



## Request for Proposal (RFP) for priority partnerships and context mapping for public engagement in health research

### 1. Summary and objectives

Wellcome supports science to solve the urgent health challenges facing everyone. Through its work, Wellcome aims to enable the broadest possible range of people to contribute to, and benefit from, science's potential to change the world. Thus, alongside our investments in science, we support engagement with the public across the research lifecycle, to get the best out of science for society.

Wellcome is particularly focused on tackling three urgent [health challenges](#) facing the world – mental health, escalating infectious diseases, and climate and health.

This RFP is issued by the Public Engagement (PE) team. Our work in PE is directed towards addressing the health challenges through enabling public participation, creating trusted relationships with affected communities and amplifying people's voices, actions and perspectives to enable collective change.

The challenge for Public Engagement is to support our health challenge outcomes whilst also responding to local needs and priorities, ensuring we act ethically, equitably, and sensitively to context.

This RFP is intended to address this challenge in two ways. Firstly, a mapping exercise to uncover where public and community engagement priorities are positioned within large scale funders of global health and multilateral agencies with a health focus so that we can build stronger alignment and support for engagement. And secondly, developing a framework and set of tools that we can use for context mapping, to increase our contextual understanding of places so that we can design and develop more effective and appropriate public engagement and participation programmes.

The supplier of this RFP is expected to have deep knowledge of and presence in contexts and settings in Latin America, Africa, Southern and South-eastern Asia as well as an understanding of the global health landscape.

The budget for this work is £160,000 excluding VAT.



## 2. RFP Objectives

The successful supplier will help us do two things:

**Objective 1:** A mapping exercise to uncover where public and community engagement priorities are positioned within large scale funders of global health and multilateral agencies with a health focus; where there is also cross-over with the following geographical priorities, Kenya, Indonesia, South Africa, Latin America and India; so that we can find shared areas of interest and potential collaboration.

We expect this to cover 15-20 organisations, some of whom we know.

Many organisations have shifted focus and ways of working in recent years and so this exercise will be useful to undertake in light of Wellcome's new strategy.

We also understand from key partners who engage with funders and multi-laterals to seek funding or other support, that the lack of alignment is a significant issue holding back public engagement and participation; from missing out on partnership and funding opportunities to strengthening the evidence base for PE.

In the medium term, we expect this insight to help us to develop new partnerships and programmes; leveraging investment/ co-investment, or building influencing agendas, and the evidence base for PE.

**Objective 2:** Secondly, develop a practical framework/tool that Wellcome staff can use to conduct effective regional and local context assessment and mapping.

As we set up programmes of work in country, this will inform how Wellcome builds longer-term public engagement and participation programmes. An improved understanding of the contexts we will be working in will aid the design and development of our work so that it is more equitable and effective.

We expect this work to also help us find new partners, as well as drawing upon our existing relationships, resources and structures in those locations. This will also directly inform a new initiative that will be scoped in 2023 to develop Centres of Participation in key selected geographies (see below).

**Together, we expect this work to help us be a better partner and funder of public engagement and participation in tackling the health challenges.**



### 3. RFP Specification

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

#### Scope of Requirements

To enrich Wellcome's understanding of, and ability to support and nurture, enabling environments for public engagement and participation in the health challenges across key geographies, the supplier must:

#### For objective 1:

1. Identify 15-20 priority organisations, funders, multilateral agencies or large social networks/movements with a global reach with a strong engagement focus to their work in health.
2. We are especially interested in organisations that are taking a more participatory grant making approach, or those focused on shifting power and those working with most marginalised people and communities.
3. The organisations that are identified must have a clear resonance with Wellcome's Health Challenges.
  - a. We would expect an overview of the problems they are seeking to resolve with engagement, including goals and priorities and outcomes.
  - b. How engagement is positioned, resourced (staff & investment), and how funding is deployed and for what purposes.
  - c. Identifying potential shared interests, relationship networks and whether there are engagement gaps across organisational strategies and activities that impact on communities.
  - d. Broadly the levers, influence and reputation these organisations have in-country.
  - e. What are the main challenges they identify in their funding and implementation of their work with communities.
  - f. Opportunities for alignment where we can build areas of shared interest.

#### For objective 2:

1. **develop a framework and set of tools and techniques** that can be employed by the PE team to independently **undertake context and community engagement mapping** before setting up a new partnership or funding programme. The framework and



tools should be agnostic to the health challenge or country we will be working in and involve:

2. Determining the ecosystem of engagement, that is, what already exists in-country in terms of engagement with health and health research, as well as key actors, current funding and resource flows that support this work.
  - a. This would include more regional or local funders who support participatory/devolved grant making, or networks and organisations that support community collective action. Stakeholder mapping to identify current needs, aspirations and values of key stakeholders and not just 'facts' about them. It should also uncover relational and power dynamics within and between stakeholder groups.
  - b. Map out the current situation as well as previous legacies that will impact engagement with communities around health research, with reference to infectious disease, climate and health and mental health. This should cover factors affecting marginalisation and exclusion of groups and communities.
  - c. Identify Wellcome's current role, its own legacy context, and its limitations in health research engagement in key geographies.
  - d. Bring together relevant datasets and analysis bringing together qualitative and quantitative data in meaningful ways.
  
