



Request For Proposals (RFP) for YouTube and social video content, supporting Hard Graft and Wellcome Collection's 2024 / 2025 exhibitions.

RFP date: 31 July 2024

RFP contacts: Michelle Doyle, Wellcome Collection.

Introduction

We want to appoint a creative agency to develop digital content for our upcoming exhibition: [Hard Graft: Work, Health and Rights](#) (September 2024–April 2025).

Subject to a satisfactory experience, we would like to retain the agency for the next 12 months to produce content for all our 2025 exhibitions: Christine Sun Kim & Thomas Mader (April 2025), Water (June 2025) and Audrey Amis (dates TBC), alongside opportunities to highlight our Collection and permanent displays. Please note that each exhibition will have its own budget which will be discussed and agreed with the supplier during the planning stages.

About Wellcome Collection

Wellcome Collection is a free museum and library. Everything we programme, from exhibitions and events to one-off festivals like The Beautiful Octopus Club, is free. You can find us near Euston station in London and at wellcomecollection.org.

At Wellcome Collection, we believe in a world everyone's experience of health matters. Through our collections and events, in books and online, we explore the past, present and future of health. We care for many thousands of items relating to health, medicine and human experience, including rare books, artworks, films and videos, personal archives, and objects. We're part of [Wellcome](#), a charitable foundation supporting science to help build a healthier future for everyone.

Exhibition overview

[Hard Graft: Work, Health and Rights](#), opening September 2024, is a free major exhibition at Wellcome Collection exploring experiences of physical work and its impacts on health and the body. The exhibition makes connections between underrepresented labour, the people who do it, and where it takes place bringing into focus the people whose health, work and rights remain on the margins of society.

Hard Graft focuses on three unconventional places of work: The Plantation, The Street and The Home. Each of these locations has been – and continues to be – a site for work that is undervalued by society but is crucial to how it functions.

During the Covid-19 pandemic, the idea of what constitutes 'essential work' was brought into sharp focus. Health inequalities were revealed between people in lower paid, public-facing jobs and those who were able to isolate, were revealed. *Hard Graft* looks before and beyond Covid-19, recognising work and workers that systemically remain undervalued.

The exhibition also honours histories of resistance, the power of collective action and the spiritual and medicinal healing practices that, in the face of oppression, have provided solace and power to workers.

The exhibition features more than 150 objects, with artworks and artists from Brazil, Bangladesh, Trinidad, Sudan, Peru, South Africa, Indonesia, Mexico and the USA, to name a few. Contemporary artists include Lubaina Himid, Adelita Husni Bey, Charmaine Watkiss, Vivian Caccuri, Forensic



Architecture, Ibrahim El-Salahi, Shannon Alonzo, Daniela Ortiz and two new commissions by Lindsey Mendick and Moi Tran. Historic works in the exhibition will be drawn from Wellcome Collection, the V&A, Bishopsgate Institute and the National Archives.

For further information, please read the [press release](#).

Project background

We want to appoint a creative agency to work with us on a series of **YouTube films** (approx. 3-5 mins each) and **multiple 60-second social-first cuts** of each YouTube film for our social channels ([Instagram](#), [Facebook](#), [X](#), [Threads](#), TikTok). These videos will support *Hard Graft* by encouraging deeper engagement with the exhibition's themes and ideas across all our channels.

These videos will contribute to an ongoing strand of work to overhaul our [YouTube](#) channel with original, shareable, high-quality content that speaks to audiences who, like us, believe in a healthier, more equitable future where everyone's experience of health matters. All content should be clippable into short reels that will stop social media users mid-scroll, encouraging meaningful engagement with our exhibition's themes and ideas.

Please note: *Hard Graft* addresses sensitive themes such as forced labour, collective resistance and community healing, to name but a few. We urge you to treat all content critically and with the utmost consideration and care for the people and topics involved.

Background to the YouTube project

In 2024, we produced a 5-part YouTube series for [The Cult of Beauty](#), and we're now in post-production for a new series about the artist [Jason Wilsher-Mills](#). Both series tested several, repeatable formats (e.g. exhibition walkthroughs, historical how-tos, listicles, artist intros, deep-dives into key works); several also featured high-profile influencers who brought unique and personal perspectives on gender, race and sexuality.

