drive some coverage, bringing in our international team at key moments led by our colleagues in New York, Hong Kong (China lead) and Berlin (for Europe). Details of the team we believe would bring the right insights and experience are detailed below.

We also expect to offer access to broader specialists from across our sector offers on an ad hoc basis if appropriate to your strategic work or discussions with your stakeholders, for example Public Affairs, Financial Industries Group or Digital. This advice is included in our fee, though any proactive additional work would be out of scope.

Regular meetings

Given the number of partners working on East Bank, we recommend meeting monthly with all comms leads, to ensure all announcement timelines are aligned. We would run a smaller, core comms team meetings on a weekly or fortnightly basis to go through day-to-day detail, ensure signoffs on materials etc., to progress our work quickly. This smaller group would be able to take decisions on behalf of the wider comms team.

Deliverables

Brunswick Arts will look after all communications deliverables during our mandate with East Bank, will have ownership of key media tools and toolkits and will act as a liaison as needed between internal stakeholders and external partners. This includes, but is not limited to:

- Communications plan and centralised comms grid (UK and select international)
- Narrative and key messages for East Bank
- Communications toolkit for all partners (which will be revised regularly)
- Rolling Q&A and lines against enquiry
- Schedule and run meetings; with East Bank and with partners as required, providing all admin support
- Proactive media outreach to drive media engagement, reactive media support
- Press releases, media briefings, image sheets and information packs
- Issues management advisory
- Media training for director with specialist media trainer Kim Fletcher (bio available on request)
- Background briefings for media meetings
- Event support, stakeholder and partner briefings
- Invitation to Brunswick Arts lunch (autumn 23)

PROTECT – Commercial
© London Legacy Development Corporation 2023
Level 09, 5 Endeavour Sqaure, London, E20 1JN
www.londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Reporting
We are happy to produce regular reports on media outreach, coverage and other activity. We usually produce weekly updates via email, with a more formal update at the end of the mandate, but can produce interim reports and recommendations as needed, including for Board updates if helpful.

Budgets/Fees
We are confident that we can deliver this mandate within the budget available (£30k) as detailed above. Ad hoc advisory meetings with broader specialists would be included, including one media training session with a specialist Partner. If any media trips were organised to East Bank, this would incur extra cost. Translation of media materials is not included and would need to be outsourced, though can be arranged by our team.

Your core Brunswick team in London
Your team, based in London, will be led by Director Christopher Calvert, supported by two colleagues working directly in the team, Charlotte Sidwell and Sidje N'Choh, running your campaign. Further advice will be available to you from Partner, Claire Walsh, should you require it. Claire can also arrange for ad hoc advice from across different sectors of the Brunswick Partnership if advice is beneficial – e.g. Public Affairs, Digital, Financial Industries Group, etc.

	**Christopher Calvert, Director – Brunswick Arts** Prior to joining Brunswick Arts, Christopher worked for the Mayor of London, leading the culture and communities news desk. During his time there, he headed up campaigns for the unveiling of the first statue of a woman in Parliament Square, launched the UK's first-ever Night Czar, launched the London Borough of Culture initiative and worked on the international #LondonIsOpen comms campaign. Christopher previously worked for English National Opera for over four years as Head of Media. With Brunswick, Chris has led campaigns for the launch of Roundhouse Works, the relocation of the Museum of London and stakeholder engagement work for V&A and Film London. Chris will be the lead on this mandate and your main point-of contact.
	**Charlotte Sidwell, Director – Brunswick Arts** Charlotte joined Brunswick in 2013 and has worked with clients on integrated international communication strategies and campaigns, including London Design Biennale, V&A Exhibition Road Quarter, Meta Open Arts, Audemars Piguet Contemporary, Acqua di Parma, Harewood House, National Pavilion UAE in Venice and Sir John Soane's Museum. From September 2019 – February 2020, Charlotte was on secondment at the British Library, delivering high profile media campaigns and advice relating to their work in Culture, Custodianship and Learning – including exhibitions, events, acquisitions, international touring and digital learning programmes.
	**Sidjé N'Choh, Executive – Brunswick Arts** Sidjé joined Brunswick Arts in October 2022 as a Trainee Executive after previously being a PR and Communications Trainee for the Taylor Bennett Foundation. Sidjé has previous experience working as a freelance Media Consultant at Mediacom, a Contributing Editor and Interviewer for NCS's podcast "Youth Rising by NCS", and Tate Collective Producer at Tate Galleries. Sidjé has a BA in English Literature from King's College London and is fluent in French. As an Executive at Brunswick Arts, Sidje is working on clients including London Design Biennale, Roundhouse and the Design Museum.
	**Claire Walsh, Partner – Brunswick Arts (Senior Advisor UK)** Claire joined Brunswick Arts in 2008 and brings expertise in positioning and reputation management to cultural clients and arts businesses. She acts as a senior advisor to high-profile national and international arts organisations. Throughout her time at Brunswick Arts, she has worked with clients including the V&A, the Guggenheim, the Natural History Museum, Cartier and London Design Biennale. Claire will act as a Senior Advisor on this mandate, available as needed.

PROTECT – Commercial
© London Legacy Development Corporation 2023
Level 09, 5 Endeavour Sqaure, London, E20 1JN
www.londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Your international Brunswick team

On appointment, we will work with you to define specific target audiences for media coverage. For the purpose of this proposal, we have aligned our proposed support and approach against leading international travel markets visiting London. To respond effectively to this, we have put together a team that has excellent media contacts and knowledge of what will resonate in each market – covering US, Europe and China. Collectively, our team are fluent in French, German, Italian, Spanish and Mandarin and will work in cooperation with our London office on media outreach when your activity allows for international media engagement.

