

## Hub Marketing Strategy Tender – Clarification Questions

1	- Is this open to any company including small-medium sized enterprises?	Yes
2	- Can you provide any more quantitative objectives and targets?	The quantitative objectives and targets of the hub have not been finalised, and we will be looking for this piece of work to give some advice on these targets. Any metrics should be spread across events and online engagement.
3	The document suggests that the Hub itself is a microsite and is as such, virtual. However, the brief mentions a range of physical events and meetings organised/marked via the Hub. Will the LWARB Hub have a specific physical base that we need to be aware of?	No specific physical base, but as the tender states the Hub is both a virtual presence and a series of physical events around London.
4	The brief makes reference to a 'Hub Team' - will this team be developing the microsite, or is this work that is yet to be tendered?	This work will be carried out by our current website developer, however the engagement strategy should provide some advice on digital formats and strategy.
5	Has the brand for the Hub/microsite already been developed or is this expected to be delivered through the marketing and engagement strategy?	It is envisaged that the Circular London brand will be used for the hub however we would be looking for the successful tender to provide some assurance / opinion as to this assumption.
6	Is the date for the ideation session movable (for example to the 13th of April)?	Yes. Time is however critical to the programme
7	The 'hub' will obviously consist of both a microsite and a series of events - can we confirm this brief is to develop the <u>strategy</u> to market both these elements, rather than develop the site or the events themselves (that seems to be the case but we want to confirm).	Yes, the strategy.
8	Is there any executional element to this brief - for example do you expect the proposed strategy to be brought to life at all?	No not by the tenderers
9	Who is developing the microsite? If it is in development, has the name, branding and identity of the hub been completed (or is development) or will this follow on from this strategy project?	The microsite will be developed alongside the strategy, feeding any comments from the strategy into this work. See answer above with regard to the branding and identity.
10	You mention the hub must interface with other LWARB programmes - will the (and should the) branding and identity match the brand architecture of these programmes?	There should be similarities however it is anticipated that advice should be given as to the advantages/disadvantages of varying the branding architecture

11	Is the pricing schedule included in the 8 page allowance for the submission or is it extra to the allowance?	It is included in the 8 pages
12	Does a list of interested parties and stakeholders exist? Can the winner of the contract be provided this list?	The winner of the contract will be made aware of all interested parties/stakeholders.
13	What is the envisaged budget for delivering the hub marketing and engagement strategy?	Please see above about execution of strategy. There is some financial budget to deliver events and online content, however the budget is moderate. We would be looking to leverage corporates to co-host or sponsor events where possible. More detail will be provided to the successful tenderer.
14	What delivery resources / capabilities currently exist within LWARB?	The hub project has one full time member of staff and some additional part time resources associated with it. We will be looking to leverage input from the wider LWARB team and external input from our network and stakeholders.
15	What level of time commitment will the tender winner be given by the in-house team?	Hub team will be present for all meetings outlined in the tender. Additional time to answer questions and discuss developments will be made available should this be required. We consider this to be a collaborative process.