

NHS Cancer Programme Innovation Open Call: Evaluation Guidance for Applicants and Awardees

NHS England



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Prepared by: NHS Cancer Programme Cancer Analysis Insights Team (CAIT)

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Introduction to this document

This document (Evaluation Guidance for Applicants and Awardees) is for people interested in applying to the NHS Cancer Programme Innovation Open Call and for successful awardees. The document sets out the steps that NHS Cancer Programme Innovation Open Call applicants and awardees must take to complete the evaluation sections of the application as well as, develop a successful evaluation plan once funded. See Appendix 1 for a diagram of these steps.

The NHS Cancer Programme's Innovation Open Call awardees are required to commission and deliver a comprehensive independent (service) evaluation. Details of the evaluation plan will be requested as part of the application form and costs associated with this should be budgeted accordingly upon submission.

The evaluation should be delivered by an independent organisation meaning successful applicants will be required to commission an evaluation partner. The NHS Cancer Programme has provided the following guides to support with this process:

- [An Introductory Guide to Evaluation](#)
- [A Guide to Logic Models](#)

See [Appendix 2](#) for more information regarding these guides and [Appendix 3](#) for an overview of the evaluation templates provided. Section A of this document describes the steps required by all applicants whereas section B details the steps required by successful applicants only.

Section A: Required by all applicants

1.1 All applicants submit logic model and high-level evaluation plan within application

All applicants will need to complete step 1 of this process. This involves submitting a logic model and providing a high-level evaluation plan.

1.1.1 Logic model

Applicants are required to submit a logic model to describe the Theory of Change for their project. A Theory of Change is a description of how and why a desired change is expected to happen in a particular context and is a useful approach for both programme management and evaluation purposes. A logic model is a visual way of describing how an intervention intends to work and articulating your Theory of Change. Developing a logic model will help you identify the questions to be addressed by an evaluation and identify underlying assumptions. The NHS Cancer Programme have provided the following resources to support applicants develop a logic model:

- [A Guide to Logic models](#)
- A [Logic Model template](#) which can help to guide you through the process of developing a Logic Model. However, it is not mandatory to use this template and applicants are welcome to submit a logic model using a different template if preferred.

1.1.2 High level evaluation plan

Question 4.5 of the application form requires applicants to provide an evaluation plan (including your evaluation aims and questions) in 500 words. There is information on how to successfully answer this question in the [Applicant guidance](#). Applicants are also encouraged to read the [Introductory guide to evaluation](#) before answering this question.

Section B: Required by successful applicants only

1.2 Step 1: successful applicants re-submit logic model and an evaluation mapping template

The logic model and evaluation plan included in the application will be reviewed by the NHS Cancer Programme. Successful applicants will receive feedback on their evaluation plan and will be able to use this feedback to refine the [logic model template](#) and develop an [evaluation mapping table](#). The evaluation mapping table supports awardees to establish evaluation questions and identify necessary methods to answer each evaluation question.

The evaluation mapping table, and a revised logic model template will need to be submitted within one month of the project initiation. Once submitted, The NHS Cancer Programme will review both documents and will provide an opportunity for a one-to-one meeting with the project team to discuss the evaluation in more detail.

Successful applicants will then be required to develop a comprehensive evaluation strategy. Feedback and support provided by The NHS Cancer Programme should be used to revise logic model and evaluation mapping table, as well as inform the preparation of the overall evaluation strategy (detailed in step 2). This process is set out in Appendix 1 of this document.

1.3 Step 2: re-submit step 1 documents and successful applicants develop and submit evaluation strategy

Successful applicants are required to submit a comprehensive evaluation strategy within the first three months of the project. This should be submitted alongside revised versions of the logic model, evaluation mapping template and a first version of the data metric mapping table. See Appendices 2 and 3 for a list of the guides available and the mandatory templates required for this process.

