



Request for Proposal (RFP) for Wellcome Global Monitor - Quantitative global survey

1. RFP Background & Objectives

Wellcome's Brand team are looking to commission and collaborate with an organisation or consortium to carry out a large scale methodologically robust quantitative survey in 100+ countries around the world looking into people's attitudes to science and health.

Wellcome have previously run this project in a different form as the 'Wellcome Global Monitor' (WGM) (name under review), focusing on public engagement with science. WGM was the world's largest global survey of public perceptions of science and health. Two waves of research were conducted in [2018](#) and in [2020](#) (two [reports](#)). The quantitative survey was run in 140+ countries (113 in 2020 due to Covid) and provided Wellcome and others with unique global data.

We are now looking to run a more streamlined survey and in addition carry out qualitative research for the first time in 10-12 countries. All questions will now stem from Wellcome's beliefs and be underpinned by our values (please see pages 2 and 3 for more information).

We want to track the data longitudinally, running 15 questions (plus demographics) every other year for three waves, with the first wave starting in 2024 or early 2025. This RFP is for three waves of research. Our aim is to utilise this research as a brand building tool, positioning Wellcome as a thought leader asking crucial questions about science and public trust around the world. This will enable us to explore public perceptions and identify emerging threats to science and technology on a scale that few others do.

We will use WGM to make it clear what we stand for as an organisation – the role of trusted science in creating a healthier future for everyone, and the vital relationship between discovery, solutions and people. By focusing on public trust and our beliefs, we believe that we will be occupying a unique space and offering valuable content to our core audiences.

The Wellcome Global Monitor is part of a portfolio of brand building Public Initiatives which aim to achieve the following objectives:

Awareness:

- Raise awareness of Wellcome among the audiences essential to advancing our mission.

Perception:

- Help our audiences clearly understand Wellcome's vision, mission and strategic focus areas.
- Exemplify our beliefs and values and promote a positive emotional connection with Wellcome.

Consideration:

- Encourage audiences to actively engage with Wellcome by building trust in our commitment to our vision, mission, beliefs, and values.



The WGM will run on a two-year reporting cycle with a report published annually alternating between quantitative and qualitative data.

Please note this RFP is for the quantitative fieldwork, cleaning/editing of the data and first stage of analysis work only. Further analysis, write up, qualitative work (RFP 2) and PR and comms (RFP 3) will be commissioned in two further RFPs at a later date.

We may also ask the chosen supplier to rerun eight mental health questions which have previously been cognitively tested and used in a [global survey](#).

2. About Wellcome

Wellcome is a global charitable foundation based in London. Wellcome has no living founder, no shareholders, donors or political allegiances.

Wellcome improves health for everyone by funding science and research, and working to ensure people benefit from advances in health science. 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

In October 2020 we set out our mission to 'support science to solve the urgent health challenges facing everyone'. Science is essential to solving the world's health challenges. This is why supporting bold and creative research across a wide range of disciplines to discover more about life, health and wellbeing and open up unimagined possibilities for the future has remained at the core of Wellcome's mission since 1936.

Our strategy explicitly places science and health at the heart of everything we do and concluded that Wellcome-funded science should enable science and innovation to tackle the greatest threats facing humanity along with our new vision to create a healthier future for everyone.

In parallel Wellcome works with a wide range of partners around the world, including governments, research funders, non-governmental organisations, charities, community organisations and the private sector, influencing and informing policy to help create the conditions for science to thrive globally and improve human health.

We plan to spend £16 billion between 2022 and 2032 on our mission supporting science to solve the urgent health challenges facing everyone. Our work is underpinned by five core beliefs:

- 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.

By 2032, Wellcome will have enabled fundamentally important breakthrough discoveries in research and transformations in mental health, infectious diseases, and climate and health. We will have championed positive changes across the research community to maximise opportunities for opening up new fields of research, and for translating knowledge into new health solutions. We will be known for our bold, ambitious approach to funding, driven by our mission, for embedding in our work the needs and priorities of those most affected by health challenges, and for achieving the adoption of science-based solutions.

We have four strategic programmes through which we will deliver our ambitions. They are Mental Health, Climate and Health, Infectious Disease, and Discovery Research. Find out more about Wellcome and our work at: [wellcome.org](https://www.wellcome.org).

In 2023, Wellcome worked with staff to co-produce a set of shared beliefs and values that aligned with our vision and mission. These beliefs and values will underpin all our work and will be instrumental in the future development of Wellcome as an entity, our reason for doing what we do and how we do that. The beliefs are detailed above, how we will deliver our mission is explained through our values.