	**Marie-Christine Knop, Director – Brunswick Arts (Europe)** With over 10 years of experience Marie-Christine Knop regularly devises and delivers campaigns bringing a strong background in positioning and reputation management, stakeholder engagement, and messaging. Prior to joining Brunswick Berlin, Marie-Christine worked in strategic communications roles for the Federal Foreign Office and the Goethe-Institut in Mexico City as well as the Federation of German Industries (BDI) and the MINZ GmbH in Berlin. Marie-Christine is fluent in Spanish, Italian, English with German being her mother tongue. She studied European Cultural History in Augsburg and Rome and holds an MA in Arts and Media Administration from Freie Universität Berlin.
	**Chanel Caraway, Director – Brunswick Arts New York (US)** Chanel brings deep experience in non-profit and government communications having worked in senior roles in the public sector building communications plans and advising senior officials on social impact issues to educate and engage the public. Most recently, she served as the communications director for NYC First Lady Chirlane McCray where she positioned the First Lady as a thought leader and mental health advocate on the national stage and led the communications practice. A former journalist, Chanel covered a range of topics from politics to public health.
	**Vichol Xie, Associate – Brunswick Arts, Hong Kong (China)** As a communications and marketing strategist, Vichol has worked with cross-cultural arts organisations on their Asia projects. She has experience with media partners, technology companies, international galleries, art consultants and curators, providing counsel on local culture and policies as well as launch strategies. Prior to joining Brunswick Art in Asia, Vichol lived in the U.S. for 5 years and worked at USC Pacific Asia Museum, Pasadena Symphony Association and Los Angeles County Museum of Art (LACMA), where she delivered corporate development and communications strategies. She is also a commissioning Chinese writer of Culture Trip. Vichol is fluent in English, Mandarin, Korean and Cantonese

PROTECT – Commercial
© London Legacy Development Corporation 2023
Level 09, 5 Endeavour Sqaure, London, E20 1JN
www.londonlegacy.co.uk

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Social Value

Maintaining and strengthening a diverse workforce and an inclusive workplace are pillars of Brunswick's culture and key to our future success. Valuing and supporting every colleague as an individual while helping them reach their full potential is critical to attracting and developing our greatest strength – our people.
By embracing our differences and diverse perspectives we create richer experiences within our firm and enhance the quality of the ideas and advice that we deliver to our clients. We commit to an annual DEI Report, which is published on our website (https://www.brunswickgroup.com/media/10710/brunswick-dei_report_2022.pdf)

Brunswick have specifically brought together a diverse group of team members for this mandate to ensure we offer different skills, attributes, and perspectives. All employees at our firm are put through yearly anti-harassment and discrimination training. Throughout our time working with you, we will continue to adhere to our business's 6 DEI commitments:

1 - Recruiting to increase diversity at all levels, with a focus on senior leadership
2 - Bringing external expertise into the firm focused on DEI issues, whether as advisors and/ or full-time colleagues
3 - Re-examining our approach to appraisals, promotions, and retention through the lens of DEI
4 - Building communities and creating safe spaces in the firm where we can have open conversations with each other and learn from one another
5 - Living the values of an inclusive culture — how we treat each other and how we work together
6 - Projecting ourselves externally, including how we provide best-in-class advice to clients and, more broadly, how the firm is a force for progress on matters of DEI

© London Legacy Development Corporation 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM



Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Introduction to your team



BRUNSWICK ARTS

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Your core team in London

By your side every day, co-ordinating partners and driving a drumbeat of activity



Christopher Calvert

Director, Brunswick Arts



Charlotte Sidwell

Director, Brunswick Arts



Sidjé N'Choh

Executive, Brunswick Arts



Claire Walsh

Partner, Brunswick Arts

(Senior Adviser)

© BRUNSWICK ARTS 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Your international team

