



## Request for Proposal (RFP) for Strategic communication support for brand building initiatives

### 1. RFP Background & Objectives

We are looking for a PR and Communications specialist with a proven track record of creative brand-building. We need your expertise to develop and execute impactful campaigns for two exciting brand-building initiatives: the [When Science Finds a Way](#) podcast and the [Wellcome Photography Prize](#). This isn't just about raising awareness – with your help, over the next three years we want to take these projects and transform them into major brand-building experiences that resonate deeply with our target audiences.

We're looking for a comprehensive strategy packed with fresh, creative ideas that go beyond the expected. Our ultimate goal is to supercharge Wellcome's brand awareness and consideration. We want to forge a strong connection with key audiences, ensuring they deeply connect with our mission, beliefs, and values. This connection is vital for achieving our long-term plans.

#### **Building trust through storytelling**

Wellcome's brand initiatives are designed to foster deeper connections with both existing and new audiences. We believe that by sharing compelling stories that embody our mission, values, and beliefs, we can encourage consideration and ultimately build trust and ongoing engagement.

- Wellcome Photography Prize uses visual storytelling to evoke emotions and inspire wonder about the power of science and the human experience of health challenges.
- When Science Finds a Way delves deeper into the human stories behind our work (including those of researchers, policymakers and those with lived experience) and to highlight how science achieves impact in the world.

These initiatives, along with a further project we're developing, work together to paint a comprehensive picture of Wellcome and aim to achieve the following objectives:

#### Awareness:

- Raise awareness of Wellcome among the audiences essential to advancing our mission.

#### Perception:

- Help our audiences clearly understand Wellcome's vision, mission and strategic focus areas.
- Exemplify our beliefs and values and promote a positive emotional connection with Wellcome.

#### Consideration:



- Spark interest in Wellcome and prepare our audiences for engagement by building trust in our commitment to our vision, mission, beliefs, and values.

## 2. About Wellcome

Wellcome is a global charitable foundation based in London. Wellcome has no living founder, no shareholders, donors or political allegiances.

Wellcome improves health for everyone by funding science and research, and working to ensure people benefit from advances in health science. 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)

In October 2020 we set out our mission to 'support science to solve the urgent health challenges facing everyone'. Science is essential to solving the world's health challenges. This is why supporting bold and creative research across a wide range of disciplines to discover more about life, health and wellbeing and open up unimagined possibilities for the future has remained at the core of Wellcome's mission since 1936.

Our strategy explicitly places science and health at the heart of everything we do and concluded that Wellcome-funded science should enable science and innovation to tackle the greatest threats facing humanity along with our new vision to create a healthier future for everyone.

In parallel Wellcome works with a wide range of partners around the world, including governments, research funders, non-governmental organisations, charities, community organisations and the private sector, influencing and informing policy to help create the conditions for science to thrive globally and improve human health.

We plan to spend £16 billion between 2022 and 2032 on our mission supporting science to solve the urgent health challenges facing everyone. Our work is underpinned by five core beliefs:

- We believe in the power of science to build a healthier future for everyone.
- We believe science has its greatest benefits through collaborative action across society.
- We believe diversity of people and expertise leads to richer understanding and more impactful discoveries.
- We believe everyone's experience of health matters, and everyone should be able to benefit from science.



- We believe it's our duty to take on risks and tough challenges – especially when others aren't.

By 2032, Wellcome will have enabled fundamentally important breakthrough discoveries in research and transformations in mental health, infectious diseases, and climate and health. We will have championed positive changes across the research community to maximise opportunities for opening up new fields of research, and for translating knowledge into new health solutions. We will be known for our bold, ambitious approach to funding, driven by our mission, for embedding in our work the needs and priorities of those most affected by health challenges, and for achieving the adoption of science-based solutions.

We have four strategic programmes through which we will deliver our ambitions. They are Mental Health, Climate and Health, Infectious Disease, and Discovery Research. Find out more about Wellcome and our work at: [wellcome.org](https://www.wellcome.org).

In 2023, Wellcome worked with staff to co-produce a set of shared beliefs and values that aligned with our vision and mission. These beliefs and values will underpin all our work and will be instrumental in the future development of Wellcome as an entity, our reason for doing what we do and how we do that. The beliefs are detailed above, how we will deliver our mission is explained through our values.

These are:

- Brave: we stand by our beliefs and push boundaries
- Transformative: we always strive to make a significant difference
- Inclusive: we respect all people and perspectives
- Thoughtful: we consider the consequences of our actions and our impact on other

### 3. About the Wellcome Photography Prize

The [Wellcome Photography Prize](#) has a 27-year legacy using imagery to bring stories of health, science and medicine to life.

