**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.  |
| 16 | For the voiceovers, would you like suppliers to budget for the voiceover artist to be a well-known or recognisable personality? If so, do you have people or a type of person in mind, as this will impact the quotation? | Not necessarily any well-known or recognisable but we would be keen to explore regional voices to reflect the places where the animations are set. |
| 17 | Can you indicate the three languages for translation? Would you like the voiceover to also be recorded in these languages? | Please can you give us quotes for both – voiceovers as well as just subtitles. The languages will depend on the place chosen for the animation. |
| 18 | With regards to: “Collaborate with NE to produce and roll out a communication strategy” Is this for rolling out the videos specifically, or a wider piece of communications? | Rolling out the videos specifically please. |
| 19 | Could you clarify which languages you have in mind for the translations? We've just finished a few projects in English and Welsh, where we used the same actors for both languages. Ideally we'd like to do the same here as it helps with costs and logistics. Are you able to confirm the third language so we can approach suitable actors? | We envisage the main English narrator as being a regional voice to the setting of the animation. We have no problem with the additional language being narrated by the same person. We are also open to just using subtitles and would appreciate prices for both. The third language (if used) will depend on the most spoken languages in the place where the animation is set. |
| 20 | When you mention regional narration, does that mean redubbing the film with different actors for different regions, or that each film will be set in a specific region, with an actor suitable for that region. | Each film will be set in a specific region, with an actor suitable for that region. |
| 21 | May we have access to the necessary documentation to apply please? | All the details of how to apply are in the RFQ and on the webpage with the tender information. |
| 22 | Can you clarify if Natural England just want them translated and subtitled or if you also need recorded voiceovers added to the animations in those languages? | Could we have prices for both options please. |
| 23 | What is the primary target audience? | General and interested public |
| 24 | Are their secondary/general audiences also? | General and interested public |
| 25 | What is the specific call to action? | Understanding the importance of geodiversity to place and connections between people and place. |
| 26 | Where will the videos be hosted? | Initially on the NE you tube channel but we are happy to share these wider |
| 27 | Will there / should there be a micro site where additional information can be found - relating to each video? | Happy to explore/discuss at the start up meeting |
| 28 | Scripts: Will Natural England produce the scripts, or are you looking for us to do so from a detailed brief? | The latter option please and do check the RFQ for details of editing rounds |
| 29 | Social media short cuts: Do you require the short cuts to also be 1920x1080 (16:9), or in other formats (ie: 1:1 square and/or 9:16 vertical). | 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 |
| 30 | Translations: [Page 5 on tender document] ‘Translate these into (up to) 3 key languages significant to the site area.’What languages might these be? | 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. |
| 31 | Will you require us to commission the translations as part of the overall budget? | Yes please |
| 32 | Would this be for subtitles only or all content? | Please can you give us quotes for both – voiceovers as well as just subtitles. The languages will depend on the place chosen for the animation. |
| 33 | Would you also require on-screen signing? | No thank you |
| 34 | Budget: Can you clarify the indicative/maximum budget for this project. | Yes, the maximum budget is £49,999 inc VAT. |
| 35 | Can we submit our response in our own pdf template? | Please ensure you read the RFQ thoroughly, the submission details are there. There are mandatory forms that need filling in but the addressing of the project specification is individual. |
| 36 | We have a lot of experience in creating different styles of animations, but only for one natural history museum-based client. We therefore don’t have vast experience in the Geo-conservation area, will we be marked down on this? | Please ensure you read the RFQ thoroughly, the tender evaluation and weighting details are clearly stated. |
| 37 | Is there a word/page count limit, or file size limit for each question? | No |
| 38 | Will a single animation style be used for each of the 4-5 ‘animation episodes’? | We anticipate this being the case |