

TEN530 Clarifications Questions – 8th March 2022

1. Can we have a better understanding of the target demographic for the digital campaign? Who are the stakeholders and if there are more than listed as the beneficiaries in the contract file?

Target demographic - Out of work residents of Cornwall and the Isles of Scilly, with a health related barrier to employment.

Stakeholders – 11 Delivery Partners as per tender document

2. In 3.8.2: Will you provide the press release materials and the case studies to be highlighted?, if we have to provide these under the purview of our contract what would that entail? Also what is the number of contents you are looking for -for such a campaign, can you send us the information? (We will provide you with a strategy that will include numbers of contents provided, however we were wondering about the press release and contents of that sort which are handled by the PR department of the organization)

We will receive details of our participant achievements (i.e. gained employment, achieved a qualification, started work experience placement) from our Delivery Partners, which we will then share with you so that you can develop these in to case studies to promote our programme.

3. Are the findings for the project available already or will be available from the inception of the project?

Achievements to date will be available at the Inception Meeting

4. Point 6.8, did you want to see campaigns (screenshots) or just a document explaining that our skills are up to date?

That would be for you the tenderer to decide what would demonstrate your strong understanding of advertising policies across digital ad platforms the best. Keeping within the requirements of 1 side of A4.

5. Including in the advertising would you like that to include PPC/ Google Advertising?
That would be for you the tenderer to decide based on the strategy developed and agreed with HWC.

6. Points 6.4,5,6,7, Are you looking for projects? Or can some be similar in each as we can use ones that are more relevant to you.

The tenderer should provide examples that meet the requirement. These might be the same project if they demonstrate meeting the requirement.