



SUPPLIER QUESTIONS AND ANSWERS

Request for Proposal (RFP): Reimagine Research 2

#	Supplier Question	Wellcome response
1	To what extent do you want findings to be directly comparable vs broadly comparable to the previous research?	We are quite open to the supplier to suggest the best approach to create a study that allows us to compare 2026 insights to those captured in the 2020 study. Therefore, being broadly comparable is fine if we get the depth of understanding that we need.
2	More information on a creative output - what do you mean by this? How many outputs are you hoping to receive and for which audiences? The RFP requests "digestible output formats" (e.g., infographics, podcasts) beyond traditional reports. Are there specific formats or a minimum number of creative?	By creative output we mean moving beyond simply providing two long form reports as outputs of this work. We would like to also have outputs that reach different audiences from researchers, funders, university/research institute leaders, professional services staff, policymakers and the public, in a way that is approachable and easy to understand. We do not have a specific number of outputs in mind; it is more about creating a way to share the findings of the report in an interesting manner. This could take different formats, for example, infographics, slide decks, or audio summaries. We are very open.
3	What's your desired split/weighting between the landscaping report and exploratory research?	If by exploratory research, we are talking about the "what researchers think about the cultures they work in" report. We don't have a specific split between the landscaping report and the exploratory research, although we do anticipate that the latter might take more time.



4	The previous report has a section on 'solutions and visions'. Are you also interested in this as part of this research? And are you interested in understanding the extent to which these have been picked up in the sector and/or informed Wellcome's own work?	Yes, we are interested in "solutions and visions". Like our last study, these insights will come from the researchers themselves, so it would be interesting to understand which ideas have been put into action since the 2020 report was published. This could be a great place for the landscaping report and the re-run study to link up. We are happy for the supplier to suggest an approach here.
5	What other geographies are you interested in having an analysis of for the 2026 update report?	We would like the study to now focus solely on the UK. This is a change from the originally advertised RFP document which has now been updated. This aligns with our recently updated strategy articulation focusing our work on our four priority geographies of the UK and low- and middle-income countries in Africa, Southeast and South Asia. Outside of this study we have recently done studies to better understand research cultures in Africa and Southeast Asia which this work will sit alongside. We are aware that this shift to a UK only study may create a slight mismatch with the original 2020 study where 24% of survey respondents were outside of the UK but we believe this can be resolved.
6	What are you hoping to explore/understand via the quantitative data? Do you have any particular analytical methodologies in mind?	Similar to our last report in 2020, we hope that quantitative data will provide us insight into the frequency and scale of different experiences, perspectives, and opinions. We don't have any particular analytical methodologies in mind. We are leaving this to the supplier to propose. However, all the methodology used in the previous study is available and can be built on. For the landscaping report, we leave that to the supplier to propose a suitable methodological approach.



7	Do you have a budget range or maximum budget in mind? As the RFP notes, Wellcome will be guided by the supplier on a reasonable budget. Can Wellcome share an indicative budget range or envelope from the original 2020 study to support a more accurate non-binding estimate at this stage? Should we budget for marketing (to advertise the survey) and creative agencies (for dissemination) in our proposal, or will that be worked out separately with Wellcome's comms teams?	Yes The original 2020 study came in at around £80,000, including an extended literature review, the qualitative interviews, co-creation workshops, quantitative phase and the analysis. So, while we expect this piece of work to be more expensive, we are working to a maximum budget of £250,000 excluding VAT. The supplier is expected to be able to lead on the advertising of the survey and any other research recruitment, and Wellcome's communication team will provide support to help reach our target audiences. Therefore, it makes sense to include marketing in this budget. Regarding the creative dissemination, we would like the supplier to propose creative outputs that they can deliver, while the actual dissemination will likely be led by the Wellcome communication team or delivered in collaboration with the supplier depending on the specifically proposed output. The creation of the creative output should be budgeted by the supplier.
8	How many responses have you received to this Expression of Interest?	We do not share this information
9	The previous partner, Shift Learning, is a specialist education research agency with its own researcher panel. We do not have our own researcher network, but are confident we can reach them through our partners. Would this approach disadvantage our proposal, and	We do not envision this to be a disadvantage to the selected supplier. However, we will expect the supplier to have a clear strategy on how they will reach the target audience. Wellcome will support recruitment by sharing with our network via



