

## **Request for Proposals (RfP) for Wellcome Collection's Free Destination Campaign**

### **[1. Introducing Wellcome Collection and Wellcome](#)**

#### **Wellcome Collection**

Wellcome Collection is a free museum and library. We believe everyone's experience of health matters. Through our collections, exhibitions, and events, in books and online, we explore the past, present and future of health.

Visitors can find us near Euston station in London. Our exhibitions and events are always free and it's free of charge to use our library and view items from our collections too.

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.

As part of Wellcome Collection's new strategy, our mission is 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.

Despite being free to visit, many potential visitors are unaware of our unique offer and focus on equity, diversity and inclusion (EDI).

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

[Facebook](#), [Instagram](#), [Twitter](#)

#### **Wellcome**

Wellcome Collection is part of Wellcome, a charitable foundation supporting science to help build a healthier future for everyone.

Through our work we support science to solve the urgent health issues facing everyone. We fund curiosity-driven research, and we're taking on three of the biggest health challenges facing humanity – climate change, infectious disease and mental health. We also work with policy makers, run advocacy campaigns, and form partnerships with other organisations to ensure everyone, everywhere benefits from advances in health science.

[wellcome.org](http://wellcome.org)

[LinkedIn](#), [Instagram](#), [Twitter](#)

## 2. RfP Specification

The primary driver for a campaign focusing on the fact that we're free to visit, is to respond to Association of Leading Visitor Attractions (ALVA) recent research into public sentiment. This report highlights the impact of the cost-of-living crisis, perceptions of attractions being high cost, and the importance of emphasising value in messaging (see supporting documents). The secondary driver is to sustain Wellcome Collection visitor numbers following the success of The Cult of Beauty exhibition and to encourage return visits, especially from first timers.

### **Campaign purpose and approach**

The goal is to highlight our unique selling points: free entry to enjoy our exhibitions, events, library, Reading Room, and amenities. The opportunity is to do this in an innovative and exciting way, conveying the energy and spirit of our multi-faceted and unique museum and collection.

We want to reengage the 50% of audiences who have consistently been first time visitors over the past year, alongside lapsed and new visitors. We want to show, not tell, our vision of a world where everyone's experience of health matters, by inviting 'everyone' to visit regardless of financial status. This includes people living, studying, and passing through Euston. Due to the nature of our programme we want to target audiences aged 14+.

This campaign will have the added value of supporting future thinking about our brand, through creative testing, to guarantee the success of the campaign and an understanding what engages audiences. We're open to an evolved expression of our brand in the creative execution of the campaign, within reason. And our teams want to use this campaign to learn about our audiences, campaign tactics, and our own ways of working. In a nutshell, we would like the campaign to be:

- **AMBITIOUS:** Visible across many channels and touchpoints, from ads (out-of-home, digital/social, other) to onsite messaging on banners, etc
- **INSIGHT-LED:** Informed by existing and/or new research and/or audience research that guarantees confidence in the campaign creative.
- **INCLUSIVE:** Reflecting our commitments for Wellcome Collection be open and accessible to everyone, prioritising our target audience groups.

We will share existing insights that we have access to, e.g. existing sector research, exit surveys verbatims and visitor comments, and we encourage agencies to cost for new research to inform and measure the effectiveness of the agreed approach: before, during and after the campaign.

### **Campaign objectives**

1. Understand how much 'free' is a key motivator for visiting, through exit survey results.
2. Evidence attributable YoY uplift in footfall during quieter times, e.g., Christmas / New Year.
3. Ensure the campaign and its creation is accessible and inclusive.
4. Create a case study to share with the sector, e.g., at an ALVA conference in 2025.
5. Update all listings – e.g., Visit London/Trip Advisor to ensure 'free' is clearly communicated.
6. Lay the groundwork for brand and tone-of-voice development work to follow.

## Key messages

1. Wellcome Collection is free, accessible to all, and inclusive.
2. Everyone's experience of health matters, and we offer something for everyone.
3. Our exhibitions and events range from vibrant and playful to challenging and complex.
4. Our museum is in Euston NW1 and online via our website and social channels.

