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| Question | Answer |
| I have noticed that certain key details, such as the deliverables and milestones, have not been clearly stated.  Additionally, the RFQ appear to lack the comprehensive information required for effective marketing campaigns on various social media platforms or any other relevant media channels.  I kindly request your guidance on the intended direction for this project in terms of marketing strategy. By understanding your vision and objectives, we will be able to align our program and develop a tailor-made social marketing campaign that fulfils the requirements outlined in the tender. | The detail has intentionally been omitted to give creative licence to the intended provider. Key milestones are to be agreed with the provider. We are seeking provider expertise around the most effective marketing strategy. The vision and objectives are as detailed in the tender document. |
| I was wondering if you could please clarify whether campaign assets would be provided (i.,e image, video for social media advertising), or if they would need to be created by the successful applicant? I am putting together an example media plan for the campaign so would like to cost this out as accurately as possible for you. | Successful applicants would need to create campaign assets |
| The RFQ document on page 11 Section 9. Lists ‘Draft terms and condition for service contract’ as an appendix/annexe and says this is available by email? Is this a different document to the RFQ and if so please can you share this with us? We need to complete a price schedule as a part of this RFQ, do you have a template that we should fill in or should we input this information on our own template and then submit this with everything else | Terms and conditions can be found here: <https://www.northnorthants.gov.uk/finance/conditions-contract-purchase-orders-below-ps25000>  A pricing schedule is REQUIRED. The RFQ has been amended to reflect this. |
| Having reviewed the RFQ document I just wanted to flag on Page 14/15 that I think there may be some information missing from the GDPR response as I can’t seem to see further information on the question or a drop down option to respond to the question. Can you confirm if all the necessary information has been included? | The RFQ has be reuploaded to include this question omitted in error. |
| Our only clarification question is whether the media spend for the campaign will be additional to the £15,000 budget, or does the £15,000 need to include media costs too? | £15,000 is the entire budget and as such will include media costs. |
| Is there a list of local verified/trusted sources that Northamptonshire is keen to partner with? Would the project require heavy support from local provisions, and if so, for how long would this support be available, and is there a plan to ensure these relationships established can be maintained after the initial campaign is delivered?  Is there a more specific community/target audience/family dynamic to aim the campaign towards? Would campaign materials need to be made available in other languages?  Can you provide upon commission any baseline data gathered, and lessons learnt from previous campaigns on unexplained infant deaths in the North Northamptonshire area?  Can you provide information on the communication channels you have access to? Can you provide access to the document referenced under 7.1 Social Benefits? Social Value question in Section 3, subsection 15 for more information. | There are some suggested stakeholders, these will be shared with the successful bidder. No, support not required from local provisions  Is there a more specific community/target audience/family dynamic to aim the campaign towards?- No Would campaign materials need to be made available in other languages? No Can you provide upon commission any baseline data gathered, and lessons learnt from previous campaigns on unexplained infant deaths in the North Northamptonshire area? Yes Can you provide information on the communication channels you have access to? Facebook and Twitter  Can you provide access to the document referenced under 7.1 Social Benefits? Social Value question in Section 3, subsection 15 for more information.- This should read Section 3, subsection 6 |