



## Request for Proposal (RfP) for media campaign support for Wellcome Collection in 2024

**RFP date: 4 September 2023**

**Juan Sánchez, Comms Lead, Wellcome Collection**

### **Project Overview**

In 2024, Wellcome Collection will begin the implementation of its new strategy which will ensure its new vision, “A world where everyone’s experience of health matters” sets out a course for the next decade guiding everything we do. Our exhibitions, programme, changing displays, and communications will reflect it, having justice, diversity, and inclusion at its heart.

We are looking for a PR agency who will support designing, planning and delivering the PR strategy, for our temporary exhibitions and changing display focusing on material from our collections, and support us with our director’s profile building, taking into consideration our new vision.

In Spring we will open a solo-show by **Jason Wilsher-Mills** who will display some of his inflatable sculptures in Gallery 2 and in the foyer of Wellcome Collection, and in the Autumn, we will present ‘**Work**’ a major thematic exhibition. Through contemporary works, new art commissions and historical material it will explore the always-changing nature of work and manufacture environments and some of the warnings regarding mental health impacts of the gig economy, and how automation threatens jobs security.

A third temporary exhibition is in conversation and will be confirmed later in the year. However, we have included some considerations below for the purpose of this brief.

Additionally, during the next couple of years, our Gallery 3, where our permanent display, Medicine Man used to be, will be dedicated to an interim programme highlighting material from our collections which will result in a new Collections Gallery opening in 2027. It will take the form of ‘object in focus’ displays in which we show one object (or a small cluster of objects) from our collection at a time, alongside new research, multiple perspectives, visitor responses and engagement activity.

We are looking for a PR agency to devise and implement dynamic press campaigns responding to these temporary exhibitions and our collections ‘in-focus programme’, helping to raise the institution’s profile through targeted national and international media coverage. Also, to continue to support building the profile of our director, Melanie Keen, in the media with one-to-one meetings with editors and flagging key networking and speaking opportunities throughout the year.

### **WHO WE ARE**

Wellcome Collection is a free museum and library exploring health and human experience. Its vision is to challenge how we all think and feel about health by connecting science, medicine, life and art. It offers changing curated exhibitions, museum and library collections, public events, in addition to a



shop, restaurant and café. Wellcome Collection publishes books on what it means to be human, and collaborates widely to reach broad and diverse audiences, locally and globally.

Wellcome Collection actively develops and preserves collections for current and future audiences and, where possible, offers new narratives about health and the human condition. Wellcome Collection works to engage underrepresented audiences, including deaf, disabled, neurodivergent, and racially minoritised communities.

Wellcome Collection is part of [Wellcome](#), which 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, infectious disease and climate and health.

[www.wellcomecollection.org](http://www.wellcomecollection.org)

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## Positioning

In the context of 'A world where everyone's experience of health matters,' our galleries are inclusive and accessible spaces, where rules of engagement are familiar and easily understood. The themes of each exhibition reflect Wellcome Collection's dynamic personality – from light-hearted and playful to enlightening or challenging.

At Wellcome Collection, we aim to:

- Seek out opportunities for everyone to contribute different forms of knowledge and understanding towards a healthier and more equitable future
- Give voice to a radical imagination of what health is and what it could be.
- Make meaningful connections between different perspectives and stories of health past, present and future, with our collections at the heart.

## Objectives

We are looking for a PR agency to devise and implement media campaigns for the two confirmed temporary exhibitions, with the possibility of adding a third one once confirmed, and a selection of the "Objects in-focus" programme. We would like to reach major local, national and international press, arts publications, lifestyle and global health / science media across broadcast, print and online for Wellcome Collection in 2024.

We are looking for a PR agency who can support the wider Marketing and Comms strategy, to:

- Build profile and position Wellcome Collection's exhibitions and spokespeople.
- Place stories in key outlets for our audiences which will increase brand awareness and drive footfall to the gallery.
- Use the exhibitions to promote Wellcome Collection's vision, "A world where everyone's experience of health matters."
- Engage a wide network of journalists and outlets through Wellcome Collection's programme.
- Engage a more diverse range of audiences bringing together different experiences of and perspectives on health and human identity reflected on media coverage.

## 2024 BRIEF PROGRAMME DESCRIPTION

*Jason Wilsher-Mills*

**21 March – 29 September 2024**

An exhibition of colourful, life sized sculptures utilising augmented reality (AR) by artist Jason Wilsher-Mills.