Submitted evaluation strategies will be reviewed and signed-off by The NHS Cancer Programme. Evaluation strategies will be required to meet a minimum threshold to achieve sign-off, however this does not guarantee that the evaluation will be sufficient for future decision-making. Applicants and awardees should consider what evidence is required for decision-makers and are encouraged to engage with these stakeholders in the development of the evaluation strategy.

An evaluation strategy is a document which sets out the overall approach to the evaluation and outlines the specific methodological approaches to be taken to address each of the evaluation questions. It also outlines the timeline for evaluation activities and the resource which will be allocated for the evaluation. A strategy can be used to highlight any risks to the evaluation and how these might be mitigated, and clarify governance approaches for the evaluation, for example, who is overseeing the outputs and ensuring the evaluation is kept on track. The NHS Cancer Programme have provided the following resources to support with this process:

- An [evaluation strategy template](#) which is a document that will need to be completed to ensure all necessary features of the evaluation have been considered. There are descriptions provided for each of the sections to guide project teams through developing the strategy.
- A [data metric mapping table](#) which maps the evaluation methods, and data metrics with each of the evaluation questions.

The evaluation strategy and data metric mapping table will need to be submitted three months after the project starts.

These documents will need to be reviewed and signed-off by the NHS Cancer Programme. The criteria used to assess the evaluation strategy are described within the evaluation strategy template. Evaluation strategies will only be signed-off if they meet the following minimum thresholds:

1. Clear identification of the gap in the evidence that the evaluation will address.
2. Evaluation questions that link to the logic model and the evidence gap identified.
3. Measurable outcomes identified that are linked to the evaluation questions.
4. Data collection plans that are realistic, within the evaluation timeframe.
5. Sufficient resources allocated to all evaluation workstreams.
6. Risks and mitigations have been considered for all workstreams.
7. SMART¹ data metrics that will be available throughout the evaluation to monitor the project progress.

1.4 Step 3: Submit revised evaluation strategy

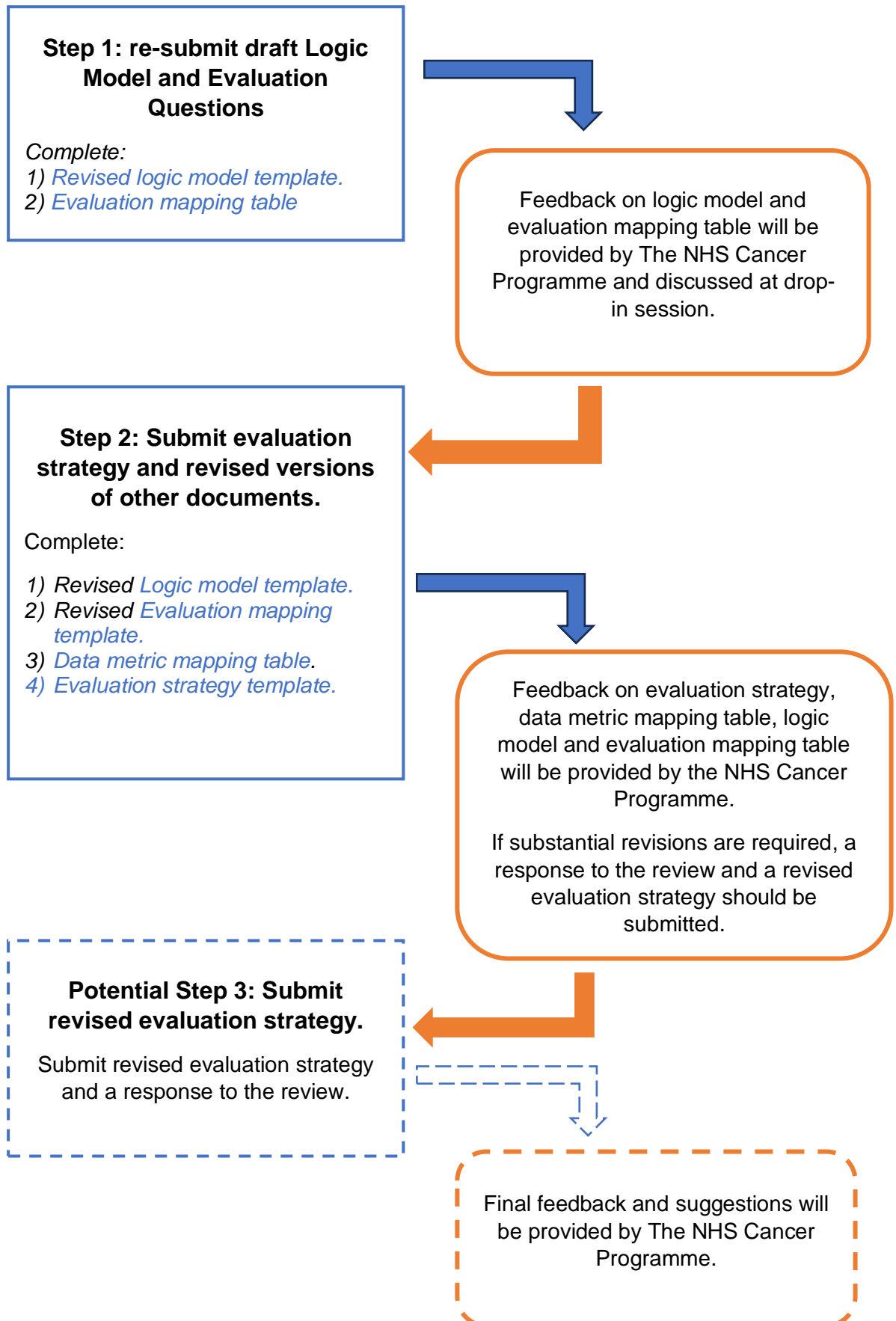
Only required if evaluation strategy is not signed off in step 2

