# ITT Clarifications

## Tender Reference: No Two Paths

## Issued: 26/08/2025

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| Q1 | **Target Audience Compliance** As both TikTok and Instagram restrict detailed targeting for under-18 audiences, are you open to a blended approach where paid ads focus more precisely on 18–19 year olds, while the 14–17 audience is primarily reached through paid ad targeting without interest selected and through schools, youth organisations, and local influencer partnerships? |
| A1 | We are open to suggestions driven by the consultants specialist expertise. In this instance, it seems like a sensible approach. |
| Q2 | **Travel & Meetings** The RFQ specifies weekly in-person review meetings in Hayle. Would CSP consider replacing some of these with MS Teams meetings, in order to optimise the budget allocation for campaign delivery (ad spend and creative)? |
| A3 | The Kick-Off meeting will require an in-person meeting at CSP’s Halye Office, the following weekly review meetings can be held via Teams. |
| Q3 | **Definition of “Users”** For the 700-user target, could you confirm whether success is defined as: a) Click-throughs to the app, b) Completed sign-ups/registrations, or c) Sustained active usage? |
| A3 | To provide evidence of the projected take up/ usage of the app, we have targeted a minimum of 700 individual users (10% of the target demographic) accessing the site by December 2025. This would be measured by sustained active usage (individual site visits, time on site). Moving forward, we need to convert this initial “proof of success” into completed sign-ups/ registrations and/ or site return statistics. |
| Q4 | **Content Assets** Does CSP already have brand guidelines, logos, or existing content (e.g. photos, videos) that should be used in campaign materials, or should we assume all creative assets need to be produced from scratch? |
| A4 | Logo’s that are used on the currently live app [https://app.notwopaths.com](https://app.notwopaths.com/) will be provided to the successful bidder. |
| Q5 | **Expense Budget Handling** The RFQ notes CSP reserves the right to directly procure third-party services. Should we include recommended ad spend, influencer fees, and content costs in our expense budget, or would CSP prefer to handle procurement of these directly once agreed? |
| A5 | Yes. If it is effective to do so, we would also agree passing through the consultant (eg if consultant/ supplier relationships result in preferential terms and/or pricing) |
| Q6 | **Post-Campaign Continuity** Is CSP considering follow-on marketing after October 2025 if the launch is successful? Should our recommendations section include a roadmap for scaling beyond this initial pilot? |
| A6 | The RFQ requires bidders to include a post-campaign report highlighting reach, engagement and effectiveness of selected approach plus recommendations for follow-on marketing activities. |
| Q7 | To ensure I allocate resources appropriately within the £5,000 budget, could you confirm whether any existing assets will be provided, such as:   * Supporting photography, video or brand collateral * Access to a content management system or digital platform * Existing design templates or brand guidelines * Access to a social media management system (i.e. Hootsuite)   Alternatively, should I assume that the creation and/or procurement of such materials/software should be costed within the proposal? |
| A7 | We have a limited number of images and video clips which can be reused by the successful bidder.  We do not have a specific content management system or digital platform.  At present there are CSP branding guidelines, we are in talks to generate branding guidelines for the No Two Paths app. Logo’s that are used on the currently live app [https://app.notwopaths.com](https://app.notwopaths.com/) will be provided to the successful bidder.  We do not have access to a social media management system.  Any creation and/or procurement of such materials/software not listed above should be costed within the proposal. |
| Q8 | Is on-site attendance required, or can meetings be held remotely?  Appreciate the kick off meeting would likely be best in person, but for weekly review meetings/close out meeting. |
| A8 | As stated in the RFQ the Kick-Off meeting will require an in-person meeting at CSP’s Halye Office, the following weekly review meetings can be held via Teams. |
| Q9 | What is the media budget? |
| A9 | The total budget for the project is £5k, how that budget is allocated would be down to the successful bidder. |
| Q10 | What is the creative/content budget? |
| A10 | The total budget for the project is £5k, how that budget is allocated would be down to the successful bidder. |
| Q11 | We are interested in this bid but we see ‘*The successful bidder must attend a Kick Off Meeting in person at Celtic Sea Power's Office in Hayle, Cornwall*.’  Can you please confirm this is not possible to do online via teams meeting? |
| A11 | As stated in the RFQ the Kick-Off meeting will require an in-person meeting at CSP’s Halye Office, the following weekly review meetings can be held via Teams. |