



Clarification Log – last updated 11 February 2025

Q No	QUESTION	ANSWER	STATUS
GENERAL CLARIFICATIONS			
1.	<i>Is the 8 slide limit just for the Creative brief section or the entire proposal including; Process, Dealing with challenges, Schedule, Equality and Diversity, Sustainability and Price?</i>	The 8 slide limit was just intended to mean the creative brief section to prevent very long responses.	Answered
2.	<i>Can you confirm the submission deadline?</i>	This is the 19 th February at 12:00.	Answered
3.	<i>Should the PDF of the concept & idea, limited to 8 slides/sides, include our response to the questions on process / dealing with challenges etc? i.e. Do they need to come within the page limit and within the same document?</i>	This does not need to come within the PDF and should be separate.	Answered
4.	<i>Does the £50,000 budget include the SLA, anticipated for post-launch fixes?</i>	We are anticipating that this figure should include a time-limited SLA for post-launch fixes if possible e.g 3 months ?	Answered
5.	<i>Is it possible and/or preferable to propose a timeline that delivers well before the proposed launch date? There may be opportunities to deliver this in, say, 2 months rather than 5-6. Are you open to that?</i>	I am open to a shorter lead time yes – if it suited the game proposal, a release before October would be good. Ideally it'd not be during June-end of August as our traffic is always lower.	Answered
6.	<i>Scoring Matrix. The table shows that Creative Brief and Process both carry a possible 4 marks with a weighting of 4 but only a total of 12 points. Should this not be either a weighting of 3 or a total of 16 points?</i>	This is a typo, the documents have been updated to reflect the correct weighing of 3.	Answered

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7.	<i>Cost Weighting. Your weighting method for a cost being benchmarked against the lowest received proposal potentially significantly rewards vendors that come in considerably or aggressively under your budget cap. For example, if we came in at, say, £45k, and another vendor was lowest at £25k, this would score them 22.22 marks (out of 100) more than us, which is more than the total weighted value lost by not submitting any Creative Brief at all (15 marks dropped). We have not seen this comparative weighting method used in RFP assessment before, and I'm keen to understand how you ensure that the best creative ideas do not lose out in the RFP process.</i>	<p>Thanks for spotting. We have a couple of mechanisms to avoid anyone being lowballed out of the process. There's a minimum mark requirement for each question of either 0 or 1, or your submission will be rejected. If in your example someone did not submit a response to a question (or if it was poor), they would be excluded from the process at that stage and their price not considered. Also, you need to achieve half marks in quality to proceed to have your price considered. The precise text is below.</p> <p><i>Scoring '0' or '1' for any one or more method statements will give grounds for excluding the tender from further consideration. For any tenders so excluded, that Tenderer's price shall be excluded from the 'price' evaluation.</i></p> <p><i>A minimum overall 'non-price' score of 30% will be required. Any tenders not achieving this minimum non-price score will be excluded from further consideration and that Tenderer's price shall be excluded from the 'price' evaluation'.</i></p>	Answered
8.	<i>We understand that payment can be processed based on milestones such as Discovery, Build, Testing, Live, and Warranty Support (6 months). How does this align with measuring success, given that success evaluation could take place after the warranty support period?</i>		Pending
9.	<i>Could you confirm the expected level of support for six months following the go-live?</i>		Pending
10.	<i>As we understand, the game is intended to be optimised for the latest browsers (both desktop and mobile) – Chrome, Edge, and Safari. Are there any additional specific requirements?</i>		Pending
11.	<i>Regarding user activity event tracking, we assume that the necessary infrastructure and analytics dashboard are already in place. Is this assumption correct?</i>		Pending
12.	<i>Please confirm whether the expectation is to develop a single game or a collection of games.</i>		Pending
13.	<i>We were unable to fully understand the risk highlighted concerning the "Kids Gallery" update. Is there anything specific expected from the game development side?</i>		Pending
14.	<i>We assume that Tate will be responsible for hosting the game. Could you confirm if this is correct?</i>		Pending