**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

Answer 10: Yes we would require simple design including relative funders logos

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Question 11: Will you be supplying existing digital brand assets for the production of the Case Studies and Videos or are you looking for supplier to design and provide from scratch?

Answer 11: We have very limited comms material so we will be looking for a simple design from scratch. We will be supplying four logos which will need to be incorporated.

Question 12: To confirm the video deliverables: 8 x ca. 1 min testimonial/sound bite videos (4 per town) - is the intention to feature one SME per video here?

Answer 12: Yes these are individual

Question 13: 2 x longer form videos (comprising the above SME sound bites - 1 per town) - is there a target duration for these?

Answer 13: This would be discussed with the winning bidder as to the exact length but they would be shorter than 5 minutes.

Question14: Is it a requirement to film with the SMEs individually throughout the duration of the contract or could these be block filmed early in the term and with edits delivered in batches?

Answer 14: No there is no specific requirement to film throughout the project. Some of our schemes are very simple equipment grants so can be completed as a one off, the bigger capital builds it may be that you film part way through build and at end.

Question 15: *4.4 Each case study should be accessible digitally and in a suitable print format* Regarding digital presentation of case studies: do you require the agency to host and create a website/ website section for the case studies, or is this handled by Cornwall Council or another contractor?

Answer 15: Another contractor

Question 16: Is there likely to be an overlap in interviewee subjects for some of the written case studies/ video content?

Answer 16: Yes I expect we may duplicate especially on our bigger projects

Question17: Will case study interviewees/ video interviewees be presented to the agency month by month, or will the full list be available when the project commences?

Answer 17: We will discuss the full list of our preferred projects at the contract inception. It is our intention to make contact with our applicants beforehand and make the introductions rather than leaving the supplier to contact them cold.