

## Questions received as at 1/9/2022

Question	Response
Where will the content live? Will it be on the town council websites/social channels or is deciding on platforms part of the application process? Will pitching articles to the media be a part of it?	Content will be on each town council website/social media. Deciding on platforms and pitching articles are not part of the brief.
Have you got any learnings from past activities?	This is a new piece of work
Are there any desired qualities you are looking for from the successful partner agency?	The tender evaluation criteria are set out in the specification.
Are there any seasonal/upcoming events happening in each town that we should be aware of?	The successful bidder will be expected to research events with the market towns
Do you have any data you can share on the footfall of visitors to each town, and where visitors travel from?	Stroud District Council collect data on visitor footfall which can be provided to the successful bidder.
<b>Previous questions (from 26.8.2022)</b>	
The instructions mention liaising with a photographer - do you have a designated photographer or would we be expected to include that within the £5,000 per town budget?	A photographer will be provided so costs should not be included within the £5,000 per town budget.
Are there any over-riding visitor or MICE campaigns planned or pending for the next 12 months?	The successful consultant will need to discuss this with each Town Council
The timeline indicates a commencing date of 31st October. Is there an end deadline for delivery or completion?	It is anticipated that much of the work will concentrate on the Christmas/New Year period. However, requirements and completion dates will need to be discussed with individual town councils.