If substantial revisions to the evaluation strategy are required before it meets the minimum thresholds, The NHS Cancer Programme will request a response to the reviewers' comments and a revised evaluation strategy. Individual meetings with The NHS Cancer Programme can be arranged to support this stage of the process.

¹ Specific, Measurable, Attainable, Relevant, Timely

Appendices

Appendix 1: Evaluation Review Process (for successful applicants)



Appendix 2: Available Evaluation Guides

The NHS Cancer Programme has provided several resources to support applicants and awardees with developing a robust evaluation. This includes:

A) An Introduction to Approaches to Evaluation

The guide is available to applicants to support them to develop their evaluation as part of their application.

This guide sets out:

- An introduction to evaluation and why it is important.
- Developing a Theory of Change for evaluation.
- Key approaches to evaluation.
- Data collection strategies.

B) A Guide to Logic Models

These PowerPoint slides provide a brief overview of how to develop a Theory of Change and Logic Models and provides an example.

Appendix 3: Evaluation Templates Table

This table describes the stages for submitting an evaluation strategy and describes the resources provided to support the development of the evaluation strategy.

Resource name	Logic model template	Evaluation mapping table	Data metric mapping table template	Evaluation strategy template
Purpose	To define the theory of change for the project.	To map the evaluation themes/aims to evaluation questions and identify key data or information sources which will be required.	To map methods, outcomes, and data metrics with each of the evaluation questions.	To set out the overall evaluation and the specific methodological approaches to address each of the evaluation questions.
Who should complete this template?	Applicant – should be revised by the evaluation partner as part of evaluation strategy	Evaluation partner	Evaluation partner	Evaluation partner
When should this be completed?	A <i>draft</i> Logic Model is to be submitted with your application.	To be submitted to the NHS Cancer Programme one month after the project starts, alongside the revised Logic Model.	To be submitted to the NHS Cancer Programme alongside the evaluation strategy, three months after the project starts.	To be submitted to the NHS Cancer Programme three months after the project starts.