## Our free offer

- The campaign will run alongside free exhibitions including Jason and the Adventure of 254 (until 12 Jan 2025) and Hard Graft (19 Sep 2024- 28 Apr 2025); free displays in Gallery 3; and forthcoming free exhibitions from spring 2025: Christine Sun Kim & Thomas Mader (April 2025), Water (June 2025) and Audrey Amiss (dates TBC).
- Other free spaces include our long-term display Being Human, the Reading Room, the Library, places to rest, cloakroom and toilets, as well as live events and tours.

## Target Audiences

The Wellcome Collection Audience Segmentation sets out six groups based on their behaviours, motivations, indicative demographic information, and how they can be reached.

We have identified two priority segments for development (Inquisitive Challengers and Immersive Explorers); one to maintain (Knowledge Seekers); and three to accommodate (Considering Others, Sociable Culture-fans and Personal Pursuits). The hub is an interactive tool, designed to make it easy to explore the segment and other audience considerations, such as 'being inclusive' and 'youth audiences'.

Alongside our segmentation, our new Wellcome Collection strategy includes our priority to 'Mean more to more people'. Please see our Strategy Guide in the supporting information folder.

### Target audiences

- People with lived experience of health conditions
- Deaf, disabled and neurodivergent people
- Blind and partially sighted audiences
- Racially minoritised people
- People from low socioeconomic status backgrounds
- Young people aged 14-19 years
- Communities with connections to the Collections
- Policy makers, researchers and Wellcome staff

## 3. Agency Scope of Work

The successful agency will design and produce an insight-led creative campaign that effectively communicates that Wellcome Collection is free (and fabulous) to visit. We're looking for a long-running, agile campaign – something that could work as a flexible wrapper for our changing offer,

for up to a year, if not longer. We need a compelling creative idea that stands out and surprises people, so they're eager to visit and to encourage others to do so too.

The campaign should be informed by and align with Wellcome Collection's existing communications and marketing activity, to ensure a consistent experience for audiences.

Once appointed, the selected agency (or equivalent) will be responsible for developing:

- Campaign strategy and creative concept/s.
- Design of out-of-home, print, social, digital, and other creative assets, proposed by the creative agency and agreed by Wellcome and its appointed media agencies.
- Campaign performance metrics and reporting plan, developed in consultation with Wellcome Collection Comms & Marketing team and media agencies.

It's important for agencies to reflect our focus on inclusive communications in their response. How have you ensured that the campaign is as inclusive and accessible as possible? What creative and strategic decisions (e.g. suggested activations or media placements) demonstrate to us that this has been a consideration underpinning agencies' approach.

We anticipate the go live date will be the period between Christmas and New Year (from 27 December 2024), when audiences may feel the financial pinch and want to leave the house. This will then flow into January 2025, to underpin a 'new year, new you' mindset. We are interested in reflections from agencies on these timings and other opportunities to promote this messaging.

**Budget**

For the appointed agency, the budget, including any research costs, agency fees and media spend is £140K. Below is a suggested breakdown of the campaign spend:

- Research budget - £10K
- Concept development/design - £60K
- Media spend - £70K

Please note that this breakdown is notional and we would like agencies to confirm how they would propose to use the budget.

**4. [RfP timetable and requirements](#)**

**RfP Timetable**

#	Activity	Responsibility	Date
1	RFP issued on Wellcome's <a href="#">Contract Opportunities</a> webpage	Wellcome	31 Jul 2024
2	Submission of Expression of Interest and Questions	Supplier	13 Aug 2024
3	Return of Supplier Q&A to Suppliers	Wellcome	20 Aug 2024

4	Submission of Pitch Proposal	Supplier	30 Aug 2024
5	Shortlisting for Pitch Presentations	Wellcome	2-6 Sep 2024
6	Shortlisted agencies notified	Wellcome	9 Sep 2024
7	Supplier meetings / presentations	Supplier	w/c 16 Sep 2024
8	Notification of Contract Award	Wellcome	w/c 23 Sep 2024
9	Contract signed / contract starts	Wellcome	30 Sep 2024
Following award of contract			
10	Concept development starts	Supplier	1 Oct 2024
11	Concepts signed off	Supplier	25 Oct 2024
12	Design development across assets	Supplier	28 Oct 2024
13	Campaign starts	Supplier	27 Dec 2024

## Response Format

- Step 1: Expression of Interest and Questions (by 13 August 2024)
- Step 2: Pitch Proposal (by 30 August 2024)
- Step 3: Pitch Presentations – by invitation (w/c 16 September 2024)

### 1. Expression of Interest and Questions

The following headers support the timetable above, by providing further detail of the key steps. Suppliers are asked to submit their 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 an organisation or individual.
- If an organisation please provide registered name, address, and registration number.
- Any questions you have about the exercise and activity.

