Clarifications to Bidder’s Questions:

Bird Disturbance Animation and research

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| 1 | Are the dates outlined in the documentation fixed and is there any flexibility for animation deliverables to move further into 2025? | Some of the deadlines are negotiable, but the end deadline of the 20th March 2025 for final delivery is fixed, as we need to fit in with the end of the financial year on 31/03/2025. |
| 2 | Could you please clarify the project budget? | £49,999 including VAT (so £39,999 exclusive of VAT). |
| 3 | Could you clarify the date and time for submission please? | Yes, it is 12pm on Thursday 14th November. |
| 4 | Is it right that the contract will be awarded and started on the 15th November? | Yes, that is the plan – we will award the contract on the 15th all being well, however the work started will simply be an initial email to plan contact for start-up meetings the following week etc. |
| 5 | Who is the target audience for the report and how in-depth do you expect it to be, is it just to help create the basis of the animation script? | The target audience for the report is a small number of colleagues from the ornithology and protected sites strategy teams – it’s just meant to inform the animation to ensure that we are targeting the right audiences / activities. |
| 6 | Do you already have a network of contacts within both Natural England and your partner/other organisations that could be supplied to ensure we’re talking to the best people? | We can provide some contact details based on the Protected Sites Strategy locations and existing relationships with external organisations and nature reserves etc. |
| 7 | Do you already have previous research, insights, data and social studies which could help inform the project (i.e. ones which focus on human impact behaviours and attitudes)? | I will check with the Ornithology team whether there is bird-specific research available that would help inform this small study, but also I can suggest having a quick look at the MENE survey data from 2009-2018 which looks at people’s engagement with the environment [[Withdrawn] Monitor of Engagement with the Natural Environment (MENE) - GOV.UK](https://www.gov.uk/government/collections/monitor-of-engagement-with-the-natural-environment-survey-purpose-and-results) and also the People and Nature Surveys [The People and Nature Surveys for England - GOV.UK](https://www.gov.uk/government/collections/people-and-nature-survey-for-england) which may be good starting points. |
| 8 | Are you open to receiving submissions from new suppliers? | We are always open to receiving submissions from new suppliers. |
| 9 | As well as our proposal document do you require the documents *LIT 63284 - Guided Buying Commercial Response Basic Bird* *Disturbance* and *Order Form NE Standard Goods &amp Services Terms and Conditions bird* disturbance filled in? Are there any others we should have or a supplier form to fill in? | The forms required are as you have listed them – LIT63284 and the Order form that need to be completed and sent along with your proposal document. |
| 10 | Will you accept tenders for animation alone? | Apologies, although we will look at tenders for the animation alone, realistically that will reduce their overall score significantly.  We need the research to be done in order to inform the animation, so that we target it at the correct audiences / activities. |
| 11 | On the second objective, which involves forming a group of lead site managers from key organisations managing protected sites in England, will the contractor be responsible for structuring and leading interviews with this group? | Yes, the contractor will need to carry out the interviews with that group – how that is done is up to you, whether you want to survey them on the phone, via an online survey, as a group or as individuals. |
| 12 | Would you be able to provide examples of previous reports similar to the required deliverable – ‘a written report summarising the key findings’? | I haven’t got any examples, but we really aren’t looking for an extensive report – just an informal document that can be used as a discussion point when we are talking through key messages for the animation and social media shorts. |
| 13 | Is there a word or page limit for each response, or for the document overall? | No, I don’t want to be too prescriptive about the style or size of your proposal or the research report. |
| 14 | Can we include links to examples of relevant previous work or supplementary material in our response? | We would welcome the inclusion of links to previous work or supplementary material in your submission as it makes it easy for us to see the style(s) that you work in, and how suitable that might be for the animation and shorts. |
| 15 | I noticed that you have payment on completion of the project as the terms. In line with government procurement guidelines, would you consider staged payment, in arrears, based on work completed, as an alternative payment structure? | Although we were anticipating just one final payment, we would be happy to discuss staged payments with whoever is awarded the contract, where 2 or more set payments are made based on work received by certain dates. |
| 16 | As we will supply documents as PDF’s attached to an email, do you have a file size limit on emails. Would Wetransfer download links be an acceptable alternative? | I’m not sure if we have a file size limit, but someone has already submitted a response using Dropbox and I have picked up files for a similar project before using WeTransfer, so either of those would be acceptable. |