These 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 other

3. Our portfolio of brand initiatives

Wellcome's portfolio of brand-building initiatives go beyond building awareness, aiming to cultivate deeper engagement with those who know us (existing audiences), and drive new relationships (new audiences). All our brand initiatives – including [Wellcome Photography](#)



[Prize](#) (WPP, re-launching later this year) and [When Science Finds a Way](#) (podcast) – seek to foster trust in our commitment to delivering our mission.

However, our existing initiatives don't fully capture the whole of Wellcome's story. We're looking to expand our toolbox with the Wellcome Global Monitor (WGM), giving us three complementary initiatives utilising differing approaches:

- WPP (visual) uses captivating imagery to spark emotional connections about the wonder of science and people's lived experience of the health challenges.
- The podcast (audio) delves deeper into the human stories behind our work (including those of researchers, policymakers and those with lived experience) and to highlight how science achieves impact in the world.
- WGM (data) will provide insightful analysis on the broader science and society issues that we articulate in our beliefs. It also contributes directly to understanding of trust in science around the world – without which our ability to deliver our mission will always be impaired.

Together, these three initiatives will create a more comprehensive picture of Wellcome as a whole – its mission, beliefs, and what we care about

4. 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. 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.

WGM will take place in a two-year reporting cycle with a report published annually alternating between a quantitative and qualitative report. For the quantitative research we are expecting to ask the same 15 questions for longitudinal data tracking. For the first time, qualitative research will also be carried out in 10-12 countries, exploring in more depth the findings from the quantitative research. We will publish new data annually, publishing quantitative findings in the first year and qualitative findings the following year in an alternating cycle. The two reports and communications will create the 'rhythm and pulse' needed for brand building.

Please note this RFP is for the quantitative fieldwork, cleaning/editing of the data and first stage of analysis work only. Further analysis, write up, qualitative work (RFP 2) and PR and comms (RFP 3) will be commissioned in two further RFPs at a later date.

Methodology

We expect the successful supplier to carry out quantitative survey design, cognitive testing and fieldwork to a very high standard. We expect the collection of high-quality representative data using a rigorous and robust sampling method. All aspects of the data collection should use industry standard best practice for delivering high quality cross-national survey data.



The sample for each country should be at least 1000 people and be representative of the general population. All necessary ethics and government permissions need to be granted ahead of data collection. We are open to surveys being conducted in different modes across countries, using a mix of in-person interviewing and/or CATI telephone interviewing. Bidders should justify their choice of survey modes, setting out how they would ensure high population coverage and comparability.

In addition, diversity and inclusion needs to be core to the sampling and methodological approach and consideration needs to be given to how to achieve greater representation of the local population, especially in low and middle-income countries. Gender, ethnicity, rural/urban locations and other demographic characteristics should be considered in the sampling frame in order to gain as representative sample as possible. Please outline the procedures you will use to ensure that the samples in each country will be representative of these key demographic characteristics and to ensure that no groups, particularly those marginalised/disadvantaged are excluded.

The research needs to be carried out in a minimum of 100 countries, and we are open to a higher number if logistically possible to increase our global representation. Please ensure good representation of Low- and Middle-income countries.

The collected data and analysis will need to be shared with a separate organisation (commissioned under RFP 2). The final quantitative data will also be made publicly available on our website following the [same format](#) as previous years. Please consider this in your proposal and how you would manage the transfer and make the data publicly available while adhering to GDPR and any other relevant data protection regulations.

Quantitative work timeline (wave one)

While below is our preferred timeline, reasonable adjustments can be made. Please confirm if you can deliver to this timeline or propose an amended version in your response.

Step 1: April-June 2024 – Procurement process for quantitative research (including working with academic advisor on quantitative methodology)

Step 2: April-June 2024 – Recruitment of the global External Advisory Board (by Wellcome)

Step 3: June-July 2024 – Questionnaire development

Step 4: July-August 2024 – Cognitive testing and piloting of the questionnaire

Step 5: Nov 2024-Aug 2025 – Translation of questionnaire and data collection

Step 6: August 2025-March 2026 – Data analysis

Step 7: March-April 2026 – Data transfer from Quantitative supplier to second agency for writeup

Step 8: March-July 2026 – Write-up

Step 9: September 2026 – Report launch



Step 10: September 2026-May 2027 – On-going comms activities

Organisations and consortiums

Given the large nature of this project it is recognised that more than one supplier may need to be involved in the successful delivery of this programme of work and we are therefore open to proposals submitted from a consortium of suppliers. However, we would require one lead supplier to be responsible for managing the project including co-ordination of all work conducted by partners, outputs developed as part of this project and liaison with the Wellcome project team. We would of course be open to dialogue and meetings with any partners as necessary but need these to be part of a fully co-ordinated and managed approach.

