



SWAG Cancer Alliance Open Funding Call: Early Diagnosis, Health Inequalities, Communications and Engagement

Funding Process, Guidance and Monitoring

Introduction

Earlier diagnosis of cancer will save or extend more lives and improve quality of life for people affected by cancer. SWAG Cancer Alliance is committed to improving outcomes through prevention and earlier detection of cancer.

Not everyone has the same opportunities to prevent, get diagnosed with, access treatment or survive cancer. These unfair and avoidable differences are referred to as health inequalities.

A core aim of the Somerset, Wiltshire, Avon and Gloucestershire (SWAG) Cancer Alliance is also to tackle health inequalities throughout the cancer pathway.

Funding is now available to support our partner organisations to deliver these two core aims. This document outlines the process in place to access these funds.

1. Who can access the funding

- Integrated Care Boards
- NHS Trusts
- Primary Care Networks
- GP Practices
- Pharmacies
- VCFSE organisations
- Some private limited companies

2. What activities or projects is the funding designed to support

Funding is available for:

- Projects that support early diagnosis of cancer
 - Screening
 - Timely presentation
 - Primary care pathways and support
 - Early Diagnosis initiatives (Innovation)
- Projects that reduce health inequalities*
 - Early diagnosis
 - Accessing diagnostic services
 - Treatment and care
 - Experiences of care



- Communications and engagement activities and materials that support the above

**See Appendix D for information on barriers to accessing services*

3. How much can we apply for?

- Up to £50,000 per project.
- Bids below £15,000 will be reviewed and a decision made by the relevant SWAG programme lead.
- Bids from £15,000 to £50,000 will be reviewed virtually by a panel and will be discussed where required.
- The monies awarded will be paid directly to the successful organisation.
- If you are applying on behalf of a company or charity, please include your organisation's Charity Number or Company Number in your application. If you don't have one, please include a link to your website, an example of previous work you've done, or the contact details of someone who can provide a reference.
- If your specific project requires over £50,000 then please contact us.

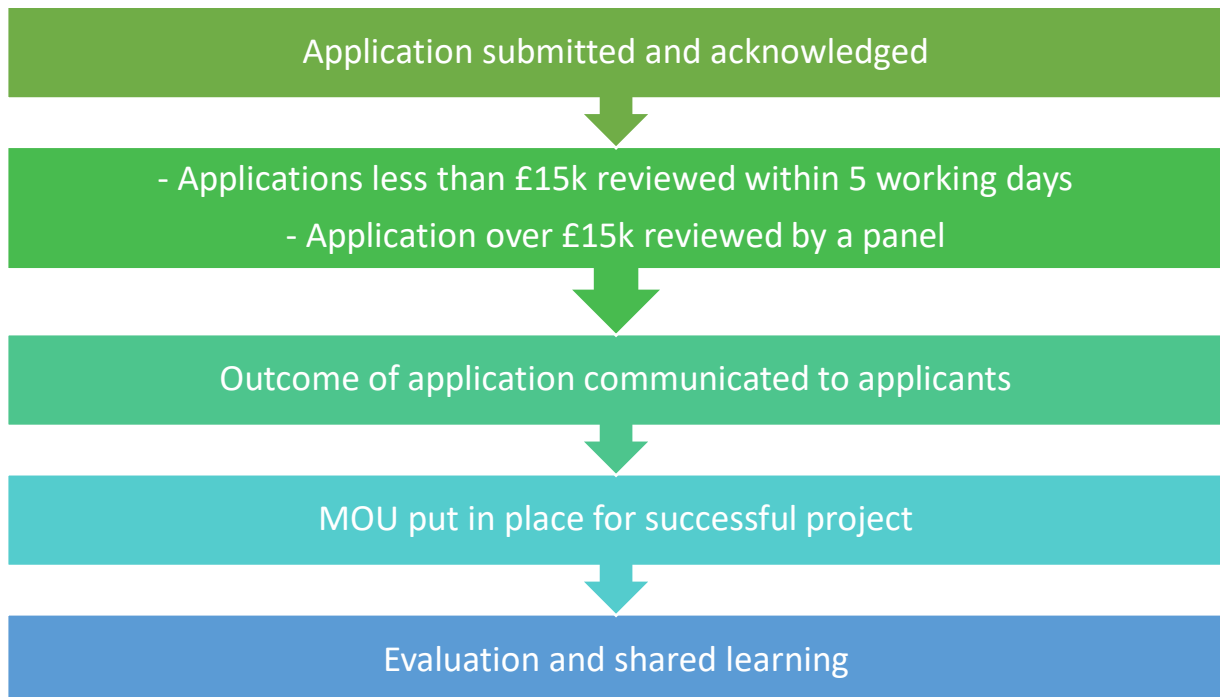
4. Funding requests should consider the following areas of strategic focus

