St Ives Digital Trail: FAQ

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Q1: Do you plan to host the experience on a custom-built website/web-app or would you consider hosting on an existing software platform?

**A1: We are agnostic as to platforms and technology used. We would remind tenderers that thought should be given to budget limitations and to how the project will be managed sustainable in the longer term.**

Q2: If we apply on our own and are successfully contracted for certain elements only (e.g interviews and content production) is it possible that you would assign us to a consortium. Or do we need to apply with a consortium from the outset?

**A2: We would ideally want the whole package presented in the tender. It is likely that existing and proven working relationships will score higher on the deliverability metric.**

Q3: Regarding specific queries about the tender details, should I direct them to you?

**A3: Yes, queries should be sent to** [**projectlead@leachpottery.com**](mailto:projectlead@leachpottery.com)**.**

Q4: Will I have access to other vendors' questions and the corresponding answers?

**A4: Yes, we are compiling an FAQ document that will me made available on Contracts Finder.**

Q5: Would you be open to considering XXXXX as the platform for this project?

**A5: We are agnostic as to the platforms and technology used in this project as long as they will achieve the outputs and outcomes required. The tender is scored as follows:**

* **Knowledge, experience, and past success in similar projects (marked out of 20)**
* **Adherence to brief (20)**
* **\*Technical approach (10)**
* **Deliverability (15)**
* **Alignment to values (15)**
* **Innovation and creativity (5)**
* **Approach to collaborative practice (5)**
* **Likelihood to provide additional social value to the community of St Ives (10)**

Q6: We would like use our most experienced content developers to create the content ourselves. Will that be acceptable?

**A6: Content production and curation is part of the project brief, as is community collaboration. Please also note the Values section in the briefing document and the scoring that weights 15% to demonstration of how the project will align to these values.**

Q7:Does Leach Pottery have a list / shortlist / database of local businesses and stakeholders whom they would like to participate in the 'Discovery' phase; or will the project partner be responsible for all aspects of recruitment?

**A7: Leach Pottery works closely with St Ives BID, St Ives Town Council, and the Cultural Forum with partners listed in the tender document, and would be able to make introductions. Local knowledge, networks and existing partnerships could be an advantage.**

Q8: Can partners advise on a different percentage split of the total budget, if they feel there is benefit in doing this?

**A8: The budget split has been given as a guide; we welcome proposals with different allocations.**

Q9: Please can you share any brands or marketing activity that has inspired this brief?

**A9: This could potentially form part of the discovery phase.**

Q10: In terms of the digital solution, is there a desire that this be a bespoke website or app, or would social media platforms be considered if the discovery phase deemed this the best solution?

**A10:** **We are agnostic as to the platforms and technology used in this project as long as they will achieve the outputs and outcomes required.**

Q11: With regards to succession planning, has an indicative budget/resource been allocated for the long-term owner? Understanding the long-term resources will be key in identifying the best solution.

**A11: The project funding is only until March 2026 and any further funding would need to be found by the long-term owner. For this reason, solutions with minimal ongoing costs are preferred.**

Q12: In relation to limited WiFi connectivity and poor mobile signal - are there any initiatives underway to resolve this in the short and long-term?

**A12: Other than national programmes being delivered regionally like Project Gigabit we are not aware of any local schemes. Thought needs to be given as to whether this needs to be part of a solution.**

Q13: Will consultants / agency partners who are not based within the surrounding area be considered?

**A13: There is no requirement for partners to be based withing the surrounding area. Due to the project timeframes and the requirement for collaboration organisations with existing local knowledge and networks may be at an advantage.**

Q14: Should the marketing and communications budget be inclusive of any and all advertising e.g social media advertising?

**A14: Yes, the budget is inclusive of any costs including expenses and secondary spend.**

Q15: Are costs inclusive or exclusive of VAT?

**A15: Yes, the budget is inclusive of any costs which would include VAT.**