



RFP N100030-4

Delivery Partner for the Wellcome Photography Prize 2027

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

If you are interested in working with Wellcome on this activity, please review the information below this explains the activity in which Wellcome is seeking proposals for, timetable, what questions Suppliers need to complete and how to engage with us further, to ensure you are successful please read the whole document and answer the questions within the section(s). Responses should be made via the Oracle portal. Responses will not be accepted outside of the system.

All suppliers are required to register on Oracle if they have not already done so. **Please allow at least three working days before** the final submission date to ensure you complete your registration and receive approval in time to meet the deadline.

Wellcome are taking responses for this activity and welcome your full proposal submission if you are interested in this activity. We have answered the first round of questions and these can be used to formulate your proposal and are attached. We look forward to receiving your proposals.

Wellcome Contact Details

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

Name	Tony Cairns
Role	Procurement Specialist
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1 Synopsis

Wellcome is seeking an experienced delivery partner to shape and deliver the Wellcome Photography Prize as a distinctive cultural platform that uses visual storytelling to spark curiosity, build connection, and increase public engagement with the role of science in everyday life. Photography offers an accessible way into complex subjects, particularly for audiences interested in science but unlikely to seek out science-related content. Working closely with Wellcome's Public Initiatives team, the partner will lead end-to-end programme delivery, including research, interpretation, exhibition design, public programming, events, and related activations. Wellcome will retain final approval at key stages, while the partner will provide creative and strategic leadership across all delivery elements. We are looking for a collaborative team with strong cultural engagement and emotive visual storytelling experience, able to make science accessible and meaningful for diverse audiences.

1.1 Background and Objectives

Wellcome is seeking an experienced delivery partner to help shape and deliver the Wellcome Photography Prize as a distinctive cultural platform that uses visual storytelling to spark curiosity, build connection, and inspire wonder about the role of science in our lives.

Photography appeals to many and provides an accessible way into content, especially for more challenging issues, or to reach public audiences who are interested in science but don't actively seek it out.

The partner will manage and shape the end-to-end delivery of the programme, from content research and interpretation, through to exhibition design, public programming, and associated activations, working in close collaboration with Wellcome.

While Wellcome retains final approval at key stages, we expect the selected partner to bring strong creative and strategic leadership across all elements of delivery.

We are looking for a team experienced in using cultural engagement and emotive visual storytelling to make science accessible and meaningful for diverse audiences. The partner must be experienced in working in a collaborative, creative way to deliver high-quality, impactful outputs that deepen public engagement with science.

Working closely with Wellcome's Public Initiatives team, the partner will oversee the day-to-day coordination and delivery of the following activities, with final approval for each sitting with Wellcome:

- Provide an experienced curator to serve on the Wellcome Photography Prize 2027 judging panel, attending in-person in London, November 2026.
- Research each of the top 25 open-competition entries, develop the accompanying interpretation, and manage the full editorial review process.
- Curate, design, produce and project manage the end-to-end delivery of an in-person, physical exhibition to display the top 25 entries from the open competition together with the 2027 participatory photography project.
- Work in partnership with the exhibition venue to research, produce and deliver an engaging public events programme to attract non-typical exhibition audiences, and to engage non-science audiences with science.
- Liaise with Wellcome and venue teams to manage logistics for the award winners' ceremony, to smoothly deliver a celebratory, engaging event for prize winners and key stakeholders.
- Provide curatorial support for one 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.
- Provide curatorial, design and delivery support as needed, for up to four ad-hoc opportunities that may arise, to take the Wellcome Photography Prize 2027 to Wellcome's public and/or core audiences.

We welcome applications from companies, consortiums and individuals, and are happy for partners to subcontract specialised services if needed.

Our ambition for this partnership

The Wellcome Photography Prize is not simply an exhibition or awards programme, it is an opportunity to explore how visual storytelling can reshape how people relate to science.

