



Request for Proposal (RFP) for Communicating as 'One Wellcome': training provider

1. RFP Background & Objectives

We want to support leaders at Wellcome to act as advocates for Wellcome's mission internally and externally, confidently and comfortably representing the entire organisation.

We are seeking a provider to develop and deliver a more tailored spokesperson development programme, which broadens our standard training into a more bespoke offering based on the types of activity an individual will be asked to undertake. This will most likely take the form on 1:1 coaching and understanding individuals leadership styles.

Objective

A 'spokesperson' is someone who is chosen to speak for a group or an organisation. They represent the views and approach, and have the ability to clearly articulate its mission. Wellcome has experts and authoritative voices in many different subject areas, with contacts and networks in many different communities.

For the last few years Wellcome has offered a training programme including aspects of social media training, reputation management, as well as traditional interactions with journalists. This programme was halted during the pandemic.

Aims	Develop a cohort of spokespeople who can communicate confidently and effectively on the whole of Wellcome's activity to internal and external stakeholders. Focus on internal and external communications channels and tactics.
Suggested cohort	Executive Leadership Team including Employee Directors Directors, Research Programmes Director, Wellcome Collection (Up to 13 members of staff)
Example activity	All staff sessions and communications Leading Wellcome delegations to strategic partners Speaking at international events on behalf of Wellcome Strategic media opportunities
Skills	Storytelling – providing a more personal connection to topics Speaking/ Presentation – providing guidance on how to use a variety of different platforms and formats Facilitation in large and small sessions Answering difficult questions Interviews for media Using Wellcome's tone of voice



2. RFP Specification

This section sets out the specification of services for this RFP exercise. Suppliers should use this section to fully understand Wellcome's requirements and to inform their response.

Phase 1:	Programme development: work with a small team in Communications to develop the programme.
Phase 2:	Programme delivery: delivery a training programme for up to 13 members of staff. This could include but not be limited to 1:1 coaching sessions and group training.

3. RFP Timetable

#	Activity	Responsibility	Date
1	RFP issue to Suppliers	WT	25 July 2022
2	Submission of expression of interest (EOI) to RFP	Supplier	29 July 2022
3	Submission of Supplier Q&A to Wellcome Contact	Supplier	29 July 2022
4	Return of Supplier Q&A to Suppliers	WT	3 August 2022
5	Submission of Full Proposal and completed TPSRA form	Supplier	9 August
6	RFP Evaluation Period	WT	9 – 12 August 2022
7	Supplier Presentations (60 mins)	Supplier	w/c 15 August 2022
8	Notification of Contract Award	WT	w/c 22 August 2022
9	Contract Negotiation	WT & Supplier	TBC
10	Contract Start Date	WT & Supplier	TBC – to be discussed with supplier

4. Response Format

The following headers support the timetable by providing further detail of the key steps.

Expression of Interest

Suppliers are asked to submit

- A short expression of interest
- Whether you are Individual or a company (Full company name and number and Registered company address)
- Indication of the intention to submit a proposal as a standalone organisation or as part of a consortium/partnership. If the latter is the case, please indicate names of your potential partners and your rationale for including them.



- Provide a non-binding cost estimate as a single figure (in GBP), excluding VAT.

This should be sent by e-mail to the Wellcome Contact in accordance with the RFP timetable.

Supplier Q&A

Suppliers are provided the opportunity to submit any questions they have about the exercise. All questions will be collated, anonymised, answered and returned to all suppliers who have submitted an expression of interest in the RFP process. All questions are to be submitted to the wellcome contact in accordance with the RFP timetable.

RFP Proposal

Suppliers are required to submit proposals which respond to the following sections:

- The proposal should demonstrate a clear understanding of the RFP objectives and the intended outcome and how the proposed approach will deliver these.
- A detailed methodology and recruitment approach through which they will conduct the work
- Timetable - The proposal will need to include key milestones and deliverables aligning with the proposed timeline presented above. A final timeline will be agreed prior to finalising the contract. There can be some flexibility, however, limited as we are working to a fixed timeline.
- Budget Detailed breakdown of costs Deliverables - Outline of what the anticipated deliverables, including interim deliverables, will be and in what format you'll present these findings
- Summary of any GDPR risks and how you will mitigate against them.
- A brief outline of your approach to diversity, equity, and inclusion in your work

Contract Feedback

This section allows Suppliers to provide specific feedback to the contractual agreement which will be used should their proposal be successful. Contract feedback is to be incorporated into your proposal as an annex and in the following format;

Clause #	Issue	Proposed Solution/Comment

Suppliers submitting proposals as a registered company should review Wellcome's terms and conditions [document](#).



