Request for Proposal (RFP) for
Wellcome Global Monitor Quantitative Data Analysis and Qualitative Research

1. RFP Background & Objectives

Wellcome's Public Initiative's team are looking to commission and collaborate with a research organisation to deliver:

1. Quantitative in-depth analysis and research outputs (written report and summary documents) of a large-scale quantitative survey dataset from 140 countries looking into people's attitudes to science and health.
2. Qualitative research in 10-12 countries on the area of public trust in science, further exploring the key findings from the quantitative work.

The Wellcome Global Monitor (WGM) is the world's largest global survey of public perceptions of science and health. Two waves of research were previously published in 2018 and in 2020 (two reports). The quantitative survey was run in 140+ countries (113 in 2020 due to the COVID-19 pandemic) and provided Wellcome and others with unique global data.

Following an extensive review of the project, we are now running a more streamlined survey, and in addition, for the first time are carrying out qualitative research in 10-12 countries. This will be supported by a communications and engagement campaign to disseminate the findings to our key target audiences.

We are tracking the quantitative survey data longitudinally, running 17 questions (plus demographics) every other year for three waves, with the first wave due to be in field shortly as part of Gallup's World Poll 2025.

The WGM will run on a two-year publishing cycle alternating between quantitative and qualitative data reporting. The quantitative survey for Wave 1 will be published in year 1 (2026) and the accompanying qualitative report published in year 2 (2027). Reports are envisioned to be published in September/October of each year, starting with the first quantitative survey published by the end of October 2026.

This RFP is to support this work for Wave 1 in the first instance (2025-2027), with the potential to revise the contract to include all three biennial waves of research from 2025 to 2031 after successful delivery of the first wave.

Please note this RFP is only for

1. **the data analysis and reporting of the quantitative survey where the data will be provided to you, and**
2. **to design, carry out, analyse and write up the qualitative research component.**

The quantitative fieldwork has already been commissioned and is underway, and a further RFP will be issued to procure a supplier to support our communications and engagement work.

Objectives

Wellcome's Public Initiative's team are looking to commission and collaborate with a research organisation to deliver:

1. Quantitative in-depth analysis and research outputs (written report and summary documents) of a large-scale quantitative survey dataset from 140 countries looking into people's attitudes to science and health.
2. Qualitative research in 10-12 countries on the area of public trust in science, further exploring the key findings from the quantitative work.

The purpose of our Public Initiatives team is to promote understanding and trust in science for health and in Wellcome. Trust is essential for Wellcome to achieve its mission. When trust diminishes, the potential impact of science and the research we fund is jeopardised. Therefore, it's crucial for us to earn and maintain trust in science. This begins with actively listening to the public and gathering evidence and insights about their attitudes towards trust in science. One key tool for this purpose is the Wellcome Global Monitor.

Our primary objective for the Wellcome Global Monitor is to deliver crucial data and insights to the global scientific and policy community, equipping them with longitudinal understanding of public trust in science in 140 countries as attitudes change over time. This research seeks to empower others through research and storytelling to drive meaningful change and reinforce positive attitudes towards the power of science for health. It also helps to drive recognition of Wellcome and positions us as a global thought-leader.

2. About Wellcome

Our Mission

Wellcome is a global charitable foundation established in 1936. We support science to solve the urgent health challenges facing everyone. This is our mission: it's what we do. With a £37.6 billion investment portfolio, we give researchers the time and resources they need to make breakthroughs. 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. Between 2022 and 2032, we plan to spend £16 billion on our mission.

Health Equity

Our vision is a healthier future for everyone. This can only be achieved in a world where everyone's experience of health matters. We are accountable to society for delivering our mission and have a role to play in making health outcomes more equitable within and between countries.

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. Find out more about Wellcome and our work at: wellcome.org

Beliefs and Values

Wellcome's beliefs and values underpin all our work and are instrumental in the future development of all that we do and how we do it.

Our five core beliefs are:

- We believe in the power of science to create knowledge that builds 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.

Our values 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, and
- Thoughtful: we consider the consequences of our actions and our impact on others.

Our Portfolio of Public Initiatives

The Wellcome Global Monitor forms part of the Initiatives portfolio within the Public Initiatives team. The Initiatives work to increase understanding and positive sentiment towards the power of science for health, as well as Wellcome and its mission.

Our three initiatives utilise different engagement approaches:

- The Wellcome Photography Prize (visual) uses captivating imagery to spark emotional connections about the wonder of science and people's lived experience on topics around Wellcome's strategic programmes.
- The When Science Finds a Way podcast (audio) delves deeper into the human stories behind groundbreaking research (including those of researchers, policymakers and those with lived experience) and highlights how science achieves impact in the world.
- Wellcome Global Monitor (WGM) (data) promotes understanding of public trust in science by generating evidence and insights through human-centred, data-led storytelling.

3. 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.

