



Supplier Q&A

Request for proposal – Delivery Partner for the Wellcome Photography Prize 2027.

#	Supplier Question (some questions have had supplier-specific information removed)	Wellcome Response
Audiences, reach and engagement		
1	Will suppliers have access to the 2025 evaluation, audience research and segmentation insights before submitting the full proposal? Which audience should be prioritised if trade-offs need to be made?	Wellcome will supply these to the appointed supplier as part of the background documentation, once the procurement process has concluded. The primary audience for this activity is the segment of the public described in the 'Audience' section of the RFP. We would like to deepen engagement with this segment of the public whilst still continuing to serve Wellcome's core audiences.
2	The brief talks about extending reach to wider audiences; non-traditional exhibition audiences	It is important to include lesser heard communities wherever possible, but we will work in

	and non-science audiences. To what extent does this include lesser heard communities?	collaboration with the venue to align on audience priorities for the exhibition and public programme.
3	What channels and engagement approaches have Wellcome used in the past to reach audiences? What's worked well and not so well?	The 2025 prize delivered the first public programme of events the prize has had, and these worked well to bring new audiences into the exhibition and to attract non-typical exhibition audiences. Providing opportunities for audiences to engage emotively with stories in a calm contemplative space prompts reflection and discussion. This has been easier to achieve in-person as capturing people's attention online for long enough to drive meaningful engagement is challenging. Targeted online activations, for example, through selected paid media partnerships with editorial-led content, have increased reach and engagement with new relevant audiences internationally, or as a way of reaching people unable to come to an exhibition or event in person.
4	Are there existing Wellcome digital channels, social formats or editorial platforms that the appointed partner should design content for?	The Wellcome Photography Prize has a dedicated Instagram channel, email newsletter, section on the wellcome.org website, and a playlist on Wellcome's YouTube channel,

		that content should primarily be designed for. Opportunities to reach audiences through Wellcome's other channels include LinkedIn, Facebook, Bluesky and TikTok.
Judging		
5	For the 1st deliverable, would advanced support to review submissions and shortlist for judging be required?	No this will not be required as the curator will sit on the judging panel and the judges do not receive access to entries in advance of the judging days.
Exhibition and public programme		
6	What are the exhibition venues currently being considered, will they have an in-house 2D design team?	We are currently considering a range of venues in the locations specified in the RFP. This includes galleries, museums and private venues. 2D creative services will be provided by Wellcome's in-house creative team.
7	What venue information will be available at the full proposal stage? What exhibition duration should suppliers assume?	Please see the answer to question 6 above. Assume an exhibition duration of 2-4 months, but this will be confirmed once the venue is finalised.
8	What content will be provided to the appointed partner for the top 25 entries, and what level of additional research is expected with image makers, researchers or communities?	Content provided will include hires images and entrant-provided information gathered as part of the entry process. This includes information about the story or research project behind the image and the context in which it was taken, an indication of

		scale, details on the type of imaging technique and any creative or technical processes used, post-production alterations, image-maker biography and collaborator details. Additional research will be required to gather further details, investigate the wider societal impact, or fully explore all strategic connections to Wellcome.
9	Will image rights, participant consent and permissions be fully cleared by Wellcome before the partner begins exhibition and digital interpretation work?	Yes, Wellcome will provide the supplier with the confirmed top 25 entries in January 2027. The content for the participatory photography project will be available once the supplier is appointed and on contract.
10	Are there specific content warning, safeguarding, trauma-informed storytelling or inclusive language guidelines that suppliers should follow?	Suppliers should follow Wellcome's inclusive language guidelines and working ethically with contributors guidance to gather content in a contextually and culturally sensitive way. Content warnings should be used sensitively where appropriate, being specific about potential triggers so that an informed decision can be made.
11	What scale of public events programme should suppliers assume for full proposal purposes; for example number of events, target attendance,	The public events programme should be proportionate to the exhibition run time. For example, for a 3-month display, a programme of approximately 10 diverse events varying in

	format mix and expected level of production?	scale would be great to have. These should include a mix of formats (for example, workshops, panel talks, access tours) and be well attended throughout. The supplier will be expected to manage the end-to-end process from event planning to production and delivery logistics, in collaboration with the venue.
12	Is there an idea around the ideal number of events that would be included in the public programme during the exhibition run?	Please see the answer to question 11 above.
13	What are the details or current plans for the 2027 Participatory Photography project?	The participatory photography project centres the lived experience of an underrepresented community directly facing challenges to their health and wellbeing. For 2027, this element is being run by Yorkshire Sculpture Park based artists, Invisible Flock, in collaboration with Lazy Man Coffee in Thailand.
14	For the participatory photography project, what is the expected scale of content, and what role should the delivery partner play in shaping its interpretation, display and integration with the open competition?	Approximately 30 images from the participatory photography project will be included in the exhibition. The delivery partner will work with the supplier of the participatory photography project to refine the interpretation and shape it for the UK exhibition, and to finalise how the works will be shown

