



RFP N100033,3

Experiential Art Installation – Mental Health

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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 must be registered on Wellcome's Oracle system. If you are not already registered, please allow at **least five working days before the submission deadline for your registration to be set up and approved**. This will help ensure you can submit all required information to Wellcome in time and meet the final submission deadline.

The first stage is the opportunity for the Supplier to input into RFP and ask any questions you may have on the information provided. Known as the Q&A (Question and Answer).

Once question section is closed Wellcome will upload the Answers to all questions, so you can use this to formulate your answers to the Full proposal response. At this point we will open the next stage for you to be able to submit your proposal. Please note that you will see "Not Applicable" in the evaluation criteria until this final stage is open.

We are aware that one of our links is broken for the sole trader T&Cs. You can access this link [here](#)

Wellcome Contact Details

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

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Table of Contents

1 Synopsis	4
1.1 Background and Objectives	4
1.2 Specification	4
1.3 Timetable	8
1.4 Guidance on Submission and Process	8
1.5 Contract Terms and Conditions	9
2 Responses Required	10
2.1 Section 1. General	10
2.2 Section 2. Full proposal Submission	11
2.3 Section 3. Methodology	11
2.4 Section 4. Experience	12
2.5 Section 5. Delivery and Outputs	12
2.6 Section 6. Budget	13
2.7 Section 7. Equity Diversity and Inclusion	13
3 Evaluation Criteria	13
4 General Information	15
4.1 Data Protection	15
4.2 Equity Diversity and Inclusion	15
4.3 Disability Confident	15
4.4 Accessibility	15
4.5 Independent Proposal	16
4.6 Funding	16
4.7 Costs Incurred by Prospective Suppliers	16
4.8 Environmental Sustainability	16

1 Synopsis

Wellcome is seeking an experienced creative Supplier to develop and deliver an experiential art installation and surrounding campaign on mental health solutions for early intervention. Working closely with Wellcome's Creative and Cultural Advocacy team, the Supplier will design and deliver a communal experiential artwork that engages UK decision-makers through emotional connection, facilitation and discussion, helping build positive belief in mental health solutions. The project will also include the development and delivery of a wider campaign to maximise engagement, increase support for mental health solutions, and create opportunities for action.

1.1 Background and Objectives

Experiential Art Installation – Mental Health

We are looking for a Supplier with experience working with creatives to develop an experiential art installation and surrounding campaign on mental health solutions to launch in early 2028.

Millions of people around the world are held back by mental health problems. For many conditions such as anxiety and depression, symptoms begin in childhood and adolescence. Intervening early is the most effective way of preventing people's lives from being derailed.

This project will be overseen by Wellcome's Creative and Cultural Advocacy team. Creative and Cultural Advocacy exists to create environments that enable decision-makers to act on health solutions, by working with the cultural and entertainment sectors. We do this through curated experiences for decision-makers in the UK to build emotional connection, belief in solutions and motivation to take action.

The wider project team will include colleagues from Wellcome's mental health, government relations, policy, equity, communications and Collections teams.

Key objective: Engage decision-makers through an immersive experience as part of a wider campaign, to help them 1) feel positive and hopeful about mental health solutions and 2) recognise Wellcome as a key voice on mental health.

To achieve this, we are commissioning a communal mental health experiential art installation that will be piloted to meet decision-makers where they are so they can fully engage, both in terms of location/timing and their comfort levels with immersive experiences. This will inspire and start conversations, with facilitation and a surrounding campaign to land the messages we want on mental health solutions.

The project will advance the mental health engagement goal: a positive belief among decision-makers and the public about the power and opportunity of new mental health solutions for early intervention.

Desired outcome: Increased support by decision-makers for mental health solutions for early intervention.

- Creating an emotional connection with decision-makers that goes beyond traditional communications approaches.
- Transforming attitudes towards mental health solutions by combining emotional engagement, facilitation and opportunities for discussion with a clear message.

1.2 Specification

Target Audience

Our audience will be UK decision-makers: primarily government, but also across wider sectors such as

business, healthcare and philanthropy. This audience holds the power to drive change through shaping public policies and systems and increasing mental health investment.

Research with decision-makers shows that mental health is recognised as an important issue, but that awareness of new mental health solutions remains low and decision-makers continue to prioritise improvements in access and delivery over innovation. Evidence suggests that optimism and support increase when mental health is framed through credible examples of successful intervention, lived experience and tangible outcomes.