We are seeking a partner who will bring bold creative and strategic thinking to this challenge:

- How might we engage audiences who do not actively seek science?
- How might we build trust and hope through visual storytelling?
- How might this programme extend beyond a single exhibition into a broader cultural moment?

We are particularly interested in working with a partner who will:

- Contribute to shaping the creative and strategic direction of the programme.
- Propose innovative approaches to audience engagement, storytelling, and format.
- Identify opportunities to extend the reach, impact, and legacy of the prize.

We welcome proposals that challenge assumptions, test new formats, and bring new perspectives.

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

About the Wellcome Photography Prize

The [Wellcome Photography Prize](#) has a 29-year legacy of bringing health, science and human experience to life. It uses emotive visual storytelling to inspire wonder about the power of science, and to explore how health is experienced, represented and understood around the world.

The prize showcases scientific and medical imaging alongside human-centred photography and personal lived experience, to spark conversation, strengthen people's connection to science, and build hope in science's potential to contribute to better health. Anyone anywhere in the world can enter the competition, which invites entries that explore discovery research across life, health and wellbeing, alongside three global health challenges: mental health, infectious disease, and climate and health. Introduced in 2025, each Wellcome Photography Prize cycle also features visual stories from a participatory photography project. People in an underrepresented community are supported to photographically explore their own experiences of different health challenges facing this community.

Overarching Objectives for the Wellcome Photography Prize

Objective 1

Strengthen people's connection to science by bringing it together with lived experience and making the qualities of trustworthy science visible.

What this looks like in reality:

- Trust is earned through what we do, not what we claim – and the hallmarks of trustworthy science are made visible: competence, benevolence, integrity, and openness.
- Audiences feel science is for people like them.
- Audiences experience empathy and connection with those affected by health challenges.
- Audiences report satisfaction with how we show our values in our work.

Objective 2

Build people's hope in science's potential to contribute to better health through human-centred, representative storytelling that shows tangible impacts as well as limits and trade-offs.

What this looks like in reality:

- Audiences recognise multiple ways science improves health in everyday life as well as limits and trade-offs.
- Audiences feel inspired by what's possible and more hopeful about a healthier future for everyone.
- Enthusiasm for "science for health" grows, and audiences feel motivated to learn more.
- Our stories are talked about and shared because they reflect diverse experiences and are human, relatable and useful.
- Greater recognition of Wellcome's priorities because the why behind them is clearer.

Objective 3

Create opportunities for conversation and participation around science that could improve health, being transparent about what is known, what is still being learned, and the implications of choices.

What this looks like in reality:

- More conversations start and continue about health and science, bringing in a wider range of people and leading to curiosity (seeking more information).
- Audiences use our stories and content to start conversations and become advocates for science.
- Increased engagement with Wellcome and advocacy for our programmes and priorities.
- Stronger enthusiasm toward Wellcome and a belief that it is transparent and trustworthy.

Audience

The Wellcome Photography Prize attracts and engages a culturally curious, largely adult, public audience interested in issues of the world.

For the 2027 prize, we would like to extend this reach to people interested in science, but who don't actively seek it out or make a special effort to keep informed. Successfully reaching and deepening engagement with science with this segment of the public, requires accessible storytelling with a focus on personal narratives to spark interest, provide emotional connection, and highlight relevance and relatability to people and their lives. Deeper engagement is ultimately needed to reinforce thinking, change perspectives, or move the dial on issues.

We are also committed to continue serving our core stakeholders. The Wellcome Photography Prize underwent strategic review in 2022 and subsequently evolved with Wellcome's core audiences in mind: policy influencers, campaigners, researchers, and practitioners working to address global health challenges and advance discovery research. This includes organisations with aligned missions, such as charities, NGOs, public sector bodies, and multilateral institutions.