We aim to:

- Offer different perspectives on health and science by sharing visual stories of people's experiences from around the world.
- Provide a platform for others to tell their story, and for people closest to the issues to provide local context and show how they are adapting to, living with and overcoming these challenges.
- Showcase science-focused imagery alongside human storytelling and celebrate the wonder of science and the research process itself.
- Build emotional connections and inspire action.

The Wellcome Photography prize recently underwent strategic review and is evolving to live our new beliefs and values, and to centre on lived experience and our commitments to equity, diversity and inclusion. It will also once again include scientific and medical images,



which were last a core focus of the prize in 2017 and before, but which we had moved away from in recent years to instead focus on photography showcasing human experience and the impact on people and communities. We are now marrying the two to fully reflect all of Wellcome's brand, and this renewed, unique focus on the wonder of science and the research process itself is an aspect of the new WPP that we really want to leverage. It will relaunch with an open call to enter in 2024.

The judging process, top images and winner announcements, will provide key moments to engage audiences, particularly with our renewed focus on scientific and medical imaging. However, the real value and our focus with this brief needs to be on what we do with the images thereafter and how we use them to build our brand story. This is where we want to see your creativity and strategic thinking really shine.

Key milestones (cycle repeats annually)

- October 2024 - January 2025: Call for entries
- February 2025: Judging
- June 2025: Top x images announced
- July/August 2025: Winner announcement and exhibition opening
- August 2025 – March 2026: Dissemination and engagement activities

#### **4. About When Science Finds a Way**

When Science Finds a Way showcases creative solutions from people at the heart of the greatest health challenges of our time. Hosted by scientist-turned-actress Alisha Wainwright, it explores research that is making a tangible difference in the lives of people and their communities.

Each episode delves into the journeys of researchers, policymakers, and individuals on the frontlines of these challenges. From community-led climate change solutions, to cutting edge technology that's redefining disease, and fresh approaches to treating mental health disorders, the podcast unveils the compelling human narratives woven into the fabric of scientific progress.

It favours highlighting the real-world impact of research on individuals, over broad scientific narratives, and the power of science to build a healthier future for everyone.

Content Pillars:

- Human-centred storytelling: Each episode features interviews with researchers, policymakers, and individuals directly impacted by research.
- Diverse perspectives: The podcast actively seeks stories from a range of voices, including researchers from the Global South and communities leading innovative solutions.
- Full spectrum of science: We explore successes, failures, and ongoing challenges in scientific progress, fostering a nuanced understanding of the research landscape.
- Alignment with Wellcome's mission, beliefs and values: The podcast highlights research funded by Wellcome alongside broader scientific efforts, demonstrating our commitment to our mission, beliefs, and values.

Key milestones

- An eight-episode series is released annually in both February and August



- Special one-off episodes throughout the year.

## 5. Audiences

By August 2024, we will finalise a comprehensive segmentation of our audiences. In the meantime, we currently define our audiences as:

### **Primary audiences (brand building and dissemination):**

Our core audiences are people and organisations who actively work in mental health, infectious disease, climate and health, or research into life, health and wellbeing, specifically:

**Policy influencers and campaigners** in science or the wider global health system, or organisations with a complementary mission, such as charities, NGOs, governments, thinktanks, multilaterals and public sector bodies. They may operate at the local, national or global level.

**Researchers and practitioners** both within and beyond the field of life sciences. These could be healthcare professionals, medical practitioners, academics, researchers, and scientists working in but not limited to biology, social science, lived experience, data science or public health disciplines.

### **Secondary (for the Wellcome Photography Prize open call for entries)**

**Photographers and image-makers** are key stakeholders without which the Wellcome Photography Prize cannot run. They are key audience for the open call for entries.

These could be photographers working in documentary, photojournalism, medical or clinical, fine art, or macro disciplines, or scientific image-makers using light or electron microscopy, magnetic resonance imaging (MRI), computed tomography (CT), X-ray, nuclear imaging, ultrasound, or other cutting edge or new imaging techniques.

They can be located anywhere in the world, and can be amateur, professional or student image-makers.

## 6. Geographies

Rather than always thinking about geography as a country or continent basis, we want to be more granular in some instances and focus on regions and specific institutions of significant influence.

### **PRIORITY AUDIENCES FOR BRAND BUILDING (in order of priority)**

- UN institutions in Geneva and New York
- Kenya and South Africa
- Washington DC and New York (because of their global media and cultural reach)
- UK influencing audience (not academic community)



- EU institutions in Brussels and Berlin

All audiences and geographies listed should be included for the WPP. For 'When Science Find A Way' the US regions and UK should be the priorities due to the prevalence of podcast listening in those regions.

For the open call for entries we need to reach an audience of image makers who can be in any geography and we are seeking a broad spread of entries from across the globe. Historically we've seen entries from over 100 countries and we'd like to maintain that global perspective.