1. The project supports SWAG CA's strategic goals of driving earlier diagnosis and reducing health inequalities
2. The application must outline expected outcomes of success/benefit that the project will achieve
3. The application must outline how the work will be evaluated including submitting data about the impact of your project
4. The project must be deliverable and viable
5. The project should be replicable to other areas across the SWAG Cancer Alliance footprint.
6. There should be a commitment to shared learning and education
7. Applicants must be willing to submit at least one case study per project
8. This fund is not designed to be an extension of an initiative already funded by the Cancer Alliance
9. Your project may be shared at SWAG, regional and national events.
10. You will be required to use the SWAG logos in any communications.

See Appendix A for detailed scoring matrix and Appendix C for our 10 tops tips on completing the application



5. Funding application, award and monitoring processes



Step 1: Application submitted and acknowledged

All requests for funding are to be submitted via the application form which can be found online at [Service Development Funding - SWAG Cancer Alliance](#).

All requests for funding will receive a 'receipt of proposal' email within 2 working days of submission.

Step 2: Reviewing applications

Each application will be reviewed based on the funding principles described in part 4) and scoring against the criteria outlined in Appendix A

Funding requests of up to £15k will be reviewed within 5 working days of the submission and the outcome communicated to the named contact.

Funding request between £15k - £50k will be reviewed by a panel made up of the following stakeholders:

- SWAG Clinical Director/Lead/CAG chair
- SWAG Managing Director/Alliance Manager
- SWAG Early Diagnosis and Health Inequalities Programme Manager
- ICB representative
- VCFSE representative
- Lead cancer nurse/AHP
- People with lived experience

Step 3: Outcome of application communicated to applicants



Funding requests of up to £15k will be reviewed within 5 working days of the submission and the outcome communicated to the named contact.

The outcome of applications reviewed by the panel will be communicated within 2 working days of the panel meeting.

The applicant/organisation will be informed of the outcome of the funding request along with details of how to access the funding/invoicing arrangements.

If your bid was unsuccessful, you will be provided with feedback but unfortunately, there is no appeal process.

Step 4: MOU put in place for successful project

A Memorandum of Understanding with successful applications will be put in place to provide assurance to SWAG CA on the appropriate use of funds. The MOU will outline the purpose and, conditions of the grant use (only for agreed activities), reporting requirements (simple evaluation form, evidence of spend) and the management of any underspend.

Step 5: Evaluation and shared learning

Successful applicants will be required to meet monthly with the SWAG team to discuss project progress. A standardised Progress and Finances Template (Appendix C) has been created for all organisations to complete in preparation of the meeting, to guide discussions and any actions identified.

At least one case study will be collected, and a final report will be produced based on data collected and submitted on completion of the project.

6. Timeline

Open for applications: **22 September 2025**

Deadline for submitting applications: **30 November 2025**

Panel review dates are as follows:

10 November 2025

18 December 2025

Applicants are advised to submit applications as soon as possible. If all funds are allocated at the first panel meeting, the open call will be closed early

Appendix A: Decision making criteria and scoring

Scoring criteria	How we score it
Project aligns to strategic priorities of the funding call: <ul style="list-style-type: none">- Early diagnosis- Health Inequalities	1 = Not clear
	3 = Somewhat
	5 = Very clear



