

## Invitation to Tender: Evaluation of a digital-first supportive resource for people living with and beyond cancer

### Background

Wessex Cancer Alliance has developed a resource providing trusted information, signposting, and personalised support for people living with and beyond cancer. The supportive resource aims to improve patient confidence, self-management, and access to care, while reducing reliance on emergency services.

We have secured funding from Macmillan Cancer Support to commission an independent evaluation of the resource over a 12-month period, starting in March 2026.

### Scope of Work

The evaluation should provide robust evidence of the resource's effectiveness, relevance, and value for money, using the Magenta Book's three pillars:

- **Process:** Assess implementation, stakeholder engagement, and usage patterns (analytics, callback requests, care coordinator logs).
- **Impact:** Measure changes in patient confidence, anxiety, and self-management; workforce confidence; and reductions in avoidable service use.
- **Value for Money:** Conduct cost-benefit analysis and ROI assessment.

### Key activities include:

- Stakeholder interviews (patients, care coordinators, developers)
- Analysis of usage data
- Development and distribution of surveys
- Observational testing and feedback sessions
- Production of a final evaluation report with actionable recommendations

### Requirements

We seek an evaluator or organisation with:

- Proven experience in health service evaluation including health economic evaluation, ideally cancer or digital health interventions
- Familiarity with mixed-methods approaches and patient involvement
- Ability to deliver within agreed timelines and budget

### Deliverables

- Evaluation framework and plan
- Interim findings (as agreed)
- Final report with recommendations for improvement and sustainability

### Next Steps

Please submit a **quote and brief proposal** outlining:

- Your approach and methodology
- Relevant experience
- Timeline and key milestones
- Total cost (including VAT if applicable)

**Deadline for submission:** Jan 30th, 2026,

**Send proposals to:** wessexcanceralliance@wca.uhs.nhs.uk

**Include in email header:** EOI: Evaluation of WCA Supportive Resource – FAO Teresa Corbett

Bid Submission Template

Please complete all sections of this template and submit along with your quote by the stated deadline.

Section	Detail
1. Organisation Details	<ul style="list-style-type: none"> <li>- Organisation Name</li> <li>- Contact Person</li> <li>- Address</li> <li>- Email and Phone</li> </ul>
2. Proposed Methodology and Approach (400 words)	<ul style="list-style-type: none"> <li>- Outline your evaluation framework and methods</li> <li>- How will you address process, impact, and value for money?</li> </ul>
3. Relevant Experience (400 words)	<ul style="list-style-type: none"> <li>- Provide examples of similar evaluations</li> <li>- Include references if available</li> </ul>
4. Timeline and Key Milestones (400 words)	<ul style="list-style-type: none"> <li>- Proposed start and end dates</li> <li>- Key deliverables and deadlines</li> </ul>
5. Cost Breakdown	<ul style="list-style-type: none"> <li>- Total cost (including VAT if applicable)</li> <li>- Breakdown by activity (consultancy, engagement, data collection, reporting)</li> </ul>
6. Stakeholder Engagement Plan (400 words)	<ul style="list-style-type: none"> <li>- How will you involve patients, workforce, and other stakeholders?</li> </ul>
<b>7. Declaration</b> I confirm that the information provided is accurate and that the organisation can deliver the evaluation within the agreed budget and timeline. <div style="text-align: right; margin-top: 10px;"> <input style="width: 60px; height: 20px; border: 1px solid black;" type="text"/> </div>	
Name, Position, Signature, Date	

**Guidance for Bidders:**

Your proposal must align with the Magenta Book principles for evaluation: Process, Impact, and Value for Money. Please address the prompts under each section to demonstrate compliance.

- Explain how your approach addresses Process, Impact, and Value for Money.
- How will you ensure proportionality and transparency in your evaluation?
- Provide examples of evaluations aligned with Magenta Book principles.
- Include milestones for data collection, stakeholder engagement, and reporting.
- Explain how resources will support robust evaluation across all three pillars.
- How will you involve patients and professionals in shaping and interpreting findings?