Hard Graft will be our third series, and we want it to be equally imaginative with engaging formats that bring together a range of voices and perspectives that contextualise the exhibition for audiences who can't visit us, while broadening awareness and understanding amongst those who can and will visit. As we've already highlighted, this series should be carefully planned with sensitivity and safeguarding of artists and contributors factored in and consulted at every stage.

Our suggestions

We've made **three suggestions** below but invite you to critique our ideas and offer your own takes on formats, presenters, storyboarding and presentation.

We encourage you to think about this as **a social-first video series that needs to capture and hold the viewer's attention on YouTube** with all long-form videos clippable into **unique, standalone reels that will stop people mid-scroll and encourage deeper engagement with our exhibition**, echoing our new mission and vision – a world where everyone's experience of health matters. As noted earlier, this exhibition explores challenging topics and themes, with no room for playfulness or silliness. Please consider this when writing your proposal.

Suggestion 1: the expert series



An expert series in the style of Big Think's [Legends series](#) (see Judith Butler, Bessel van der Kolk episodes as examples) unpacking issues connected to the show such as marginalised labour or workspaces.

Some of the people we are considering for the series are [Akala](#) (anti-colonialist UK writer and rapper with 400k Instagram followers), [Yuval Noah Harari](#) (author of Sapiens: A Brief History of Humankind' with 650k YouTube subscribers), [Dr. Kate Lister](#) (historian, podcaster and creator of [@whoresofyore](#)) and [Amia Srinivasan](#) (author of the 'Right to Sex'). Please note these are only suggestions.

Audiences with little or no knowledge should come away feeling they've learnt something new, while those with lived experience should feel represented and seen.

Available assets:

- The [press release](#)
- Images of objects on display (subject to copyright clearance)
- Interpretations of the work(s); these are available closer to opening.
- 3D renderings of the exhibition space
- Information from our curatorial team
- Information about our target audiences (knowledge Seekers and Inquisitive Challengers)

Suggestion 2: the story behind...

An explainer series looking at 3-4 key works in the exhibition. Each video would unravel the work, exploring how it was made and contextualising core ideas, the people involved, and the artist's methods.

We're especially keen to focus on two new commissions by Lindsey Mendick and Moi Tran whose works are made in collaboration with sex workers (Mendick) and domestic workers (Tran). Each video would bring viewers on a journey, helping them understand these commissions in more detail and contextualising the ideas, themes and narratives through compelling storytelling, images (and possibly presented by the artist, or the people they collaborated with, or someone who has a unique or personal perspective on these topics).

Available assets:

Same as suggestion 1.

Suggestion 3: inside the exhibition

An immersive exhibition walkthrough that explores the exhibition in full or looks at the show's three segments (The Plantation, The Street, The Home). This could be one video, or 3 separate videos.

We're keen to work with a well-known figure/s whose lived experience will inform their interpretation and understanding of the exhibition and offer another viewpoint. (Please note: if working with external presenters, we would want to co-develop the script/narrative with them to ensure it feels authentic and chimes with their existing audiences).

Available assets:

Same as suggestion 1.

Delivery

- 3-4 x 16:9 videos for YouTube and our website (3-5 mins each)
- Branded, eye-catching thumbnails for YouTube and SRT files



- An intro sequence for the series (it may be possible repurposing the trailer, available late September).
- Minimum of 9 reels (9:16) for Meta and TikTok
- Up to 3 ads for paid social media (4:5, 9:16 and 16:9 dimensions)
- We may also ask you to subcontract an agency to handle influencer negotiations. This cost is **not** part of the overall production budget.

Requirements

- Sound is important, of course, but all our videos (especially the social media edits) should be watchable without sound.
- We would prefer burned-in captions for social media content and closed captions (CC) on YouTube.
- We intend to weave audio-descriptions into all our content to make our videos more accessible.
- We can provide you with our house fonts: Wellcome and Helvetica
- All films must end with a Wellcome Collection end slide, which we will supply.
- The content of all films should be tailored to our target audiences (we can supply this information), brand values and content strategy.

