

Tender Clarification List – Supply of Graphic Design Services for a Housing Delivery Action Plan for Limerick

RFT NO: 8580228

Tender Clarification 1: can the Contracting Authority confirm the accessibility requirements for the final digital outputs? Specifically, are tenderers expected to design the HDAP documents with accessibility best practice in mind, or is formal accessibility certification, testing or validation required? If certification is required, please confirm the required standard, for example WCAG, PDF/UA or another specified standard.

Response: Formal certification is not required but it should be with accessibility best practice in mind, and in accordance with LCCC Brand guidelines. This document has been uploaded for tenderers information and guidance.

Tender Clarification 2: can the Contracting Authority confirm whether the project briefing workshop(s) may be delivered remotely via Microsoft Teams or another online platform, or whether in-person attendance is required.

Response: The meetings can be remotely held via MS teams

Tender Clarification 3: can the Contracting Authority confirm which Council social media channels the final social media campaign graphic is intended to be used across, and whether any specific formats, dimensions or platform requirements should be allowed for.

Response: Council social media accounts such as Facebook, linked in and Instagram, along with LCCC website info page. No specific formats envisioned.

Tender Clarification 4: Can the Contracting Authority clarify the expected scope of the Neighbourhood Graphic Packs? In particular, should tenderers allow for eight bespoke graphic pack templates, one for each City neighbourhood, or a common design system adapted across the eight neighbourhoods?

Response: LCCC are open to advice on this from the bidding consultant teams but currently envisioned as a common design system adapted across the eight neighbourhoods. It may be that each has a specific colour tone, and identity, ie. the artist quarter, but that can fit into an overall graphic style for represent the neighbourhood key statistics.

Tender Clarification 5: The pricing section refers to “up to 100 infographics/bespoke graphics for 8 City neighbourhoods and 15 key rural towns.” Please can the Contracting Authority clarify whether the 15 key rural towns require separate graphic outputs, and whether these are included within the eight Neighbourhood Graphic Packs or should be priced separately within the wider infographic allowance.

Response: There should be an allowance for up to 100 infographics/bespoke graphics for 8 City neighbourhoods (example 5-6 per neighbourhood (40 in total)) and 15 key rural towns (e.g. 3-4 per key rural town (60 in total)) LCCC reserve the right to focus more diagrams on the main 8 city neighbourhoods, in which case, there may only be 2-3 per key rural town, with the balance of the 100 going toward more detail on the city areas.

Tender Clarification 5: Can the Contracting Authority confirm the correct clarification deadline and tender submission deadline? The cover page states a Tender Deadline of 20/07/2026 at 00:00, while Section 2.6.2 refers to 23:45 on 19th June 2026 and Section 2.7.1 refers to a query deadline of 23:45 on 15th June 2026

Response: Apologies on the incorrect second deadline. For clarity the Tender Deadline is the 20/07/2026 at 00:00. All queries relating to any aspect of this Competition or of this RFT must be directed to the messaging facility on www.etenders.gov.ie. Queries will be accepted no later than 23:45 on 15th July 2026 unless otherwise published by the Contracting Authority. For the avoidance of doubt, Tenderers may not contact the Contracting Authority directly regarding any aspect of this Competition.

Tender Clarification 6: Can you confirm The pricing section refers to “up to 100 infographics/bespoke graphics for 8 City neighbourhoods and 15 key rural towns.” Is this 100 infographics, or 100 graphics multiplied by 8 and 100 graphics multiplied by 15?

Response: Up to 100 infographics/bespoke **graphics in total**, spread over 8 City neighbourhoods and 15 key rural towns.

Tender Clarification 7: The submission deadline is at midnight on a Sunday night/Monday morning. Please can the deadline be extended to Monday 20th July at 12:00 noon?

Response: For clarity, given 00:00 could be possibly be misconstrued to refer to the Sunday night or Monday night we are moving the deadline to be **Monday 20th July at 12:00 noon.**

Tender Clarification 8: Is there a requirement to present initial creative concepts or visual routes as part of the tender submission?