Recent segmentation research of our core audiences highlights three groups particularly relevant to the Wellcome Photography Prize:

- **Sceptical Idealists:** Critical of elitism and systemic inequities in science, motivated by fairness and tangible impact. They respond to inclusive narratives and stories that challenge the status quo.
- **Collaborative Changemakers:** Action-oriented leaders who prioritise community engagement and policy impact, motivated by measurable outcomes and diverse representation.
- **Ambitious Individualists:** Firm believers that science and knowledge-building drive real change, they stay connected with relevant organisations to keep their knowledge current.

With an opportunity to engage one further segment:

- **Pioneering Traditionalists:** Passionate about advancing scientific knowledge to drive significant lasting impact, they value science research and strive to safeguard future scientific breakthroughs.

Balancing deepening engagement with a specific public audience whilst continuing to serve our core stakeholders requires powerful, emotive storytelling delivered thoughtfully, to bring out the science behind the issues in a relevant and relatable way for all.

Location

For the 2027 prize, we would like to take the public exhibition and associated events programme outside of London and are currently exploring options in one of the following cities in the UK:

- Bradford
- Coventry
- Liverpool
- Nottingham
- Salford
- Sheffield

Wellcome will lead on venue selection and contracting. The appointed partner will work in close collaboration with the venue to shape spatial design, audience experience, and programming, and should demonstrate experience of working effectively within venue constraints.

In addition, we are seeking to develop one or two activations in London to extend the momentum generated by the 2025 prize and deepen engagement with warm London audiences.

1.2 Specification

PREFACE:

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.

The appointed partner will be responsible for delivering the following areas of work.

Deliverables

1. Curatorial representation on the judging panel

- Provide an experienced curator to join the Wellcome Photography Prize 2027 international, multi-disciplinary judging panel, composed of leading voices in photography and science.
- Attend in person in London in November 2026.
- The curator must have proven experience in photography exhibitions featuring content and image makers from around the world, a demonstrated ability to work sensitively with marginalised communities and their stories, and confidence interpreting biomedical imagery and scientific content.
- Wellcome is responsible for the judging process. Wellcome will confirm the top 25 entries once internal image due diligence checks are complete. At this point, introductions to the image makers will be made, and images and submitted entry information will be shared with the partner

2. Content research and interpretation

- Liaise with image makers for each of the top 25 competition entries to gather additional background and context.
- Research the wider story behind each entry, ensuring accurate and sensitive representation, and connection to Wellcome's strategic priorities.
- Write interpretation text (for exhibition display and online digital platforms) focusing on impact and solutions where possible. Reinforce the hallmarks of trustworthy science (competence, benevolence, integrity, openness) through the narratives presented.
- Manage the editorial review process to ensure clarity, accuracy and consistency across content, aligning with Wellcome's tone of voice and inclusive communications guidelines.

3. Exhibition curation, design and delivery

- Curate, design, produce and project-manage the end-to-end delivery of an in-person physical exhibition showcasing the top 25 open-competition entries, following Wellcome's inclusive exhibition design and sustainability principles.
- Integrate the participatory photography project in a way that signals connection to the wider Wellcome Photography Prize while clearly indicating it is a distinct project.
- Create an exhibition environment that thoughtfully responds to the emotional nature of the content, supporting reflection, discussion, and meaningful engagement with challenging stories.
- Use thoughtful design and creative thinking to support audience engagement and accessibility, and enrich the overall visitor experience.
- Build on the evaluation of the Wellcome Photography Prize 2025 exhibition to deepen visitor impact and ensure accessibility for all.
- Produce wall elevations and floorplans for the exhibition space.
- Be responsible for the fully integrated 3D design of the exhibition. Work closely with Wellcome's in-house 2D creative team who will design panels, labels, graphical elements, wayfinding, indoor/outdoor displays, and marketing assets for digital and print in response to the partner's 3D design concepts and specifications.
- If fabrication of structures is required, subcontract, liaise and manage an appropriate build contractor. The supplier will be responsible for the installation and approval of final build with the contractor.
- Consider how the space can best be used for in-gallery events and indicate the best location for staging and AV for the awards ceremony.
- Co-develop together with Wellcome, a proportionate evaluation approach with clear outputs, that build on the evaluation of the Wellcome Photography Prize 2025 exhibition, and allow for comparative and continued learning.