Taking inspiration from his ancient Greek namesake, who sought out the bravest Greek heroes to travel with him on his epic journey, Wilsher-Mills found new heroes in the disabled communities he worked with in his journey around Britain. 'Jason and His Argonauts' brings the unique stories of these heroes to life.

Visitors will be able to interact physically with the sculptures via iPad or smartphone; to unlock the animations, text, music and audio. These AR elements are accessed through free to download apps and tablets will be available at the museum.

Additionally, to displaying works from 'Jason and His Argonauts', Wellcome Collection is commissioning a large-scale inflatable sculpture.

Jason is a UK based disabled digital artist. He uses digital media and 3D printing to create large artworks about his disability, childhood memories, popular culture and social history. He has produced large scale pieces for the Houses of Parliament and Tate Exchange. His long-standing interest in the democratic process is reflected in his work.

Major themes that consistently run throughout Jason's work include his experience as a disabled person and the struggles he has endured through illness since childhood up until the present day, trying to translate his daily experiences and challenges to the audience. A major aspect of his work also focuses on the treatment and perception of disability and disabled people in society, as well as social history and the democratic process.

Jason has exhibited and been commissioned by The Museum of Islamic Art in Doha, Qatar and the Houses of Parliament among other international venues.

***Work***

**19 September 2024 – 7 April 2025**

The notion, idea and practice of work has increasingly changed over centuries from initial forms of labour practices such as hunter-gathering to farming and serfdom, from slavery to debt bondage, and from heavy industrialisation to our contemporary experience today that is fuelled by technological advances. The notion of work is at the basis of a capitalist system that have shaped our worlds and infrastructures of power. The exhibition will address notions of exploitation, marginalisation and citizenship in relation to race, gender, class, ableism, and our environments, and to look at the many forms of resistance within labour whether spiritual, sonic, pharmacopeia healing practices, revolts, strikes, campaigning, unionisation, worker's movements for better working conditions and survival.

This exhibition will look at labour from a non-Western perspective, non-linear idea of time, and building intersections between phenomenon that have made up or escaped the historiography of work. The recent pandemic of Covid-19 has highlighted some of the working practices that have historically been under-recognised, low or unpaid, unregulated, untaxed and therefore occupying a space of margins in our global societies. Covid-19 was a crucial turn for a new understanding of inequalities, living and working conditions for workers. Moving beyond, the exhibition is to give voice and visibility to silenced and counter narratives within the « history of work ». However, without essentialising on this specific pandemic, but with the historical and contemporary perspectives of these positions.

The current thinking is to focus on 3 spaces of labour that have been overlooked within the history of work, even though spaces of labour for so many:

- **The Plantation**  
The plantations as a metaphor (to be used beyond the landscape and geography of the plantation as a site of work) to talk about the conditions of discrimination and systemic barriers to access work and healthcare as two interconnected issues. The plantation as a continuity to post-plantation and the (mass) incarceration system.  
The Plantation will have a specific focus on forced labour historically within plantation and contemporary farm work and plantation work.
- **The Street**  
The City/The Streets are an underrepresented space of labour for many people across geographies, and where workers' rights and protection are non-existent due to the unregulated nature of the work. However, these occupations are sometimes key to the functioning, maintenance, and dynamic of cities.  
The Streets will have a specific focus on informal economy workers, more specifically sex workers, street vendors and sanitation work/waste pickers.
- **The Domestic Space**  
The Domestic Space interrogates the notion of home, a space supposedly for rest, belonging and comfort that is often shared. Here, we are reflecting on the home as a workplace. It is also a space that has integrated gendered practices of work, affective labour and unethical work dynamics behind closed doors.  
The Domestic Space will have a specific focus on the domestic worker/the maid, the nanny, cook and cleaners.

## ***Collections In-focus*** ***From Spring 2024***

During the next couple of years, our Gallery 3, where Medicine Man used to be, will be dedicated to an interim programme highlighting material from our collections which will result in a new Collections Gallery opening in 2027. This will be a space for sharing stories about power and agency in health, care and culture - anchored by our collections, built on new research, and informed by multiple perspectives.



The closure of Medicine Man offers an opportunity to reshape how our collections are understood and experienced by our audiences and to interrogate the systems of knowledge that have created and reinforced hierarchies of human life and health. Its presentation could challenge the idea of a 'permanent' gallery - one that remains unchanged as a display of fixed knowledge- and instead offer an evolving display 'anchored' in our collections, but responsive to ongoing research and outreach.