Advising on target markets and connecting East Bank to global media outlets



Marie-Christine Knop

Associate, Berlin



Chanel Caraway

Director, New York



Vichol Xie

Associate, China/HK

© BRUNSWICK ARTS 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

The opportunity

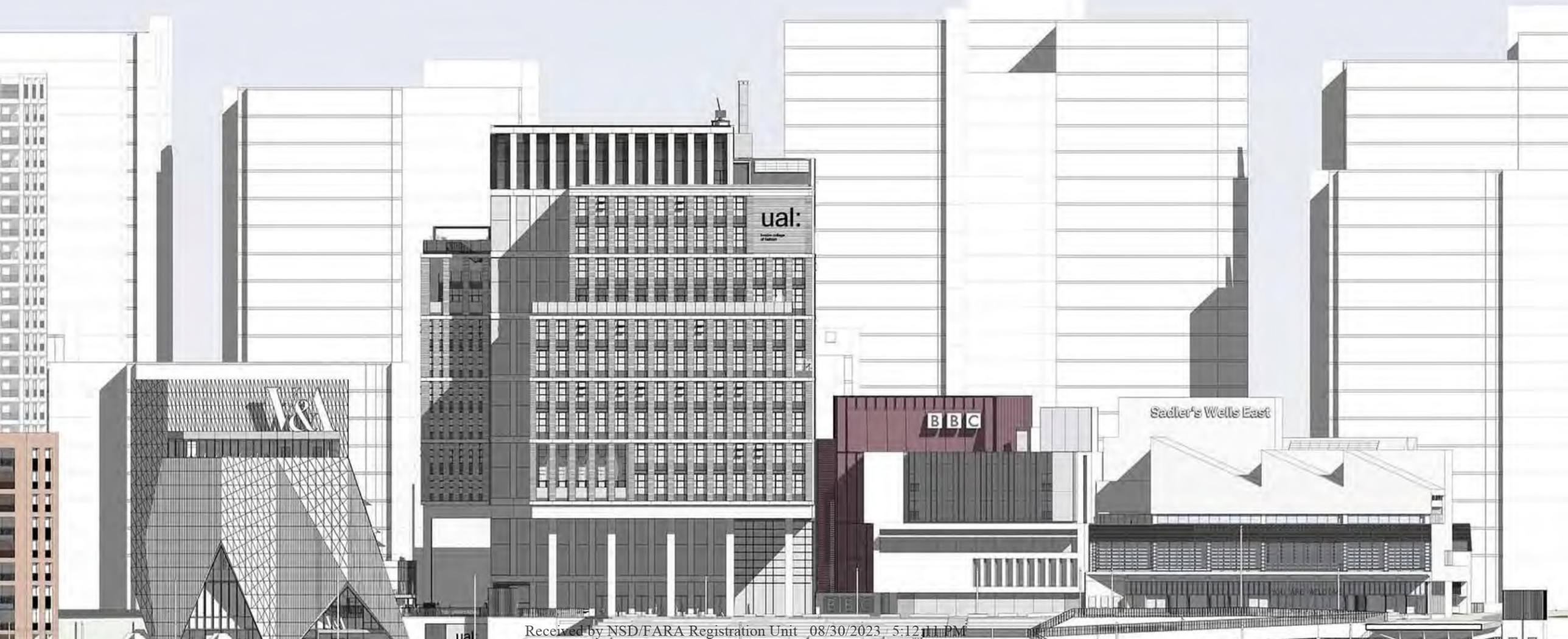


BRUNSWICK ARTS

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

The most ambitious cultural and educational project the capital has seen since the South Bank



Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Focus on impact to tell the whole story

FROM
INPUT-LED

1. What East Bank is…
2. Individual partners speaking to their mission and ambitions
3. Fragmented comms plans – with each partner working independently
4. Anecdotes and individual stories of community participation

TO
IMPACT-LED

1. Why East Bank matters & the benefits / impact to Londoners and visitors
2. Integrated messaging from all partners that consistently signposts East Bank
3. Streamlined comms grid developed to embed key messaging
4. Demonstrating evidence of long-term impact for the area, as part of the bigger Olympic legacy story – built from the ground up

© BRUNSWICK ARTS 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

How we'll make this a reality

Brunswick Arts is uniquely suited to develop and execute an impactful communications programme for East Bank.

We can:

- Develop your core proposition and key messages – helping you and your partners tell your story more consistently and with greater impact
- Develop a communications strategy to help you reach key media – locally, nationally and globally
- Raise the profile of your new Director as a thought leader on cultural placemaking, and working with communities to showcase the creative diversity of East London
- Support on key announcements – building a regular drumbeat of activity from Autumn 2023 and beyond
- Prepare for potential issues and crises – always horizon scanning for looming challenges
- Be opportunistic – making key introductions throughout the year, ensuring you're always front of mind

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Our approach



BRUNSWICK ARTS

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Phases of work

During this six-month mandate, we will split our work into two phases. The first phase will focus on getting the basics right before we move into a second phase of media outreach – leveraging both East Bank and partner announcements.

Phase 1: Planning – Refining your narrative (July 2023)

Who is your target audience & core proposition?

Messaging toolkit for all partners

Which issues & themes can you talk about with authority?

Developing a communications programme that sits on top of partner activity.

Phase 2: Building your profile (July '23 – Dec '23)

Establishing high points of activity & landing target coverage

Media briefings, visits, press tours – building an army of advocates

Brunswick Arts lunch & other networking opportunities

Developing a diverse range of spokespeople

Phase 3: Becoming an active player (2024 onwards)

Becoming a sought-after voice

Able to proactively speak to broader conversations

More consistent profile, coverage & buzz building to the major launches in 2024/25

New Director as a thought-leader

© BRUNSWICK ARTS 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Phase 1: Planning - The basics

Immediately on appointment, we would organise a kick-off workshop involving all key partners. This workshop would cover:

- **Current perceptions** – Speaking to key stakeholders and influencers, how is East Bank perceived today?
- **Audiences** – defining your key audiences and identifying channels to reach them
- **Messaging** – creating a narrative arc for the year ahead
- **Storyboard** – ideas and angles to resonate across target media
- **Campaign planning** – creating an integrated timeline focused on specific high points of activity. A centralised comms grid and an agreed sign-off process
- **Critical issues** – To help create a rolling Q&A to mitigate against hostile questions
- **Spokespeople** – Agree on key spokespeople and ensure a diversity of voices are reflected throughout the campaign

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Aligning messaging: Comms toolkit

Following this workshop, we will develop a comms toolkit to ensure all partner messaging is aligned.

Although each institution can articulate their own community engagement programme, demonstrating local impact – there is a clear need to bring these different threads together in order to articulate a bigger East Bank vision.

"...the museum will form part of a new cultural quarter collectively known as East Bank, nestling alongside a Sadler's Wells dance theatre, BBC recording and performance studios and UAL's London College of Fashion"
Bethany Minelle, SKY News, Dec 2022 [V&A East]

"This new theatre is definitely in the cultural thick of things...it is part of the £1.1bn East Bank project that includes a branch of the V&A, BBC studios and a vast new home for the London College of Fashion"
Lyndsey Winship, Guardian, June 2022 [SW East]

