

Marketing, PR, Digital Design and Website Development for Cornwall & Isles of Scilly People Hub

Tender Clarification Log v1.1 19JUL21 TEN497

Ref	Date Raised	Document	Section / Page	Clarification Question	Response
001	16/07/21	ITT	9.10	Could you clarify whether you intend to appoint one business to cover all of the areas of activity mentioned in the tender, or whether consideration would be given to outsourcing specific elements of the requirements?	<p>A Consortium can respond to the tender as per 4.1 and 9.10:</p> <p>"4.1 General CDC is seeking to commission an experienced supplier (or consortium with a Lead Partner) to develop and roll-out Marketing campaigns and a PR programme for the People Hub, including the design and development of a dedicated website to meet the programme objectives (4.2) and successfully meet its' outputs and results (3.2)"</p> <p>"9.10 Sub-contracting Tenderers should note that a consortium can submit a tender but the sub-contracting of aspects of this commission after appointment will only be allowed by prior agreement with CDC."</p>
002	19/07/21	ITT	7	Can we have the application form for which we can apply to this tender?	There is no specific application form, however Section 7 outlines the information that needs to be included in your Tender submission.
003	21/07/21	ITT		1) Please can you clarify the timescale - including end date for all work to be completed - as at part 6 in the brief it says October 2019.	1) We have revised the statement to say "The timescale of the project is from the date of signing the contract until December 2023" and uploaded the revised ITT on 22/07/21

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				<p>2) is there flexibility between different parts of the budget (reallocation)? £22,500 for website plan, development, build, ongoing maintenance / support, hosting, SEO strategy and implementation and chatbot seems very tight.</p> <p>3) Are you happy for us to submit as part of a partnership - we specialise in marketing strategy, PR, design etc but work with other SW and national agencies for website and SEO work.</p>	<p>2) The budget allocations are based on our experience of costs for similar projects, however there is flexibility between the different parts of the budget.</p> <p>3) A Consortium can respond to the tender as per 4.1 and 9.10: "4.1 General CDC is seeking to commission an experienced supplier (or consortium with a Lead Partner) to develop and roll-out Marketing campaigns and a PR programme for the People Hub, including the design and development of a dedicated website to meet the programme objectives (4.2) and successfully meet its' outputs and results (3.2)" "9.10 Sub-contracting Tenderers should note that a consortium can submit a tender but the sub-contracting of aspects of this commission after appointment will only be allowed by prior agreement with CDC."</p>
004	21/07/21	ITT		1. Discovery, Research and User Experience is very important to us and in our	1. Yes

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				<p>experience very valuable on this type of project. Would you be open to us facilitating workshops and research with the target demographic to identify their needs and goals, as well as their current pain points when it comes to their interaction and experiences with the outputs from this project?</p> <p>2. Would we be able to get access to members of The People Hub teams who work closely with people from the target demographic? This will help to understand their perspective from the knowledge and insights they have as well.</p> <p>3. If there has been any research already conducted prior to this project would we be able to review this as part of our Discovery phase of the project?</p> <p>4. Is the allowance of £1000 for integrating the Chatbot to be incorporated within our overall costs and quote?</p>	<p>2. Yes</p> <p>3. Closest is the CIOS LEP Local Skills Report 2021 – 2030 at https://cioslep.com/case-study/esb-strategy/</p> <p>4. Yes</p>
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