



Invitation to Tender Clarification Schedule

Contract Title: Video Production Framework

Contract Reference: LSHW/003/2025

Please see below a list of the Clarification Questions received in relation to the above procurement process, together with the response to each:

Question No.	Question/Clarification	Response
1	"Stills and clips for social media" Are you happy with screen grabs from video clips, or would you like us to price in a photographer on each shoot day?	The intention would be to utilise screen grabs from video clips wherever possible, please price on this basis.
2	Quality Award Criteria For Q2, is it acceptable to provide Welsh language versions of English language videos already submitted in response to Q1? Would we be marked down for this?	<p>Yes, it is acceptable for Welsh language versions of videos detailed in Q2 to be addressed in Q2, provided the response to Q2 provides a demonstrating your organisations recent (last 3-years) previous experience of providing Welsh language video production specifically (as per the Q2 question text).</p> <p>Tenderer's will not be disadvantaged in Q2 for using Welsh language experience relating to videos detailed in the response to Q1; the Q2 response will be assessed as per the question, i.e. recent case study experience of Welsh language video production.</p> <p>As a note, each question is scored on independently and on its own merit, information provided for each question response will not be considered across all question responses (i.e. information provided in the response to Q1 will not be considered or factored into the assessment of Q3, for example).</p>
3	Commercial Response Workbook Voice Over (English and Welsh) - would you like us here to provide a ballpark figure for a voice over artist? This can vary significantly from artist to artist.	Please provide a typical average to be utilised as an informed basis estimate for call-off activity via the framework.
4	Do you have access to the animated logo used in the video examples provided, or do we need to price in re-creating it?	<p>Life Sciences Hub Wales do not have the original file itself, but do have other videos where an animated logo has been used so it might be possible to cut the clip from there.</p> <p>However it would be beneficial to be sighted / understanding of the cost of a new animated logo in case we the current logo is not accessible at sufficient quality. Please provide a cost for a new animated logo.</p>
5	Regarding the Life Sciences Hub Wales Data Processing Agreement Could you please provide additional guidance around Schedule 4 of the Data Processing Agreement?	<p>To confirm, tenderer's are not required or requested to complete the Data Processing Agreement as part of their tender response – the requirement at this stage is only for tenderers to review and accept (or accept on the basis of suggested amendments) the Data Processing Agreement.</p> <p>A Data Processing Agreement will be implemented for use between Life Sciences Hub Wales and the successful supplier. Life Sciences Hub Wales will be responsible for completing the majority of the</p>

		<p>agreement document, with the successful supplier asked to complete Schedules 2 and 3 only.</p> <p>For context, Schedule 4 addresses the legal basis of processing Personal Data outside the European Economic Area (EEA), which is likely to be not applicable in this instance.</p>
6	<p>Regarding commercial consideration for the quality checking of Welsh language content, as per 13.1.2 of the Invitation to Tender.</p> <p>Should the Commercial Response include the additional cost for quality of checks of Welsh language content?</p>	<p>The inclusion of additional costs for Welsh language quality checking is left to the individual discretion of each tenderer.</p> <p>The intention behind Part 13.1.2 of the Invitation to Tender, i.e.:</p> <p><i>'All content submitted to Life Sciences Hub Wales for review (in English, Welsh and bilingual Welsh/English) must be quality checked in advanced of submission. Life Sciences Hub Wales expect high quality output of all Welsh language and bilingual content that is produced to the same standard as English language content.'</i></p> <p>Is that Life Sciences Hub Wales will not assume responsibility for quality checking of proposed Welsh language content, and will only accept Welsh language content that is submitted to the same quality as English language content.</p> <p>Please note that, as per Parts 13.2.8 and 13.2.8.1 of the Invitation to Tender, Life Sciences Hub Wales will assume responsibility for translating subtitles (both English to Welsh and Welsh to English), and the successful supplier will be responsible for effectively inputting these into video production.</p>
7	<p>In addition to the required documents and information to be submitted (detailed in 14.8), would we be able to also submit [additional supporting reference documents]?</p>	<p>Please do not submit any additional or supporting documents over and above those explicitly requested in Part 14.8 of the Invitation to Tender document (completed Qualification Questionnaire, completed Quality Response Template and Completed Commercial Response Workbook).</p> <p>Please note that as per Part 14.7.5:</p> <p><i>Tenderers must not include links or shortcuts to external resources (i.e. websites etc.), these links will not be opened and will not be considered nor evaluated as part of the submission.</i></p> <p>The exception to this is the response to Q1 and Q2, tenderers may include links to the videos referenced in each case study.</p>

