

Clarification Questions

I just want to check that it is fine to tender as a photographer only (ie no video - I prefer to just produce stills)

Yes that is fine.

Please could you clarify whether previous contract experience for Ageing Better and references from Ageing Better staff may be supplied at Q10 of Section 0 (General Information) and in relation to Section 1 (Service Delivery Proposal)?

Yes, that's fine.

Just been looking at your tender form, and at this stage we don't need to sign appendix 4-6 as this is only if we win tender, is that right ?

No, these appendices (4-7) need to be signed upon submission.

When is the deadline for tender submissions?

22nd of November at 4pm.

If successful, will there be an onboarding or briefing process? Or is there a preferential supplier in place already?

There is not currently an official onboarding or briefing process. There is no set preferential supplier for any service.

Are any event companies / sole traders? Are there any opportunities that we haven't received?

While Ageing Better will endeavour that the framework is used to evenly distribute work, there is no guarantee of work as a result of being in this framework. There is no set preferential supplier for any service.

Is the ITT the appendix in the attached?

All of the forms needed to be completed for your submission are the 'appendices for submission' document on the web page.

We saw that the notice states 'freelancers', and we wanted to check that you were open to agencies applying again?

As stated on the web page, this framework is an opportunity for communications professionals (both self-employed/freelancers and agencies) to work with Ageing Better on ad hoc projects.

I wanted to confirm that the written response should consist of all that is outlined in Section 1: Service Delivery Proposal but only be 1 side of A4? There is also a request for references / contact details in Section 0, question 10 and so I wanted to check if this was in addition to the contact details for 2 references outlined in Section 1?

The entire written return (appendix 3) should be no longer than 1,000 words. Section 1 of appendix 3 (the service delivery proposal), should be no longer than one side of A4. Things like portfolios and CVs can be linked and would not be part of the word count (we would encourage using pen portraits instead of CVs). If you want to only include the two recent references in Section 0 and not also in the service delivery proposal, that is acceptable.

Appendix 3 – Written Return: It states there is a 1,000 word limit for the entire written return., does this include the general information section (in particular question 10 which asks for two brief descriptions of similar contracts, or does the 1,000 word count apply just to the Section 1: Service Delivery Proposal response?

We would like for 1,000 word count to apply for the entire written return (appendix 3).

Section 1 asks for two recent references, as does question 10 of the General Info, do we need to provide 4 separate contract details or can the same two be used for question 10 and Section 1?

The same two can be used, and you can just include the two references in section 0 only if preferable.

A CV is requested, is this just one for one of the grades of consultant or one per grade on consultant and are these to be provided separately to the proposal or will pen portraits be sufficient here?

You can attach however many CVs you think are relevant to the response. However, bearing in mind the word limit, only relevant pen portraits would be advisable.

Where a link to a portfolio is requested will a link to case studies on our website suffice?

If you feel like this sufficient, that is fine. If you want to link to more relevant examples of your work, that is also fine.

At the start of Appendix 3 it states there is a 1,000 word limit for the entire written return and then in Section 1 it says the proposal should be no more than one side of A4 in length. Can we get some further clarification on what the 1,000 word count/one side of A4 limit covers just to ensure we stay within the parameters.

The entire written return (appendix 3) should be no longer than 1,000 words. Section 1 of appendix 3 (the service delivery proposal), should be no longer than one side of A4. Things like portfolios and CVs can be linked and would not be part of the word count (we would encourage using pen portraits instead of CVs). If you want to only include the two recent references in Section 0 and not also in the service delivery proposal, that is acceptable.

Can you please advise what constitutes the 'written return' (which is subject to the 1,000-word limit)? Is it all responses in Sections 0 and 1, or simply the 'Bidder's response' in Section 1?

The entire written return (appendix 3) should be no longer than 1,000 words. Section 1 of appendix 3 (the service delivery proposal), should be no longer than one side of A4. Things like portfolios and CVs can be linked and would not be part of the word count (we would encourage using pen portraits instead of CVs). If you want to only include the two recent references in Section 0 and not also in the service delivery proposal, that is acceptable.