	can we access Wellcome Audience Collectives/contact lists?	newsletters and social media etc. However, we will not share our audience details and contact lists with the selected supplier.
10	The brief mentions reporting needs to be 'digestible for a wide variety of audiences'. Who, specifically, are the audiences for this work?	We would like to reach students, researchers, university and institution leaders, professional services staff, policymakers, and other funders. While a long report can be a useful means of disseminating information, we are also looking for outputs that can communicate the main findings in a more creative and interesting format. This will be particularly important to reach "time poor" audiences.
11	Do you a) hope b) expect the scale of research to be the same as, larger than, or smaller than Phase 1's n94 qual and n4000 quant, and why? We understand that, following the previous study, Wellcome requests about 4,000 survey responses, of which some 3,000 from the UK. Please could you clarify the rationale behind this target, e.g. is it driven by subgroup analysis requirements (such as quota sampling across specific segments)? Would Wellcome consider a smaller sample? The original 2020 study had 4,000+ survey responses and ~100 interviews. The RFP says the 2026 study should be "comparable in scale and quality." Is 4,000+ the minimum target for the survey, or is this flexible based on methodology? Similarly, is ~100 the expected minimum for qualitative interviews?	We are hoping for the scale of research to be similar to the original report. Our reasoning is to provide a sample size that enables us to have findings that are comparable to the original study while reaching a diverse range of researchers, in different types of institutions and regions in the UK. However, we are very aware that over 4000 survey responses and 90 interviews may be hard to replicate and may not be required, so we are happy for a supplier to propose an alternative approach explaining why this scale would not be required.



12	The brief asks for inclusion of other geographies alongside UK regional analysis. Is this for both qual and quant, are there any international geographies you are particularly interested in, and is the purpose to benchmark/compare with the UK - or for other reasons?	We would now like to work solely on the UK. This has now been updated in the RFP. This would align with our recently updated strategy articulation, and focus on our four priority geographies of the UK and low- and middle-income countries in Africa, Southeast and South Asia. Wellcome has already completed similar research culture studies for Africa and Southeast Asia. As this work now focuses on the UK only, there is no need for international comparison.
13	You request more digestible output formats - are you looking for activations beyond the reporting to be included in the proposal e.g. the previous Reimagine Research festival? If so, what proportion of budget would you expect to dedicate to dissemination and activation, and how do you envisage Wellcome teams collaborating with the chosen agency on this?	We are not currently looking for activations beyond reporting, such as the Reimagine Research festival. The aim of the creative dissemination is to share our findings in more interesting ways other than a long form report. For example, slide decks for specific audiences, infographics and much more. However, if the supplier thinks that activations beyond reporting would be an interesting approach to sharing our findings, please add these to your proposal. We are very open to creative forms of sharing the report outputs. We envisage the Wellcome team working closely with the chosen supplier to ensure that the creative output meets our needs. The Wellcome communications team will likely led on the dissemination of all the project outputs. Unless there are specific creative approaches that would require working more closely with the supplier.
14	Could you provide a working definition of research culture, particularly a healthy/successful research	We generally use the Royal Society's definition of research culture.



	culture which Wellcome believes would best secure its strategic outcomes?	<i>“Research culture encompasses the behaviours, values, expectations, attitudes and norms of our research communities. It influences researchers’ career paths and determines the way that research is conducted and communicated.”</i> We don’t have a set way of describing healthy research culture but we generally see a healthy/successful research culture as one that provides an environment that allows a diverse range of people to lead, participate, and benefit from research. To achieve this, the systems, structures, policies and practices, including incentives and rewards, need to promote positive and inclusive working environments.
15	Could you clarify the ideal scope of any international comparisons you would expect in a successful bid? Are there particular countries/geographies of interest as comparators to the UK (e.g. Netherlands, Australia, Canada?)	We have now decided to focus this work entirely on the UK. Therefore, there is no need for international comparison. This has also been updated on the RFP document.
16	Will successful bidders have access to raw anonymised underlying dataset from the 2019/2020 study to support comparability analysis, in addition to published materials?	Yes, all our published material including the raw anonymised underlying datasets will be given to the supplier. They should have also been included in the information provided in the RFP document, but this was not in the case due to an uploading error which has now been fixed. Please review this information in the now updated RFP document.
17	Linking the two outputs: The landscaping report and the 2026 survey/interview study appear closely linked. Would Wellcome additionally be amenable to an approach in which we update an existing systematic evidence base on research culture practices and issues	Suppliers should propose whatever approach they believe is best to meet the requirements of the RFP.