To achieve this, we are interested in experiential approaches because our research suggests decision-makers respond strongly to human stories, emotional connection and in-person engagement.

We therefore see experiential art as a means of helping decision-makers engage with the potential of innovative mental health treatments in a way that traditional communications approaches cannot, creating an emotional connection that builds hope, understanding and motivation to act. This aligns directly with Wellcome's mental health engagement goal to increase positive belief in new mental health solutions for early intervention.

We believe experiential art is the best approach to meet this audience where they are, as it can be accessible to a time-poor audience while creating opportunities for group discussion and compelling visual moments that encourage people to connect, share their experience with others and on social media, and initiate conversations beyond the installation itself. The experience should offer different levels of engagement to accommodate the varying time, interest and comfort levels of decision-makers. For example, this could include a drop-in format with optional facilitation for those with more time and interest in exploring the experience further. Our insights also show:

- Around half of MPs would engage with experiential art, particularly when delivered in Parliament or local community settings.
- MPs favour drop-ins, events, direct contact and real people over traditional advocacy approaches.
- Decision-makers trust experts and people with lived experience more than celebrity voices.
- Decision-makers want credible examples of solutions and recovery, not awareness alone.
- Immersive experiences work best when they are small-scale, credible, realistic and connected to real world systems and solutions.

Scope of work

The experiential art will be informed by mental health lived experience, but will not present an individual perspective or singular narrative, instead humanising the depth and range of experiences when it comes to mental health. It will be focused on solutions rather than problems to reframe the narrative around mental health to one of hope.

The content will focus on early interventions for mental health conditions – particularly the transformative potential of new mental health treatments for young people. There is no "one size fits all" solution for mental health conditions such as anxiety, depression and psychosis. We are seeing a revolution in new and improved treatments, in particular digital interventions that have the potential to be scalable and help millions of people around the world.

We expect the Supplier to meaningfully involve and collaborate with relevant clinical and research experts, alongside people with lived experience expertise, throughout the development of the work. Clinical and research expertise should help ensure that any depictions of mental health conditions and solutions are accurate, evidence-informed and robust.

The specific concept will need to be co-created with the Wellcome project team to ensure strategic alignment and policy relevance. For example, digital interventions could be a focus as social listening from DeepSeer confirms mental health and technology remains Wellcome's strongest thought-leadership opportunity.

The content focus will need to meet the following criteria:

- Priority area within Wellcome's portfolio as agreed with the Wellcome project team. More about Wellcome's priorities in mental health here: <https://wellcome.org/our-priorities/mental-health>.
- Aligning with an existing priority or interest for UK government.
- Relevant to decision-makers and Wellcome's influencing work in 2028 and beyond.

The following will NOT be in scope: stigma, wellbeing, or neurodevelopmental conditions like ADHD, presenting an individual perspective on the experience of having a mental health condition.

This experiential art installation should leave the audience with a feeling of hope so that they are motivated to drive change. Facilitation around it should land key messages developed in collaboration with the Wellcome project team, and allow attendees to digest and discuss what they have seen. The experiential art installation should support a clear call to action that works with the changing political landscape as the installation goes live. This will need to be developed as part of the wider campaign in collaboration with the Wellcome project team and partners, for example to align with call to actions set out by the Head On campaign: <https://headoncampaign.org/>

Longevity of the installation should be built in, with opportunities for wider adaptation, reuse to support other Wellcome projects, and as the UK discussion on mental health evolves. This could include further opportunities to engage UK decision-makers, or the wider public, potentially at different locations both in the UK and globally.

The project will also test the potential of experiential art as an advocacy and engagement tool for Wellcome, generating learning that can inform future activity with decision-maker audiences.

By experiential art, we mean: a contemporary art form that emphasises direct engagement and interaction between the artwork and its audience. Unlike traditional visual arts, which are often experienced passively through observation, experiential art invites participants to become an integral part of the art itself, often blurring the lines between the artist, the artwork, and the observer.

This form of art can encompass a wide range of mediums, including installations, digital art and interactive sculptures. It is designed to create a multisensory experience that evokes emotional, cognitive, or physical responses.