Can you clarify the 1000 word limit for the entire written response - what sections exactly are covered by the written response?

The entire written return (appendix 3) should be no longer than 1,000 words. Section 1 of appendix 3 (the service delivery proposal), should be no longer than one side of A4. Things like portfolios and CVs can be linked and would not be part of the word count (we would encourage using pen portraits instead of CVs). If you want to only include the two recent references in Section 0 and not also in the service delivery proposal, that is acceptable.

Appendix 3 – Written return states 1000 word limit for the entire written return , does that relate solely to Section 1 Service Delivery Proposal specifically the following –

- **The Bidder shall demonstrate how their proposed solution addresses the requirement above. The Bidder's response shall take each requirement and explain the understanding of the requirement and the Bidder's proposed solution to addressing that requirement. Bidders shall provide evidence to support the response.**
- **The request for CVs with a proposal (Max x1 side of A4) is this outside of the 1000 word count limit i.e. in addition.**

The entire written return (appendix 3) should be no longer than 1,000 words. Section 1 of appendix 3 (the service delivery proposal), should be no longer than one side of A4. Things like portfolios and CVs can be linked and would not be part of the word count (we would encourage using pen portraits instead of CVs).

3 / Section 1 – Service Delivery Proposal – request “Contact details of two recent references” however Section 0 - General information requests X 2 contracts is this in

addition to the Section 1 request & if required in Section 1 , is this included in the 1000 word count limit.

If you want to only include the two recent references in Section 0 and not also in the service delivery proposal, that is acceptable.

Re Section 1: Service Delivery Proposal. Are there any content limitations (word counts or page limits) for the portfolio and examples of previous work?

Technically, although for brevity we recommend only including examples you feel will be relevant.

To confirm, our understanding is that the portfolio of work will be supplied in addition to the proposal (one side of A4 in length, 11pt size). Is that correct?

Yes, that is correct, but bear in mind our earlier point about relevant examples.

I also wanted to check if it's okay to send our portfolio over as a WeTransfer link?

Yes, that's fine. Although we would also prefer to have all relevant linked attachments attached in the application email also.

In Appendix 4, 5 and 6 – Where it asks us to enter the “Contract” is this the name of the framework (Professional Services – Creative and Design for instance) or the name of the bidder?

It should be 'Professional Services – *specific service*' as you say.

Will a hyperlink to download a portfolio in PDF format be acceptable?

Yes, although ideally you would also include all relevant attachments to be attached in your application email

Re Appendix 2 Pricing Document

Is the requirement for suppliers to provide daily rates for a range of team members/roles who would potentially be involved in delivering creative services if appointed by Centre for Ageing Better i.e. art director, graphic designer, artworker etc?

We would disregard the 'total' box, and instead give an average 'typical' day rate for your services (we appreciate that in cases this will be an estimate, and the actual price may vary).

(Normally that box is for the total cost of the bid, but as we are just asking for day rates it is not applicable, so you can disregard the 'total' box.)

Appendix 2 – Pricing Document: we are asked to complete price per day for various roles which is fine. There is a total box at the bottom of this grid, do you just require total of all of the day rates entered in this total box?

We would disregard the 'total' box, and instead give an average 'typical' day rate for your services (we appreciate that in cases this will be an estimate, and the actual price may vary).

(Normally that box is for the total cost of the bid, but as we are just asking for day rates it is not applicable, so you can disregard the 'total' box.)

If so, the Schedule of Rates table includes an “Total excl. VAT” line implies that suppliers should provide a total fixed budget for a scenario creative brief. Please can this be clarified?

We would disregard the 'total' box, and instead give an average 'typical' day rate for your services (we appreciate that in cases this will be an estimate, and the actual price may vary).

(Normally that box is for the total cost of the bid, but as we are just asking for day rates it is not applicable, so you can disregard the 'total' box.)

Please confirm if we are able to either:

- a. include a breakdown of travel and accommodation rates etc in our response, or**
- b. simply include day rates purely for staff time, with an agreement that mileage, subsistence and expenses costs would be discussed and agreed per project, at cost.**

We are happy with option B.

