Date: 27th October 2020

Queries raised about the co-production process

Are we creating a full campaign or a poster?

We are asking for you to create a poster to use on billboards/street furniture within Lewisham borough.

As we are in lockdown how are we going to get the public to see it?

We will not be releasing the poster until the lockdown has been eased and we will then raise awareness of the new posters through promotion so that the public are able to see the posters when they are displayed.

Who are the delivery partners? What role will they be playing?

Shared intelligence are our local delivery partner, they are an agency who will assist and support organisations on how to deliver the co-production elements around the prototypes that are created.

Who will source feedback from the wider groups, would that be the bidders who are doing this or yourselves?

You would source a wider group, however this is something we may look into as the process continues. As you have developed the concept, you would seek input from a larger group.

What is the budget based upon?

This is based upon previous expressions of interest that have been conducted.

Do you have any existing posters that we can reference to give us an example of similar projects?

Yes we have the Sugar Storm poster that was developed with Sustain as shown [here](https://www.sustainweb.org/news/mar20_lewisham_sugarsmart_billboards/)

Do you want a strapline for the poster?

If the posters are aimed at the two key initiatives these will need to be related to Sugar Smart or the Daily Mile, but any strap line would be approved by the steering group.

Can an organisation design more than one poster to cover multiple themes?

Yes, you can bid to create posters for more than one theme. The budget is based upon designing for a single theme.

Bids should be submitted via e-mail to [Rochelle.haye@lewisham.gov.uk](mailto:Rochelle.haye@lewisham.gov.uk) by the following dates by 12pm on:

**Friday 10th December 2021**

**Friday 28th January 2022**

**Friday 4th March 2022**

We encourage applicants to submit bids sooner rather than later.

For further questions or information please contact [Gwenda.Scott@lewisham.gov.uk](mailto:Gwenda.Scott@lewisham.gov.uk)