Lived experience engagement:

As well as clinicians, we expect the Supplier to meaningfully and ethically involve and collaborate with people with lived experience expertise in the design and delivery of the project, as relevant to the deliverables.

We understand lived experience as a unique form of knowledge, insight, and expertise, that comes from having experience of mental health challenges. When we refer to 'people with lived experience' or 'lived experience experts' in relation to Wellcome's work, we are referring to people who identify as having experienced anxiety, depression or psychosis broadly defined, either in the past or currently. For the purposes of this project, we are open to working with the supplier to develop and fine tune their plans on methods of collaboration and roles for lived experience experts to be embedded in this project. The Wellcome Lived Experience Team are open to supporting learning on this and connecting suppliers with relevant groups should this be needed. For further information, please see our guidance: <https://wellcome.org/research-funding/guidance/prepare-to-apply/embedding-lived-experience-expertise-mental-health-research>.

Key Deliverables

We expect the contract to last around 16 months: 12 months of development and 3-4 months of engaging decision-makers through the experiential art installation and surrounding campaign.

The maximum budget is £583,333 excluding VAT (£700,000 including UK VAT).

The successful supplier will be required to:

- Design, develop and deliver an experiential art installation that emotionally connects with decision-makers, increasing their motivation to support mental health solutions for early intervention.

- Develop and deliver a plan for engaging decision-maker audiences through the installation launch at relevant spaces, ensuring it will be experienced communally and will meet audiences where they are (at events, in communities or near parliament).
- Design and deliver facilitation as part of the installation to give attendees opportunity for discussion and deeper engagement, ensuring we land key messages agreed with Wellcome.
- Design and deliver a wider campaign and public affairs work to maximise engagement with decision-makers and build support for the call to action. This will include aligning with the Wellcome project team and relevant partners (e.g. Head On) on communications and co-creating a 3-4 month-long campaign surrounding the installation.
- Develop and deliver a plan to engage lived experience experts, clinicians and the Wellcome project team in the design, development and delivery of the installation. This should include co-creating the concept, e.g. through workshops. Wellcome can facilitate connections with relevant groups for lived experience if required.
- Deliver a series of test activities with relevant Wellcome stakeholders and lived experience experts at key points during the development of the installation.
- Design in access from the start, ensuring the installation accommodates requirements for D/deaf, disabled and neurodivergent people. Wellcome can support planning for this, e.g. by sharing Wellcome Collection accessible design guidelines with the successful supplier.
- Work with the Creative and Cultural Advocacy team to develop and deliver a plan for measurement, evaluation and learning for the project.
- Develop a plan for how the installation can be used again after the duration of this project, ensuring longevity of the artwork and continued engagement with decision-makers and wider audiences. This should be co-developed with the Wellcome project team to maximise upcoming opportunities.

Required expertise

The successful Supplier will be able to demonstrate expertise in:

- Creating high-quality experiential and immersive artwork that is effective, inclusive and accessible for audiences with different needs.
- Delivering large-scale public or decisionmaker-facing experiences that are compelling, impactful and contribute to social and political change.
- Ability to meaningfully embed lived experience and clinical expertise into the creative process.
- Communications and campaign planning and delivery.
- Facilitation and audience engagement.
- Working with UK government and MPs.
- Experience working collaboratively with multiple stakeholders and incorporating diverse perspectives.
- Strong project management and delivery capability.

Desired expertise (not required):

- Experience working on mental health focused experiential art.

We are open to multiple suppliers pitching in partnership to cover all aspects of the brief, but we would like the partners to be onboarded in advance and managed through one supplier. Wellcome will not consider contracting multiple suppliers to meet different elements of the brief.

1.3 Timetable

#	Activity	Responsibility	Date
1	RFP issue to Suppliers	Wellcome	14-Sep-2026
2	Submission of Expression of Interest and Supplier Q&A	Supplier	28-Sep-2026
3	Return of Supplier Q&A to Suppliers	Wellcome	09-Oct-2026
4	Submission of RFP Response	Supplier	02-Nov-2026
5	RFP Evaluation Period	Wellcome	06-Nov-2026 to 18-Nov-2026
6	Supplier Presentations	Supplier	30-Nov-2026 to 11-Dec-2026
7	Notification of Contract Award	Wellcome	December 2026
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](#).

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2 Responses Required

* Response is required

2.1 Section 1. General

*1. Confirm that you meet the required expertise, maximum 100 words.

