

#	Clarification	Answer
1	I am looking for information on the Digital and Design services you are tendering for.	All of the details relating to the tender are published on Contracts Finder, including the Tender Specification which details all of the requirements.
2	Would you consider a joint application from two companies? One to handle the design, and one the development side of things? Where both of the companies have an existing working relationship in this regard.	Your attention is drawn to Section 11 'Sub-contracting' in the ITT. Any response would need to clearly define who the contract will be placed with. CDC is not prepared to split this contract between two suppliers in accordance with section 11.
3	Please could we have details on the current hosting environment? - Control panel technology and version. PHP Version. MySQL Version. Is it just for hosting that one site?	Hosting is required for one website as stated in the ITT. All other details can be found in the document 'Additional Website Information' attached to the Contracts Finder opportunity.
4	Please could you provide details of the WP set up?- List of plugins and their versions and license requirements - Details of any services or software used that isn't part of WordPress. e.g. Google Analytics, Adobe Typekit, etc - Details on technologies/library/frameworks used in the theme e.g. react.	Google Analytics is currently used to track activity relating to the performance of the Cornwall Trade and Investment website. Advanced web analytics are also used in the form of GDPR compliant IP look up business analytics data. The cost for this is currently £100 per month - CTI require this service or an equivalent moving forward, therefore the tenderer must submit their costs for providing this service, or equivalent, as part of their response to the ITT. For all other responses, please see the attached document 'Additional Website Information'.
5	Please could you define 'advanced analytics' - is Google Analytics sufficient? Please could you provide an example of what information this will provide?	Google Analytics is currently used to track activity relating to the performance of the Cornwall Trade and Investment website. Advanced web analytics are also used in the form of GDPR compliant IP look up business analytics data. The cost for this is currently £100 per month - CTI require this service or an equivalent moving forward, therefore the tenderer must submit their costs for providing this service, or equivalent, as part of their response to the ITT.

7	We would like to prepare an application for your tender. How should we express an interest and where should we download the documents to fill? Or shall we prepare our own documents covering all requirements?	Please see the ITT on Contracts Finder
8	With regards to the " ITT Cornwall Trade and Investment: Digital and Design Services 2019 - 2021. Can I ask if there are any specific requirements when it comes to advanced analytics?	Google Analytics is currently used to track activity relating to the performance of the Cornwall Trade and Investment website. Advanced web analytics are also used in the form of GDPR compliant IP look up business analytics data. The cost for this is currently £100 per month - CTI require this service or an equivalent moving forward, therefore the tenderer must submit their costs for providing this service, or equivalent, as part of their response to the ITT.
9	I am hoping to register my design company's interest in the above project, particularly for the second (design services) lot. Please could you advise on the project requirements, structure and how to access the ITT?	The tender documents (ITT) are available through Contracts Finder.
10	Please confirm how the pricing sub criteria "hourly and day rates" will be broken down. I note that you request both hourly and day rates. Do each of these carry a sub weighting? What calculation will you be following to score each of these? If not a calculation, how will you attribute the percentage scores as detailed in your scoring matrix to these components?	The 'day rates' were entered into the tender specification in error and has now been removed; see updated version of the tender. Please note the scoring will take into account the hourly rates against the experience and how you will manage the allocation of tasks required for the delivery of the contract.

11	Are there any word limits to the submission and if so, what are these in relation to each part of the tender?	There is no word limit to the submission however we are expecting tenderers to be concise with their submissions
12	In what format would you like the tender to be submitted in? As a design based company we often produce submissions with a fair amount of example portfolio work and mock ups, however I have not read anywhere that design work is required or scored. Can you please confirm this is correct?	All of the requirements are included in the invitation to tender document - tenders can submit their responses in any format they chose. However, whichever format is chosen, the response must include all responses to the requirements of the tender to ensure its compliance
13	We have a question for you regarding the above tender. Would you mind clarifying what is meant by Advanced Analytics please?	Google Analytics is currently used to track activity relating to the performance of the Cornwall Trade and Investment website. Advanced web analytics are also used in the form of GDPR compliant IP look up business analytics data. The cost for this is currently £100 per month - CTI require this service or an equivalent moving forward, therefore the tenderer must submit their costs for providing this service, or equivalent, as part of their response to the ITT.
14	We are interested in submitting a tender for your Digital and Design Services contract. If it might be possible to receive all relevant documents we would be very grateful.	The documents you require to provide a tender response are downloadable from Contracts Finder.
15	I wanted to confirm I have downloaded the two documents attached. Is there anything else? I cannot see any further downloads on the website.	All information relevant to the ITT has been uploaded to the opportunity on Contracts Finder

