

Professional Standards Authority Brand Review ITT - additional queries received

Query		Reply
1	Firstly, when we work on projects similar to this we begin with a discovery phase which involves direct meetings and discussions with a variety of stakeholders. Can we check if this would be possible and if stakeholders would be interested and available?	We can ensure access to internal stakeholders and would make every effort to provide access to external stakeholders.
2	Also if it is possible to get hold of the recent survey of the stakeholder feedback before we put the pitch together as it could inform how we structure the project? If not then it is completely fine, totally respect confidentiality etc but we are just very keen to make the pitch as bespoke and relevant as possible.	See attachment
3	Where it is stated "Recommendations for improvement with rationale, costs and timings" on the Gov Contracts Finder, would recommendations be carried out by the successful applicant as part of the tender?	The project scope includes making recommendations only. Implementation of the recommendations would be carried out as a separate project.
4	You mention "A review of our corporate brand identity, our tone of voice, our visual brand and brand guidelines" - does this include creative design work - ie a new or revised brand identity, tone of voice, guidelines etc - or just a strategic review of what you currently have , with recommendations as to how the brand design etc could be updated at a later date?	The project scope includes making recommendations only. Implementation of the recommendations would be carried out as a separate project.