8	<p>How many videos would [the successful supplier] be expected to be produced per year?</p> <p>Is the expectation x5 videos based on the details in 13.2.1? Or more?</p>	<p>As per Part 2.6.2 of the Invitation to Tender document, Life Sciences Hub Wales does not make any commitment to the value or volume of work (i.e. the number of videos to be produced) under the framework, if awarded.</p> <p>However, as an indication of the estimated requirement Part 13.2.1 does outline a potential requirement for x5 videos (x3 recruitment and x2 case study videos) required over the next 12-months.</p> <p>Life Sciences Hub Wales may ultimately call-off off more or less than x5 videos over the next year, at its sole discretion.</p> <p>Whilst Life Sciences Hub Wales makes no commitment or guarantee to the value or volume of videos to be produced over the next year, the breakdown below demonstrates the number of videos produced each year for the last 3-years as an indication:</p> <ul style="list-style-type: none"> • 2024-25 = 4 videos • 2023-24 = 2 videos • 2022-23 = 2 videos
9	<p>Framework Value & Call-Offs</p> <p>Is there a minimum guaranteed spend, or are all call-offs ad hoc?</p>	<p>No minimum guaranteed spend or number of videos to be called off under the framework, the requirement for video production will be ad-hoc / flexed in-line with annual operational plans, available budget and emerging priorities (etc).</p> <p>As per Part 2.6.8 of the Invitation to Tender document:</p> <p><i>Life Sciences Hub Wales does not make any commitment to the value or volume of work to be called-off via the Video Production Framework, if awarded.</i></p>
10	<p>Framework Value & Call-Offs</p> <p>Will call-offs follow a standard template with confirmed budgets before planning begins?</p>	<p>Call-offs will follow a standard process, including confirmation of budget up-front in order to support and inform planning.</p>
11	<p>Deliverables & Language Requirements</p> <p>For subtitles, who will provide translations, and should we plan for three separate versions (English, Welsh, bilingual)?</p>	<p>As per Parts 13.2.8 and 13.2.8.1 of the Invitation to Tender document:</p> <p><i>Life Sciences Hub Wales will be responsible for translating subtitles into Welsh language, and will provide translated subtitles to the successful supplier for use. The successful supplier will be responsible for ensuring that the provided Welsh language subtitles are suitably and effectively input into the video(s), matching dialogue etc.</i></p> <p><i>Life Sciences Hub Wales will be responsible for translating Welsh speech into English language subtitles, and will provide translated subtitles to the successful supplier for use. The successful supplier will be responsible for ensuring that the provided</i></p>

		<p><i>English language subtitles are suitably and effectively input into the video(s), matching dialogue etc.</i></p> <p>The specific requirement for subtitles will be confirmed in each instance of call-off. Life Sciences Hub Wales will be responsible for all translation, the successful supplier will be responsible for effective and accurate inputting of translated subtitles to match video audio.</p>
12	<p>Deliverables & Language Requirements Could you share examples of expected production value (esp. motion graphics, cut-downs, social variants, stills/B-roll) to guide resourcing?</p>	<p>Please see the example videos provided in Part 2.3 of the Invitation to Tender document as a visual reference for the expected level of quality / production value for Life Sciences Hub Wales videos.</p>
13	<p>Consent & Governance Will stakeholder permissions (esp. NHS/clinical) be coordinated by LSHW, and will consent templates be provided?</p>	<p>Life Sciences Hub Wales will identify and liaise with stakeholders to prepare / arrange for filming, and will coordinate with the successful supplier to agree a suitable filming date.</p> <p>Life Sciences Hub Wales have consent forms available and will share these with the successful supplier for use.</p>
14	<p>Consent & Governance How frequently are review meetings envisaged, and will performance be judged by KPIs or project-specific SLAs?</p>	<p>Review meetings will be scheduled for each instance of call-off, with frequency to be adapted to suit the timeline of subject matter of the required video production in each instance (e.g. weekly, bi-weekly, monthly etc to suit).</p> <p>Performance will be assessed and managed in each instance, underpinned by call-off specific SLAs.</p> <p>Part 13.7 of the Invitation to Tender document addresses the performance management of call-off activity.</p>
15	<p>Commercial & Compliance Should rates include travel, accommodation, subtitling and graphics, and how are multi-day shoots/travel outside Wales handled?</p>	<p>Please do not include travel, accommodation and subsistence rates within the proposed pricing – keep these rates separate and provide them within the Assumptions, Inclusions & Exclusions area for unscored consideration.</p> <p>Re subtitling, as above Life Sciences Hub Wales will be responsible for the act of translating subtitles (English language to Welsh subtitles, Welsh language to English subtitles).</p> <p>Tenderers are required to provide pricing for the preparation of English language subtitles.</p> <p>Re filming outside of Wales, Life Sciences Hub Wales has yet to undertake filming outside of Wales and do not foresee a requirement for filming outside of Wales over the next 12-months (at least).</p> <p>In principle, for multi-day filming outside of Wales the successful supplier would apply their travel, accommodation and subsistence (etc) rates accordingly.</p>

16	Commercial & Compliance For IP: does transfer extend beyond final outputs to rushes/templates, and who is responsible for archiving raw footage?	<p>IP transfer relates to the final deliverables submitted to Life Sciences Hub Wales (videos, b-roll etc), but does not extend to background materials used in the production of videos.</p> <p>All raw footage is to be supplied to Life Sciences Hub Wales at the completion of each video production call-off. The raw footage may be put together into a single timeline so that it is captured under one file.</p>
17	Commercial & Compliance Will self-certified Cyber Essentials be acceptable, or must equivalent certification be provided?	<p>Self-certified Cyber Essentials will be acceptable as a minimum demonstration of the information and cyber security provision in place by the successful supplier.</p> <p>As per question 2.5.1 of the Qualification Questionnaire:</p> <p><i>Confirm that your organisation holds, or will hold, valid Cyber Essentials certification (or an equivalent or superior such as Cyber Essentials Plus or ISO27001 etc) as of the date of framework award.</i></p>
18	Commercial & Compliance Is there a mechanism for rate review after the initial 24-month period?	<p>No specific mechanism to be applied. The rate review for the third-year of the agreement will be a discussion between Life Sciences Hub Wales and the successful supplier, with proposed rate uplifts to be rationalised against inflationary, and other, financial increases since the inception of the framework.</p>