

# CRUK City of London Centre

## Patient and Public Involvement and Engagement

### Funding Application Guidance

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## Overview

The Cancer Research UK (CRUK) City of London Centre Patient and Public Involvement and Engagement (PPIE) funding is a competitive scheme. The remit of the funding is to support activities and projects on involvement and engagement with people affected by cancer as well as the public.

There are two categories of funding: maximum £1,000 for an activity or £10,000 for a project. The application criteria and reporting requirements for the two categories are outlined in this guidance. All applications will be assessed by the City of London Centre [PPIE committee](#) and will be judged against the application criteria outlined in this document.

For the category of activity, this refers to total cost of the activity is maximum £1,000. For the category of project, this refers to total cost of the project is maximum £10,000.

## Application guidance

### Application criteria

All applications to the PPIE funding scheme **must** meet the following criteria:

- ❖ Have a clear link to the City of London Centre's mission to transform cancer outcomes through effective biological therapies.
- ❖ Show collaboration across the Centre's partner institutions (Barts/QMUL, Crick, KCL, UCL). The lead and co-applicants must be from at least two of the four partners. Applications must demonstrate the rationale for multi-institution partners, and explain what each partner brings to the activity/project.
- ❖ Demonstrate two-way public engagement, which means:
  - The activity/project has opportunities for conversation and dialogue between the organisers and the participants.
  - The activity/project demonstrates mutual benefit for both parties. This means that both organisers and participants are impacted by the activity/project in some way and take these benefits away with them. Benefits might include knowledge, skills, insights/ideas, and perspectives.
- ❖ Be feasible within the timeline and budget, with risk mitigation in place.
- ❖ Have a clear and justified rationale, objectives, milestones, budget, plan for reaching the target audience, risk management and evaluation. These are essential for funding applications up to £10,000.
- ❖ Target an audience primarily based in London and Greater London; justification is required if this criterion is not met.

For funding up to £10,000 category

- ❖ As these projects are for larger sums of funding, projects are expected to be of a larger scope, scale, or to create a legacy.
- ❖ The panel will consider the long-term benefits and legacy of the project outcome, as well as the learning, connections and opportunities it will bring.
- ❖ The head of department or institute manager is required to support your proposed activity/project by signing the application form.

For patient and carer involvement:

- ❖ Cancer patients, carers and people affected by cancer are the main focus of the activity/project.

For public engagement:

- ❖ A non-academic audience is the main focus of the activity/project: this means students, academic colleagues, practitioners, or industry collaborators should not be the primary beneficiaries of the activity/project.

Further to the above criteria, the funding prioritises activities and projects that:

- ❖ Take Equality, Diversity and Inclusion (EDI) into consideration (e.g. social/ethical/cultural considerations).
- ❖ Focus on engaging with a new or less represented audience
- ❖ Form new partnerships
- ❖ Demonstrate plans and potential for the activity/project to become self-sustaining or leverage further funding
- ❖ For public engagement, the funding prioritises activities/projects that:
  - Can make a clear difference, either by enabling the applicants to try out new ideas and approaches, or by kick-starting a longer-term engagement project.
  - Are examples of a new or innovative approach to engaging a particular public group with the Centre. This may be new approaches within higher education or a new approach to engagement within your current discipline.
  - Evaluate public engagement activity/project and/or demonstrate a novel approach to evaluation of the project.

Engaging school students for STEM activities is not eligible for this funding, this is because the Centre has existing [STARS programme](#) at QMUL, UCL and at KCL. Please email [cruk.cityoflondoncentre@ucl.ac.uk](mailto:cruk.cityoflondoncentre@ucl.ac.uk) if you would like to be involved in the STARS programme. If you are based at the Crick Institute and want to be involved in outreach, please get in touch with the [Crick public engagement team](#). The [Centre of the Cell](#) is another resource for engaging young people, please email [info@centrofthecell.org](mailto:info@centrofthecell.org) if you would like to be involved.

## Example activities/projects

Below are some examples of activities and projects that are within the remit of this funding. Please note this is not an exhaustive list. You can find some [case studies on the CRUK website](#) (not all case studies are within this funding remit). We are looking to support new and innovative PPIE proposals as well as more traditional applications.

Eligible activities/projects may:

- ❖ Communicate your research to a lay audience
- ❖ Develop patient and public facing documents
- ❖ Monitor and disseminate progress
- ❖ Engage people with research, for example through open days or workshops for people affected by cancer or a wider public audience
- ❖ Offer lab tours for people affected by cancer or a wider public audience
- ❖ Develop and define your research question
- ❖ Plan and design your research
- ❖ Deliver a cancer patient/carer workshop to support a grant application (up to £1,000)
- ❖ Involve and engage with a new or less represented audience
- ❖ Focus on EDI, such as accessibility, inequalities, EDI seminars and talks
- ❖ Look at impact and evaluation of specific PPIE activities and projects

Below are some examples of activities and projects that are **not** within the remit of this funding.