	(drawing on, and extending past 2022, a prior systematic review we have already coded against a UK/global research-culture lens, Manohar et al, forthcoming: https://www.researchsquare.com/article/rs-8632071/v1) to further inform the design of the 2026 survey and interview guide?	
18	Access to original study materials: Can Wellcome confirm whether the original 2020 survey instrument, interview guide, sampling frame (including any disciplinary focus applied), and underlying/raw anonymized data (Appendices 1 and 2) will be made available in full to the appointed supplier, to support direct comparability of new survey items and analysis?	Yes, all this material will be made available to the supplier. Appendices 1 and 2 should have also been included in the information provided as part of the RFP document, but this was not added due to an uploading error which has now been fixed. Please review the updated RFP document.
19	Sampling scope and recruitment support: The original survey was open globally but primarily captured UK researchers. Could Wellcome confirm whether the UK regional analysis requires a minimum sample size or specific regional breakdown, and whether Wellcome anticipates supporting respondent recruitment, for example via grantee, alumni, or partner institution networks, specifically for underrepresented groups such as disabled researchers and researchers from racially minoritized backgrounds?	This survey aims to capture insights from UK researchers only. We are looking for a study with a similar UK sample size as the last study, however we will be guided by the supplier to understand what a suitable sample size would be for the overall study. We would like enough responses to confidently understand any differences based on demographics or geography that exist in the UK research ecosystem. Wellcome will support the recruitment by sharing with our networks via our newsletter, social media accounts, and networks. However, we expect the selected supplier to be able to lead the recruitment process.
20	Timeline: Given the scope of both outputs, including a comparable 4,000 plus respondent survey, around 100 interviews, and recruitment of underrepresented groups,	We would like the work to be completed by June 2027. We can flex until the end of July 2027, but no further due to our internal timelines.



	the stated June 2027 completion date allows roughly eight months from the contract start date. Would Wellcome consider a 12-month delivery window, to around October 2027, to protect quality and full recruitment rather than compressing the scope to fit eight months?	
21	Can the Authority confirm whether it would approve suppliers using AI tools to assist with the search, analysis and synthesis of literature for the landscaping report, and the analysis and synthesis of the qualitative interviews? All such use would be subject to human oversight and our internal guardrail processes (including data protection controls and accuracy checks), with the project team retaining full responsibility for the quality and integrity of all outputs. Is there any Wellcome policy governing the use of AI tools for transcription, collation of data, or any other use-cases? What are your preferences, policies or expectations around use of AI to assist in analysis of a large qualitative data set? Would you welcome a hybrid approach if we can ensure rigour, ethics, equity? Would you specifically want to see this used in order to reduce costs of traditional analysis methods for a very large qualitative dataset? Or are you fundamental against AI for qualitative projects?	We are not against the use of AI tools to support this research and we don't have a specific preference for it not to be used. We will of course would want to ensure that the use of any AI tool is ethical, rigorous, and equitable. Any proposed use of AI in this study should be outlined in the methodology and would need to be approved by Wellcome before the work can commence. This will be managed as part of contract negotiations with the successful supplier.



22	The RFP notes that activities need to be complete by June 2027. Please can you confirm if that's the start or end of June 2027?	The end of June 2027.
23	The 2019 research included 4 co-creation workshops. Would you expect similar workshops to be included as activities this time?	We would like the survey design to be informed by insights from active researchers. This can take the form of co-creation workshops, but we are open to other approaches.
24	The RFP notes that you want to increase representation of researchers from racially minoritised backgrounds, and researchers living with a disability. Do you have a particular target i.e. do you have minimum expectations or target sample sizes/quotas for key groups and analyses (for survey and qualitative interviews), including UK sample, UK regional analysis, international comparisons, career stages, recent leavers, institution/sector type, and researchers from racially minoritised backgrounds and researchers living with a disability? If not, should suppliers propose an appropriate sampling strategy? The RFP emphasizes increasing representation of racially minoritised researchers and researchers with disabilities. Are there specific percentage targets or minimum sample sizes for these groups, or will Wellcome provide benchmarks from the 2020 study for comparison?	Ideally, we would like to study to have a sample size that is representative of the demographic diversity within the UK research workforce. For example., Black people represent around 2% of the STEM workforce, so we would like at least 2% of our respondents to be from Black heritage backgrounds. The supplier should propose an appropriate sampling strategy to enable this. To understand the representation of these group in the previous study, the supplier should look at the links to the previous 2020 study provided as part of this RFP.