Technical requirements

- Videos to be delivered as mp4 or .mov files
- For 16:9 landscape films: 1920 x 1080 px
- For 9:16 vertical films: 1080 x 1920 (with no critical details or text at the very top or bottom and subtitles in the middle of the frame)

Not in scope:

- Rights clearance of suggested visual or written content
- Promotion or publicising of content
- Influencer management (**however, we may ask you to subcontract an agency to help us with negotiations and contracts if we go this route**).

Social media and YouTube objectives

- Create original, shareable, platform-optimised content that encourages deeper, meaningful engagement with the themes and ideas in our exhibition.
- Use compelling storytelling to create a positive, powerful and nuanced discussion around overlooked forms of work that are core to our society.
- Invite activists, influencers and artists to interrogate their understanding of 'Hard Graft' and the unconventional places of work highlighted in the show – The Plantation, The Street and The Home – which are beyond office work.
- Give agency to underrepresented voices and constantly seek out opportunities to involve or consult people with lived experience.
- Reach new and existing audiences who share Wellcome Collection's vision and mission – a world where everyone's experience of health matters.
- Increase awareness, understanding and reach for the exhibition.
- Supports an existing strand of work to overhaul our YouTube channel and grow our social channels with original, shareable content.

General requirements

Across the board, we want to reflect Wellcome Collection's vision and mission:

- Our vision is a world where everyone's experience of health matters



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

General requirements:

- All our videos should be designed for the platform and feel editorial and relevant (we want to create meaningful discussions online and challenge people’s perspectives, rather than sell or self-promote).
- We want to appeal to as broad an audience as possible so please avoid complicated academic language.
- All videos must encompass diversity and inclusivity considerations.
- Must sit comfortably alongside our exhibition campaign and existing content on YouTube and our social media platforms.

RFP Background & Objectives

#	Activity	Responsibility	Date
1	RFP issue to Suppliers	Wellcome	31 July 2024
2	Submission of Expression of Interest and Supplier Q&A	Supplier	25 August 2024
3	Return of Supplier Q&A to Suppliers and invitation to submit full proposal	Wellcome	6 September 2024
4	Successful suppliers will be invited to submit a full RFP Response	Supplier	20 September 2024
5	RFP Evaluation Period	Wellcome	20 September – 4 October 2024
6	Supplier Presentations	Supplier	W/C 11 October 2024
7	Notification of Contract Award	Wellcome	W/C 18 October 2024
8	Contract Negotiation	Wellcome & Supplier	End October 2024
9	Contract Start Date	Wellcome & Supplier	1 November 2024

Budget

The proposed budget is £20,000, however, we do not want to limit ambition or scope and therefore if you feel further funds are required, please ensure you provide appropriate details to support this.



When considering your proposal, please note that additional fees (such as presenters, subcontracting) are part of a separate budget and should **not** be factored into your proposal (however, please highlight any large or unexpected costs you might foresee).

Response Format

Expression of Interest and Supplier Q&A

Suppliers are asked to submit a short expression of interest (EOI) by e-mail no later than 25 July to the lead contact in accordance with the RFP timetable, which should contain the following information:

- Tell us by email that you are interested in submitting a proposal for *Hard Graft: Work, Health and Rights*.
- Tell us a bit about yourself and why you feel you're a good fit for this project and Wellcome Collection. At this stage, we'd appreciate examples of your past work, especially anything that feels in-line with this brief.
- Confirm whether you are a company or individual, if you're a company please provide Full company name, address, and company registration number.
- Let us know if you would like to work with us on one project (Hard Graft) or work with us for the next 12 months (subject to a satisfactory experience).
- Ask any questions you have about this activity.

Suppliers are provided the opportunity to submit any questions they have about the exercise and the activity. All questions will be collated, anonymised, answered and returned to successful suppliers only who have been invited to submit a full proposal. Please make sure you ask all questions at this stage. If you have any additional questions after this deadline these will not be answered to ensure that this is a fair and equitable process.

We will review expressions of interest to ensure that proposals fit within the scope of the RFP. Where we are satisfied of this, we will invite organisations to submit a full proposal to the RFP in accordance with the RFP timetable. Please note that you should only submit a full proposal to the RFP if you have been invited to do so.