2. A decision guide/tool that we can use to inform the design of our work. Using the insights from context mapping it should identify key ethical and practical considerations for designing and developing our engagement and participation work. This should also support the way we assess risks and implications of Wellcome's engagement and participation work, especially in how we set up major and long-term projects.

We would expect this to cover considerations and constraints for how Wellcome should work in country, including processes around ideas generation, framing and agenda setting, commissioning work, and developing equitable partnerships. It should also inform what further work might be required to ensure we understand local realities in greater detail.

- a. There are many existing frameworks to support ethical partnering and setting up programmes in low resource settings. We would expect the work to adapt these tools and appropriately integrate tools developed by Wellcome, such as the ethical contributor framework, anti-oppression and anti-racist toolkit, inclusive communications.
- b. Outline any limitations of the tools and framework.



Together, these tools and insights should support the PE and other teams across Wellcome to fine-tune their current approaches to build context-appropriate and adaptive relationships and programs, beyond single health challenge outcomes, for the longer term.

## Methods

The supplier is expected to use a combination of consultative, ethnographic, design, data and desk research methodologies to develop the context mapping tools. This may include but should not be limited to:

Possible methodologies:

1. Consultations with key Wellcome staff to understand ambition of HC outcomes where public participation will play a role. Explore the potential we see from increased participation and the approaches we are exploring.
2. Consultations with key Wellcome staff to understand in more detail the value-add of better contextual understanding to aid cross-cutting agendas such as digital equity, inclusive research practice, researcher-led engagement, corporate affairs work on audiences and influence and our strategic approach to global and local partnerships.
3. Analysis and synthesis of the tools and techniques deployed by relevant INGOs to build contextual understanding prior to setting up major programmes. We expect that this would require a combination of desk research as well as consultations with individuals and organisations involved in some of these models.
4. Interviews with existing Wellcome's international partners and grantees, such as the Africa and Asia Programmes (AAPs) PE leads, to understand enablers and barriers to engagement with research in various contexts and settings, and to inform considerations regarding priority partnerships, and ecosystem and context mapping.
5. Creating criteria and options to approach prioritisation of large-scale organisations for objective 1. Desk research, consultations and workshops to identify alignment.
6. Consultations and co-creative workshops with key stakeholders to learn from practice and ideate co-creatively.
7. Prototype and test of proof-of-concepts for the tools with key stakeholders to ensure viability and value.

## Deliverables

- Report outlining priority partnerships for Wellcome public engagement team covering all the requirements for Objective 1.
- Comprehensive analysis of the contexts in selected priority geographies, drawing on relevant outputs and insights from Objectives 1 and 2.



- An intuitive and practical framework with tools and technologies for context-mapping and decision framework, that can be readily deployed by the PE team.
- Training and support tools for Wellcome staff in using the frameworks created.
- A final report outlining the scoping process, testing and articulation of the benefits and limitations of the tools and approaches. Including relevant literature, examples and case studies.

#### 4. RFP Background

Our work in Public Engagement at Wellcome is directed towards those facing disproportionate effects of health challenges globally. We achieve our aims by creating trusted relationships with affected communities and amplifying people's voices, actions and perspectives to enable collective change.

To promote public participation in Wellcome's work, the PE team

- provides advice on the integration of most affected communities and connectors at different points of the health research cycle.
- develops and supports programmes of engagement and participation through partnership working and funding models.
- draws upon and strengthens an underpinning infrastructure to support learning and influence in PE. This includes our Africa Asia Programmes (AAPs), MESH -Community Engagement Network and strategic delivery partners.

Our AAPs are driven by the major health problems in their areas and aim to train and support the next generation of researchers and research leaders in the Africa and Asia regions. More details on our five major AAPs can be found [here](#). The [MESH-Community Engagement Network](#) jointly supported by Wellcome and The Global Health Network is a free, collaborative, open-access knowledge hub and networking project for people working in community engagement with global health research. Through both these programmes, Wellcome aims to support local and regional capacity building in public and community engagement with health research along with the creation of global as well as local communities of practice in these areas.

The challenge for public engagement and participation is to demonstrate how our work supports our Health Challenge outcomes whilst also responding to local needs and priorities. In addition, we will be focussing on communities who face the most significant impacts of the health challenges.



Through our work in various settings, and through the [Realist Review of the Evidence Base of Community Engagement with Research](#), we know that engagement activities are complex social interventions with dynamic multi-stakeholder processes, and which are centred on meaningful relationships. This requires PE approaches to be better informed by the relational dynamics of engagement and the influences of place and context.

As our work scales, it becomes critical for us to ensure that we are making the right decisions on where and how Wellcome should be supporting or setting up participation programmes in place that are embedded in the local context. The delivery of our work should be equitable and as appropriate sustainable. While it is critical for Wellcome to help create bridges between science, policy and communities, these need not be reliant on Wellcome's presence in those geographies. Instead Wellcome's role could be to enable and support others more appropriately positioned.