## **7. 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. Wellcome will be guided by the supplier as to what is a reasonable budget for this activity as we do not want to limit ambition or innovation.

We're seeking a partner we can work with over a multi-year period and develop a long term strategy for the next to work on the next three cycle three and seven series of When Science Finds a Way, up to the end of 2027. NB The initial contract period will be for one cycle and the next three series up to the end of September 2025.

We're not just looking for someone to execute established tactics; we need a partner who can generate brave ideas that push boundaries and propel these initiatives to new heights.

Our primary objective is to reach our target audiences at scale in our designated geographies through a strategic and creative approach to communications. This plan will involve a multi-stage dissemination strategy, implementing a series of planned activities to maximise the impact of our projects.

We encourage you to showcase your boldest and most transformative ideas and present a compelling vision for amplifying Wellcome's brand through these initiatives. But while we value creativity, it is crucial to establish a strong foundation. Therefore, we have identified several activities that we consider to be 'must-haves':

1. **Strategic Communications Planning:** We require your expertise in developing comprehensive communication strategies that effectively reach our target audiences. These strategies should align with our mission, beliefs, and values.
2. **Multi-Stage Dissemination Plan:** Your proposal should include a detailed plan outlining various stages of dissemination activities. The aim is to engage and connect with our target audience with outputs from the initiatives at different points throughout the project lifecycle.
3. **Cross-Promotion Opportunities:** We encourage you to explore opportunities to cross-promote our initiatives, creating a cohesive and impactful brand-building experience that is greater than the sum of its parts.



4. Creative and Innovative Approaches: We value your creativity and expect you to propose innovative approaches that will elevate our brand-building initiatives to new heights.
5. Amplifying Dissemination Efforts: It is crucial that you proactively seek opportunities and ways to amplify our efforts in disseminating our brand-building initiatives. For example, we have previously focused our communications activities for Wellcome Photography Prize on the call for entries and award announcements, we need your support to expand the reach and impact of the prize through effective and continued dissemination over an extended period as a way of connecting audiences to our brand beliefs and values.
6. Message Development: crafting compelling messaging, including marketing and social media copy, that ensures our audiences experience our beliefs and values through their interactions with Wellcome.
7. Media and Public Relations: Implementing strategic PR campaigns to enhance brand reputation and securing media coverage through targeted pitching and relationship management with journalists and influencers.
8. Influencer Engagement: Identifying and engaging with influential external stakeholders to ensure their support and maximise the impact of the initiatives. We're interested in innovative strategies for identifying and collaborating with relevant influencers who can amplify our message.
9. Dissemination Activities: Developing a program of dissemination activities that effectively engage audiences with the initiatives. This could include bespoke activities and events, or partnerships with existing organisations or programmes. We encourage you to propose creative and strategic concepts that align with our goals and spark audience interest.
10. Social Media Strategy: Developing (non-paid) social media strategies for the Wellcome Photography Prize Instagram account. This includes collaborating with Wellcome's digital and creative teams and Digital Marketing agency.
11. Measurement and Reporting: Tracking and analysing the impact and effectiveness of campaigns and making data-driven decisions. Presenting insights and recommendations to the Wellcome team at the end of each campaign.
12. Collaboration: Working in a seamless and integrated way with Wellcome's in house digital, creative, reputation management and strategic planning teams and other Wellcome appointed external agencies. For the podcast, this will include our production partner (Chalk & Blade) and digital agency (Ethix).
13. Special Podcast Promotion: managing the submission of When Science Finds a Way for promotion on Apple Podcasts and submitting the podcast for relevant industry awards.

## **8. RFP Timetable**



#	Activity	Responsibility	Date
1	RFP issue to Suppliers	Wellcome	w/c 8 <sup>th</sup> July 2024
2	Submission of Expression of Interest and Supplier Q&A	Supplier	19 July 2024
3	Return of Supplier Q&A to Suppliers	Wellcome	26 July 2024
4	Submission of RFP Response	Supplier	02 Aug 2024
5	RFP Evaluation Period	Wellcome	w/c 05-16 Aug 2024
6	Supplier Presentations	Supplier	w/c 26 Aug 2024
7	Notification of Contract Award	Wellcome	w/c 09 Sept 2024
8	Contract Negotiation	Wellcome & Supplier	Sept 2024
9	Contract Start Date	Wellcome & Supplier	End of Sept 2024

## 9. Response Format

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

### Expression of Interest and Supplier Q&A

Suppliers are asked to submit a short expression of interest by e-mail to the Wellcome contact in accordance with the RFP timetable, which should contain the following information:

- Confirming whether you are / aren't intending on submitting a full proposal
- Ask any questions you have relating to this RFP
- Confirming whether you are submitting a proposal as a registered company or an individual
- If an organisation please provide registered name, address, and registration number
- A non-binding cost estimate as a single figure in GBP

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.

