

See IDA Ireland Response in Italics

The RFT appears to place a significant body of creative and client management work within the Framework scope, but without a clear mechanism for how this should be resourced. To ensure tenderers can price the Framework sustainably, could IDA please clarify the following:

1) How does IDA intend for the following client management obligations to be resourced, given that they are normally covered by a production fee/management fee?

Provision of a dedicated Account Manager.

Include in pricing, it's light touch – but needs to be same person /we require one point of contact for project management

Regular consultation with IDA communications staff.

Include, it's light touch unlikely to be onerous /we require that the client contact is available for consultation during the planning and production of each project

Bi-monthly review meetings, governance, and KPI reporting.

Include meeting every 2 months to look back / plan is not onerous? /this is standard good practice

Budget oversight, dispute resolution, and continual improvement proposals.

Managed in usual way via contract management meetings / meeting of KPIs etc, /again standard good practice

2) The Form of Tender requires daily/hourly rates to be inclusive of all administrative expenses, with no explicit allowance for production or management fees. Is it IDA's expectation that all of the above obligations are to be absorbed entirely within crew day/hourly rates?

Yes, but please see new updated Pricing Sheet and notes issued today 12 09 25

3) In addition, the RFT specifies a substantial body of creative and production management work, including:

Developing creative direction (narrative, tone, visual style).

Producing scripts and storyboards.

Booking locations and securing permits.

Scheduling interviews with key stakeholders/executives.

Arranging logistics (crew, transport, equipment, travel, accommodation).

Providing risk assessments / RAMS.

RAMS his will never / highly unlikely be needed unless site is a construction/ high risk location if required IDA Ireland would pay

What mechanism does IDA envisage for resourcing these creative services, which go beyond crew costs, so they can be delivered sustainably within the Framework?

See new updated Pricing entry sheet. Also remember this is a framework - not a contract for exactly defined projects / particular services – Each project budget and provisions for delays etc will be agreed before commencement so Contactor can list all expected pass through (reimbursable) expenses and proposed provisions e.g. if late shoot / need an additional day. We will seek to always give 4 weeks-notice of a project unless exception.

4) More broadly, how will IDA ensure that project budgets and scopes adequately reflect the level of client management and creative services required, so that the Framework remains commercially sustainable, particularly for small and medium production companies?

See previous response plus... we have provided a Scope of Requirements to allow Tenderers to understand the service levels that we require. Tenderers should tender costs that reflect these inputs to ensure that their hourly rates are viable for the duration of the Framework Agreement. Once the FWA is in place, the supplier will provide a quote for each project and will include time for each person involved in the project. The rates at which these people are charged should be no more that the tendered Maximum Hourly Rates.

As per the RFT

All individual project details including costs, timescales, technical and creative specifications, provision for additional time and effort in cases of unforeseen circumstances, and number of revisions/ versions etc will be agreed in writing between the Framework member and IDA Ireland prior to any project commencement throughout the lifetime of the framework.

The RFT requests that tenderers supply weblinks to no more than three examples of comparable videography work (total maximum duration 10 minutes).

5) Could IDA please confirm whether it is permissible to also include an overall company showreel (2–3 minutes) alongside the three specific examples, in order to give evaluators a broader sense of the tenderer's creative range and technical capacity?

Yes, if this fits with the allotted maximum time of 10 mins - agreed

6) Within the "3 x Business to Business Previous Reference Contracts / Examples" can we add some videos?

Not required – please do not include

7) Working Day / Hours

The RFT specifies that rates should be based on a 7.5-hour working day.

Could IDA please clarify how work should be costed in instances where:

The production requirements extend beyond 7.5 hours in a single day (e.g. long shooting days, extended post-production).

***See updated Pricing sheet notes - out of hours (0900-1800 M-F) work paid at 1.5 rate
Short notice work - to be agreed but most work is planned with minimum one month notice given.***

Travel time to and from a filming location results in working hours outside of the 7.5-hour allocation.

See updated pricing sheet notes. Sustainability measures require carpooling, with only one vehicle mileage claim per team unless otherwise approved

Should such circumstances be treated as overtime, or should they be absorbed into the day rate?

This will be agreed per project but if travel means day is longer than 7.5 hours, the excess hours can be claimed

8) Pricing Template / Service Categories

The RFT pricing template provides only three categories of service.

In practice, any production typically involves a much wider set of crew roles and cost variables (e.g. camera assistants, gaffers, sound recordists, make-up, production coordinators, logistics).

Could IDA clarify how these additional crew roles and production costs should be represented within the pricing structure, and whether supplementary rate cards may be submitted alongside the template?

See updated Pricing sheet.