Clarifications to Bidders questions

1. **What is the maximum word count per question?**

 500 words per question.

1. **The tender document states’ Separate submissions for each technical question should be provided…’ I’m assuming this means you would like a separate document for each question, is that correct?**

 No, fine to put all responses within same document.

1. **For Annex 1 and 2 would you like us to cut and paste just these parts of your RFQ document into a new word document? Or would you prefer we filled it in on the RFQ and sent that whole document back with these sections completed?**

You can either fill it in the RFQ word doc and send back whole doc or just copy and paste relevant sections into word and submit. Or print, sign and scan relevant pages.

1. **'Commercial Response Form’ - is this the correct form to be completed for this project? I’m asking as the line item descriptions don’t seem to align with the requirements of the RFQ document.**

This is a standard form so hasn’t been tailored to specific requirements of the animation but please provide approximate breakdown of fee to suit different work elements.

1. **What is the maximum budget available? Alternatively, please can you provide us with your budget parameters so we know what kind of figures we should be working within - this will affect the creative (in terms of what is achievable) so it is a question that does require a clear and direct answer.**

 Please see RFQ - max budget is £30k incl. VAT

1. **Who is the main audience for this animation? You mention ‘young families’ and ‘school groups’ specifically - are we aiming the animation primarily at children (if so what age range) or the (mid 20s - late40s) adults? Or perhaps children are the primary audience and adults the secondary audience for example? This needs to be clear as it will affect any creative approach.**

 Animation should appeal to wide audience, but primary audience is 10-20yr olds

1. **To quote for voice over usage fees, which will need to be a part of any costs put forward, please advise exactly where the film will sit and for how long, ie. the maximum life span of the film (i.e. 2 years, 5 years, or more or less)?**

 Lifespan of film should be 5yrs & will sit on Natural England's YouTube channel.

1. **Can I confirm deadline for submission? In the RFP doc, it states two deadlines - 3rd November at 5pm (same also published on Contracts Finder), but also 23/10 deadline for receipt of quotations. Is it the November date?**

Please note the submissions deadline is October 23rd at 5pm - the incorrect November 3rd date has been removed from the RFQ.

1. **The 3 x 30” animations for use of social media. Are these cut downs from the ‘Hero’ asset, or will they be standalone films requiring their own scripts?**

 These will be cut downs from the Hero asset.

1. **The audience. We note that assets will be used by conservation partners/agencies, but also key target groups; families (late 20s – mid 40s) and school groups. Is there a primary audience? Or a hierarchy of audiences? Obviously, that would very much guide the tone (and artwork) of the animation.**

 The animation should appeal to a general audience, but the primary audience is 10-20yr olds.

1. **Script. We’ve worked with quite a few agencies who’ve supplied us with a draft script. Do you have one, or are you wanting us to write the script based around the key messaging?**

We will work with you to develop the script around the key messages which we have provided. Natural England will provide woodland / deer management input to successful tenderer when developing the script.

1. **Our organisation is new, so we do not have three years of accounts. Would this preclude us from pitching? Or can we indemnify this through insurance?**

 Either the organisation or an individual could provide the necessary records of accounts.

1. **What is the expectation around conceptual storyboard?**

The intention is to get an idea of your proposed style and how you aim to convey the key messages to the audience. It is up to individual tenderers on how they choose to demonstrate this. We had suggested this could be achieved through some illustrative frames (6-12 no.) but please note this is not a mandatory requirement. Animators are free to demonstrate their ‘conceptual storyboard’ through other mediums if preferred.

1. **Can we discuss the woodland animation brief with Natural England during tender phase?**

We cannot discuss the animation brief with tenderers during the tender process or review any information in advance of the tender evaluation.

1. **Can we submit information through online portfolio systems or software packages such as ‘Vimeo’ or 'Better Proposals'**?

You are welcome to submit your tender submission document either by email or through online software packages as long as your submission is clearly structured to answer the questions set out within the RFQ. This is so we can fairly evaluate each tender. Any links to demonstrate relevant experience / animation(s) should be included within the overall tender submission document.

Due to high level of interest in this tender we will only be able to view maximum two animations, examples of your work. Any additional information will be viewed at discretion of the team evaluating the tenders.

1. **Is 500 words limit per section i.e Knowledge, Experience or is it per question?**

The 500 word limit is per question.

1. **When school groups are mentioned, is the intention that there would be primary school groups, or secondary school groups (or both)?**

The primary audience is intended to be 10-20 year olds (i.e. secondary school) but keen to appeal to as wide an audience as possible. The intention is that the animation will be used by conservation partners who may choose to show to both primary & secondary school groups.

1. **Regarding the shorter 30 second versions of the animation. Do you see these as new/unique animations or snippets/sections of the master animation?**

These will be cut downs from the Hero asset.