25	Do you expect direct re-contact of participants from the original 2019 survey? If so, are you able to provide contact details?	We do not have the ability to contact the participants involved in the original survey.
26	Are there any fixed expectations that suppliers should build into the project delivery plan i.e. co-creation workshops, researcher advisory sessions, interim outputs, publication dates or launch/dissemination milestones?	The work needs to be completed by the end of June 2027, with contracting expected to be completed by October 2026. Therefore, build your timeline around this. There is no currently planned publication date or launch/dissemination date planned. The aim is to have the outputs from the supplier by the end of June 2027. We would expect regular updates from the supplier on the progress of this work, including interim outputs. How insights from researchers are included in the project delivery plan are down to the suppliers' proposed project plan.
27	Would you be happy with the survey being advertised on the Wellcome website again, in addition to the use of other recruitment avenues?	We should be able to advertise and link to the survey on Wellcome.org. However, this should sit alongside the recruitment strategies that the supplier selects for this work.
28	The RFP notes that you want to increase representation of researchers from racially minoritised backgrounds, and researchers living with a disability. Are you open to changes to the 2019 survey that may make the survey more attractive or accessible to recruit these participants?	Yes, we are happy for the supplier to propose methods that would make the survey more attractive or accessible to aid recruitment.
29	For the landscaping report, we think it would be helpful to consult with a selection of experts. Might Wellcome be able to facilitate introductions for us to existing contacts?	Ideally the selected supplier will have a strong understanding of the UK research ecosystem and therefore will have a good idea of who is best to contact. The Wellcome team will be happy to facilitate introductions from our network where we can.



30	We assume you do not require translation of the survey or interviews for global participants and are happy for the research to only be conducted in English: please could you confirm this? If translation is expected, please could you indicate likely languages and regions.	The survey will focus on the UK only so only English would be required.
31	Do you expect the same breakdown in participation from a global perspective as the 2019 research?	The survey will focus only on the UK.
32	Can Wellcome confirm who acts as data controller for participant data, and whether ethics approval is the supplier's responsibility or sought through Wellcome's own process?	We would expect Wellcome and the supplier to act as joint data controllers. It will be the supplier's responsibility to work through ethics approval if required.
33	Can Wellcome confirm whether the survey and interviews are expected to cover sensitive topics (e.g. experiences of discrimination, harassment or wellbeing), and whether there are existing distress protocols or signposting arrangements bidders should align with?	We are looking for a study that is comparable to the 2020 study, which did cover sensitive topics, including bullying and harassment, mental health, and wellbeing. We will leave it to the supplier to suggest the best way to manage this.
34	To what extent will suppliers have access to the underlying materials from the 2019 study (e.g. survey instrument, interview guides, anonymised datasets), to support comparability in design and analysis?	The selected supplier will have access to all the published material and underlying material, including anonymised datasets which Wellcome has shared externally in an open access manner. This should have been included in the RFP document, but was not due to an error. This has now been resolved. Please review the updated RFP to see these details.
35	Can you clarify what Wellcome would consider a comparable scale for the updated study, in terms of survey sample size and qualitative interview volume? The RFP notes that the new study should be comparable to the 2020 study in both scale and quality. Could you please confirm whether the expectation is to	We are looking for a suitable scale of survey responses and qualitative volumes that will enable a comparable study. While we have described this as a similar scale, we understand that over 4000 responses and 94 interviews may not be required. Therefore, we ask the suppliers to outline their sampling approach in their proposal, including their reasoning behind