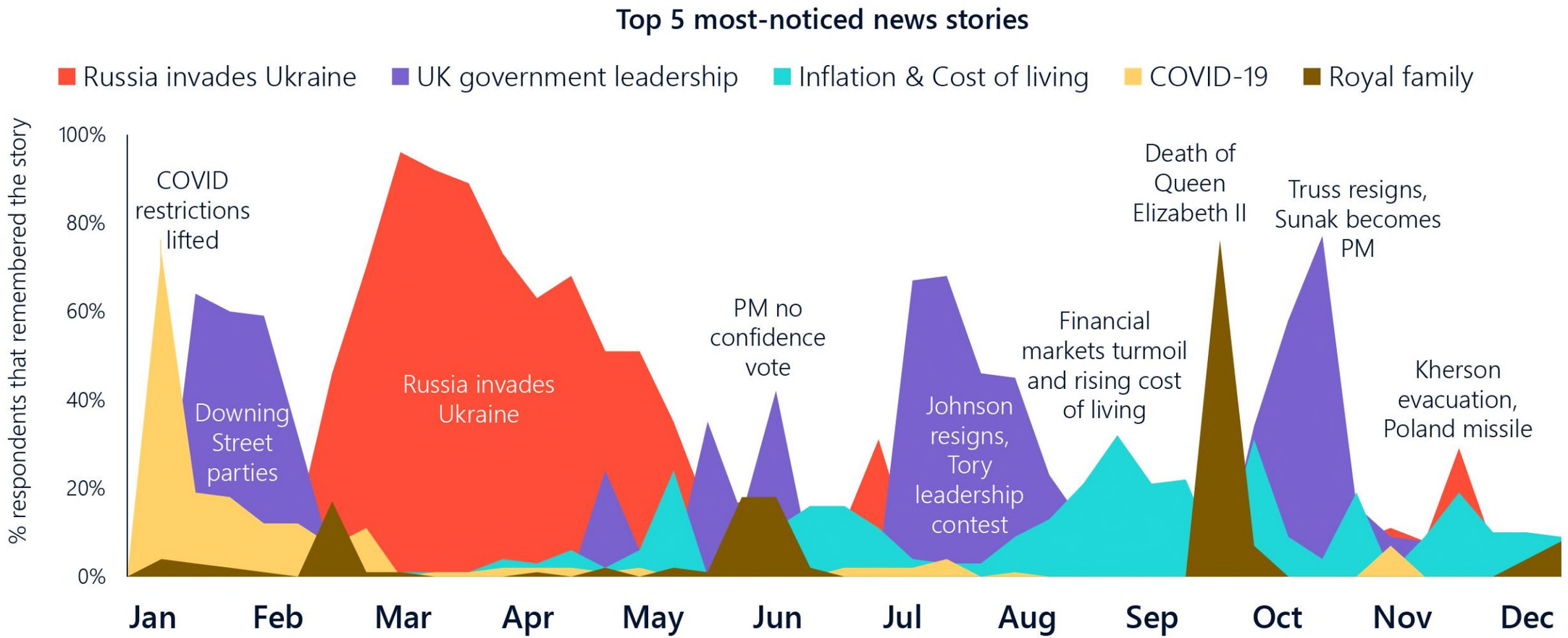
"...London's newest quarter for creativity and higher education...with thousands of jobs for creative talent"
Mike Brooke, Newham Recorder, May 2023 [LCF]

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

2022's top 10 most-noticed news stories (1-5)

The Russia-Ukraine conflict was the most-noticed news story of 2022, with a large peak in public attention in the three months after the start of the conflict. Political developments in the UK also drove several spikes in attention throughout the year.



Data note: Analysis of findings from 38 surveys conducted by Yonder Research in 2022. Each survey asked members of the UK general public to name one news story from the past week. Top 10 stories from each survey were aggregated and then manually coded for type (e.g., UK government) to generate the chart shown.

© BRUNSWICK GROUP 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Considerations

As East Bank opens, it becomes more important to ensure that the development speaks to broader issues.

We will support you to lean into external conversations on key themes, helping to root East Bank in the wider world, giving you space to talk about its positive impact and take a proactive stance on key issues affecting Londoners.

The Guardian

"...East Bank is being conceived in a climate when the sale of private flats is expected to pay for the public bounty; for all the architects' best intentions, the apartment-to-culture ration feels painfully imbalanced"
Olly Wainwright, Guardian, June 2018

THE TIMES

"...there's a bigger reason why East Bank seems to me not just unnecessary, but offensive. I've never heard anyone in London say: "You know what this city needs? More culture!" Yet every day I hear Londoners despair of sky-high rents and property prices"
Richard Morrison, The Times, June 2018



© BRUNSWICK ARTS 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

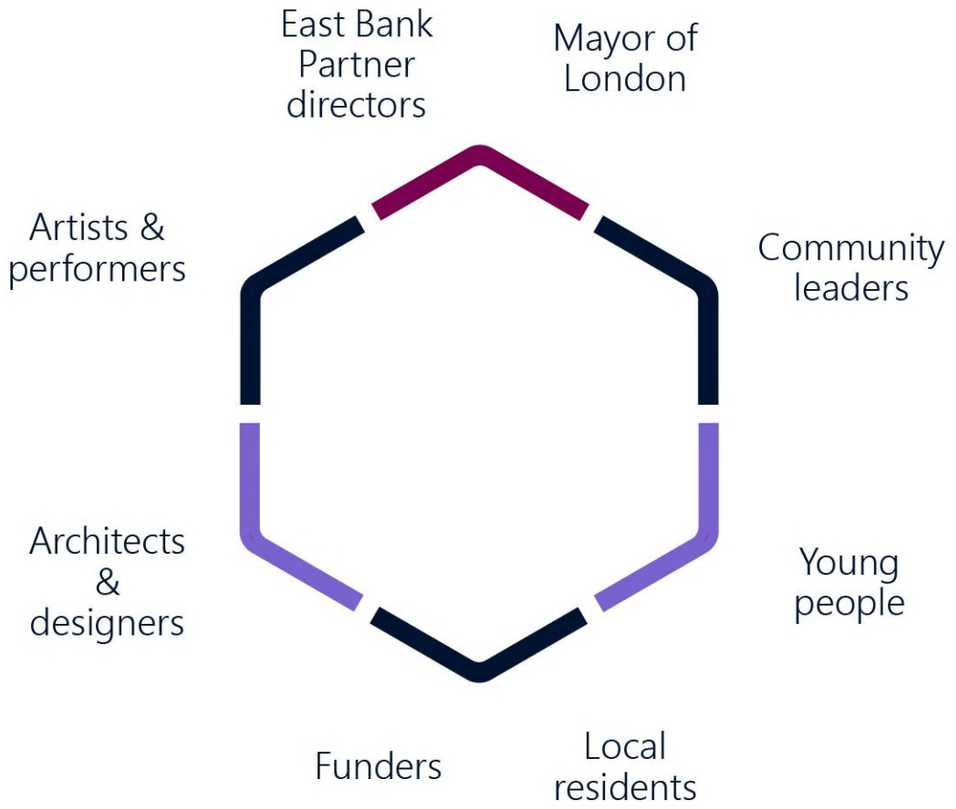
Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Spokespeople & media pack

As well as compiling a comprehensive media pack, we will also develop an inclusive and representative list of potential spokespeople for East Bank.