16	With regards to the TEN 444 tender I would like to ask if there are any more specific requirements to do with the Advanced Analytics.	Google Analytics is currently used to track activity relating to the performance of the Cornwall Trade and Investment website. Advanced web analytics are also used in the form of GDPR compliant IP look up business analytics data. The cost for this is currently £100 per month - CTI require this service or an equivalent moving forward, therefore the tenderer must submit their costs for providing this service, or equivalent, as part of their response to the ITT.
17	Would you mind clarifying what is meant by 'All design and development costs'. We understand from the tender that the project does not involve a full redesign of the website but will involve working with your design agency to implement the new creative they create.	Other than the fixed costs the value of the tender will be used as a call down contract. By 'all design and development costs' CTI require the tenderer to be able to make design and development amendments to the website throughout the life of the contract as well as providing design services for marketing collateral (both digital and print)
18	I wanted to know what requirements the CTI have with regards to "Advanced Analytics" please. Advanced Analytics is quite a broad area so any specifics would be appreciated.	Google Analytics is currently used to track activity relating to the performance of the Cornwall Trade and Investment website. Advanced web analytics are also used in the form of GDPR compliant IP look up business analytics data. The cost for this is currently £100 per month - CTI require this service or an equivalent moving forward, therefore the tenderer must submit their costs for providing this service, or equivalent, as part of their response to the ITT.
19	What is meant by 'All design and development costs' is that for a section of digital assets e.g. for website/LinkedIn?	Other than the fixed costs the value of the tender will be used as a call down contract. By 'all design and development costs' CTI require the tenderer to be able to make design and development amends to the website throughout the life of the contract as well as providing design services for marketing collateral (both digital and print)
20	What do you mean by advanced analytics? (we have multiple tools we use to generate statistics but are not sure if you require specific output)?	Google Analytics is currently used to track activity relating to the performance of the Cornwall Trade and Investment website. Advanced web analytics are also used in the form of GDPR compliant IP look up business analytics data. The cost for this is currently £100 per month - CTI require this service or an equivalent moving forward, therefore the tenderer must submit their costs for providing this service, or equivalent, as part of their

		response to the ITT.
21	Will we be required to apply the new branding to the website?	The current, up-to-date branding for CTI is currently incorporated into the website however part of the requirement for this ITT is to provide support with any design and development costs that CTI require so future amends may be required.
22	What sizes and page counts are the typical leaflets, adverts and brochures?	This will be stipulated in the individual briefs as per the call down contract
23	What is covered by 'other marketing materials'?	CTI are seeking to procure an agency with the capabilities to support the design of various marketing materials for the project. At present we do not know all of the requirements. When individual requirements are identified, the task will be given to the supplier for costing, agreed by CTI as part of the 'call down' contract.
24	What dimensions are the stands for the exhibitions	This will be stipulated in the individual briefs as per the call down contract
25	Will we be required to produce digital marketing materials, Press Releases, commission photography or shoot videos	Please refer to section 3.2 of the ITT document.

26	<p>May I confirm one area of the tender document? In section 3,1 it states that: The team will be procuring a digital marketing agency (outside of this tender) to help drive more, relevant traffic to the website. We are a digital agency specialising in Wordpress and working with over 300 small to medium businesses. We have a strong SEO team and this project would therefore fit our strengths and experience.</p> <p>1. Is this project out for tender yet?</p> <p>2. Are you strategically looking to engage a different company for that tender?</p>	<p>Please see our digital marketing tender opportunity live on contracts finder: https://www.contractsfinder.service.gov.uk/Notice/fb0cd416-f0d2-4518-8434-ce55bf884b8e This is a separate tender which could be won by the same company but will be assessed and awarded independently.</p>
27	<p>Can I ask what Cornwall Trade and Investment Terms for payment are for this Tender?</p>	<p>Payment terms will be established at the inception meeting, alongside the successful tenderer. Please note this is a 'call down' contract.</p>
28	<p>There is a requirement for Marketing Material Designs for Digital and Print, can I just confirm successful applicants will not be required to fulfil the Print work, just provide the Designs?</p>	<p>Print costs are not included as part of this tender. However, the successful tenderer will be expected to liaise with the printers on behalf of CTI which will include preparing designs for print, submitting print ready artwork and proofing print designs.</p>