	replicate the scope and scale of the original study, or whether there is flexibility to propose an alternative approach where this can be justified while still meeting the project objectives?	their selected approach. We are flexible and open to other approaches.
36	Should the primary focus remain on researchers' experiences (as in the 2020 study), or is there an expectation to include wider groups who shape and experience research culture (e.g. technicians, research managers and professional staff)?	We are looking to primarily focus on the experience of those actively engaged in academic researchers. This will include roles such as technicians, research assistants and research managers. We are not currently looking to include professional services staff as their experiences have been captured by the ARMA research culture study, which has also been recently updated.
37	Would you be able to provide any indication of the expected overall scale of the work, including an indicative budget range?	The maximum budget for this work is £250,000 excluding VAT.
38	The RFP specifies a delivery deadline of June 2027 with a contract start date of 30 October 2026, giving approximately 8 months for delivery. Given the scale of the work and the academic quiet period mid-December to early January, we want to confirm our understanding of the timeline. Is the June 2027 deadline firm for all deliverables, or is there flexibility for phased delivery?	The deadline of June 2027 is for all the deliverables. We understand this timeline is tight, so we can flex until the end of July 2027, but no further as we are limited by our internal timelines. Deliverables can be phased over the course of the 8 months, but all outputs are needed by the deadline above.
39	The RFP asks for a study comparable to the 2020 study in scale and quality, which had over 4,000 survey responses. Is this scale a firm requirement, or is Wellcome open to proposals that prioritise depth and	We appreciate that the scale of over 4000 survey responses could be hard to reach and may not be required, so we are happy for the supplier to propose a suitable sampling approach to enable a comparable study.



	representativeness, particularly for underrepresented groups, over reaching a specific total sample size?	
40	To what extent should the updated study replicate the original methodology? Are you looking for a study that is directly comparable at the question level, or is comparability more broadly defined (for example covering the same themes and population while allowing methodological updates)? To what degree should the new study extend or adapt the methods of the previous study, relative to the need for maintaining direct comparability of findings? To what extent is strict comparability with the 2020 “What researchers think about the culture they work in” study required (e.g. replication of survey instruments, sampling strategy, geographic coverage)? Are there specific core modules or indicators that must remain unchanged to enable longitudinal analysis?	This is something that we are happy for the supplier to propose. We would like a broadly comparable study. There should be enough similarity in the questions between the two surveys so that we can have a longitudinal look at changing perspectives, experiences and opinions of research culture. However, we expect there to be changes at the question level as there are now issues that exist in the research environment that did not exist when the data was captured in 2019 or where less pertinent, so we don’t expect all of them to be exactly the same as the last survey.
41	Will Wellcome actively support recruitment by circulating survey invitations through its own networks and grantee communications, and if so, at what stage of the project would that support be available?	Wellcome is happy to circulate the survey to our network via newsletters, and other external communication. The stage of this support can be discussed with the supplier, but we anticipate there will be support at the launch of the survey and/or interview opportunities.
42	The specification notes that the majority of responses should be UK-based, with international representation. Is there a target proportion for international responses,	We would like the study to now focus solely on the UK. This aligns well with our recently updated strategy articulation focusing our work on our four priority geographies of the UK



	or a specific set of geographies Wellcome would prioritise beyond the UK? The RFP indicates that the majority of responses should come from the UK, with additional international representation. Is there a minimum proportion or target number expected from outside the UK, and if so, what geographic regions are in scope?	and low- and middle-income countries in Africa, Southeast and South Asia. Outside of this study we have recently done studies to better understand research cultures in Africa and Southeast Asia which this work will sit alongside. As a result of this change to a UK only study there is no expectation or target for international responses.
43	The landscaping report focuses on the UK R&D sector, while the researcher study requires a global sample with UK-specific analysis. Should the landscaping report also include international comparisons, or is it strictly UK-focused? If international, which regions/countries are prioritized?	We now would like both the landscaping report and the researcher study to now focus solely on the UK. Therefore, there is no need to include international comparisons.
44	The landscaping report covers changes from 2019 to present across funders, universities, and government. Does Wellcome envisage this as primarily a desk-based evidence synthesis, or would it expect primary data collection (for example, interviews with sector stakeholders) to form part of the landscaping phase?	We are happy for the supplier to propose the best approach to capture the required information.
45	The deliverables include creative dissemination outputs for both reports. Is there a budget envelope or format preference for these, or is Wellcome looking to suppliers to propose and cost this element?	We are looking for the supplier to propose and cost this as part of their proposal.
46	The contract start date is 30 October 2026 with all deliverables by June 2027. Given that the landscaping report findings are expected to inform survey design, and that the academic calendar is quiet from mid-December to early January, is Wellcome open to	Wellcome is happy with a phased delivery approach. The key part is for all the final outputs to be completed by the end of June 2027. Please outline your phased delivery approach in your proposal.