Not only will this ensure that East Bank truly represents the diversity of East London, but also demonstrates the genuine community links forged during the lifespan of the project to date.

The media pack will contain the story of East Bank to date and will be regularly reviewed and updated to include latest stats and developments.



Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Phase 2: Building your profile

The first six months of activity is focused on really establishing East Bank's identity and building brand recognition among Londoners and the wider visiting public.

East Bank identity:

- What is East Bank? Punchy, repeatable key messages. Keep it simple.
- Visual needed to embed in consciousness, including the key buildings / activities
- Artist to draw the buildings, landscape & artworks to become a recognisable symbol

Local stakeholder engagement:

- Who needs to be on side? i.e. Taxi drivers, local businesses, TfL station staff, neighbouring developers
- Informal coffee morning at an East Bank venue for other relevant brands in QEOP e.g. The Line, Hackney Carnival, IQL etc.
- Staff picnic for colleagues on site across the organisations

Local media:

- 1-1 meetings for the local media that need to be your champions
- Important they feel included early on, and have access ahead of or at the same time as nationals
- They will drive the conversation in the local communities as to the success of the East Bank

East London Advertiser

East London & West Essex Guardian

Newham Recorder

Hackney Gazette

© BRUNSWICK ARTS 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Building media advocacy: Top 10 UK hitlist

We will look to create a strong group of key cultural commissioners and commentators from national broadsheets and broadcasters, offering briefings on your full aims and ambitions, as well as the opportunity to attend events. A suggested Top 10 UK hitlist is below. We would prioritise a target list for 1-on-1 briefings, lunches and tours ahead of news announcements.



Katie Razzall
Culture Editor,
BBC



Rachel Corp
CEO,
ITN



Ben Preston
Editor,
Sunday Times Culture



Richard Morrison
Culture Reporter,
Times



Charlotte Higgins
Culture Reporter,
Guardian



Alison Cole
Editor,
The Art Newspaper



Dylan Jones
Editor,
Evening Standard



Anita Singh
Arts
Correspondent,
Telegraph



Farah Nayeri
Arts Reporter,
New York Times



Jan Dalley
Arts Editor,
Financial Times

© BRUNSWICK ARTS 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

UK media network

We have strong relationships with key commentators from across arts & design media, including nationals and broadcasters, as well as reporters across London who write on the best things to do in the capital.
They will receive media briefings, as well as the opportunity to attend launch events.

(NB. This list is not exhaustive, but representative of our media network and the targets we'd look to engage with during our mandate)

NATIONAL MEDIA

- Financial Times
- The Times
- Guardian
- Telegraph
- The i paper
- Independent
- Sunday Times
- Observer
- METRO
- BBC News Online
- Economist
- Mail
- Express
- Mail on Sunday
- Sun
- Mirror

ARTS TRADES

- The Art Newspaper
- The Stage
- Arts Professional
- Arts Industry
- Dezeen
- Architects' Journal
- Wallpaper*
- Monocle + Monocle Radio
- CNN Style
- Artnet
- The Culture Trip
- Country & Town House
- New London Architecture
- Tincture of Museum
- MuseumMum
- Vaizey View
- MoL Cultural Newsletter

BROADCAST, PICTURE DESKS & WIRES

- BBC London
- ITV London
- LBC
- London Live
- BBC Radio London
- Press Association
- Getty
- Associated Press
- Deutsche Welle
- Reuters
- All national picture desks
- BBC - The One Show

LONDON LIFESTYLE

- Evening Standard
- ES Magazine
- Londonist
- TimeOut London
- The Resident
- Secret London
- MyLondon
- Newham Recorder
- East London Advertiser
- Hackney Gazette
- London Only (Instagram)
- All in London
- LondonTown.com
- The Londoner
- London on the Inside
- Diary of a Londoness
- Ian Visits
- OnLondon

TRAVEL

- Conde Nast Traveller
- BA Highlife
- Metropolitan
- Visit London
- London Planner
- Travel + Leisure
- National Geographic Traveller
- Escapism

POLITICAL

- New Statesman
- Spectator
- News Agents
- Newscast
- The House
- Times Radio
- Times Red Box

YOUTH & COMMUNITIES

- The Voice
- GUAP
- VICE
- Alt Africa
- Channel S
- Complex
- Xplode

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

UK media outreach: East Bank handover

- In Summer 2023, the Mayor of London's team will hand over the project site to East Bank institutions

- This is a fantastic opportunity to create a media moment for the project:
  - A focus on young people – e.g. LCF students fashion show or Sadler's Wells dancers in the park – to create a broadcast opportunity
  - Attendance from key representatives (e.g. Mayor of London / Deputy Mayor & East Bank Directors)
  - Photo call
  - Press release – detailing the handover and acting as a project update
  - Invitation to key local press, broadcast and photographers

- We'd work in tandem with your partners to create a successful moment, briefing all spokespeople and partner organisation involved, using this as a hook to kick off more in-depth media conversations

© BRUNSWICK ARTS 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

UK media outreach: Public art unveilings

- This Summer will see the launch of three new public art commissions
- Time is of the essence, and upon appointment we would want to begin an active campaign for this to ensure best possible chance of inclusion in broader commentary re: public art in London over the summer
- These round-ups will be an important start to build East Bank's identity as a destination
- We would require a full briefing and overview of the works, but would recommend:
  - Press release announcing the commissions
  - Staged photo call on the day the works are revealed
- From previous experience of working with Sculpture in the City, strong visuals are a priority, along with a clear understanding of why they have been commissioned, as well as a set date for 'unveil' - rather than a staggered approach.
- This is also a good opportunity to start to hear feedback from press as to how familiar they are with East Bank and the cultural offer, as we would pitch to London lifestyle, arch/design and culture press.







Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

UK media outreach: Director profile

- The announcement of the new East Bank Director will be a pivotal comms moment over the coming months
- We recommend initially placing this story as a straight news story in London and national media (i.e. Evening Standard / Guardian)
- This should be followed with an interview with the Director when they are able to articulate their vision for East Bank, backed up with new content and project updates – in late 2023 or early 2024
- In the meantime, we would support the Director with a media and stakeholder engagement programme, to help position East Bank ahead of any key announcements
- We would also invite the new Director to a Brunswick Arts lunch – an excellent networking opportunity, taking place in Autumn 2023
- We would also look for ideal speaking opportunities, such as Art for Tomorrow, REMIX, Creative Coalition, Global Cultural Districts Network or World Cities Culture Forum – and create a timetable of events for 2024

GCDN Global Cultural Districts Network

Creative UK Creative Coalition Festival 2023

WORLD CITIES CULTURE FORUM

REMIX

art for TOMORROW

© BRUNSWICK ARTS 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

UK media outreach

As described in our Stage 1 proposal, as well as focusing on 2-3 tentpole comms moments during 2023, we would also look to proactively place stories with UK media about East Bank's ambitions, using specific case studies to bring these stories to life.

For example:

- **How East Bank is working with local communities** to create a world-class cultural hub that reflects East London's cultural diversity – showcasing community engagement projects across partners (i.e. V&A school visits, Sadler's Wells dance workshops etc)
- **Europe's most exciting new cultural offering** – A special briefing with the Foreign Press Association
- **LCF designs new QEOP volunteer uniforms** – A great picture story, which could appeal to a broad range of media, including tabloids/midmarkets
- **New collaborative programming at East Bank** – working closely with partners, we would lead comms activity for any collaborative programming or festivals
- **Listings** – We would keep on top of all listings for East Bank activity
- **Opportunities with TfL** – Creative makeover by LCF / UCL students
- **First season announcements** – We would look to add value to any partner season announcements

© BRUNSWICK ARTS 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

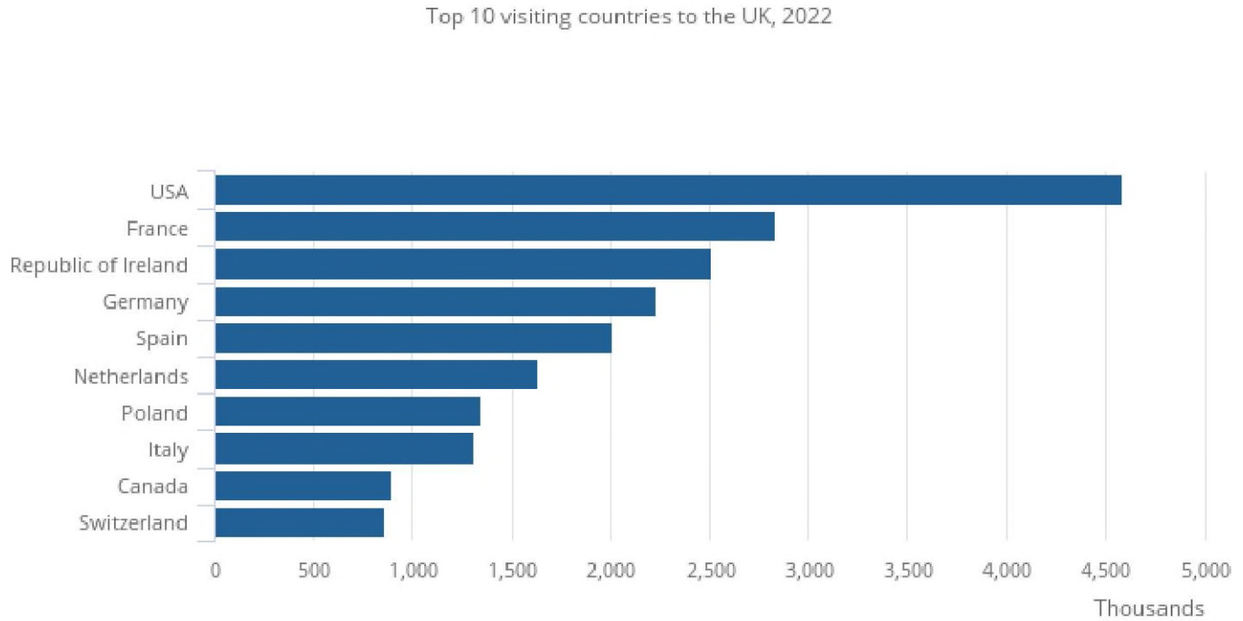
International profile

Looking at the most recent statistics on inbound tourism to the UK, we recommend focusing international outreach in the USA and Europe.

As well as engaging with journalists in these territories, we recommend hosting an FPA briefing with stringers working in the UK – which we can arrange

As China continues to open up, we would also suggest some outreach in China/HK, though as a lower priority.

Figure 6: Residents of the US visited UK most in 2022, ahead of France and Republic of Ireland



Source: International Passenger Survey 2022 from the Office for National Statistics

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

International media outreach: USA

The top destination for inbound tourism to the UK is the USA.

As well as positioning East Bank as a key tourist destination, there is scope to showcase East Bank as a model for other world cities given its commitment to community input and investment.

We also note that there will be significant interest in Gus Casely-Hayford as a spokesperson, given his deep connection with NYC. We could use this interest to platform community voices, given Gus's engagement with schools across East London.

Conversations around equitable, diverse community building and bringing culture to new developments, from the ground up are live in the US, and we feel this would be a good fit for this market.



WSJ

Smithsonian MAGAZINE

CULTURED MAGAZINE

AP

Condé Nast Traveler

Galerie

The New York Times

THE NEW YORK TIMES STYLE MAGAZINE

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

International media outreach: Europe

Most of the top ten places from inbound tourism are within Europe, therefore we recommend focusing on efforts in France, Germany and Ireland, as well as planes/trains magazines.

The 2024 Paris Olympics offers a useful springboard for discussion in articles about what a successful Olympics legacy looks like.

Furthermore, we recommend leaning into stories around the perception of London post-Brexit. There is a perception that London has become 'further away'. East Bank is a great opportunity to show how connected you are to Europe. European Londoners' voices can be platformed, and given Stratford is just two stops from Paris, there's a clear call to action to potential visitors.

