

**Clarification questions and answers for the ESPA Invitation to Quote
Publishing services for ESPA's policy briefs, guides and working papers
Posted 4 January 2018**

1. Are you able to confirm how many pages you would like the policy briefs/stories to be? It looks as though ESPA policy briefs may normally be 4 pages. A 2,500 word count is likely too long for 4 pages.

ESPA's answer: We want to keep them to 4 pages and so we ourselves will edit the texts to under 2,000 words to make them fit.

2. In addition to the infographics, are there likely to be any diagrams/graphics to redraw?

ESPA's answer: Not to our knowledge.

3. Will all required photos be supplied by ESPA, with an indication of where they should be included in the layout?

ESPA's answer: We will lay aside some small budget to allow for purchase of stock images (it is to be determined whether ESPA will buy these images directly or will add the image budget to the contract of the appointed supplier – this can be decided later). You don't have to budget for photos in your proposal submission.

4. Is there any scope to increase the budget ceiling of GBP 10,000?

ESPA's answer: Yes. You may submit a budget above GBP10,000 + VAT if you believe it is well justified. As stated, we are evaluating all bids on a value for money basis, according to the stated quality (track record, etc) and commercial criteria. Please make sure to use the Excel spreadsheet we have provided, to show your budget workings.