Gaining this understanding will help our team to develop context-sensitive strategies for partnerships and funding pathways in PE in LMICs. This would also ensure that Wellcome is able to better serve local needs and contexts through stronger alignment, greater mutuality, and more importantly, by shifting the centre of gravity closer to local health research and engagement actors and communities.

For lasting impact, we will need to build global as well as local coalitions of support for community and public engagement in countries we work in such that it reduces long-term reliance on Wellcome's investment and presence in these places. Embedding this understanding while designing our partnership and investment approaches for LMICs will hopefully strengthen our work and impact in these places.

### **Centres of Participation**

A new initiative that we will be scoping in 2023 and which will build on this work is "Centres of Participation". We wish to understand how through long-term relationship building, and an understanding of proper partnerships and power structures, we might contribute to an infrastructure and enabling environment for communities to play a meaningful, inclusive and reciprocal role in the research ecosystem within key geographies. In turn this will deliver mutual benefit and new knowledge both to communities and to research. We are referring to this kind of infrastructure as "Centres of Participation".



## 5. RFP Timetable

#	Activity	Responsibility	Date
1	RFP issue to Suppliers	WT	7 September (Wednesday)
2	Submission of expression of interest and supplier Q&A to Wellcome Contact	Supplier	21 September (Wednesday)
4	Return of Supplier Q&A to Suppliers	WT	17:00 BST 27 September (Tuesday)
5	Submission of RFP Response	Supplier	14 October (Friday)
6	RFP Evaluation Period	WT	17 October (Monday) to 20 October (Thursday)
7	Supplier Presentations	Supplier	27 October (Thursday) to 28 October (Friday)
9	Notification of Contract Award	WT	2 November (Wednesday)
10	Contract Negotiation	WT & Supplier	2 November to Late November
11	Contract Start Date	WT & Supplier	Late November
12	Contract completion Date	WT & Supplier	July 2023

## 6. 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 by e-mail to the Wellcome Contact in accordance with the RFP timetable.

The EOI should include:

- the legal name of the Supplier (company or individual(s))
- company number
- company address
- preferred currency for payment
- a statement of intention to submit a full proposal
- a list of any questions the Supplier has about the procurement exercise and project (see Supplier Q&A).





## Supplier Q&A

Prior to the submission of your RFP response, Suppliers are provided the opportunity to submit any questions they have about the exercise. All questions are to be submitted to the Wellcome Contact [g.roberts@wellcome.org](mailto:g.roberts@wellcome.org) by e-mail by 21 September. Answers will be returned to Suppliers by COB on 27 September.

## RFP Proposal

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

### 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 this [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 9 below).

### Information Governance

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



## RFP Questions

This section requests responses from Suppliers specific questions in relation to this RFP exercise.

#	Question	Max
1	Outline your approach for delivering the activities and objective 1 & 2 of this RFP. Please include: <ul style="list-style-type: none"><li>• Methodology that will be used for landscape mapping research</li><li>• Type of frameworks and tools you intend to develop</li><li>• How these will meet the outcomes we are seeking.</li><li>• Your track record</li></ul>	1500
2	Outline your stages and timeframes in which you propose to meet the requirements.	300
3	How can you demonstrate that you have knowledge and presence in contexts and settings in Latin America, Africa, Southern and South-eastern Asia, as well as an understanding of the global health landscape?	250
4	Please consider Wellcome's Diversity and Inclusion principles (Section 15) and <a href="#">Anti-racism principles</a> , and outline how this is reflected in your proposal.	500
5	Provide a cost proposal excluding VAT, which details and justifies the proposed costs to meet our requirements.	1 page
6	Highlight to us any risks you foresee with meeting Wellcome's requirements and describe your approach to risk management.	300
7	Please provide 2-3 examples of previous work where you have successfully completed a similar project.	300
8	Please outline the knowledge and experience of the team members who will be conducting the work, including their knowledge and experience of contexts and settings in Latin America, Africa, Southern and South-eastern Asia.	100 per team member



## **7. About Wellcome**

Wellcome exists to improve health by helping great ideas to thrive. We support researchers, we take on big health challenges, we campaign for better science, and we help everyone get involved with science and health research. We are a politically and financially independent foundation. Find out more about Wellcome and our work: [wellcome.ac.uk](https://wellcome.ac.uk).

In the Public Engagement team, we believe that if the public – by which we mean individuals, communities and society – are actively involved in our work, then Wellcome will be more likely to succeed in this mission. We support and deliver projects that empower people; create people-centred health research and help society value our work. We build partnerships, lead projects, and change systems so that people can explore, create and debate science and health research.

## **8. 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.

## **9. 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.

## **10. 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.



## **11. Funding**

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

## **12. 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.

## **13. 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.

## **14. 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.

## **15. 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.

## **16. Wellcome Contact Details**

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

Name: Greer Roberts

Role: Funding and Partnerships Lead, Public Engagement

Email: [g.roberts@wellcome.org](mailto:g.roberts@wellcome.org)