



# Partnership Charter

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Crimson's Partnership Charter promotes positive and proactive lines of communication from the outset, to underpin and help achieve high levels of customer satisfaction.

The key principles laid out in our Partnership Charter stem from Crimson's five values that we live and breathe: Entrepreneurial, Open, Human, Hungry, and Collaborative.

As partners we will strive to comply with all the points

of the Charter. Where that is not possible, for whatever reason, we will commit to open and honest discussions to seek alternative agreements.

This charter is in no way intended to replace existing contractual arrangements between partners nor joint contracts between partners and clients. Rather, it hopes to add to the 'legal stuff' some key principles which can make the relationship more effective, improve results and increase return on investment.

## Six Pillars Of The Crimson Partnership Charter

### Behaviour

*Founded on knowledge sharing, as one team we share knowledge, embrace and champion change in a professional, accountable and trustworthy manner.*

- Each partner will treat the individual members of the other partner's team with the same respect and integrity that they would show to their own employees.
- We will ensure that the other partner is informed promptly when things change within the business, especially when the change could have a material impact upon them.
- We appreciate that meaningful evaluation of our joint projects is essential, and that budget needs to be allocated to this.

### Communication

*Processes and principles will be agreed and adopted in order to promote openness and an environment of co-operation, with a willingness to compromise.*

- Each partner will provide the other with clear, frank and timely feedback on proposals, on-going project recommendations or other materials submitted for approval.
- We will help educate the other partner's in-house teams so that they fully understand the nature of the partnership, the other partner's products or services, and the projects they are collaborating on.
- Each partner will help the other communicate the joint activities to an external audience.



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- Both partners will provide scheduled communications to key internal and external stakeholders to the benefit of the businesses.
- Together we will attempt to nurture and grow each partner's network of contacts to maximise the effectiveness of the relationship.

## Common Purpose

*We will articulate the partnership's common purpose by setting joint goals and ways of working.*

- We believe that collaboration can foster a rewarding and mutually-respectful relationship which will help both partners deliver their business goals.
- By sharing insight and knowledge, and facilitating strategy, we will strive to improve our products and services for our clients.
- We will maintain a strategic focus on the future of the client's business, whilst delivering on current activities.

## Teamwork

*There is an expectation of all team members to actively work in joint teams that have shared goals and objectives.*

- We will agree clear two-way working processes for key programme elements (e.g. sign-off; reporting; progress meetings; reviews) and stick to them.
- We will ensure that mutually-agreed, clearly-articulated goals expectations are set and agreed at the start of the relationship and reviewed on at least an annual basis.
- We appreciate that the quality of a partner's output will be in direct correlation to the quality of their input so we will always aim to commit time for briefings and updates.
- We will always aim to deliver consistently high results for the client, sharing learnings from across our businesses wherever relevant.

- We will set aside time to meet with our partners to discuss our goals and strategy.

## Governance

*To ensure timely decision making we will set out the Partnership governance model, roles and responsibilities.*

- Whenever possible we will give 'reasonable' timescales (i.e. ideally weeks not days) for every stage of a joint project, so both partners can conduct insight programmes as necessary, develop overall strategy and present accurately-costed programmes.
- We will deliver products and services, on or before agreed deadlines. We will be open and honest if we believe that timescales cannot be met.
- We will be fully transparent in how we report back on budget spend and give early alerts of potential budget overspends to avoid delivering unpleasant surprises.

## Documentation

*Where reasonable, key documents will be generated and used throughout the Partnership.*

- We appreciate the importance of working flexibly within the terms of our contract and aim to have systems and processes that meet the client's current and potential needs.
- We will supply comprehensive written proposals to shared clients with clear objectives and success criteria, which include broader business objectives and information on other partnership activity, where this is available.
- We will set budgets with clear parameters including provision for planning, execution, evaluation and contingencies.
- Each partner will always submit proposals which can be achieved within the other partner's and client's budget, although we may also offer additional options should further budget be available.