This brief is seeking a research partner with strong credentials in:

- High quality quantitative and qualitative data analysis.
- Experience running global research is essential.
- Experience of planning and conducting qualitative social research using methods such as interviews, focus groups and ethnographic research.
- Pre-established global networks to enable qualitative research in 10-12 countries. Please note regional offices or a strong network of local partners will be a significant advantage when bidding for this work. The countries selected for this research will be decided following analysis of the quantitative findings.
- Experience in producing research outputs for our audiences, specifically academic researchers and policy professionals.
- Deep listening and working consultatively and collaboratively across Wellcome and other agency teams.
- Strong programme management and stakeholder engagement skills.
- Strongly evidenced EDI practice, including considering cultural contexts, local expertise and evidence of the centrality of EDI in research practice, methodology, and approach. ***Please note we are open to applications from agencies based outside of the UK, as well as in the UK.***

Budget

The budget for this work is in the range of £320k - £420k excluding VAT. Please note this is for the first wave of this work, and there is the potential to revise the contract to include all three biennial waves of research from 2025 to 2031 after successful delivery of the first wave. Final budget will be based on the research objectives and methodology to be agreed between the supplier and Wellcome during contracting and the project planning phase. The above gives an estimated minimum and maximum budget. A detailed budget breakdown will be part of the evaluation criteria.

<u>Quantitative Analysis Phase</u>

The successful supplier will complete the following:

- In-depth analysis of a large dataset of 17 questions (plus 11 demographics variables) from 140 countries. Questions will explore people's attitudes to science and health, with a specific focus on public trust in science. The full final dataset will be available from the end of March 2026, with the data being transferred from Gallup to the successful supplier in an Excel crosstabs file. Monthly data updates of provisional data will be available before this date.
- Following analysis, share key areas of interest from the data and work in partnership with the Wellcome project team to select the research objectives, topics, and methodology for the quantitative report.
- Write the quantitative report for publication in September/October 2026.

- Create summary materials or outputs that will be published alongside the main report, this could include but is not limited to regional summaries and individual country one-pagers. Please see our 2018 and 2020 reports (COVID19 and Mental Health) for reference to previous work. We would like to modernise and increase the accessibility of our outputs for this wave of the Wellcome Global Monitor, including considering how to take more of an audience-centric approach. We are interested in hearing ideas as to how findings can be reported and presented.
    - Work together with our in-house design team to suggest data and approaches for infographics and creative reporting and outputs. The Wellcome design team will design and produce all infographics.
    - Our in-house creative team will work with the supplier to support the visual design of all outputs.
- Our communications and engagement supplier will also support in the development of materials required for communications and media dissemination. We require a supplier who can work in a collaborative and integrated manner with our other suppliers and internal teams.

Qualitative Research Phase

The focus of the qualitative work will be on the topic of trust in science. Following analysis of the quantitative survey findings, the successful supplier will work with Wellcome to decide which findings to explore further in the qualitative fieldwork and what methodology should be used.

The successful supplier will use a mixed-method qualitative approach of semi-structured interviews and/or focus groups, and potentially an ethnographic component. We would like suppliers to suggest and justify why they are suggesting their chosen methodologies in their proposal. While we are flexible on approaches, it is crucial that the research provides robust actionable insights that complement findings from the quantitative survey. Please note, that we are not seeking qualitative work based solely on ethnographic research, but rather an integrated approach.

To ensure rigour in the methodological and ethical process, we expect the successful supplier to take the research to an Ethics Review Board and to handle this full process. In addition, the agency should handle any local government permissions that may be required.

The successful supplier will be expected to propose ideas for where and how this research will be conducted and delivered. This will be followed by:

- Carrying out an in-depth literature review for internal use on the topic of public trust in science, focusing in on the areas of interest stemming from the quantitative survey questions.

- A written qualitative research approach with rationale, including detailed timelines for work, details of use of any incentives, outlined deliverables of work, and plans for working with any partners.
- Carrying out the qualitative research fieldwork:
    - Through semi-structured interviews and/or focus groups and ethnographic work in 10-12 countries. We would like the supplier to advise on sample size and the combination of methodology used. Please consider the need to balance depth as well as breadth.
    - Suppliers must demonstrate existing partnerships or networks with local experts or researchers around the world.
    - All qualitative activities, including interviews and focus groups, should be conducted in the participants' native languages. Suppliers must detail how they will ensure precise translation and interpretation without loss of meaning. Local partners should be involved in all analysis work.
    - Proposals should include strategies to ensure representation from diverse local communities.
    - We are interested in using systems thinking as part of the analysis approach to achieve a more holistic understanding of public attitudes and the influencing factors that shape them.
    - Suppliers should conduct relevant desk-based local research to provide additional cultural, historical, and social contexts.

We are flexible on approaches and open to supplier ideas, with consideration to any limitations on budget and supplier capacity.

As the findings from the quantitative data will direct the qualitative work, please be aware that the exact number and locations of the countries are still unknown at this point. Therefore, it will be considered beneficial if the supplier has networks or connections to conduct research in some or all of the following regions: MENA, Africa (South, East, West), South-East Asia, Europe, North America.