4. Public events programme development (in collaboration with the exhibition venue)

- Research, produce and deliver an engaging public events programme that enriches the exhibition experience and attracts audiences who do not actively seek out science, using accessible, relevant and compelling approaches to spark curiosity and encourage deeper engagement. Oversee logistics to smoothly deliver the events (schedules, budget, AV, catering, photography and videography etc). Ensure compliance with health and safety requirements.
- Liaise with, brief, and subcontract event speakers, hosts and facilitators.
- Use the intersection of culture and research to engage audiences who do not actively seek out science, through inclusive, relevant and appealing approaches.
- Cater for specific access needs, for example BSL and live audio described exhibition tours.
- Co-develop together with Wellcome, a proportionate evaluation approach with clear outputs, that build on the evaluation of the Wellcome Photography Prize 2025 public events programme, and allow for comparative and continued learning.

5. Digital, partnerships, and extended reach

We are interested in how the programme can extend beyond the physical exhibition to reach wider and more diverse audiences.

Suppliers are invited to propose:

- Approaches to digital or hybrid storytelling (e.g. online content, social formats, immersive or participatory experiences).
- Strategic partnerships (e.g. cultural organisations, community networks) that can extend reach and deepen engagement.

- Methods for sustaining audience engagement beyond initial exhibition visits.

These elements are not fully predefined, and we welcome supplier-led ideas in this area.

6. Awards ceremony logistics and coordination (in collaboration with the venue and Wellcome's in-house global events team)

- Coordinate suppliers and oversee logistics to smoothly deliver the awards ceremony (schedules, budget, AV, staging, catering, photography and videography etc). Ensure compliance with health and safety requirements.
- Work with our communications partner to recruit a host. Liaise with and brief the host, attending award winners, and key stakeholders, ensuring travel and accommodation arrangements have been made.
- Ensure the ceremony is inclusive for diverse audiences (live captioning, step-free access etc).

7. Curatorial support for London activation already in development (in collaboration with the in-house creative team)

- Develop a coherent narrative for a thematic sub-group of Wellcome Photography Prize 2025 visual stories. Write introductory text tailored to this suitable for a high-traffic environment and accessible for a non-specialist, policy-maker audience.
- Plan spatial layout of content to integrate with existing venue infrastructure, and consider suitability of integrating audio clips via QR code.

8. Project management

- Develop and maintain a project plan with timelines to ensure all workstreams stay on schedule. Identify and raise any delays early, working with Wellcome to address these.
- Coordinate clear, efficient communication across all stakeholders including Wellcome teams, the selected venue, external suppliers, and creative contributors. Facilitate meetings and coordinate approvals to ensure delivery to a high quality, on time and within budget.
- Contribute to Wellcome's live risk register for this project, identifying potential risks, proposing mitigation strategies, and activating contingency plans if required.
- Track budgets across all workstreams the partner is responsible for. Identify and raise any variances early, working with Wellcome to address these.
- Report regularly to the Wellcome team at agreed intervals and formats.

9. Support for ad-hoc engagement opportunities

- If required, provide curatorial, design and delivery support for up to four ad-hoc opportunities to present the Wellcome Photography Prize 2027 to audiences where they naturally convene. This could be at events where Wellcome has a presence, such as at World Health Summit, COP etc, or at events new to Wellcome or the Wellcome Photography Prize.
- These will be scoped and agreed individually, with budgets and timelines confirmed in advance.

10. Accessibility & Inclusion

- All content should be WCAG 2.2 AA compliant (for example, captions, readable contrast/typography in graphics etc).

- Consider content warnings where appropriate. Use plain English explanations of technical terms.
- Inclusive process and respectful representation throughout.

