



## Invitation to Tender: Questions and Answers

Version 4 (created 11/08/2022)

### **QUESTION:**

The document states the tender to be submitted by 23.59 on 26<sup>th</sup> June in the declaration, but I assume it's the 29<sup>th</sup> August as in previous pages?

Sarah Turner  
Carter Wong Design

### **RESPONSE:**

Apologies, that is a typo. The deadline for submissions is 29<sup>th</sup> August.

### **QUESTION:**

On the website within each trail there are recipes and facts on a particular fish species. Will these be provided for the x6 new trials as content, and we will need to create the layouts and visuals for the recipe and fish facts, or do you already have these components within the current assets?

Sarah Turner  
Carter Wong Design

### **RESPONSE:**

Yes, Seafish can provide the recipes and accompanying visuals – these come from the Seafish asset bank and are available to use for free.

Artwork will be needed to produce 6 new species images – each trail is assigned a local 'hero' species, which links to the recipe provided.

In regards to the content surrounding the species and seasonality information, Seafish would give you the facts and work with you to develop the wording!

Sally Chamberlain  
Seafish

### **QUESTION:**

Online – Updates to current website – what website platform is the current website built on?

Sarah Turner  
Carter Wong Design

**RESPONSE:**

Statamic

Sally Chamberlain

Seafish

**QUESTION:**

Will we supply XD visual layout files to your web team or do we need to update directly to the website?

Sarah Turner

Carter Wong Design

**RESPONSE:**

You will work with the website developer who can update the information to the relevant pages for you. Small amends e.g. text or images, can later be made by Seafish or you (you can have access to Statamic).

Sally Chamberlain

Seafish

**QUESTION:**

Who currently manages the back end of the site, and how do we gain access?

Sarah Turner

Carter Wong Design

**RESPONSE:**

Seafish manage the back end and will provide access.

Sally Chamberlain

Seafish

**QUESTION:**

Additional requirements - Primary School visits – are we to create collateral for teachers to use or conduct in class presentations ? What are the expectations here?

Sarah Turner

Carter Wong Design

**RESPONSE:**

Previously these were ~30 minute long educational and fun interactive sessions with the children, including seafood related quizzes and games. Each primary school got a poster and batches of the printed fold out seafood trail maps.

Sally Chamberlain

Seafish

**QUESTION:**

Additional requirements - Can you provide examples of previous press release and social media campaign for the current x9 trials?

Are we to follow this format or create a new campaign?

Sarah Turner  
Carter Wong Design

**RESPONSE:**

Social media: <https://www.instagram.com/niseafoodtrails/>

Press:

<https://www.newsletter.co.uk/lifestyle/food-and-drink/seafood-trails-lead-to-healthier-eating-options-3701761>

<https://www.farminglife.com/country-and-farming/nis-first-seafood-trails-launched-3664741>

You can create a new campaign – we are open to fresh ideas!

Sally Chamberlain  
Seafish

**QUESTION:**

Print at home versions would be as pdfs , as is download via website only or would you be looking to mail out digitally to contact list?

Sarah Turner  
Carter Wong Design

**RESPONSE:**

Download via website only

Sally Chamberlain  
Seafish

**QUESTION:**

What are your expectations in terms of engagement and numbers?

Sarah Turner  
Carter Wong Design

**RESPONSE:**

The scale of a social media campaign is dependent on budget available and how the contractor proposes to allocate budget for each deliverable. Open to ideas for the approach to this, but this should use/incorporate the existing Instagram and Facebook profiles for which Seafish are now responsible for maintaining.

Sally Chamberlain  
Seafish

**QUESTION:**

Is this is a class pack and teachers deliver the sessions?

Sarah Turner  
Carter Wong Design

**RESPONSE:**

Previously, the classroom sessions were delivered by the marketing company contracted for the first phase of the NI Seafood Trails project. However, we are open to ideas and who/how these sessions are delivered will be dependent on budget available and how you propose to allocate budget for each deliverable.

Sally Chamberlain  
Seafish

**QUESTION:**

Is there budget for an app?

Sarah Turner  
Carter Wong Design

**RESPONSE:**

The maximum budget for this project is outlined in the Invitation to Tender document. Open to the idea of developing an app if the cost falls within this budget.

Sally Chamberlain  
Seafish

**QUESTION:**

How many seafood businesses and tourist outlets were the posters and paper trail maps sent to for each of the 9 existing trails and roughly what quantity did you supply to each?

Pipa Eke  
Red Communications

**RESPONSE:**

15,000 paper trail maps were produced and each of ~40 businesses featuring on the trails, as well as local tourism offices and fish box schemes have received ~100-200 pamphlets specific to their area. Map pamphlets have also been disseminated at events e.g. Balmoral Show and the launch event at St Georges Market in Belfast. We continue to distribute remaining map pamphlets to businesses on request or at seafood related events.