Submitting an EOI is not a binding commitment to submit a full proposal should your organisational priorities change, you will not then be penalised for future opportunities

RFP Response

Once we have read all EOIs, we will write to the successful suppliers by 6 September, attaching further information about our exhibition, and inviting them to submit a full proposal, which should cover the areas listed below. Submission either PowerPoint, PDF or word document (excluding images and tables)

Please do not submit a full proposal to Wellcome unless you have been invited to do so.

#	Question	Max
1	Outline your proposed approach to this work by reviewing our content plan (pp. 3-4), sharing your ideas on the overall narrative,	1 A4 page OR delivered as part of a



	visual treatment and ways you would improve upon or change our suggestions (mock-ups are very welcome).	PowerPoint presentation
2	Include a summary of how you would approach this project with a production budget of £20,000 with a topline quote of costs, broken down by deliverables (and highlighting anything not included). If you feel further funds are required, please ensure you provide appropriate details to support this.	Up to 250 words
3	Provide examples or case studies of your previous work that might help illustrate your ideas and / or experiences.	1 A4 page OR delivered as part of a PowerPoint presentation
4	Demonstrate how you will encompass diversity and inclusivity considerations into your plans.	Up to 1 A4 page OR delivered as part of a PowerPoint presentation
5	Highlight any risks you may foresee with meeting our requirements and explain your approach to mitigating them.	1 A4 page OR delivered as part of a PowerPoint presentation

Evaluation Criteria

Criteria	Detail	%
Methodology (i.e. your approach)	<i>Coverage:</i> How well are the desired focus areas (outlined in our introduction (p.1), content plan (pp.3-4), objectives and requirements (pp 5-6)) covered in the presentation? <i>Quality:</i> Is the proposed methodology aligned with our needs? <i>Utility:</i> Will the proposed methodology deliver desired, credible, and useful results?	25%
Experience	<i>Skills and Experience:</i> Does the supplier have the relevant skills, experience, and contextual understanding to deliver this work?	25%
Delivery & Outputs	<i>Communication:</i> Is there a good plan for communicating with the Wellcome team? <i>Delivery plan:</i> Is the proposed delivery plan appropriate and achievable? <i>Feasibility:</i> How feasible is the delivery plan? Are there significant risks associated with the proposed timelines, and how well are they mitigated?	25%
EDI	Do they have EDI policies and are these being put into practice in the proposal?	25%
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](#).

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 6 below).

Data Protection

Wellcome is committed to upholding data protection principles and protecting your information. The [Wellcome privacy statement](#) 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 UK 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 UK [GDPR article 30](#) requirements.

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

Supplier Presentations

Following a submission of the proposal successful proposals will be invited to a virtual meeting which will last 50 minutes in total and will be a PowerPoint presentation followed by questions and answers session.

1. About Wellcome

Wellcome improves health for everyone by funding research, leading policy and advocacy campaigns, and building global partnerships. Collaborative research that involves a diverse range of people from different fields of interest is key to progress in health science – and to achieving our aim of fostering a healthier, happier, world. We're taking on the biggest health challenges facing humanity – climate and health, infectious disease, and mental health – to find urgent solutions and accelerate preventions. Find out more about Wellcome and our work at: [wellcome.org](https://www.wellcome.org).



2. 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.

3. 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.

4. 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.

All our content should be WCAG 2.2. AAA compliant. Any documents being provided to Wellcome must pass accessibility requirements. If you are unable to produce accessible documents, budget must be set aside to employ a suitable agency to do this work.

5. 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.

6. Funding



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

7. 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.

8. Environmental sustainability

Wellcome is playing its part tackling the climate crisis through its mission-driven Climate & Health strategic programme.

In addition, our [Sustainability programme](#) aims to address the environmental impacts and carbon emissions of our activities and operations.

Our suppliers have a key part to play delivering on our sustainability ambitions.

We expect all our suppliers to take active steps to:

- Address their environmental impacts, for instance as part of a certified Environmental Management System.
- Reduce the carbon emissions of their products and services, for instance by adopting Science-Based targets and plans to deliver them.
- Embed environmental considerations in the sourcing and delivery of goods and services to Wellcome, across all stages of their life cycle.

9. Wellcome Contact Details

The point of contact within this RFP exercise is listed below

Name: Michelle Doyle
Pronouns: She/her
Role: Senior Content Producer
Email: m.doyle@wellcome.org