Individuals submitting proposals as a sole trader (not registered) should review this [document](#).

Individuals submitting proposals through their own personal services company please highlight this to the Wellcome contact immediately (see point 7 below).

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Wellcome's Data Protection Compliance

Under GDPR/Data Protection law, Wellcome must keep a record of all personal information it is processing (i.e. collecting, using, and sharing). This record will be made available to the Information Commissioner's Office upon request.

This is Wellcome's record of data processing activities which meets GDPR article 30 requirements.

Suppliers are asked to complete the [TPSRA2 assessment](#) before the RFP submission deadline for Wellcome to assess how you handle data.

Presentations

Following submission of your proposal selected supplier(s) will be invited to present via a virtual teams meeting. This meeting will last 60 minutes in total 25 minutes for presentation and the remaining for Q&A

5. About Wellcome

Wellcome supports science to solve the urgent health challenges facing everyone. We support discovery research into life, health and wellbeing, and we're taking on three worldwide health challenges: mental health, global heating and infectious diseases. Find out more about Wellcome and our work at: [wellcome.org](https://www.wellcome.org).

6. Non-Disclosure and Confidentiality

Prospective Suppliers should be aware that inappropriate publicity could have a serious effect upon Wellcome's business. The information contained within this document or subsequently made available to prospective suppliers is deemed confidential and must not be disclosed without the prior written consent of Wellcome unless required by law.

7. Prospective Suppliers Personnel - IR35 and Off Payroll Working Rules

Before the RFP response deadline, Prospective Suppliers must make the Wellcome Contact aware if they are intending to submit a proposal where the services will be provided by any individuals who are engaged by the Prospective Supplier via an intermediary i.e.



- Where the Prospective Supplier is an individual contracting through their own personal services company; or
- The Prospective Supplier is providing individuals engaged through intermediaries, for the purposes of the IR35 off-payroll working rules.

8. Independent Proposal

By submission of a proposal, prospective Suppliers warrant that the prices in the proposal have been arrived at independently, without consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to such prices, with any other potential supplier or with any competitor.

9. Funding

For the avoidance of doubt, the output of this RFP exercise will be funded as a **Contract** and not as a Grant.

10. Costs Incurred by Prospective Suppliers

It should be noted that this document relates to a Request for Proposal only and not a firm commitment from Wellcome to enter into a contractual agreement. In addition, Wellcome will not be held responsible for any costs associated with the production of a response to this Request for Proposal.

11. Sustainability

Wellcome is committed to procuring sustainable, ethical and responsibly sourced materials, goods and services. This means Wellcome seeks to purchase goods and services that minimise negative and enhance positive impacts on the environment and society locally, regionally and globally. To ensure Wellcome's business is conducted ethically and sustainably, we expect our suppliers, and their supply chains, to adhere to these principles in a responsible manner.

12. Disability Confident

The Wellcome Trust is proud to be a Disability Confident Employer (DC Level 2) and we encourage all our partners and suppliers to do the same. More information about this can be found on the government website [Disability Confident employer scheme and guidance - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/guidance/disability-confident-employer-scheme-and-guidance). Disability Confident is creating a movement of change, encouraging employers to think differently about disability and take action to improve how they recruit, retain and develop disabled people.



13. Accessibility

Wellcome is committed to ensuring that our RFP exercises are accessible to everyone. If you have a disability or a chronic health condition, we can offer adjustments to the response format e.g. submitting your response in an alternate format. For support during the RFP exercise, contact the Wellcome Contact.

If, within the proposed outputs of this RFP exercise, specific adjustments are required by you or your team which incur additional cost then outline them clearly within your commercial response. Wellcome is committed to evaluating all proposals fairly and will ensure any proposed adjustment costs sit outside the commercial evaluation.

14. Diversity & Inclusion

Embracing [diversity and inclusion](#) is fundamental to delivering our mission to improve health, and we are committed to cultivating a fair and healthy environment for the people who work here and those we work with. As we learn more about barriers that disadvantage certain groups from progressing in our workplace, we will remove them.

Wellcome takes diversity and inclusion seriously, and we want to partner with suppliers who share our commitment. We may ask you questions related to D&I as part of our RFP processes.

15. Wellcome Contact Details

The single point of contact within this RFP exercise for all communications is as indicated below;

Name: Amy Cox
Role: Stakeholder Communications Lead
Email: a.cox@wellcome.org