Expectations of deliverables

Quality of exhibition experience

Deliver an emotive, impactful and professionally produced exhibition that reflects the ambition of the prize. Ensure high production values, and a supportive, engaging visitor experience. Work collaboratively with Wellcome to sensitively reflect Wellcome's tone of voice, inclusive language guide and brand standards.

Effectiveness of events programme

Develop and deliver an engaging public events programme to complement the exhibition and further explore the people and stories behind the images, the creative and scientific processes used to create them, and the importance of ethical storytelling and lived experience.

Attract and meaningfully engage audiences with the exhibition who do not actively seek out science. Ensure a diverse programme of events are well-produced and well-attended.

Accessibility

Embed across all areas from design to interpretation and delivery. Provide inclusive formats and support for diverse audiences, and work with Wellcome to identify and address any barriers.

Evaluation

We will work collaboratively with the selected partner to develop a proportionate evaluation approach. However, proposals should demonstrate how they would contribute to the following high-level outcomes:

- Increased sense of connection to science among target audiences.
- Evidence of emotional engagement (e.g. empathy, curiosity, reflection).
- Increased hope in science's potential to address health challenges.
- Engagement from audiences who do not actively seek out science.
- Evidence of conversation, sharing, or continued engagement beyond initial interaction.

We welcome proposals that suggest additional or alternative ways to measure success.

Project Timeline

Dates are indicative and subject to change based on project needs:

Dates	Activity
Wellcome Photography Prize 2027 open call for entries	July to October 2026
Judging	November 2026
Top 25 entries confirmed	January 2027

Participatory photography project content confirmed	July 2026
Top 25 entries publicly announced	June 2027
Winners announced and exhibition opens	July 2027
Ongoing dissemination and engagement	September 2027- April 2029

1.3 Timetable

#	Activity	Responsibility	Date
1	RFP issue to Suppliers	Wellcome	19-Jun-2026
2	Submission of Expression of Interest and Supplier Q&A	Supplier	06-Jul-2026
3	Return of Supplier Q&A to Suppliers	Wellcome	17-Jul-2026
4	Submission of RFP Response	Supplier	27-Jul-2026
5	RFP Evaluation Period	Wellcome	28-Jul-2026 to 12-Aug-2026
6	Supplier Presentations	Supplier	01-Sep-2026 to 03-Sep-2026
7	Notification of Contract Award	Wellcome	
8	Contract Negotiation	Wellcome & Supplier	
9	Contract Start Date	Wellcome & Supplier	

1.4 Guidance on Submission and Process

Submission:

- Suppliers submitting a full proposal should answer the following questions listed below
- All sections should be completed as fully as possible for Wellcome to review and score your responses once the submission period is closed. Please ensure you attach all information.
- Supplier's responses should be submitted via the Oracle portal. Once you have submitted your response you will be notified that it has been received
- Suppliers are allowed to revise their submitted response until the close date.
- Throughout this process Wellcome will ensure you are notified and contacted when you have been successful and unsuccessful

Supplier Presentations:

- Following a submission of the proposal successful proposals will be invited to an in-person or virtual

meeting the duration will be confirmed. This may comprise of a PowerPoint presentation, demo etc (depending on the activity) followed by question and answers session. We may also require a brief follow-up call after these presentations.

1.5 Contract Terms and Conditions

Wellcome will be looking to put a contract in place using Wellcome's Standard Terms and Conditions. Suppliers submitting proposals should review Wellcome's Standard terms and Conditions [document](#)

Individuals submitting proposals as a sole trader (not registered) should review this [document](#).

1.6 Attachments

File Name or URL	Title	Type	Description
WPP27 delivery partner RFP Supplier Q&A.docx	WPP27 delivery partner RFP Sup	File	Supplier Questions Answered by Wellcome

2 Responses Required

* Response is required

2.1 Section 1. Expression of Interest (EOI)

1. 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: Summarise your experience using cultural engagement and emotive visual storytelling to make science accessible and meaningful for diverse audiences (50 words or less).
2. Please summarise your experience designing and producing cultural exhibitions (50 words or less).
3. A non-binding cost estimate as a single figure in GBP.
4. Any questions you have about the exercise and activity.

