**Clarification Questions and Responses**

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| **No** | **Date** | **Question** | **Response** |
| 1. | 01/05/2025 | Does the £40k budget include creative development, media placement and print/production of any printed assets (such as the beer mats noted in the brief). | The £40,000 is the full budget available and includes creative development, media placement and print/production of any printed assets. |
| 2. | 01/05/2025 | Would you be open to us tendering with a media partner to accommodate the needs of the brief. | You are welcome to subcontract areas of the work, please highlight the contractors at 7.2 of the tender documentation. |
| 3. | 06/05/2025 | Is the 40K budget for the full 2 year period | Yes, the 40K is the full budget available for the length of the of the contract. |
| 4. | 06/05/2025 | Do you have a campaign launch / start date in mind for the campaign? | The planned contract start date is the 01 July, we hope the campaign will be ready to launch Autumn 2025. |
| 5. | 06/05/2025 | Do you have any predetermined requirements on the length of the campaign, eg how long do you foresee the radio campaign running for? | There are no predetermined requirements.   How you choose to prioritise and ensure value for money could be part of your response. |
| 6. | 06/05/2025 | Does an existing radio script exist, or is this a core deliverable for this contract? | An existing radio script does not exist. |
| 7. | 06/05/2025 | Do you have predetermined / pre-agreed print volumes and distribution channels for posters, beer mats etc? | No, however how you choose to prioritise and ensure value for money can be part of your response. |
| 8. | 06/05/2025 | In paragraph 1.1.1, it states the PCC is seeking submissions form companies “who understand the local demographic and geography” – does this mean you have a preference for a locally-based supplier? | It would be advantageous for the provider to have knowledge of the region and the services available locally. |
| 9. | 13/05/2025 | In terms of the social media assets that need rebranding, I'm assuming these would be in the same style as the video that needs rebranding?  | The assets will need rebranding, in the same style as the video |
| 10. | 13/05/2025 | Are the socials assets all video or stills too?   | The social assets will be video |
| 11. | 13/05/2025 | Would it be possible to see one/some of these please?   | Current styles can be viewed at 2.1.3 in the tender documentation  |
| 12. | 13/05/2025 | Once online assets are rebranded, would these be used internally or does paid social need to be factored into costs? | Paid Social media should be factored into costs |
| 13. | 13/05/2025 | And in terms of designing a campaign specific web page to be hosted on OPCC & VPP sites, can I please check what software CMS they would be using?   | Craft CMS |
| 14. | 21/05/2025 | Do we need to complete the ITT form of contract? | The contract is there for reference only – it will be completed by the successful provider, post award. |
| 15. | 21/05/2025 | As outlined the contract can’t exceed £40,000 – please can you advise the media spend you were intending the Humber wide radio campaign to use? | We are flexible in approach and leaving this open to bidders to complete. |
| 16. | 21/05/2025 | As this is a 2 year contract, how often would you want regular meetings to check in on the development and implementation of the campaign?  | The supplier will be required to provide ongoing feedback and outcomes measures at designated meeting points.  Initially meetings will take place on a fortnightly basis, building to monthly then bi-monthly based on progression through the campaign plan. |
| 17. | 21/05/2025 | When you say rebranding of an existing 1-minute video, firstly are you referring to this video? <https://www.youtube.com/watch?v=EN6fHDQ6IZQ>. Secondly, would it just be replacing the ‘Delivered by’ frame? | Yes this is the video – it will be replacing the delivered by frame.  |
| 18. | 21/05/2025 | In terms of distribution, what would be the requirement for this across Humber? Are you able to specify the number of delivery locations yet? | Whilst it will be Humber wide, exact delivery locations have not been decided. We would expect to see good coverage in all four local authority areas. |
| 19. | 21/05/2025 | Are you able to confirm the quantities desired for the beer mats, posters and other printed material? | No, however how you choose to prioritise and ensure value for money can be part of your response. |
| 20. | 21/05/2025 | Is there a requirement for visuals to be included within the response, or additional appendices? | I can confirm that there no requirement for additional attachments or appendices within the response. |
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