**Clarifications To Bidders Questions**

1. May 2024

Question 1: Will branding guidance for both video and case study also need to be co-ordinated with the Web supplier?

Answer 1: Yes

Question 2: Are the requested soundbites anything up to a 30sec social media video clip?

Answer 2: Yes

Question 3: Do you require a specific case study format i.e. poster, flyer, press release etc?

Answer 3: No

Question 4: Your notes states GMS schemes are almost fulfilled so would suppliers be producing case studies/videos of current business grant awardees?

Answer 4: Yes

Question 5: If yes, would it be possible for suppliers to complete all deliverables in 24?

Answer 5: No as many of the projects are contracted but still in progress as this scheme includes capital build schemes which may not complete until 2025.  We wouldn’t want a case study until a project has been completed.  However, we may be able to facilitate completing them in bigger batches of up to 6 at a time.

Question 6: Is this opportunity open to production companies outside of Cornwall?

Answer 6: Yes

1. May 2024

Question 7: Are you seeking a single supplier to provide both the Case Studies and Short Videos? Or are you accepting bids from separate suppliers for these different areas of specialisation?

Answer 7: We are not looking to break the requirement down in to lots.  However, we do accept bids from a consortium with a lead contractor.

Question 8: How are you scoring price?

Answer 8: I refer you to the sestion in the ITT:

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| Ref 8.6 | 20 Marks |
| A **fixed fee** for this work (exc VAT) including travel and other expenses  The lowest bid will be awarded the full 20 marks. Other bids will be awarded a mark that is proportionate to the level of their bid in comparison to the lowest bid i.e. Marks awarded = 20 x lowest bid / bid |  |

Question 9: We're conscious that one video per scheme every quarter might not work in principle, are you open to different approaches on this? That would save costs and environmental impact? We are open to the videos being delivered in batches.

Answer 9: We are open to the videos being delivered in batches.

Question 10: Do you need the case studies 'designed' as well or supplied in a plain word document with an image? Yes we would require simple design including relative funders logos

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