2.2 Section 2. Full proposal Submission

- *1. Please submit your proposal as a single PDF (maximum 10 pages, including images and tables) by the deadline in the RFP timetable.
Your proposal should demonstrate how your team will deliver against the strategic objectives and deliverables outlined in this RFP. To keep responses focused and manageable, please include:

Please provide the following in one single document

1. An Executive summary
2. Approach to exhibition interpretation and design
3. Approach to programming public events
4. Experience of working with in-house creative teams to co-produce and problem solve for example, from client and venue staff, to photographers, research scientists, and underrepresented or vulnerable public communities.
5. Project management and organisation
6. Expertise and team
7. Case studies and references
8. Budget outline and justification
9. Compliance and policies
10. Additional disclosures

Weight: 1

Attachments are required.

2.3 Section 3. Executive summary

- *1. Please describe your understanding of the brief
- Proposed approach
 - Why your team is well suited to deliver this work

Please answer Yes or No if you have included your answer into your full proposal as per section 2.2

- ☐ a. Yes
- ☐ b. No

2.4 Section 4. Approach to exhibition

*1. Please provide

- Interpretation strategy including how interpretation will balance storytelling approach with audience understanding, Wellcome's tone of voice, and inclusivity and accessibility.
- Design philosophy and creative approach for creating an emotive, impactful visitor experience whilst encouraging learning, reflection and discussion, particularly in the weeks following initial engagement.
- Strategies for broadening and deepening public engagement with science.
- Named curator.

Please answer Yes or No if you have included your answer into your full proposal as per section 2.2

- ☐ a. Yes
- ☐ b. No

2.5 Section 5. Approach to programming public events

*1. Please provide details

- Approach to researching, producing and delivering a public exhibition events programme, including how evaluation insights from the 2025 prize can be used to refine the relationship of public events with the objectives of the exhibition.
- Recommended strategies for attracting new, non-traditional exhibition audiences
- Experience programming exhibition tours for different access needs e.g. BSL and audio described.
- Named event programmer.

Please answer Yes or No if you have included your answer into your full proposal as per section 2.2

- ☐ a. Yes
- ☐ b. No

2.6 Section 6. Experience

*1. Please provide details of working with in-house creative teams to co-produce and problem solve

- Evidence of working collaboratively with in-house 2D creative teams to produce high-quality photographic exhibitions.
- Approach to managing and communicating with diverse stakeholders ranging, for example, from client and venue staff, to photographers, research scientists, and underrepresented or vulnerable public communities.

Please answer Yes or No if you have included your answer into your full proposal as per section 2.2

- ☐ a. Yes
- ☐ b. No

*2. Please provide details on:

- Project team structure and roles.
- Evidence of relevant experience.
- Two references (name, organisation, project overview, email, phone).
- Two relevant case studies demonstrating similar work.

Please answer Yes or No if you have included your answer into your full proposal as per section 2.2

- ☐ a. Yes
- ☐ b. No

2.7 Section 7. Project management and Organisation

*1. Please detail;

- Project management approach including engagement with Wellcome and exhibition venue.
- Project plan with timelines and deliverables for each stage.
- Named project manager or exhibition project manager.

Please answer Yes or No if you have included your answer into your full proposal as per section 2.2



- ☐ a. Yes
- ☐ b. No

2.8 Section 8. Budget

*1. Provide a detailed budget breakdown;

- Cost breakdown (excluding VAT/local taxes)
- Day rates and estimated time allocations by role, or total cost per deliverable detailed above
- Any third-party or subcontracted costs
- Any assumptions and exclusions
- Justification for financials.

All our content should be WCAG 2.2. AA 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.

