



# Wellcome communications

Working with the University of Oxford

Clare Ryan, November 2016

# Our origins

We remain true to the vision and values of our founder, Sir Henry Wellcome, a medical entrepreneur, collector and philanthropist.





**Wellcome exists to improve  
health for everyone by helping  
great ideas to thrive.**



Wellcome – more  
than a funder





# Mitochondrial donation



# Influencing debate

THE TIMES

## Letters to the Editor

News | **Opinion** | Business | Money | Sport | Life | Arts | Puzzles | Papers

### Three-person IVF

Last updated at 6:45PM, January 28 2015

Sir, Mitochondrial diseases are devastating inherited conditions causing disability and death, which are passed from mothers to children. They are caused by faulty mitochondria — “batteries” that provide cells with energy — and cannot usually be prevented or cured.

Mitochondrial donation, sometimes known as “three-person IVF”, offers some affected families a chance of having a healthy child, but the law currently prevents clinical use. After seven years of consultation and inquiry that have revealed broad public, scientific and ethical approval, the government has proposed regulations that would allow these families to benefit.

We urge parliament to support these regulations in votes that are expected imminently. A vote in favour will not allow clinics to offer mitochondrial donation immediately: they will still need a licence from the Human Fertilisation and Embryology Authority, which will be granted only with scientific evidence that any risks in each particular case are low. Passing the regulations now will allow this licensing process to begin, so that families do not face further delay.

The question that parliamentarians must consider is not whether they would want to use this technology themselves, but whether there are good grounds to prevent affected families from doing so. We believe that those who know what it is like to care for, and sometimes to lose, an extremely sick child are the people best placed to decide whether this technology is right for them, with medical advice and within the strict regulatory framework proposed. They have been waiting for the science for long enough. They should not have to wait for the law to catch up.

UK election world sport football opinion culture business lifestyle fashion environment tech travel

home > opinion columnists

Health  
Comment is free

This isn't about three-parent babies. It's about saving families needless misery  
Polly Toynbee

The religious lobby is urging MPs to vote against mitochondrial replacement - yet the public wants it

Tuesday 3 February 2015 06:00 GMT

3,949 Shares 523 Comments



Once faulty mitochondria is replaced, children never pass on the disease. Photograph: Ben Birchall

