



Diversity Project Cognitive Diversity Research Project

Deadline date for proposals: 29th of September 2024.

FAQs

1. How are you defining cognitive diversity?

We are using the term 'cognitive diversity' to refer to the variety of perspectives, ideas, experiences, beliefs and ways of interpreting information or approaching an issue that different people have. We are not specifically referring here to neurodiversity but to the differences in the ways we all think and behave.

2. What is the timescale of the project?

We envisage a timescale of 6-12 months for this project, assuming researchers agree there is no need for additional primary research. If you believe that new primary research is required please explain why within your submission; we understand that this would extend the timescale (and potentially the funding needs) for the research but are obviously keen to hear the arguments and if they are compelling, will revise our expectations accordingly.

3. What is the budget for this research project?

Currently our board has given guidance of £50,000 - £75,000 but again we accept this is based on a proposed methodology. We would anticipate finding a partner to help finance a significantly bigger project but again, would be happy to do that if we would have more confidence in the result. However, we accept we may need a bigger budget.

4. Will shortlisted submissions result in an interview to determine the best idea?

We may interview a shortlist as a final decider.