Please answer Yes or No if you have included your answer into your full proposal as per section 2.2

- ☐ a. Yes
- ☐ b. No

2.9 Section 9. Equity Diversity and Inclusion

*1. Outline your EDI policies and how you will ensure equity, diversity and inclusion considerations are embedded throughout the planning, development and delivery of the project?
Outline your data protection approach (must comply with UK GDPR, Data Protection Act 2018, and PECR).

Please answer Yes or No if you have included your answer into your full proposal as per section 2.2

- ☐ a. Yes
- ☐ b. No

3 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	Details	Weight %
Expression of Interest (EOI)		N/A
Full proposal Submission	This section is for the Supplier's submission of the consolidated full proposal document which includes all the question requirements for section 2.	1%
Executive summary		N/A
Approach to exhibition	Quality, creativity and clarity of the proposed interpretation and design approaches. Strong inclusive storytelling skills and understanding of how to use visual communication, create an impactful visitor experience, and engage diverse public audiences. Ability to make complex science relatable and relevant for diverse audiences.	25%
Approach to programming public events	Demonstrated experience in programming and delivering engaging public events for diverse audiences. Experience attracting non-traditional exhibition audiences, and working with art and science content. Ability to sustain audience engagement beyond the initial visit.	20%
Experience	Demonstrated experience in delivering high-quality photography exhibitions and public events, particularly combining art and science. Strength and diversity of the proposed team, including relevant skills and previous success on similar projects.	15%
Project management and Organisation	Strength and clarity of the project management resource, including timeline, milestones, risk management, and communication with stakeholders. Evidence of delivering similar projects on time and on budget.	15%

Budget	Clarity, transparency, and justification of costs in relation to the scope of work. Evidence of efficiency and value for money, with costs that are reasonable and competitive for the required deliverables.	10%
Equity Diversity and Inclusion	Commitment to EDI and safeguarding in content, design, and production. Inclusion of diverse perspectives, accessible content, and clear safeguarding measures. Concrete plans or examples of how these principles will be embedded throughout the project.	14%
Accessibility	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.	N/A
Total:		100%

4 General Information

4.1 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.

Successful Suppliers will be asked to complete a TPRM and TPSRA assessment this is for Wellcome to assess how you handle data.

4.2 Equity Diversity and Inclusion

Embracing [diversity and inclusion](#) is fundamental to delivering our mission to improve health, and we are committed to cultivating a fair and healthy environment for the people who work here and those we work with. We want to cultivate an inclusive and diverse culture, and as we learn more about barriers that disadvantage certain groups from progressing in our workplace, we will remove them.

Wellcome takes diversity and inclusion seriously, and we want to partner with suppliers who share our commitment. We may ask you questions related to D&I as part of our RFP processes.

4.3 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.

4.4 Accessibility

Wellcome is committed to ensuring that our RFP exercises are accessible to everyone. If you have a disability or a chronic health condition, we can offer adjustments to the response format e.g., submitting your response in an alternate format. For support during the RFP exercise, contact the Wellcome Contact.

If, within the proposed outputs of this RFP exercise, specific adjustments are required by you or your team which incur additional cost then outline them clearly within your commercial response. Wellcome is committed to evaluating all proposals fairly and will ensure any proposed adjustment costs sit outside the commercial evaluation.

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

employ a suitable agency to do this work.

4.5 Independent Proposal

By submission of a proposal, prospective Suppliers warrant that the prices in the proposal have been arrived at independently, without consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to such prices, with any other potential supplier or with any competitor.

4.6 Funding

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

4.7 Costs Incurred by Prospective Suppliers

It should be noted that this document relates to a Request for Proposal only and not a firm commitment from Wellcome to enter into a contractual agreement. In addition, Wellcome will not be held responsible for any costs associated with the production of a response to this Request for Proposal

4.8 Environmental Sustainability

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

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

Our suppliers have a key part to play delivering on our sustainability ambitions. We expect all our suppliers to take active steps to:

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