It will provide a grounding in Wellcome Collection's history and context, and a critical reflective lens on cultures of collecting and classifying, that puts distance between the heroic representation of Henry Wellcome's collecting practices.

The interim programme - '*Collections in focus*' aims to continue to engage visitors with our collections, continue the conversation started by Medicine Man. It will take the form of 'object in focus' displays in which we show one object (or a small cluster of objects) from our collection at a time, alongside new research, multiple perspectives, visitor responses and engagement activity.

We are looking for a PR agency to devise and implement dynamic press campaigns responding to these temporary exhibitions and our collections 'in-focus programme', helping to raise the institution's profile through targeted national and international media coverage.

## **SCOPE OF WORK**

Including but not limited to:

### **Planning**

- Devise a targeted PR campaign for Jason Wilsher-Mills and for *Work*.
- Additionally, if a third temporary exhibition is confirmed, create and deliver a PR campaign for it (additional budget will be allocated).
- Work closely with Wellcome Collection Media team on developing key messages around the programme in Gallery 3 (previously Medicine Man) and how it relates to Wellcome Collection's new strategy.
- Work together with Wellcome Collection Communications and Marketing team to select two displays of the "in-focus" programme to create a strategy to promote each in the content of the overall gallery proposal.
- Develop press materials, such as press releases and e-flux, as well as any additional pitching documents, image sheets etc. liaising with Wellcome's team for review and sign off.
- Provide Wellcome with PR campaigns plan based on key audiences and project objectives reflecting Wellcome Collection's mission.
- Liaise with Wellcome's media office for organisational messaging and to develop briefing materials/Q+As.
- Images management.
- Attend at least one in-person briefing meeting with each one of the curators at the start of each project.
- Attend occasional project meetings (to be agreed in advance).

### **Implementation**

- Successfully issue press materials and digital assets such as images to relevant media.
- The focus is on quality of coverage and reaching Wellcome Collection audiences.

- Pitching stories to targeted media contacts including national, broadcast and online for preview features, news and reviews of the exhibition.
- Working with Wellcome Collection's comms team to organise the exhibitions press views and photo calls at Wellcome Collection, or any other press-related event.
- Managing and coordinating interview requests and liaising with curators and spokespeople; meeting onsite and accompany when necessary.
- Coordinating any news conferences, photocalls or filming relating to the PR campaign.
- Working with Wellcome's media team to brief spokespeople for interviews and prepare for press view.
- Organise and accompany press trips when necessary.
- Organise introductory meetings with journalists for our director, Melanie Keen as an opportunity to promote the museum.
- Brief spokespeople ahead of any media engagement such as interviews, informal meetings, etc.
- Promoting the accompanying events programme (to be agreed in advance).
- Notifying Wellcome's media office about any issues or potential issues that may arise.
- Working with Wellcome's media team to distribute releases and press view invitations to contacts.
- Incorporating details of the accompanying books and events programme into press materials when available.

## **Evaluation / monitoring**

- Monthly written updates to Wellcome's media team about planned coverage and expected media to appear (Wellcome will monitor press coverage mentioning Wellcome Collection), but it is expected that key campaign features will be provided to curators and comms team as part of this project work.
- Provide a final coverage report / campaign summary at the end of each exhibition.
- Regular updates (in person or online meeting) on progress throughout with the Wellcome Collection Communications team.
- Attend project team meetings when necessary as well as other person/phone/Teams meetings as required and agreed.
- Reporting on coverage when projects are live.

## **Expectations**

We would like to receive coverage in the following:

### **For Gallery 1 shows (*Work* and any additional exhibition)**

- At least two preview in-depth piece about the themes of the exhibition.
- General coverage in art and cultural pages as well as in other sections related to the themes of the exhibitions and Wellcome Collection's mission, such as science, history, environment, lifestyle, health and wellbeing.
- News coverage: work with correspondents on news stories for exhibition launches and/or openings.
- Local and national papers such as The Guardian, The Times, Telegraph, TimeOut, Evening Standard.
- At least one review of the exhibition.

# wellcome collection

- A variety of coverage of the exhibition including:
  - Local and national broadcast and radio such as BBC London, BBC Breakfast, ITV, Radio 4.
  - Specialised art, design and cultural publications e.g. Art Newspaper, Art Review, Frieze, \*Wallpaper.
  - Long lead lifestyle publications eg. CNTraveller, Stylist, Wired, World of Interiors, Dazed.
  - Other coverage in publications that reach and prioritise our target audiences.
- Listings in publications such as Londonist, TimeOut, CN Traveler, Culture Whisper, Evening Standard, \*Wallpaper, London Planner, Aesthetica, Disability Arts online, Camden New Journal, Art Monthly, The Guardian, BBC Radio London.
- As Cindy Sissokho, the curator of Work will also curate the French pavilion in the Venice Biennale, we expect the PR agency to use this moment to informally promote Wellcome Collection and the exhibition and influence journalists to include Work on those pieces highlighting her work.