The supplier will report the initial findings to the Wellcome team and work together with the appointed communications and engagement supplier and our internal communications teams to create an overall narrative and approach for publication. They will also:

- Write the research report, including accompanying summary documents. We envision case studies and storytelling will be an important part of these outputs.
    - Our recruited comms and engagement supplier will support this work to ensure the materials are ready for broad dissemination to our target audiences and media.
- Conduct a short evaluation after wave 1 completion to reflect and support reiteration of this work. Metrics for evaluation should be established at the beginning of the project during the strategic planning phase.

Project Timeline

Dates*	Activity
Sept 2025 - Jan 2026	Supplier onboarding and strategic planning
31st March 2026	Final quantitative dataset is provided to supplier
April - Sept 2026	Supplier analysis of data and report write-up
October 2026	Publication of the quantitative report
2026 - 2027	Qualitative planning and fieldwork
October 2027	Publication of qualitative deliverables.

*dates are provided to support understanding of the workplan and may be subject to change.

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.

4. RFP Timetable

#	Activity	Responsibility	Date
1	RFP issue to Suppliers and issued on Contract Opportunities webpage	Wellcome	30 April 2025
2	Submission of Expression of Interest and Supplier Q&A	Supplier	20 May 2025
3	Return of Supplier Q&A to Suppliers	Wellcome	5 June 2025
4	Submission of RFP Response	Supplier	16 June 2025
5	RFP Evaluation Period	Wellcome	17 June to 9 July 2025
6	Supplier Presentations	Supplier	21 and 23 July 2025
7	Notification of Contract Award	Wellcome	July
8	Contract Negotiation	Wellcome & Supplier	August and September 2025
9	Contract Start Date	Wellcome & Supplier	Mid-September 2025

5. Response Format

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

Expression of Interest and Supplier Q&A
EOI and Q&A

Suppliers are asked to submit a short expression of interest by e-mail to the Wellcome contacts 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.
- A non-binding cost estimate as a single figure in GBP.
- 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 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.

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.

RFP Response

Please send us your full proposal of no more than 25 pages (including images and tables) by the date in our timetable. A full proposal should show us the following:

- A clear understanding of the RFP objectives and the intended outcomes and how the proposed approach will deliver these.
- Suggested approaches and methodology (including justification for methodological approach, sample size and recruitment approach).
    - Detailed timing plan for each stage
    - Use of incentives, if any
    - Deliverables at each stage
    - Any assumptions made
    - Details of any third-party suppliers or collaborators
- Details of the project team that would be working regularly with us, including a clear outline of responsibilities of each team member.
- An outline of your approach to project management, including a client communications with the Wellcome team. Please include a Senior Project Manager (or equivalent) who will be the dedicated contact for the Wellcome team.
- Your organisation's actions and policies on Equity, Diversity and Inclusion. In addition, ensure diversity and inclusion is considered in your approach, planning, delivery, and in the deliverables of this contract.
- Provide two references (inclusive of contact name, organisation, brief overview of work provided, email & telephone) who Wellcome can contact as part of this RFP process.
- Provide two case studies of where you have successfully provided services similar to those described in this request for proposal.

- Please outline your approach to data protection and the ethics review, 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.
- Provide your cost proposal based upon the requirements set out within this procurement exercise setting out;
  a) Cost breakdown excluding VAT or any local taxes, and 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.
- 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.

Evaluation Criteria

Criteria	**Detail**	**%**
Approach	An effective programme design and methodology/ies that deliver the requirements and deliverables and meets the aims and objectives of this brief. Diversity and inclusion considerations should be reflected in your approach, planning, delivery, and in the deliverables of this contract.	40%
Experience	Demonstration of the project team's relevant skills, experience, and contextual understanding to deliver this work in a global context.	20%
Operational	An approach for how you will manage the delivery of this work to project timelines and excellence, including an assessment of key risks and questions, and accompanying timeline that is appropriate and feasible.	20%
Budget	A detailed budget breakdown and costing that is within the budget range and meets all the requirements in this brief.	20%
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.

Clause #	**Issue**	**Proposed Solution/Comment**

Suppliers submitting proposals should review Wellcome's Standard terms and Conditions 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.

Supplier Presentations

Following the deadline for submission of proposals, successful candidates will be invited to a meeting either online or in-person at the Wellcome offices (215 Euston Road, London), which will last one hour and fifteen minutes in total. This will be a PowerPoint presentation given by the supplier to a Wellcome interview panel, followed by a questions and answers session.

6. 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.

7. 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.

8. 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.

9. 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.

10. Funding

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

11. 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.

12. 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.

13. Wellcome Contact Details

The Wellcome Global Monitor is managed by a job-share partnership. Please send all correspondence within this RFP exercise to both contacts below:

Name:	Lily Ickowitz-Seidler
Pronouns:	She/Her
Role:	Public Initiatives Manager (Job share, working Tuesday, Thursday and Friday)
Email:	l.ickowitz-seidler@wellcome.org

Name:	Gillian Barber
Pronouns:	She/Her
Role:	Public Initiatives Manager (Job share, working Monday-Wednesday)
Email:	g.barber@wellcome.org