	phased delivery in which the landscaping report is completed by early 2027 and the researcher study report by June 2027?	
47	Are you also interested in trends and developments that may impact the future research culture?	Yes, this could be an interesting addition, especially for the landscaping report.
48	The original study included 100 qualitative interviews. Is there an explicit expectation that the update will include qualitative interviews and/or focus groups?	Yes, we would like the follow up study to include qualitative interviews and/or focus groups. We will leave it to the supplier to propose how they would approach this.
49	Should we budget for an advisory group for the project, or will that be handled separately by Wellcome?	If you decide to include an advisory group, please add this to your budget. Wellcome will not handle this.
50	Our team includes consultants with UK research expertise who are currently based overseas - is this acceptable?	Yes. The key thing is to have a strong understanding of the UK research ecosystem and to be able to reach a UK audience.
51	To what extent will Wellcome support dissemination of survey invitations through sector partners (e.g. university groups, funders, learned societies and professional associations) to maximise representative participation? Will Wellcome support the study through communications channels, email lists and social media?	We are happy to share the survey and support the study through our external communications such as our newsletters, social media accounts, and on our website. The supplier should ensure that they have a recruitment plan on how they will reach sector partners.
52	Could Wellcome provide any indication of the approximate proportions of survey responses excluded	The answers to this can be found in the materials provided with the RFP documents about the previous 2020 study.



	because of incomplete responses, duplicate responses, ineligible respondents, and data quality issues?	
53	Could you specify whether you expect an AI assisted analysis approach (incl. transcription of interviews and landscape review), in particular for a large qual data set as specified in the RFP? If so, how do you expect this to influence rigour, ethics, and cost of the project?	We don't have a particular expectation for suppliers to use or not use AI tools in this study. We ask the supplier to specify their proposed methodology in their proposal, including any AI-led analysis. Any specific AI uses need to be approved by the Wellcome team before the study commences and will be managed as part of contract negotiations with the successful supplier.
54	Relatedly, the RFP document mentions an international dimension to the work. could you specify what you mean by that, what proportion of data you expect to come from non-UK contributors, and what the implications would be for recruitment as well as costs (e.g. would international engagement be in English or would it require translation)	We have now decided to focus this study only on the UK. With the change English is the only required language and there is no need for international comparison.
55	Do you anticipate this work to undergo a formal Ethics approval prior to commencement? And, if so, would this through Wellcome's own approval pathways or are supplier expected to access their own (academic or independent) networks? And how would you expect this process to affect overall timeline of the project?	We do not anticipate this work to go through formal ethics approval. We expect that the supplier will work in an ethical manner, gaining consent from participants with clear articulation of why we are capturing their data and how the data will be used. If the supplier feels that formal ethical approval is necessary, this would be their responsibility to arrange this and it should be reflected in the overall project timeline.
56	You specify creative engagement and outputs as an important element of the project. Will the creative dissemination costs and creation of any design assets, infographics or designing of reports sit within the project	This would sit within the project budget, please put this into your proposed budget. The creative output would be the responsibility of the supplier. We would expect it to include



	budget, or outside of it, and would creative outputs be done by Wellcome's comms team/with Wellcome's branding or be the responsibility of the supplier?	Wellcome branding. The Wellcome team will guide the successful supplier on how to meet our brand guidelines.
57	Do you have specific requirements for contracting arrangements and types of suppliers? Will you consider contracting a consortium of sole traders, how would you envisage contracting to be set up and what would payment schedules look like? Do you favour a particular type of supplier. e.g. an academic group or a research agency or large consultancy firm? Is a small consortium of researcher consultants led by a sole trader, with subcontracting agreements between the researchers acceptable? We need to know whether our set-up makes our application impossible or unattractive before devoting significant time to making an application.	We are open to different supplier types. The key assessment will be the ability to produce the required outputs to a high standard in the specified timeframe. Suppliers should outline in their proposals why they are best placed to deliver this work. Contracting set up and payment schedules will be decided with the selected supplier.
58	Given the academic quiet period from mid-December to early January, and the potential expectation to collect 4,000+ survey responses, can you clarify the expected data collection window? Should we plan to complete all fieldwork outside this period (e.g., November–December or January–June), or is partial overlap acceptable?	The supplier should propose in their project timeline when they think the best time is to collect the data for the project. The quiet time has been flagged to help potential suppliers understand that academic environments slowdown in this period, and the target audience may be less responsive.
59	Does Wellcome have specific requirements for the project timeline? Is it expected that the survey is fielded before the end of 2026?	There is no expectation for the survey to be completed by the end of 2026. The supplier should outline the timeline they think would be best to complete this project and deliver the outputs by June 2027.