		alongside the open competition. It should signal connection to the wider Wellcome Photography Prize while clearly indicating it is a distinct project.
15	Will the 2D team support the preparation of images for print and oversee printing and framing, or will this sit with the supplier?	Wellcome's in-house 2D creative team will prepare images for printing and will oversee printing and framing.
16	Would the exhibition production process be required to use Wellcome or exhibition venue preferred suppliers?	Wellcome are happy to advise and share preferred supplier details. There is no requirement to work with preferred suppliers unless a venue requires this, for example for security or access reasons. With any supplier, quality of product and value for money remain key considerations.
17	What does Wellcome consider a successful legacy for the 2027 Prize beyond exhibition attendance and event participation?	Through the Wellcome Photography Prize we want to spark conversation, strengthen people's connection to science, and build hope in science's potential to contribute to better health. We would like to encourage further reflection and action in the weeks following initial engagement with the prize. That could be learning something new, reinforcing thinking or changing someone's perspective on an issue,

		prompting discussion or inspiring action.
Accessibility		
18	Could Wellcome confirm whether suppliers should design against WCAG 2.2 AA or AAA?	Suppliers should set their outputs to WCAG 2.2 AA.
19	Should suppliers assume accessibility provision includes BSL interpretation, live captioning, audio description, Easy Read, tactile interpretation and accessible digital documents, or will these be agreed according to programme need? Are there specific Wellcome accessibility, inclusive exhibition design, sustainability, tone of voice, brand or evaluation frameworks that will be shared with shortlisted suppliers?	These will be agreed according to what is practically possible to deliver in the space, but we aim to be as inclusive and accessible as possible. Wellcome guidelines on brand and tone of voice, inclusive language, sustainability and inclusive exhibition design will be shared with the appointed supplier.
Budget		
20	How would the marketing and comms for the exhibition and public events programme be facilitated, would this be via Wellcome, or via the chosen venue? Is there a separate marketing budget that Wellcome would administer to support this?	Wellcome will lead on marketing and comms for the exhibition and public programme. We have a separate budget to support these activities.
21	Is there a media budget for this project?	Yes we have a separate budget for media and PR.

22	Are digital, partnerships and extended reach expected within the core budget or as optional recommendations?	For the purposes of your response to this RFP, please include these costs but fully itemise them in the budget section of your proposal so the contribution of these to the overall budget is clear to see.
23	Regarding the budget management, could we clarify how the project budget will be managed? Specifically, will the appointed delivery partner hold and administer the budgets for fabrication, event production and third-party suppliers, or will these remain under Wellcome's control with the partner providing programme and budget management?	Ideally, the supplier would hold and administer the budget for all elements they are responsible for e.g. fabrication, events programme, third-party suppliers etc. Wellcome will hold and administer the budget for 2D design as this will sit with our in-house creative team.
24	Will the chosen exhibition venue be expected to support the exhibition financially e.g. equipment loan, event equipment, exhibition and awards event space, front of house support, group visits and booking etc. being given in kind, or should these costs be suggested / built into the RFP Response?	This is being discussed with the potential venues. For the purposes of your response to this RFP, please include these costs but fully itemise them in the budget section of your proposal so the contribution of these to the overall budget is clear to see.
25	For the full proposal budget, should suppliers include all third-party delivery costs, or will any be held separately by Wellcome or the venue?	For the purposes of your response to this RFP, please include these costs but fully itemise them in the budget section of your proposal so the

		contribution of these to the overall budget is clear to see.
London activation		
26	Can we have more information about this?: London-based activation (already under development) in late 2026/early 2027, to take the Wellcome Photography Prize 2025 to Wellcome's core policy maker audience, where they naturally convene.	This activation is still in discussion, however once confirmed, more specific information will be provided. The proposal is to display a thematic sub-group of Wellcome Photography Prize 2025 visual stories, in an internal, communal space used by our policy-maker audience. Existing display infrastructure will be provided.
Roles and responsibilities		
27	Could Wellcome clarify the division of responsibility between the delivery partner, in-house 2D creative team, venue, communications partner and global events team?	The delivery partner is responsible for managing the end-to-end delivery of the 2027 programme, which covers the exhibition, public programme of events, awards ceremony and private view, and extending reach beyond the exhibition through digital channels and ad-hoc engagement opportunities that may arise. They will be responsible for project managing these elements to ensure delivery on time and on budget. Wellcome's in-house 2D creative team will design exhibition panels, labels, graphical elements, wayfinding, indoor/outdoor displays, and marketing assets for digital and

		print in response to the supplier's 3D design concepts and specifications. The venue will provide the exhibition space and depending on the venue, may be able to support with invigilation, install/take-down and provision of some equipment. They will collaborate on the public programme from design through to delivery. Wellcome's in-house global events team will book travel and accommodation for the top 25 image makers, judges, host, and Wellcome staff attending the awards ceremony. They can also set up a webpage through which invite RSVPs are collected, and support in an advisory capacity to help ensure that the awards ceremony meets Wellcome's requirements for making the event as inclusive and sustainable as possible. Our comms partners will secure earned media coverage and exhibition listings, coordinate media buying activities, and deliver a coordinated digital and social media programme.
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