Sally Chamberlain  
Seafish

**QUESTION:**

Can we have a list of seafood businesses, tourist outlets and schools involved in the existing trails?

Pipa Eke  
Red Communications

**RESPONSE:**

Yes, this is available on request. Email [sally.chamberlain@seafish.co.uk](mailto:sally.chamberlain@seafish.co.uk)

Sally Chamberlain  
Seafish

**QUESTION:**

Are there any locations/coastlines in particular that you'd like us to concentrate on for the next 6 trails?

Pipa Eke  
Red Communications

**RESPONSE:**

Initial ideas are for new trails to feature L'Derry, Bangor, Dundrum – Newcastle, Annalong, Warrenpoint & Glenarm – Carnlough. These are open to discussion and confirmation following an assessment of possible locations and suitability of each.

Sally Chamberlain  
Seafish

**QUESTION:**

Are there any seafood businesses, tourist outlets or schools that you'd like to work with during the next stage of the project?

Pipa Eke  
Red Communications

**RESPONSE:**

All seafood retail and hospitality businesses that are suitable for the target audience and feature within a feasible radius of the trail should be invited to feature. All tourist offices should be informed about the new trails and offered a batch of trail map pamphlets (if produced). We would like to engage Primary schools from across Northern Ireland in the project and offer an educational session based on first come first served basis, as well as resource, time and budget availability.

Sally Chamberlain  
Seafish

**QUESTION:**

Would we be required to plan and run the classroom sessions with the teachers?

Pipa Eke  
Red Communications

**RESPONSE:**

The marketing agency delivered the classroom sessions in Phase 1 of this project in-person, however we are open to different ideas for how these could be delivered in phase 2, depending on resource, time and budget availability.

Sally Chamberlain  
Seafish

**QUESTION:**

With regards to PR, are you looking to target both trade and consumer media and focus on local, regional and national press?

Pipa Eke  
Red Communications

**RESPONSE:**

PR will be targeted at consumers through local, regional and national press.

Sally Chamberlain  
Seafish

**QUESTION:**

Why do you require 5 copies of the trail map posters per trail?

Pipa Eke  
Red Communications

**RESPONSE:**

Each business featuring on the trail should be offered a tailored poster, featuring the trail and their presence on it. Not all businesses will want to display a poster. 5 posters per trail is an estimate, based on the average number of businesses that feature on each existing trail and the number of posters printed in Phase 1.

Sally Chamberlain  
Seafish

**QUESTION:**

With regards to the economic and financial standing, would you like us to submit anything other than our accounts for the last 3 years?

Pipa Eke  
Red Communications

**RESPONSE:**

No, accounts for the last 3 years will suffice.

Sally Chamberlain  
Seafish

**QUESTION:**

Would it be possible to receive pdf and printed copies of the existing paper maps and posters?

Pipa Eke  
Red Communications

**RESPONSE:**

Yes, these are available on request. Email [sally.chamberlain@seafish.co.uk](mailto:sally.chamberlain@seafish.co.uk)

Sally Chamberlain  
Seafish

**QUESTION:**

Would you like us to include 1 x recipe creation, styling and photography for each trail in our proposal?

Pipa Eke  
Red Communications

**RESPONSE:**

Yes, but note that recipes are available to you from the Seafish asset bank for free.

Sally Chamberlain  
Seafish

**QUESTION:**

Please clarify how you anticipate the relationship between the contractor and the web developer/designer working? Would the contractor create all the content and then the original developer/designer would produce the designs for the new web-pages, poster and pamphlet, or would you like us to include our web-designer in the proposal with a view to him receiving all fonts, pantones etc.?

Pipa Eke  
Red Communications

**RESPONSE:**

You can quote for this yourselves if it falls within the allocated budget OR you can work with a sub-contracted website developer (separately assigned by Seafish) who would create the pages for the new trails and upload your content.

Sally Chamberlain  
Seafish

**QUESTION:**

Please confirm whether you'd like us to come up with the attached illustration for each trail or will the original developer create these?

Pipa Eke  
Red Communications

**RESPONSE:**

You can either design the illustrations for each new trail yourselves or work with the original developer who was sub-contracted by the marketing agency for Phase 1.

Sally Chamberlain  
Seafish

**QUESTION:**

Could I ask for the sizes of the posters and fold-out pamphlets that were produced in phase 1?

Pipa Eke  
Red Communications

**RESPONSE:**

The posters were offered to businesses as either A3 or A4, while the fold out map pamphlets were A4 printed both sides and folded.

Sally Chamberlain  
Seafish