**FINAL CLARIFICATION TO TEN478 DATED 27 MAY 2020**

Question 9: Are you looking to reuse and adjust the code made for [businessandinvestmentforgrowth.co.uk](https://eur03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fbusinessandinvestmentforgrowth.co.uk%2F&data=02%7C01%7CGraham.Woodworth%40cornwalldevelopmentcompany.co.uk%7Cf4dbf5daf6f548d2ecff08d80156cb7b%7Cefaa16aad1de4d58ba2e2833fdfdd29f%7C0%7C1%7C637260819576013457&sdata=AX8Y6JLtc6yEXT4dhfv%2BAKCv9DZkRUH0cWfrLgsfkTI%3D&reserved=0)?

Answer 9: That is the choice of the tenderer

Question 10:Is the pen testing required in place of the winning party needing ISO 27001 certification?

Answer 10: Penetration testing is required irrespective of any certification a tenderer has but I refer you to paragraph 5.13.14 of the ITT

Question11:Is the delivery timeframe for the web application module the same as the website delivery timeframe?

Answer 11: Not necessarily. We would want to get the website up and running with the application module to follow as quickly as possible after successful beta testing of the main website

Question12:What questions are asked at each stage of the application and will every piece of data have a corresponding field in Zoho?

Answer 12: An example of the application form has been provided although a final version will be provided as part of the inception meeting with the successful bidder. It, will, however, not significantly differ in size and content from the one provided. Not all data fields will be required to be mapped to Zoho.

Question 13:Can we login and look at the existing application?

Answer 13: This can only be done if you login in as a potential applicant to the BIG Productivity website

Question 14:Does the web app need to be storing applications after completion? Or is the data redundant once everything is in Zoho?

Answer 14: Applications will be needed to be stored and accessible by both the applicant and the AeroSpace Cornwall Team until the overall process has been completed when a printout/export of the full application will be stored on CDC’s network

Qusetion15:Is there a specific requirement around how are documents identified once in the FTP location? Foldered and named by application ID for example.

Answer 15: Yes in as much that certain parts of the application process will require potentially commercial-in-confidence supporting documents such as bank statements. The upload of documents at certain points would be the trigger for these to be directed to the FTP site

Question 16:Regarding 5.2.1Can you confirm this will be 1 brochure and 2 flyers?

Answer 16: This may change but not significantly as the needs of the programme change”

Question 17:Regarding 5.3.5 Are you able to expand on “this function shall automatically convert documents into the required format, including transferring of images;”Is this just referring to making sure files are optimised for the web?

Answer 17: Yes

Question 18:Regarding 5.3.6Driven by CSS - expand on this a bit more - do you want to be able to edit the CSS?

Answer 18: I cannot provide any further information than is contained in the ITT:

*Driven by CSS. The CSS needs to be agile and built in a way that when the site is complete it will allow the AeroSpace Cornwall Team to upload, create and modify the site without agency support. The AeroSpace Cornwall Team will also need to be able to add or amend future content as and when they arise*

However, the answer to your last point is highlighted in yellow

Question 19:Do you want to use agilecss.com?

Answer 19: That is for the tenderer to decide providing the solution meets the requirements

Question 20:We would suggest that set css styles are used rather than complete customisable CSS.

Answer 20: This is for you to decide as part of your tender submission.

Question 21:Regarding 5.3.15Did you mean Go Anywhere rather than Go Anyway?

Answer 21: Yes this should read Go Anywhere

Question 22:What are the main reasons for keeping the module separate to website?

Answer 22: None. The website has a function and goals as outlined in the brief. The application module is to be accessible from within the website and maybe solely embedded or as a linked separate module. The current configuration of the BIG Productivity website, the module is accessed from the website but as a separate module.

Question 23:Unable to access the BIG site as requires login. Where/how can we view BIG site functionality?

Answer 23: Please see answer 13; no other access can be authorised at this time.

Question 24:Are the files uploaded used in the website or just stored and then moved out using Go Anywhere?

Answer 24: The uploaded files that require to use the FTP will not be stored in the website

Question 25:What is the actual application process? The tender document shows the data flow but not the application process flow.

Answer 25: The application flow will be similar to BIG Productivity (see answer to question 23 and13 but will involve stages of eligibility checking, application, approval and appraisal and finally claims and outcomes. All will be conducted through simple online forms supported by uploading of supporting documents as required (bank statements for example)

Question 26:HostingWhat is the usage of the current server? How many visitors? Expected usage of new site?

Answer 26: We do not have this information regarding the current usage. We would expect approximately 100 applications. Regarding visitors, I would refer you to paragraph 5.4.7 of the ITT

Question 27:Do you have a preference for Windows-based or Linux based environment for the main website and the module?

