**Clarifications to Bidder’s Questions**

**Geo-animating nature's past, present and future**

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| **Question** | **Answer** |
| 1 | Will the final list of sites be available before the 21st of October? | No |
| 2 | And will there be on-site visits required to each individual site? | We would encourage the contractors to visit the sites and are happy to facilitate these but there is no expectation to. |
| 3 | Are you envisioning a 2D animation style similar to last year’s animations? | We are open to ideas on the animation style. |
| 4 | Will Natural England be providing scripts, or will they be developed collaboratively between the animator and the scientists? | They will be developed collaboratively between the animator and the scientists |
| 5 | Can you confirm whether each animation will include an English voiceover, plus up to two localised versions? | English voiceover in the original animation and up to 3 other localised versions – to be decided during the project. It would be useful if these could be costed individually. |
| 6 | What kind of usage rights or licensing would be required? | All the data associated with these animations should be free from any copyright constraints or restrictions about use or publication |
| 7 | Will there be one 30s cutdown per animation for social media? | Yes |
| 8 | And how many different aspect ratios would you need? (e.g. 1920x1080, 1080x1080, 1080x1350, 1080x1920) | All animations/videos to be supplied and exported in a web quality format 1920x1080/H264/.MP4/10mbps and a high-quality format 1920x1080/Apple ProRes 442/.MOV plus the format for the social media cutdowns |
| 9 | Is there a defined target audience for the animations? | General and interested public |
| 10 | Are the social edits straight cutdowns from the scripts of the full-length films or are these expected to be new scripts? We note the comment about "distinct scripts", dos would like to clarify please | They will be similar to the main scripts, and if they can be cut down, that would be great but ultimately, they need to make sense and be coherent |
| 11 | Which languages do they need translating into? | Not sure yet, but they will be languages common to the areas where the animations are set. It may be that we don’t use all 3 options but would like these costed please. |
| 12 | For subtitles - do you want these Embedded, or .SRT file delivery? | .srt is fine |
| 13 | Since a Voiceover is required are you supplying artists or are these to come from the budget? (We note, you used Lenny Henry on one of those previous examples) | From the budget please. Lenny Henry worked with us before because he loves Dudley but we do not necessarily expect famous narrators |
| 14 | What are the requirements of the Comms Strategy deliverable please? | An outline plan of how you would promote/share the animations.  |
| 15 | Can I double check that the max budget is £50,000 inc VAT please?   | Yes, the maximum budget is £49,999 inc VAT.  |