Pricing Structure

The RFT refers to a fixed price quotation. Can you clarify:

- Whether pricing forms part of the evaluation criteria, and
- If a pricing template or breakdown is required

Irish Language Requirements

Can you confirm whether deliverables are required in Irish or bilingual formats

The 'Neighbourhood Packs', is the intention that these are neighbourhood specific brochures, extracted from the master document? Or standalone bespoke items?

Response:

1. Is there a requirement to present initial creative concepts or visual routes as part of the tender submission?

Tenderers are not required to develop or submit completed design concepts, mock-ups or visual routes as part of their tender response.

However, under Award Criterion 2 (Creative Execution), tenderers should describe their proposed creative approach, methodology and how they would develop concepts, themes and storytelling approaches for the Housing Delivery Action Plan. The evaluation will consider the creativity and originality of the proposed approach as set out in the tender submission. In addition, tenderers are required to provide two relevant portfolio examples under Award Criterion 4.

Please note that the successful consultant will subsequently be required to develop:

- Three initial design concepts for the A4 HDAP Report;
- Two design concepts for the Executive Summary; and
- Two design concepts for the Social Media Graphic.
- Allowance for content changes as per 3.3.1 table

2. Pricing Structure

Does pricing form part of the evaluation criteria?

Yes. Price represents 20% of the total available marks under Award Criterion 3. The evaluation weightings are:



Criterion	Weighting
Strategic Approach & Methodology	20%
Creative Execution	20%
Price	20%
Quality of Portfolio Samples	40%

This results in an overall 80% quality / 20% price weighting.

Is a pricing template or breakdown required?

Yes. Tenderers are required to complete the Pricing Schedule contained in Appendix 2. This should include:

- Total fixed fee (excluding VAT);
- Total number of days;
- Breakdown of rates and days by resource type (Junior Designer, Senior Designer and Creative Director);
- Any additional costs, where applicable.

3. Irish Language Requirements

There is no requirement within the RFT for deliverables to be produced in Irish or in a bilingual format.

Tenderers should price on the basis that all materials will be provided and delivered in English. Should any translation or bilingual requirements arise during delivery, these would be agreed separately with the successful consultant. Note: LCCC have a framework in place for Irish translations services.

4. Neighbourhood Packs

The intention is that the Neighbourhood Graphic Packs are standalone neighbourhood-specific outputs derived from the HDAP master document and associated datasets. While they should maintain a consistent visual identity and design language with the main HDAP, each pack should present the specific information relevant to the respective neighbourhood (e.g. profile, housing pipeline, delivery trajectory, tenure breakdown, intervention strategy and key statistics).

They should therefore be considered bespoke neighbourhood-focused publications/graphic packs rather than simple page extractions from the main report.

Tender Clarification No 9:

Could you let us know what the budget is for this work?

Could you let us know what the timeline would be to get this work completed within?

Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Hawaii, Michigan, Virginia, Colorado and Wyoming?

Response:

1. Budget

In accordance with public procurement best practice, the Council is not disclosing a specific budget for this commission. Tenderers are requested to submit their most competitive fixed-price proposal based on the scope of services outlined in the Request for Tender documentation.

2. Programme and Timeline

The Council intends to appoint the successful tenderer as soon as possible following completion of the procurement process.

The Housing Delivery Action Plan is currently being prepared and the design, branding and communications work is expected to commence immediately following appointment, with the majority of deliverables to be completed during the autumn of 2026. Tenderers should outline their proposed programme and capacity to deliver the required outputs within the project timescales.

3. Eligibility of International Consultants

The Council welcomes submissions from suitably qualified and experienced organisations, regardless of geographic location.

There is no local preference applied as part of the evaluation process. Tender submissions will be assessed in accordance with the published award criteria set out in the Request for Tender.

Tenderers should, however, demonstrate a clear understanding of the project brief, the Irish local government context, and their ability to engage effectively with the Council and project stakeholders throughout the commission.