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| # | Clarification | Answer |
| 1 | Which are your targeted market? | Tenderers should refer to the Tender Specification published on Contracts Finder. As detailed in the specification we have existing leads from numerous countries and we would expect these countries to guide lead generation, however the successful tenderer will not be limited to these markets. |
| 2 | The tender provides a graph of the main source countries for Inward Investment. The UK is listed as the top country. Can you please clarify if the UK is considered a target market for the lead generator as part of this tender? The confusion being that usually inward investment refers to investment from another country. | Prospective inward investors from the UK are not excluded from the project’s support, provided no displacement occurs. Provided eligible leads can be generated, the UK can be targeted.  |
| 3 | Can you please confirm if there are any specific target countries for this project or is the consultant able to suggest leads from any markets globally? Are there limitations of the countries that can be targeted? | The successful tenderer will be invited to suggest new markets if it is felt this will provide a greater chance of achieving the desired results. Markets targeted are expected to generate leads which compliment Cornwall’s strategic industries and economic / social / environmental ambitions. |
| 4 | Are you expecting the consultant to primarily concentrate on the countries listed in the graph of the ITT on page 6? | No, please see answers 1 and 3.  |
| 5 | Is it possible to provide a specific definition as to what would qualify as a lead under the 13 strong inward investment leads who could fulfil the E23 output criteria? The link provides a lot of details but some are not specifically relevant to inward investment. Is it possible to provide a shortened definition as to what criteria need to be met to qualify as one of the 13 leads as part of the project? | Upon successful appointment the CTI team and successful tenderer will review the official E23 output criteria to agree a full definition. For clarity at this stage an inward investment lead would be required to fulfil the following criteria- * An enterprise of any size which is not currently located in Cornwall.
* An enterprise actively looking to expand their operations within the UK via Cornwall, without displacing existing UK operations.
* An enterprise willing to engage with CTI and receive relevant support.
* An enterprise committed to creating employment opportunities in Cornwall upon landing.

A landed inward investor output would be evidenced by a Cornwall registration via Companies House or HMRC.  |
| 7 | Will the budget be tied to landing the 6 companies or is it based on the identification of the 13 leads? | No the budget is expected to identify suitable leads, ideally enterprises looking to land within the course of the project, but it is understood that this may not always be feasible within timescales.  |
| 8 | Kindly advise if the given/ current set (mentioned in the chart in ITT) of regions will be the same for this project. | Please refer to answers 1 and 3.  |
| 9 | UK being the most prominent market of LG for Cornwall(as mentioned in the chart in the ITT), will it be part of this project as the UK is a domestic market for Cornwall? | Prospective inward investors from the UK are not excluded from the project’s support, provided no displacement occurs. Provided eligible leads can be generated, the UK can be targeted. |
| 10 | Would CTI prefer to have a breakdown of 13 potential businesses/ leads based on the region? (For eg: EU: 5, US 4, UK 4) | CTI currently has no preference for leads to be broken down by region. |
| 11 | Is it allowed to have a split Fixed Fee i.e. a Fixed Fee against 13 Leads and a Fixed fee for each of the Project successes out of 6 as mentioned in the ITT? | Payment will not be split in accordance with leads or landed inward investments. |
| 12 | Is the payment made to the Supplier through Monthly invoices? | The payment schedule will be agreed upon appointment and payments can be made monthly.  |
| 13 | As a standard practice, we receive a clear criteria/ definition of 'Potential Business Lead' and how a 'Project' is defined. Is it possible to have the same?  | Upon successful appointment the CTI team and successful tenderer will review the official E23 output criteria to agree a full definition. For clarity at this stage an inward investment lead would be required to fulfil the following criteria- * An enterprise of any size who are not currently located in Cornwall.
* An enterprise actively looking to expand their operations within the UK via Cornwall, without displacing existing UK operations.
* An enterprise who would like to engage with CTI and receive relevant support.
* An enterprise committed to creating employment opportunities in Cornwall upon landing.

A landed inward investor output would be evidenced by a Cornwall registration via Companies House or HMRC.  |
| 14 | Is there a preference with regards to the format for our tender response? E.g. Word or PowerPoint etc | No preference.  |
| 15 | Regarding the KPIsa. Do investments from other parts of the UK count toward the KPIs of 13 potential businesses and 6 landed inward investments?b. Are there any specific requirements to what counts as a lead or investor? E.g. certain number of job creation etc. | 1. Yes please see answer 2.
2. Please see answer 13.
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| 16 | Visitor Economy – assuming tourism and work-related visits? | Yes visitor economy includes tourism and work visits.  |