60	What timescales do Wellcome have in mind?	The supplier should complete the project and deliver the outputs by June 2027.
61	Please could you clarify where you would like content on Equity, Diversity, and Inclusion (EDI) to be included in the bid? There is a dedicated EDI section, but the evaluation criteria (p. 18) appear to suggest that EDI should also be included as a stand-alone (up to 250 word) part of the Methodology section.	There are two places to outline your approach to EDI. There is a standalone question specifically focused on your methodology, and a second question that interrogates your approach to EDI more broadly beyond methodology.
62	With lived experience involvement, what does Wellcome want and envisage. If our team is already researchers with varied lived experience of research are you also expecting additional lived experience contributors e.g. specifically with only a lived experience remit - to shape the project (i.e. not as participants in survey or qual interviews).	We will leave this to the supplier to propose the best methodology they think is required to meet the aims of this RFP. However, we are looking for a supplier to work closely with a cohort of active researchers.
63	The previous Reimagine Research work primarily included biomedical, biological and 'other sciences' researchers/ Should there be a focus on research culture in particularly areas/disciplines of research (those most aligned with Wellcomes medical/health portfolio) or is the remit broad? Is this the same across both quantitative and qualitative aspects of the project?	Similar to last time we are looking to focus on disciplines that are closely related to human life, health and wellbeing, including biomedical and biological sciences and other disciplines such as the humanities and social sciences closely related to health. This would be the same for both the quantitative and qualitative parts of the project. The exact disciplinary focus will be something to discuss between the Wellcome team and the selected supplier.
64	What expectations do you have regarding the representativeness of the data across demographics, UK coverage, and research/research-enabling staff groups?	We are happy for the representation to be similar to the 2020 staff, with better representation of demographics that were underrepresented in the previous study. Like last time, the focus will be on active researchers, such as early career



		research, research technicians and not research enabling staff. The experiences of research enabling staff have been captured by a similar survey led by ARMA which has also been updated in 2026.
65	Does Wellcome have defined parameters for the landscaping review (e.g. geographic focus, types of initiatives/funders/institutions to include), or is the supplier expected to propose prioritisation criteria? How should this component balance breadth (global mapping) versus depth (case-based analysis)?	We don't have defined parameters, we are looking for the supplier to propose an approach, and the final parameters can be defined in collaboration with the Wellcome team with the selected supplier. The main parameter is that this should focus on the UK Research and Development sector only.
66	It appears that the 2020 survey was based on an open online survey and that no weighting was applied - is Wellcome expecting a similar methodology and would the full dataset from 2020 be available? Are there priority groups (e.g. early career researchers, underrepresented communities) where oversampling or targeted methodologies are anticipated?	The full anonymised dataset has been provided as part of this RFP process. Unfortunately, it was not uploaded with the original RFP due to an error, but this has now been fixed. Please propose the most appropriate methodology to meet the requirements outlined in the RFP.
67	The RFP asks suppliers to assess whether sectoral shifts have "materially improved researchers' day-to-day experiences." Is Wellcome seeking to establish causal relationships between specific initiatives and researcher outcomes, or is identifying qualitative patterns of association sufficient?	We will leave it to the supplier to propose what would be the best method of capturing this insight. We were interested in understanding if these sectoral changes have been noticed by researchers and if they are seeing conditions in their working culture change along with the amount of research culture activity. If specific initiatives are driving change may come out from the study.
68	The RFP requests creative dissemination outputs alongside the two core reports. To what extent will Wellcome's communications team lead on dissemination planning, and what should suppliers assume they need	The Wellcome team will work with the supplier when it comes to dissemination planning. We anticipate that the majority of these outputs will be disseminated by the Wellcome team, through our channels. We are looking for the supplier to create



	to provide independently? Are there existing platforms, partnerships, or audience networks that outputs should be designed for?	suitable creative outputs to communicate the findings of the two reports in an interesting manner. We would like outputs that reach key audiences from researchers, funders, university/research institute leaders, professional services staff, policymakers and the public. The Wellcome team is happy to work with the suppliers to ensure we create the best possible outputs.
69	What was the dissemination approach in the previous project, and how was Wellcome involved?	The findings of the survey was published as an open access long form report on Wellcome.org. This dissemination was led by Wellcome and communicated via our main external communication channels. Alongside the open access report, all the underlying and extended data was published on Figshare. the previous study. The report received good press and interactions on social media and a research paper was published by the supplier on Wellcome Open Research. The report was followed up with a series of town halls.