Prior to the submission of your full proposal to the RFP, 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 all Suppliers who have submitted an expression of interest in the RFP process. Please make sure you ask all questions at this stage. Once Wellcome have responded to all questions if you have any additional questions after this deadline these will not be answered to ensure that this is a fair and equitable process.

Please note, if we have an overwhelming response, we may choose to use this EOI stage as a selective phase, this is at Wellcome's discretion.





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.

## **10. RFP Response**

Please send us your full proposal of no more than 20 pages including images and tables by the date in our timetable. A full proposal should address the following:

- Clearly explain your understanding of the objectives and specific activities outlined in the RFP.
- Demonstrate how you will use Wellcome's beliefs and values as the foundational principles guiding all your activities.
- Articulate a clear and persuasive vision for how your proposed approach will enhance awareness and consideration of Wellcome's brand. We are looking for suppliers who can bring fresh perspectives and innovative ideas to the table.
- Provide a well-rounded and comprehensive strategy that includes a detailed plan outlining various stages of dissemination activities.
- Incorporate the specific activities that we consider essential for the success of the partnership.
- Outline your approach to working collaboratively with the diverse teams at Wellcome, as well as external suppliers and stakeholders who play a crucial role in our initiatives. We are particularly interested in your ability to demonstrate excellent communication skills and foster effective collaboration within these relationships.
- Your approach to diversity, equity, and inclusion in your proposed methodology and within your organisation.
- Include a detailed budget breakdown and costings that meet all the requirements in this brief.

### **Additional Requirements:**

- Company Information
  - Provide the name, address, and Companies House number of your organisation
  - Include contact details for 2-3 client references.
- Case Studies: Showcase 2-3 successful projects relevant to the services requested in the RFP. Briefly explain the project goals, your approach, and the results achieved.
- Third-Party Disclosures: If you plan to use subcontractors or freelancers, disclose who they are and the specific tasks they will handle.



- Risk Management & Quality Assurance: Identify potential project risks and explain how you will mitigate them. Describe your quality assurance processes.
- Data Protection: 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 your approach to data protection compliance with UK GDPR, Data Protection Act 2018, and PECR regulations, specifically regarding any personal data collected during the project.

### Evaluation Criteria

During the RFP evaluation period the evaluation panel will independently evaluate your proposal against the criteria outlined below. All scores will be collated, discussed and a decision will be agreed on who progresses to the next stage of the procurement exercise.

Criteria	Detail	%
Strategic Approach	<p><i>Coverage:</i> How well does the proposed approach address the requirements outlined in the brief?</p> <p><i>Alignment:</i> Does the proposed approach align with our specific needs and objectives?</p> <p><i>Effectiveness:</i> Will the proposed approach drive awareness and consideration of our brand?</p> <p><i>Creativity:</i> Does the proposal demonstrate innovative and creative ideas to enhance awareness and consideration of Wellcome's brand?</p> <p><i>Alignment with Beliefs and Values:</i> Has the proposal demonstrated how Wellcome's beliefs and values will inform the proposed approach?</p> <p><i>Equity, Diversity &amp; Inclusion:</i> Are EDI considerations reflected in the proposed approach? Does the supplier have EDI policies and are these being put into practice?</p>	35%
Experience	<p><i>Skills and Experience:</i> Does the supplier have the relevant skills, experience, and contextual understanding to deliver this work in a global context?</p>	20%
Delivery & Outputs	<p><i>Communication:</i> Does the proposal include a well-defined plan for effective communication with the Wellcome team and our other suppliers?</p> <p><i>Delivery plan:</i> Does the proposed delivery plan outline the various stages of dissemination activities? Is it appropriate and achievable?</p>	25%



	<i>Feasibility:</i> How feasible is the delivery plan? Are there significant risks associated with the proposed timelines, and how well are they mitigated?	
Budget	<i>Value for Money:</i> Is the proposed work delivering value for money?	20%
Accessibility	<i>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. *</i>	[N/A]
	<b>Total:</b>	<b>100%</b>

### 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.

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 8 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 for Wellcome to assess how you handle data

### **Supplier Presentations**

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

### **11. 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.

### **12. Equity, Diversity and Inclusion**

Embracing equity, [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 equity, 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.

### **13. 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.



## 14. Accessibility

Wellcome is committed to ensuring that our RFP exercises are accessible to everyone. If you have a disability or a long term 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.

## 15. 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.

## 16. Funding

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

## 17. 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.

## 18. 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.

## **19. Wellcome Contact Details**

The point of contact for this RFP exercise is indicated below:

Name: Kirsti Hughes  
Pronouns: She/Her  
Role: Wellcome Public Initiatives Lead  
Email: [kr.hughes@wellcome.org](mailto:kr.hughes@wellcome.org)