5. RFP Timetable

#	Activity	Responsibility	Date
1	RFP issue to Suppliers and issued on Contract Opportunities webpage	Wellcome	30 April 2024
2	Submission of Expression of Interest and Supplier Q&A	Supplier	8 May 2024
3	Return of Supplier Q&A to Suppliers	Wellcome	10 May 2024
4	Submission of RFP Full Response	Supplier	21 May 2024
5	RFP Evaluation	Wellcome	22 May – 31 May 2024
6	If invited to interview, submission of the TPSRA form	Supplier	w/c 3 June 2024
7	Supplier Presentations	Supplier	11 June 2024
8	Notification of Contract Award	Wellcome	Late June 2024
9	Contract Negotiation	Wellcome & Supplier	June and July 2024
10	Contract Start Date	Wellcome & Supplier	15 July 2024



6. 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 contact in accordance with the RFP timetable, which should contain the following information.

- Confirming whether you are an organisation or individual
- If an organisation please provide registered name, address, and registration number.
- 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 20 page (including images and tables) by the date in our timetable. A full proposal should show us the following:

- Should demonstrate a clear understanding of the RFP objectives and the intended outcomes and how the proposed approach will deliver these.
- Recommended approaches and methodology (including sampling frame, sample size and recruitment approach).
- Detailed timing plan for each stage (specifying if you are following our desired timeline or proposing an alternative)
- Use of incentives
- Deliverables at each stage
- Any assumptions made
- Details of any third-party suppliers or collaborators
- Details of the project team including a clear outline of responsibilities of each team member.



- An outline of your approach to project management, including communication and engagement plan with Wellcome.
- Diversity and inclusion considerations reflected 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.
- Your organisation’s actions and policies on Equity, Diversity and Inclusion.
- Please outline your approach to data protection in particular, 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. In particular, please outline how you would share the quantitative survey data with supplier two (working on further analysis and write up of the data) and make the data set open access.
- Please provide both costings for 15 questions (plus demographics) for Wellcome Global Monitor and costings for 15 questions for Wellcome Global Monitor (plus demographics) and a further eight questions previously cognitively tested (see page 2).
- Provide your cost proposal for each phase based upon the requirements set out within this procurement exercise setting out;
 - a) Cost breakdown (excluding VAT or any local taxes 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.	25%
Budget	A detailed budget breakdown and costing that is within the budget and meets all the requirements in this brief.	15%
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, we will not consider negotiations that are only raised after the contract has been awarded so as not to delay the contracting process. Please ensure you engage with a relevant legal contact if applicable. Contract feedback is to be incorporated into your proposal as an annex and in the following format;

Clause #	Issue	Proposed Solution/Comment

Suppliers submitting proposals as a registered company should review Wellcome's Standard terms and Conditions [document](#).

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

Individuals submitting proposals through their own personal services company please highlight this to the Wellcome contact immediately (see point 6 below).

Information Governance

Wellcome is committed to upholding data protection principles and protecting your information. The [Wellcome-Privacy-Statement-2023.pdf](#) 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 [GDPR/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 GDPR article 30 requirements.](#)



Suppliers will be asked to complete the [TPSRA2](#) assessment before presentation stage to assess how you handle data.

Supplier Presentations

Following a submission of the proposal, successful proposals will be invited to a meeting (in person in London at Wellcome offices (215 Euston Road) or virtually) which will last an hour and fifteen minutes in total and will be a PowerPoint presentation followed by questions and answers session.

7. About Wellcome

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.

8. 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.

9. 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. Wellcome are committed to ensuring diversity and inclusion is a part of everything we do, and we are committed to working with suppliers who align with our principles both in their own organisations but also in the work they deliver for us.

Please consider at all stages of this project how you will apply principles of diversity, inclusion and anti-racism. Accounting for Wellcome's diversity and anti-racism principles, outline how this is reflected in your proposal. Please share if you have a formal EDI strategy



and how you demonstrate a commitment to diversity and inclusion both internally and in your ways of working and research practice.

10. 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 \(www.gov.uk\)](https://www.gov.uk/guidance/disability-confident-employer-scheme). 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.

11. 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.

12. 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.

13. Funding

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

14. 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.

15. Sustainability

Wellcome is committed to procuring sustainable, ethical and responsibly sourced materials, goods and services. This means Wellcome seeks to purchase goods and services that minimise negative and enhance positive impacts on the environment and society locally, regionally and globally. To ensure Wellcome's business is conducted ethically and sustainably, we expect our suppliers, and their supply chains, to adhere to these principles in a responsible manner.

16. Wellcome Contact Details

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

Name:	Lily Ickowitz-Seidler
Pronouns:	She/her
Role:	Public Initiatives Manager
Email:	l.ickowitz-seidler@wellcome.org