Answer 27: No

Question 28:is there any preference given to Cornwall-based agencies?

Answer 28: No

Question 29:the timeline could be challenging, is there any advantage to submitting a draft homepage wireframe with the bid?

Answer 29: This is for the bidder to decide

Question 30: is there advantage to submitting a draft keyword list with the bid?

Answer 30: See answer to Question 29

Question 31:we don’t have aerospace experience, is that a major disadvantage?

Answer 31: Please refer to paragraph 8.7 and section 11 of the ITT

Question 32:Could we use testing on Chrome in our response instead of IE 11?

Answer 32: Yes providing the final website meets the requirements paragraph 5.3.8 of the ITT

Question 33:We wanted to check out the Business Investment for Growth site functionality but its password protected. Could we get login for this site to review what’s behind the password protection?

Answer 33: Please see answer to Question 23 and 13

Question 34:what volume of signups do you expect for the application module?

Answer 34: Please see the answer to 26

Question 35:is the 250-350 daily site visitor target based on current data or is it an aspiration?

Answer 35: Aspiration

Question 36: leads/month, is this target data-based or an aspiration? How is a lead defined, is it someone who completes an application?

Answer 36: Aspiration. Yes

Question 37:should we suggest some traffic quality measures which will be good KPIs?

Answer 37: You must decide if this forms part of your submission.

Question 38:The design requirement in the document seems rather open-ended, even having read the Marketing Strategy document. Can you give us some guidance on the volume of work required under the tender?

Answer 38: The design requirement may change, depending on the changing needs of the programme.  CDC cannot provide any further guidance other than is in the ITT.

Question 39:Brand Identity - can you confirm that this will not require a new brand identity, and that you will provide brand guidelines?

Answer 39: See Answers, 7,5 and 2. CDC We do not have specific brand guidelines. You should also note the requirements in paragraph 5.6 of the ITT

Question 40:Can you provide the rationale for the 8 weeks turnaround stated in 5.3

Answer 40: This is the target date. The AeroSpace Cornwall programme finishes in November 2022 and we wish to get the website functioning as soon as possible. Please also see the answer to question 11.

Question 41:The tender requires both a website and a portal facility - can we provide two examples of this under the section "provide one example of a website you have designed, implemented and hosted which demonstrates your experience and ability to deliver this specification"

Answer 41: Please see paragraph 8.6 and section 11 of the ITT. Only one example will be scored.

**CLARIFICATION TO TEN478 UPDATED 26 MAY 2020**

Question 8: Will you grant the chosen provider access to your Google Analytics and Google console once the project contract is awarded and starts?

Answer 8: Yes

**CLARIFICATION TO TEN478 UPDATED 23 MAY 2020**

Question 3: Will you grant the chosen provider access to your Google Analytics and Google console prior to project start?

Answer 3: No access will be granted to Google Analytics or Google Console

Question 4: Do you have a list of SEO key search terms you can provide us at this stage? This would be really useful to assist us with our SEO response.

Answer 4: No we do not have a list of SEO key search terms

Question 5: Will the chosen provider be required to develop a new brand identity (overall look and feel / top line messaging etc) for the Aerospace Cornwall Programme or will it be more of an evolution of the current identity or working within established identity?

Answer 5: It will be more of an evolution of the current identity or working within the established identity

Question 6: Is there an existing service-provider in place and this is a new contract for the delivery of the same services?

Answer 6: No

Question 7: Is this a brand new project with completely different strategic objectives to deliver a new value proposition?

Answer 7: See answers to Questions 2 and 5

**CLARIFICATION TO TEN478 DATED 21 MAY 2020**

Question 1: Is this new website to replace the existing one?

Answer 1: The new website will replace the existing website

Question 2: Will the information published on the website be very much the same?

Answer 2: The look and feel and format of the website will be different to the current site. The content will provide specifics of support and content (including case studies) that promote the objectives of AeroSpace Cornwall’s marketing strategy (Section 4 of Ten478 ITT):

• Promote the funding and support mechanisms that AeroSpace Cornwall offers to businesses in Cornwall and Isles of Scilly in order to increase their capability and participation in the space and aerospace sectors.

• Promote the AeroSpace Cornwall offer to national and international businesses, with the aim of securing investment into Cornwall.

• Promote the growth of the space sector established as ‘Cornwall Space’ as this is of interest to businesses outside of Cornwall and Isles of Scilly who wish to connect with the region’s unique space assets: Spaceport Cornwall and Goonhilly Earth Station.

• Document the success stories of the businesses benefiting from funding and support through the AeroSpace Cornwall programme.

• Build credibility across national and international audiences Cornwall and Isles of Scilly must work increasingly hard to position its proposition as a unique place to do business and showcase how it is differentiated from other regions.