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 has 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.

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

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.

### 2. Pitch Proposal

Taking on board the information provided, we want you to convince us that you have the talent, creativity, and planning skills to deliver a strong campaign that showcases our free proposition. We aren't expecting a full creative pitch, as we appreciate the time and costs entailed in delivering this.

Your proposal should show us how your initial ideas would work in practice, and can be in any format such as a PDF or word document, slide deck or video. We ask that your response to this brief demonstrates the following:

**i. Experience and Expertise**

- Describe your previous experience in working with cultural institutions or museums.
- Outline any relevant expertise and capabilities your agency possesses.
- Provide 2-3 case studies of successful brand campaigns your agency has executed.

**ii. Understanding of the Campaign**

- Describe your understanding of our brief and the unique ideas or approaches you would propose to achieve the campaign objectives – these could be outlined in words or illustrated in a form that suits you and conveys the ideas clear to us.
- Briefly outline your approach to diversity, equity, and inclusion in your proposed methodology.

**iii. Budget and Timeline**

- Provide an estimated budget and breakdown for the proposed campaign.
- Outline the expected timeline for the campaign, including key milestones.

**iv. Additional Information**

- Your registered name, address, and registration number of your organisation.
- Details of any third parties you would use for the delivery of any aspect of our requirements.
- 2-3 references (including contact name, organisation, email, and telephone).
- Any other information you would like to share or any questions you have for us?

Pitch proposals will be evaluated using the following 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?</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 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>	30%
Delivery & Evaluation	<p><i>Communication:</i> Is there a good plan for communicating with the Wellcome team? How often and in what form does the supplier suggest communicating with the Wellcome Team.</p>	30%

	<p><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>	
EDI	Do they have EDI policies and are these being put into practice in the proposal?	10%
Total		100%

### 3. Pitch Presentations

Shortlisted suppliers will be invited to a presentation meeting of one hour, either in person or online, as an opportunity to discuss their Pitch Response and approach. This will include:

- A brief introduction to you / 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 promoting the free campaign.
  - A case study of how you've tackled similar opportunities.
  - Any risks which you foresee with meeting Wellcome's requirements.
  - Q&As (25min)

You may choose the format of your presentation. Our preference is to meet in person, if possible.

### **Judging Criteria**

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

- Clear understanding of the brief and inspiring ideas that are likely to deliver results.
- Well-planned route-map / plan for delivering the campaign.
- Alignment with Wellcome / Wellcome Collection ethos.
- Supplier approach and team assigned to deliver the campaign.

### **5. 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.

## **6. 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.

## **7. Prospective Suppliers Personnel – IR35 and Off Payroll Working Rules**

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

Where the Prospective Supplier is an individual contracting through their own personal services company; or

The Prospective Supplier is providing individuals engaged through intermediaries, for the purposes of the IR35 off-payroll working rules.

## **8. 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.

## **9. 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.

#### **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 Supplier**

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. 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.

#### **14. Wellcome Contact Details**

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

Name: Anna Cornelius  
Role: Head of Communications and Marketing, Wellcome Collection  
Email: [a.cornelius@wellcome.org](mailto:a.cornelius@wellcome.org)

## **SUPPORTING DOCUMENTS**

Files can be found in this [Google Drive folder](#):

1. Wellcome Collection Strategy Guide
2. Wellcome Collection Audience Segmentation
3. Recent DJS Research into Wellcome Collection Visitors
4. Wellcome Collection Visitor Profile Summary
5. Wellcome Inclusive Comms Principles
6. ALVA Public Sentiment Research

### **Links:**

- Wellcome Collection [Brand Guidelines](#)
- Wellcome [Beliefs and Values](#)
- Further information about Wellcome Collection's programme and spaces can be found at [wellcomecollection.org](http://wellcomecollection.org)