- Communications and engagement	
Clear goals Clear explanation of the gap the project aims to address and the desired outcomes and benefits of the project	1 = Unclear 3 = Somewhat clear 5 = Very clear
Who will benefit? Clear explanation of the target groups the project aims to support, including a data led rationale for choosing these groups. (e.g. People who experience ethnic health inequalities, people in deprived areas, rural communities, LGBTQIA+, etc.)	1 = Not clear 3 = Somewhat 5 = Very clear
Partners and people involved Clear explanation of how patients, the public and stakeholders will be involved in the project	1 = Not really 3 = Somewhat 5 = Very clear
Measuring success and evaluation? Clear outline of success measures and how these will be measured	1 = None 3 = Some 5 = Strong partnership
Is it deliverable Are the key milestones realistic and achievable (activities, timescales, people involved)	1 = No plan 3 = Some plan 5 = Clear plan
Value for money Is it clear how the money will be spent and is it reasonable?	1 = Not clear 3 = Somewhat 5 = Very clear
Risks & future impact Have you thought about what could go wrong, and how the project could make a difference beyond the funding?	1 = Not clear 3 = Somewhat 5 = Very clear

Appendix B SWAG Funding Call – Monthly Progress and Finance Template

Section 1: Project Details

- Organisation Name: _____
- Project Title: _____
- Grant Amount Awarded: £ _____
- Report Month: _____



- Contact Person / Role: _____

Section 2: Progress Update

- Summary of activities delivered
- Key achievements
- Challenges / barriers encountered
- Planned activities for next month

Section 3: Engagement & Impact (can be adapted based on project)

- Number of people supported
- Number of activities delivered
- Demographic breakdown (if available)
- Case study or story (optional, can be submitted separately)

Section 4: Finance Update

Summary: on track / off track

Budget Category	Forecast (£)	Actual Spend to Date (£)	Variance (£)
Staffing / Outreach Worker			
Materials / Resources			
Other (please specify)			
Total			

Section 6: Declaration

I confirm that the information provided in this report is accurate and a true reflection of the project's progress and financial position.

Name: _____

Date: _____

Appendix c - Application Tips

This guidance sheet has been designed to help community organisations complete the SWAG Cancer Alliance Funding application form. It provides tips on what reviewers are looking for.



1. Keep it Simple and Clear

You don't need to use complex language. Explain your project in your own words. Make sure someone outside of your organisation can understand what you are trying to do.

2. Show the Link to Cancer

Explain how your project will help people to understand symptoms, screening, or early diagnosis of cancer. Make the connection clear.

3. Focus on Communities Most in Need

The fund is especially interested in projects that support communities who may face barriers to accessing healthcare (e.g. People who experience ethnic health inequalities, LGBTQIA+ people, people in deprived areas, rural communities). Be specific about who your project will work with.

4. Be Realistic About Delivery

Outline what you will do, when, and how. Reviewers want to see a plan that is achievable within the timeframe.

5. Work with Others

Partnership is important. If you are working with other organisations or people with lived experience, mention this. It shows that your project has support and local credibility.

6. Show How You Will Measure Success

Think about how you will know your project has made a difference. This might be the number of people attending workshops, feedback forms, or collecting case studies (stories from people who benefited).

7. Value for Money

Explain clearly what you need money for and how much it will cost. A simple breakdown is fine. Reviewers want to know how the money will be well spent.

8. Think About Risks

Every project has risks. Think about what could go wrong and how you would manage it. For example, if people don't turn up to events, how will you manage this?

9. Keep to the Fund's Priorities

Make sure your project clearly supports at least one of the key themes: reducing health inequalities, improving early diagnosis, and/or communication campaigns.

Appendix D – Barriers to accessing care causing health inequalities.



Barriers to medical care



Lack of
transportation



Unstable housing
or homelessness



Work
constraints



Cost-related
barriers



No phone or
internet access



Disability or access
issues



Language
barriers



Living in
rural/remote area



Medical
mistrust



Hard to navigate
systems



Literacy issues



Poor mental
health



Cultural or
religious beliefs



Fear of
diagnosis



Lack of social
support



Long wait
times



Inconvenient
appointment times



Denial or low
perceived risk



Bad past
experiences



Lack of digital
literacy



Inconsistent
communication



Negative peer
influence



Stigma or
societal norms



Caregiver
responsibilities



Embarrassment
or shame