

ITT Clarifications

Tender Reference: 20-SLT-01122023

Issued 24/02/2024

Q1	Are there any parameters for the tender response? For example, a maximum number of pages or a word count? Will links provided within the response e.g. to previous work be evaluated as part of the tender process? Same question for any appendices.
A1	<p>There are no defined parameters for the tender response. We are relying on tenderers capability as communications specialists to prepare a succinct project proposal which answers the questions in an effective, easy to understand way.</p> <p>By way of guidance, the response to 4.2 a,b and c (project proposal) should not exceed 6 pages of A4 (in total). 4.2 d Examples of previous commissions or contracts should not exceed 1 page of A4 (each). 4.2 e Details of individuals should not exceed 0.5 page of A4 (each). Any links included in the response to 4.2 d will be used to contextualise and verify examples of previous work. The linked content or copy itself will not be evaluated.</p>
Q2	<p>Is there scope for an additional budget for PR photography?</p> <p>Also, is there a bank of existing images we would have access to?</p>
A3	There is no specific budget for PR photography. The requirement is assessed on a case-by-case basis and costed into specific project budgets. There is an image bank available.
Q4	Is there a separate issues and crisis communications plan, or should the successful contractor factor in embedding issues and crisis into the requested strategy?
A4	There is no specific requirement, however we welcome the thoughts of bidders on this.
Q5	What is the in-house PR and marketing set up for Celtic Sea Power?
A5	Marketing and PR sits within the responsibility of the Functional Leads Group (a departmental heads management team). From within this group, the Business Development Manager takes the lead on delivery. They are supported by a communications group which includes team members who maintain our social media, website, PR copy and articles.
Q6	Is translation into Welsh required for all or any aspect of the contractor's work?
A6	We have a pre-existing relationship with a Welsh Translator, so this service is not within the scope of this contract.