Given the profile of European Capital of Culture, we also recommend leaning into a conversation about culture-led regeneration and the positive impact on communities.



AFP
Le Monde
LE FIGARO
DIE ZEIT
arte
The Economist
THE IRISH TIMES
METROPOLITAN
FRANCE 24
ZEIT MAGAZIN

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

International media outreach: China/HK

We recommend targeting key China / HK publications focusing on the artistic output of East Bank.

Dance is going through a resurgence in popularity in China – especially street dance and hip-hop, so we would recommend leaning on this content in particular,

There's also a big emphasis in STEAM subjects in Hong Kong, which East Bank plays well into.

As the public artworks are unveiled, we would recommend engaging with contemporary art media in China/HK, positioning East Bank as the newest cultural destination in London, and an unmissable part of a visit to the capital.



Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Timeline

July

- Kick-off workshop
- Identify key targets
- Comms toolkit & media pack

Aug

- Finalise central comms hub
- Media pack ready
- Finalise outreach plans
- Public realm opens – East Bank handover moment
- Public art unveiled

Sept

- 1-1 meetings with new East Bank director
- Long lead 2024 media outreach
- LCF/UCL opens – East Bank profile and events
- London Fashion Week
- Autumn Season of Culture (with London & Partners)
- Brunswick Arts Lunch
- FPA briefing

Oct

- V&A East programme announcement
- Sadler's Wells programme announcement (timing tbc)
- Outreach pegged to Paris Olympics and legacy
- London Design Festival

Nov

- 2024 joint programming announcements
- Christmas at East Bank announcements
- Director's vision for 2024 East Bank
- Long-lead broadcast briefings

Dec

- Reviews of 2023 / Look-ahead to 2024. Ensure East Bank is front of mind
- 2024 media plan finalised

2024

- Develop plans for Sadler's Wells launch, including international outreach

© BRUNSWICK ARTS 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Communications Deliverables



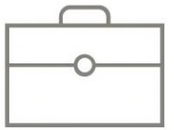
Communications plan for external audiences and partners institutions



Core proposition, narrative development and key messages



Rolling Q&A and reactive media support



Press releases, media briefings and information packs



Media strategy and outreach



Issues management advisory



Media training



Launch events, stakeholder & partner briefings

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

About Brunswick Arts



BRUNSWICK ARTS

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Receive



Brunswick Arts helps clients navigate a complex world where culture, society, business, and politics intersect

UNBOXED
CREATIVITY IN THE UK

© BRUNSWICK ARTS 2023

NSD ARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Using our global network, we've launched new cultural initiatives to worldwide audiences



Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM



We develop campaigns that deliver meaningful impact for clients

© BRUNSWICK ARTS 2023

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

We help the world's leading cultural organisations engage more effectively with stakeholders



Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM



Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

We support major cultural institutions navigate complex changes



MUSEUM OF LONDON

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

We tell London's story to the world



LONDON DESIGN BIENNALE

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Brunswick Arts

Brunswick Arts is perfectly placed to help cultural institutions, brands and business leaders navigate a complex world where culture, society, business and politics intersect.

We offer unrivalled communications expertise for the arts and culture sector and how corporations navigate this complex landscape. For twenty years, clients around the world have relied on us to launch projects, build reputations, manage crises and engage with media, employees, audiences, partners and funders.

We are part of Brunswick Group, the strategic advisory firm focused on critical issues. Founded in 1987, Brunswick's global partnership has grown to 27 offices in 19 countries, with dedicated arts teams in London, Berlin, New York, Abu Dhabi, Dubai, and Hong Kong – offering deep local knowledge in a global context.

We are excited to present this proposal to support East Bank with communications campaign planning and execution. We offer unrivalled expertise, global reach and a unique network of advisers.

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD FARA Registration Unit 08/30/2023 5:12:11 PM

BRUNSWICK ARTS

One firm.
Globally.

Abu Dhabi	Frankfurt	Mumbai	Singapore
Beijing	Hong Kong	Munich	Stockholm
Berlin	Johannesburg	New York	Sydney
Brussels	Lisbon	Paris	Tokyo
Chicago	London	San Francisco	Vienna
Dallas	Madrid	São Paulo	Washington, D.C.
Dubai	Milan	Shanghai	



Received by NSD FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Appendix: Case Studies



BRUNSWICK ARTS

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Promoting an international design event - a key moment in the capital's cultural calendar

London Design Biennale

Brunswick Arts has worked with London Design Biennale for over five years, most recently launching their 2023 edition at Somerset House in a media campaign that spanned multiple geographies, covering a diverse range of content. Our wide-reaching media campaign for both the 2021 and 2023 editions garnered over 1,000 pieces of coverage, with UK coverage focusing on national and broadcast titles – with a particular focus on the FT, New York Times and international wires. International coverage was secured in the UK and at key moments across our network, to leverage the knowledge, presence and networks of exhibitors, funders and partners of international participants.

We also manage all elements of media timings and logistics onsite at the Biennale, from press activity to evening receptions, awards and formal openings, e.g. with the Mayor of London. Through this coverage, we positioned London Design Biennale as a world-leading event that brings the best design thinking to the UK capital, leading on conversations such as sustainability and innovation.



Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Driving footfall & raising the profile of Europe's biggest cultural infrastructure project

Museum of London

Brunswick Arts worked with Museum of London for the past three years – advising the Directorate and Board on a range of issues, while working day to day with their inhouse comms team to devise strategic communications plans to further their voice as they move to their permanent new home at West Smithfield.

Distilling the impact of the new museum for both funders and everyday Londoners, we drove a thought leadership campaign for the museum director, securing opinion pieces in National and specialist City papers, placing overage in major national titles and securing high-profile speaking slots at specialist conferences. Our international colleagues in the Gulf and China also engaged national titles at key moments, raising awareness of the ambitions and unique proposition of the West Smithfield plans. Our work concluded with a digital and media campaign for the closure of their main site at London Wall – securing coverage across a range of national, London and trade titles. As a result of the campaign, over 78,000 visitors celebrated the Museum of London's final month at London Wall, with over 13,000 people attending its final music weekend, making it the busiest in its 45-year history.



Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Positioning creative youth work centre stage at a leading performance venue

Roundhouse

Brunswick Arts is working with the Roundhouse to reframe the narrative around their work with young people and demonstrating the importance of creativity.

For over 50 years the Roundhouse has been hub of inspiration for artists and emerging talent. Each year thousands of young people take part in the Roundhouse's creative programmes which range from podcasting and radio to circus skills.

To help them to define their unique approach ahead of the centre's launch, Brunswick Arts conducted interviews with internal and external stakeholders, and facilitated workshops with the Roundhouse to craft a core narrative and to develop a campaign strategy. As an ongoing part of this work, Brunswick Arts have been developing a stakeholder strategy to ensure that a large pool of ambassadors are used effectively as the campaign progresses.

Brunswick Arts supported the launch of Roundhouse Works in May 2023, with media coverage in The Times, Guardian, Evening Standard, BBC and across trade media. Alongside media engagement, Brunswick Arts has also developed a LinkedIn thought-leadership programme for CEO/Artistic Director Marcus Davey, which has seen +240% increase in average engagement and a follower growth of 139%.



Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Reaching new audiences in the UK and USA

Bodleian Libraries

Brunswick Arts worked with the Bodleian for several years, supporting the institution in developing its reputation as a visitor destination, running a thought leadership programme to highlight their specialist knowledge on digital preservation, promoting the expanding programme and advising on strategic communications, digital strategy and media relations in the UK.

Our support included international activity for major moments, senior networking and touring programming. For example, global media interest was secured via UK networks for new research on the discovery of Tutankhamun, while for their acclaimed exhibition J. R. R. Tolkien: Making Middle-earth, which smashed visitor targets, drew on support from our New York office, securing coverage in the New York Times, Wall Street Journal, Vox, and WNYC.



Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Amplifying the first-ever arts & heritage programme for UEFA Women's EURO

The Football Association

Brunswick Arts worked with the England Football Association to promote the first arts and heritage programme in the organisation's history to celebrate the 13th edition of the UEFA Women's EURO in July 2022. We worked to raise awareness of the various strands of the programme including four new artistic commissions by women artists and heritage exhibitions which paid tribute to past and present players of the women's game across national and regional media.

Working closely with the Host Cities around the country, we ensured all communications about the programme were aligned in messaging and timings for national engagement and included in their wider outreach to media about the tournament. The campaign resulted in over 60 pieces of coverage published across national and regional media, broadcast outlets and specialist arts press including 11 interviews with key spokespeople.



Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

www.brunswickgroup.com



Brunswick Group



Brunswick Group



@brunswickgroupllp



@BrunswickGroup

BRUNSWICK ARTS

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM

Schedule 5
Pricing Schedule

Bidder	Brunswick Arts

Consultant Name	Christopher Calvert	Sidje N'Choh	Charlotte Sidwell	Claire Walsh	Chanel Caraway	Marie-Christine Knop	Vichol Xie	
Project Role	project lead	admin and media support	media campaigner UK	advisor	US media and advice	EU media and advice	China media and advice	
Grade	Director	Executive	Director	Partner	Director	Associate	Associate	
Proposed Day Rate	£240.00	£150.00	£220.00	£295.00	£240.00	£180.00	£180.00	
Deliverable Description	Overall lead on all workstreams as detailedbelow, working with brunswick team to ensure delivery. Main point of contact day to day for East Bank team and partners. Project manager for Brunswick UK and international team	Administration support for deliverables outlined below.	Drafting of key documents e.g. East Bank toolkit, media backgrounders,	Attendance at monthly meetings for your senior team, available for advice on strategic plan, stakeholder management for duraiton of mandate.	Devise key media stories for placement with US media titles	Devise key media stories for DE, IT, ES and FR stories	Days	Total
	Communications plan and centralised comms grid (UK and select international)	Proof and edit communications plan and centralised comms grid	Contribute to communications plan, develop media angles and ideas	Review and advise on communications plan and centralised comms grid (UK and select international)	Review and advise on communication s plan, develop US comms ideas and opportunities			0
	Narrative and key messages for East Bank	Proof and edit narrative and key messaging documents for East Bank		Offer insights to narrative and key messages for East Bank				
	Communications toolkit for all partners (which will be revised regularly)		Draft communications toolkit for all partners (which will be revised regularly)					
	Oversee rolling Q&A and lines against enquiry		Draft rolling Q&A and lines against enquiry	Advise on Q&A and lines against enquiry				
	Proactive media outreach to drive media engagement, reactive media support. Focus on UK nationals	Proactive media outreach to drive media engagement, reactive media support - focus on online, family, youth culture & luxury titles	Proactive media outreach to drive media engagement, reactive media support, focus on national, design, culture specialist titles					
	Oversee Press releases, media briefings, image sheets and information packs	Draft press releases, media briefings, photocalls, image sheets and information packs	Draft and edit Press releases, media briefings, image sheets and information packs					
	Issues management advisory	UK monitoring for issues management advisory	Issues management advisory	Issues management advisory drawing on Brunswick insights				
	Arrange media training for director with specialist media trainer Kim Fletcher, prepare materials and briefings							
		Draft background briefings for media meetings	finalis background briefings for media meetings					
	Attend stakeholder and partner briefings, chair meetings, attend on site at events	Event support, including on site. Run agendas and meeting notes for	Liase with broader in-house partner teams. Media handling on site at events	Event support, stakeholder and partner briefings				0
	Invitation to Brunswick Arts lunch (autumn 23)	Provide bios on attendees		On site introductions at Brunswick Arts lunch				0
Total Days	35	34.5	30	10	12	12	12	145.5
Fee Total (£)	£8,400.00	£5,175.00	£6,600.00	£2,950.00	£2,880.00	£1,800.00	£2,160.00	£29,965.00

TfL RESTRICTED

Received by NSD/FARA Registration Unit 08/30/2023 5:12:11 PM