Weight: 34

Attachments are optional.

*2. Outline your proposed approach to this work, maximum 250 words.

Weight: 33

Attachments are optional.

*3. A non-binding cost estimate as a single figure in GBP.

Weight: 33

*4. Any questions you have about the exercise and activity. Please us the attached document to add your questions and then upload

Attachments:

File Name or URL	Title	Type	Description
Questions Template.docx	Questions Template.docx	File	Template for supplier questions

Attachments are required.

2.2 Section 2. Full proposal Submission

1. After you have reviewed each of the questions below in Section 2;
 - Methodology,
 - Experience including Mental Health Lived Experience,
 - Delivery & outputs,
 - Budget,
 - Equity, Diversity & Inclusion (EDI).

Please upload a single document detailing your proposed response, ensuring you keep within the word limit as specified for each question. Please note some questions may not have a word limit.

We have locked down your ability to answer directly in the sections below to ensure we avoid repetition of your responses, for Wellcome to receive a consolidated document.

2.3 Section 3. Methodology

1. Suppliers should explain the proposed method, key activities, and how the approach will deliver the required outputs. The response should include any tools, techniques, engagement approach, governance, and quality assurance arrangements.

Responses should describe:

- The proposed creative approach and how access and inclusion will be embedded.
- The methodology for developing the experiential art installation, including how you would work with artist(s).
- How stakeholders, including lived experience experts, clinicians and Wellcome teams, would be engaged in the design and delivery of this work.
- The approach to prototyping, testing and refinement.
- Plans for facilitation and audience engagement around the installation.
- The approach for communications and campaign planning and delivery.
- Suggested spaces and/or moments to launch the installation for decision-maker audiences and how you will secure those.
- Proposed approach for developing a plan for future use of the installation to maximise engagement opportunities.
- Proposed approach to evaluation, learning and future adaptation of the installation.

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

2.4 Section 4. Experience

1. Suppliers should summarise relevant organisational experience, proposed team capability, and examples of similar work to demonstrate that they meet the required expertise. Include case studies where relevant.

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

2.5 Section 5. Delivery and Outputs

1. Suppliers should provide a delivery plan that reflects the scale, complexity, timetable, and expected outputs. Include key milestones, dependencies, risks, and mitigation actions.

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

2.6 Section 6. Budget

- Suppliers should provide a detailed budget in GBP, including all fees, expenses, day rates, team roles, estimated days, and any assumptions. Costs should be clearly broken down and demonstrate value for money.

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 provide your budget breakdown in a CSV format e.g Microsoft Excel Spreadsheet within your proposal.

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

2.7 Section 7. Equity Diversity and Inclusion

- Suppliers should outline their EDI policies and explain how equity, diversity and inclusion will be embedded throughout planning, development, delivery, engagement, and outputs. Please answer Yes or No if you have included your answer into your full proposal as per section 2.2

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 %
General	Do the suppliers have the required skill and expertise to conduct this activity? (Team will only score if they have an overwhelming response to this tender)	100%
Full Submission	proposal This section is for the Supplier's submission of the consolidated full proposal document which includes all the question requirements for section 2.	N/A

Methodology	<i>Coverage: How well does the proposed methodology address the desired focus areas set out in the specification?</i> <i>Quality: Is the proposed methodology aligned with our needs?</i> <i>Utility: Will the proposed methodology deliver the desired, credible, and useful results?</i> <i>Lived Experience: Is the proposed methodology aligned with our needs and reflecting embedded lived experience if applicable?</i>	N/A
Experience	<i>Skills and Experience: Does the supplier have the relevant skills, experience, and contextual understanding to deliver this work?</i>	N/A
Delivery and Outputs	<i>Communication: Is there a good plan for communicating with the Wellcome team?</i> <i>Delivery plan: Is the proposed delivery plan appropriate and achievable?</i> <i>Feasibility: How feasible is the delivery plan? Are there significant risks associated with the proposed timelines, and how well are they mitigated?</i>	N/A
Budget	<i>Value for Money: Is the proposed work within your budget and good value for money? Has the supplier provided clear cost transparency, including assumptions, expenses, day rates, roles, and estimated effort?</i>	N/A
Equity Diversity and Inclusion	<i>Do they have EDI policies and are these being put into practice in the proposal?</i>	N/A
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.