We would disregard the 'total' box, and instead give an average 'typical' day rate for your services (we appreciate that in cases this will be an estimate, and the actual price may vary).

(Normally that box is for the total cost of the bid, but as we are just asking for day rates it is not applicable, so you can disregard the 'total' box.)

Is there a separate framework relating to the outputs from Design , i.e. Printing and Mailing / Direct Mail etc or are all comms / marketing collateral delivered on line or digitally ?

As we don't use printing as often as our digital assets, we do not have a framework for printing.

Please can you advise the Annual Budget attributable to the tendered services , we note reference to individual packages of work in the ITT document with values £ , but cannot locate and anticipated Annual spend £

This isn't information we would disclose.

Section 1- Service Delivery Proposal – request

- **A link to their portfolio and examples of previous work. / Is this the same as the request on the point below in Section 1**
- **Contact details of two recent references that attest to the attributes and values we have outlined above Ageing Better is not looking for any creative input to be included in the bid at this stage (i.e. there is no requirement for any mock-ups), just indications and examples of previous work completed by suppliers.**

Bullet point 1 refers to relevant previous work you'd like to highlight, point two relates to the work you did with your two references specifically. If there is overlap between these two that is fine.

Regarding the proposed T&Cs:

To prevent uninsurable risk, could please include the following clause:

- **10.3 Save in respect of death or injury, the Limit of Liability of the Contractor under this Contract shall be 125% of the total Charges paid and payable to the Contractor under this Contract**

To limit our liability to direct losses only, please could you remove clause 10.1.3?

As per our tender, T&Cs will be discussed upon contract award - but thank you for noting which ones might need to be negotiated. The tender document includes our standard T&Cs, but we would review this upon contract award to deal with any specific queries you may have and to ensure that it is relevant to the work being undertaken.

- **Would you be willing to incorporate additional wording intended to enable us to use knowledge generated during the course of the project? Our proposed wording would be:**
 - **Nothing in this Agreement shall prevent either Party from using any techniques, ideas or Know-How gained during the performance of the Contract in the course of its normal business to the extent that this use does not result in a disclosure of the other Party's Confidential Information or an infringement of IPR.**

As per our tender, T&Cs will be discussed upon contract award - but thank you for noting which ones might need to be negotiated. The tender document includes our standard T&Cs, but we would review this upon contract award to deal with any specific queries you may have and to ensure that it is relevant to the work being undertaken.

What is the geographic scope of your typical events calendar? For instance, is it UK wide, or typically in particular geographies?

The vast majority would be in England. Common geographies are London, Manchester and Leeds.

What copywriting guidelines or style guides are currently in place to support this activity?

We have an Ageing Better style guide, and brand guidelines.

Can you clarify how you can use the photography? Am I right in understanding that the payment will be the same for a photograph used on a free website, a CAB report or a paid space on a billboard or magazine?

The photos will either be commissioned for AB's own use (eg for our website, social media and reports), or for our age-positive image library. Terms for our library can be [found here](#)
The payment typically would be the same for both.

Regarding the following wording: Below are the terms and conditions, to be signed at contract award. Suggested amendments or queries should be submitted in Section 14 of the Supplier Questionnaire. Ageing Better cannot guarantee adhering to proposed changes.

Unless I missed it I can't see any terms and conditions or a section 14 - is that something that is sent out later?

This reference to section 14 was included in error. Whilst Ageing Better cannot guarantee agreeing to amendments in its Terms and Conditions, all queries and suggested changes must be noted in the Bidder's submission documents.

Can you please define what the word creative covers? Is this specifically to do with design, illustration and print ?

Yes, that's right. Also included could be animation and branding.

When we submit our bid, do we need to submit that exact document back to you or can it be in our own headed word document?

It can be in another format (eg PDF), or a headed word document, so long as the required sections are filled out and marked clearly.

I notice you are looking at 10 suppliers for each ITT. Can you say how many film and animation projects there are roughly in an average year?

This depends entirely on our year-to-year budgets and project demands.