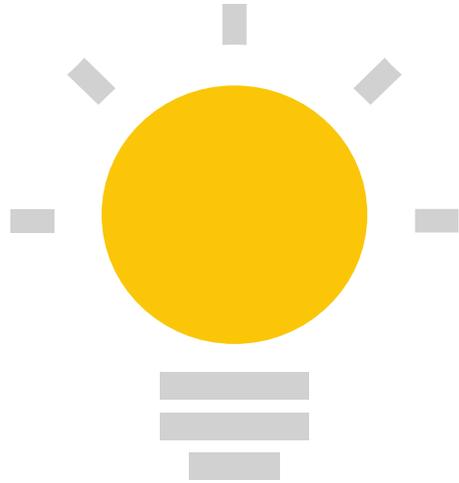


**Ebola vaccine**





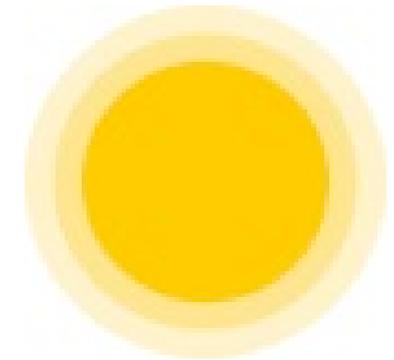
# Our approach



Advancing ideas



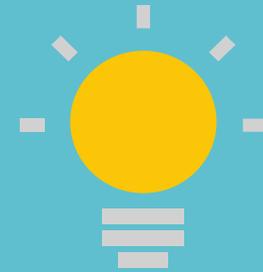
Seizing opportunities



Driving reform



# Advancing ideas



**14,000**

people supported

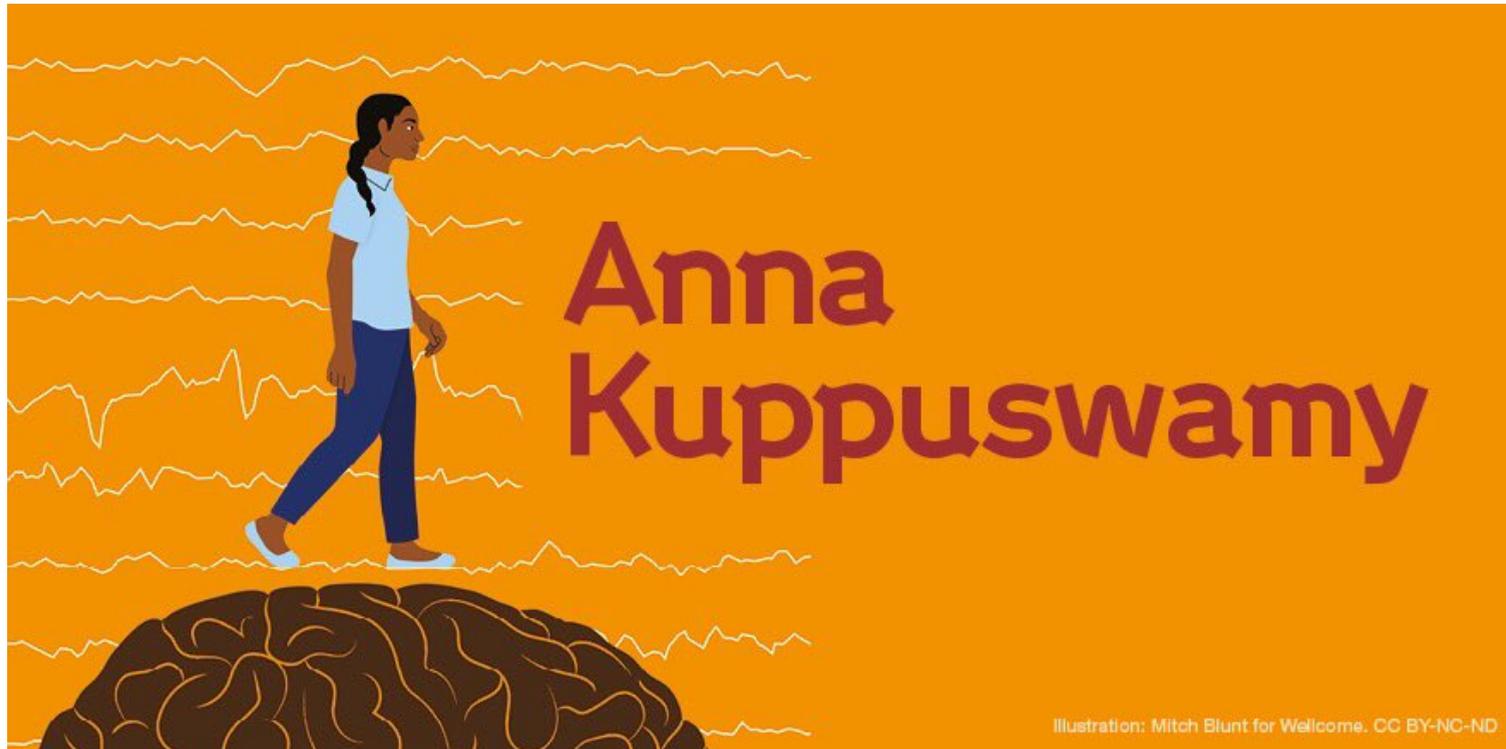
**70**

countries

**£5bn**

spending aim over  
the next five years

# Celebrating research



Researcher  
campaign in  
November

#advancing ideas

Each day a new  
early career  
researcher profiled

# Our priorities

## Now

- Our planet, our health
- Strengthening research systems in Africa
- Improving primary school science education

## Future...

- Vaccines
- Drug-resistant infection
- Diversity in science
- Open data

# Communications strategy

- Before we start any communications we ask two questions:
  - What are we (Wellcome) trying to achieve?
  - Who do we need to reach and understand to achieve what we want?
- We want to increase our influence and reach as a **global thought leader**
- We want **to be more prioritised by focusing on fewer topics**
- Manage our reputation and strengthen our brand
- Embed a culture of expertise and innovation in communications

# How?

We want to make more of our existing network by creating **more and better advocates** for Wellcome.

We will reserve significant resource to build influence on **a few** key issues, by repeating powerful messages.

We do this by weekly, quarterly and yearly **planning** using a series of grids

Test concepts and ideas with **our audiences** and feed them back to inform our messaging

# Wellcome awards 2014/15

Rank*	UK Organisation	2014/15					Past five years				
		Number of Awards	Value of Awards	Response-mode Schemes			Number of Awards	Value of Awards	Response-mode Schemes		
Number of Applications	Number of Awards			Award Rate	Number of Applications	Number of Awards			Award Rate		
1	University of Oxford	115	£161,663,388	216	66	31%	512	£433,618,313	901	308	34%
2	University of Cambridge	92	£59,510,183	165	56	34%	400	£303,494,037	707	222	31%
3	University College London	71	£47,566,952	196	47	24%	332	£219,678,329	855	218	25%
4	Imperial College London	48	£31,307,191	139	36	26%	219	£137,920,930	634	147	23%
5	University of Edinburgh	53	£37,990,317	113	34	30%	216	£132,085,850	428	125	29%
6	King's College London	34	£13,120,616	128	29	23%	143	£93,801,161	529	111	21%
7	University of Dundee	12	£9,782,253	24	3	13%	88	£86,889,936	125	43	34%
8	London School of Hygiene & Tropical Medicine	32	£16,676,819	66	27	41%	117	£70,719,809	200	86	43%
9	Newcastle University	13	£9,518,533	36	7	19%	82	£50,107,840	173	44	25%
10	University of Glasgow	16	£9,380,974	47	8	17%	92	£48,097,834	217	45	21%

# What we want from you

Strong research communications

Tell us about Wellcome-funded spokespeople – training, advice on building influence, profile building

Coordination across Oxford communications

Cross-promotion of content

# Future ideas

Opportunities for regular partnerships?

Global events?

Linking policy and communications on specific initiatives

# Contact

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