## **For Gallery 2 shows (Jason Wilsher-Mills and any additional exhibition)**

- At least one preview in-depth piece about the theme of the exhibition or artist profile.
- At least two artist's interviews in a major publication such as broadsheet or art publication.
- Listings in publications such as Londonist, TimeOut, CN Traveler, Culture Whisper, Evening Standard, \*Wallpaper, London Planner, Aesthetica, Disability Arts online, Camden New Journal, Art Monthly, The Guardian, BBC Radio London.

## **For the “In-Focus” programme:**

- One in-depth piece of coverage about the overall programme, or with a focus on one particular display.
- At least one news piece focused on the material.
- At least one interview with Melanie Keen using the “In-Focus’ programme as a context to discuss the new direction and strategy of Wellcome Collection.

## **For Melanie Keen**

- At least four meetings (interviews or informal meetings) with editors as an opportunity to make introductions, but also to discuss the direction and new strategy of Wellcome Collection.

## **ADDITIONAL INFORMATION**

### **Additional opportunities**

This could include press trips or developing press events for the exhibitions such as lunches / dinners. To be agreed in advance.

### **Spokespeople**

- Jason Wilsher-Mills: Jason Wilsher-Mills, artist; Shamita Sharmacharja, curator.
- Work: Cindy Sissokho, curator.
- In-Focus: Melanie Keen, Director of Wellcome Collection; Emily Sargent, Head of Exhibitions.

### **Audiences**



For information about Wellcome Collection’s target audiences, their motivations and demographic information, please see our [segmentation guide](#).

- Loyal: Existing and lapsed visitors.
- Local: Staff and those living, working, studying, or visiting the area
- Lookalike: Broad and diverse audiences who haven’t yet engaged – considered with audience segmentation as well as demographics (e.g. families/students) in mind.
- Wellcome stakeholders.
- Our ‘develop’ segments: Immersive Explorers offer the greatest overall potential for commercial engagement. They spend frequently and value museum catering and retail as part of a visit.

### Budget

The proposed budget for a 13-month contract (November 2023 to December 2024) is as follows: For two temporary exhibitions (*Jason Wilsher-Mills* and *Work*), two highlights of In-Focus, and support for our Director’s profile: £35,000 + VAT.

For an additional Gallery 2 exhibition: £10,000 + VAT which will be agreed beforehand.

This does not include any additional opportunities and activities not listed in the scope of work which should be agreed on beforehand.

### RFP Timetable

#	Activity	Responsibility	Date
1	RFP issued on <a href="#">Contract Opportunities website</a>	Wellcome	4 September 2023
2	Submission of Supplier Q&A	Supplier	8 September 2023
3	Return responses of Q&A to all Suppliers and added to Website	Wellcome	w/c 11 <sup>th</sup> September 2023
4	Submission of RFP full Response to Juan Sánchez <a href="mailto:j.sanchez@wellcome.org">j.sanchez@wellcome.org</a>	Supplier	Before 18 September 2023
5	RFP Evaluation Period shortlisted suppliers notified	Wellcome	w/c 18 and 25 September
6	Supplier Presentations	Wellcome	w/c 9 and 16 October 2023
7	Notification of Contract Award	Wellcome	w/c 23 October 2023
8	Contract Start Date	Wellcome & Supplier	1 November 2023

### 1. Proposal requirements/Format

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

- Your proposed project team.





- A maximum four-page proposal outlining how you would approach this piece of work (word, pdf or pp) including information such as:

<b>Question</b>
Please provide overview information as to whether you are an organisation or individual If an organisation please provide registered name, address, and registration number.
Outline your approach and provide details of how you will conduct the work.
Detailed breakdown of Deliverables - Outline of what the anticipated deliverables, including interim deliverables, will be and in what format you'll present these findings.
Outline any additional opportunity you might consider not included in the scope of work, including any (reasonable) proposed adjustments to timelines. A final timeline will be agreed prior to finalizing the contract.
Provide your cost proposal for each phase based upon the requirements set out within this procurement exercise setting out;  a) Cost breakdown (excluding VAT or any local taxes including all costs (specifying all day rates of individuals involved, the allocation of days between members of the team, and the cost of activities.)  b) Supporting justification of the financials
Describe anticipated risks and challenges and ways to mitigate them and quality assurance for your work.
Please outline your approach to data protection In particular, the recruitment approach must be compliant with UK GDPR, the Data Protection Act 2018 and The Privacy and Electronic Communications (EC Directive) Regulations 2003 ("PECR") (together, "DP Laws"). The chosen supplier must demonstrate in its response how its intended recruitment approach complies with DP Laws.  Outline any third-party relationships you will utilise. Who will have access to the data? How is data secured?
Briefly outline your approach to diversity, equity, and inclusion in your proposed methodology and within your organization.

Evaluation Criteria

Criteria	Detail	%
Methodology	<p><i>Coverage:</i> How well are the desired focus areas (as outlined in the specification) covered in the proposed methodology address?</p> <p><i>Quality:</i> Is the proposed methodology aligned with our needs?</p> <p><i>Utility:</i> Will the proposed methodology deliver the desired, credible, and useful results?</p>	30%
Experience	<p><i>Skills and Experience:</i> Does the supplier have the relevant skills, experience, and contextual understanding to deliver this work?</p>	20%
Delivery & Evaluation	<p><i>Communication:</i> Is there a good plan for communicating with the Wellcome team?</p> <p>How often and the format that the supplier suggests communicating with the Wellcome Team. <i>Delivery plan:</i> Is the proposed delivery plan appropriate and achievable?</p> <p><i>Feasibility:</i> How feasible is the delivery plan? Are there significant risks associated with the proposed timelines, and how well are they mitigated?</p> <p><i>Evaluation:</i> How is the supplier planning to evaluate the campaigns</p>	40%
EDI	<p><i>Do they have EDI policies and are these being put into practice in the proposal?</i></p>	10%
Total		100%



### Contract Feedback

This section allows Suppliers to provide specific feedback to the contractual agreement which will be used should their proposal be successful. This is the suppliers' opportunity to provide negotiation points on Wellcome's terms and conditions, we will not consider negotiations that are only raised after the contract has been awarded so as not to delay the contracting process. Please ensure you engage with a relevant legal contact if applicable. 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 Standard terms and Conditions [document](#).

We would like to receive proposals from any type of supplier that is able to meet the brief. If a supplier specialises in providing one or some of the services we are looking for, they could partner with other agencies or freelancers to provide the full list of services we're looking for.

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 11 below).

### Information Governance

Wellcome is committed to upholding data protection principles and protecting your information. The [Wellcome-Privacy-Statement-2023.pdf](#) explains how, and on what legal basis, we collect, store, and use personal information about you. This includes any information you provide in relation to this proposal.

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 will be asked to complete the [TPSRA2](#) assessment before presentation stage to assess how you handle data.



## 2. Presentation

Shortlisted suppliers will be invited to a presentation meeting of one hour, and it will be an opportunity to discuss the proposal in length and the approach. As well as the following points:

- A brief introduction to your agency (max. 5 mins) – where possible we want to meet the team that we would be working with on a day-to-day basis.
- Your recommended approach to the Wellcome Collection's exhibition programme for 2024 (30 min), including:
  - A case study of how you've tackled similar opportunities.
  - Highlight to us any risks which you foresee with meeting Wellcome's requirements.
  - Q&As (25min)

You can choose how you would like to present. A PowerPoint is not required unless you want to, talking it through is also enough. Please let us know in advance if you have any technical requirements.

## 3. Judging Criteria

Please note that your proposal and presentation will be judged against the following criteria:

- Shown understanding of the briefs by clearly unpacking how we reach our key audiences.
- Suggested campaign timelines that take both briefs into consideration.
- Provision of a dedicated account manager.
- Alignment with Wellcome's ethos.
- Experience of working with our target audiences.
- Commitment to quickly change strategy if needed.
- Can demonstrate 'why you'.
- Can demonstrate how to manage a changing programme or activities.
- Provide innovative ideas on top of the 'go-to' outlets.
- Provide ideas for our director's profile building.

## 4. 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.

## 5. Equity Diversity and 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. We want to cultivate an inclusive and diverse culture, and 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.

## 6. 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 \(www.gov.uk\)](#). 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.

## 7. 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.

## 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. Wellcome Contact Details

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

**Name:** Juan Sánchez  
**Role:** Wellcome Collection Comms Lead  
**Email:** [j.sanchez@wellcome.org](mailto:j.sanchez@wellcome.org)