Please note this is not an exhaustive list.

- ❖ Engaging school students for STEM activities (except focusing on young people who are affected by cancer, which is within the remit of this funding scheme).
- ❖ PPIE input on clinical trial design and patient recruitment.
- ❖ PPIE research e.g. general PPIE methodologies.

## Applicant eligibility

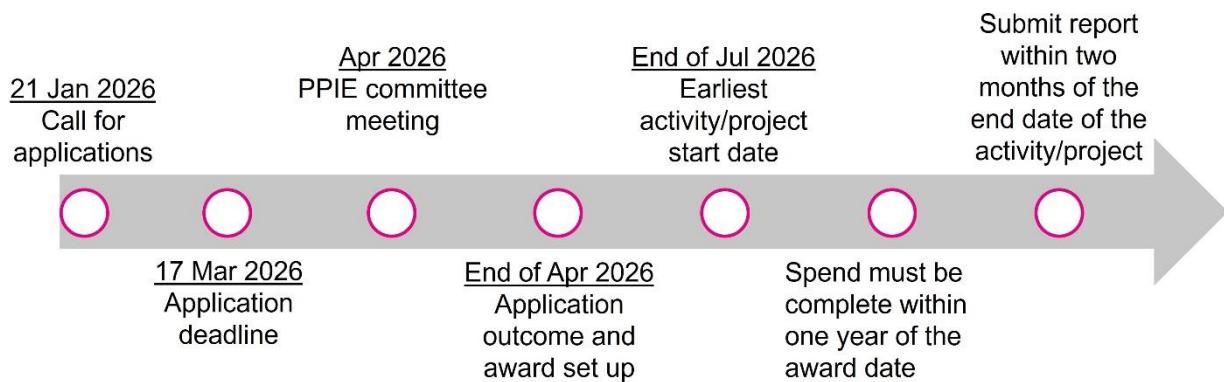
Applicants must be staff (including principal investigators, post doctoral researchers, technical staff, and professional services) or PhD students from the City of London Centre's partner institutions. We welcome applications from staff and students at all career stages, irrespective of funding source, and this is not used as a criterion in the selection process. Previous PPIE experience is not essential.

Lead applicants must be the individuals who will be responsible for delivering the project and subsequent reporting, with a contract end date no sooner than six months from the anticipated end date of the activity/project. Lead applicants must be associated with the Centre. External applicants are able to apply as co-applicants alongside Centre staff or students on projects. Cancer patients/carers or members of public can apply as co-applicant(s).

## Activity/project timings

All activities must be able to spend the funds and complete their activity/project within one year of the award date.

Due to the processes involved with the funding, it may take up to three months to set up the award following the application outcome. Please take the timeline into consideration when planning for activity/project start date.



Additionally, the funding will not fund activities/projects which would happen without this funding from the Centre. If the project, or aspect of the project that funding is requested for, has already been advertised or has already taken place, this is not eligible for this funding as it will be judged to be going ahead without Centre funding.

## Additional considerations for applications

### a. Staffing costs and paying people

Academic staff costs are not eligible in funding applications up to £1,000. For funding up to £10,000, the funding may cover the costs of a staff member to work on a project if their current contract does not allow them to work on it in the time already paid for (i.e. staff members who are part-time). The

cost should be approved by your institution's finance team. Buy-out costs for any staff are not an eligible cost.

Internal staff costs for special services related to an event, such as out-of-hours charges or AV support necessary to deliver the project, may be included.

If you are working with external partner(s) (e.g. freelancers, interpreters), we encourage you to budget for their time and participation appropriately. These costs are an eligible cost for the funding.

If you are involving patients or people affected by cancer in PPIE activities, we encourage you to offer a payment or honorarium to them for their time as per [CRUK policy](#).

Student costs can be included in the application. We encourage you to reimburse (undergraduate and postgraduate) student time appropriately. If you intend to include student costs, we suggest you contact your institution's finance team to find out the correct hourly rate and discuss on-costs. On-costs tend to be an additional 30 per cent on the rate of pay and should be listed in your breakdown of costing with the hourly rate. On-costs include pensions, employer's NI, holiday pay and the apprenticeship levy. Additionally, you should not employ students for hours in excess of their weekly limits. Please follow guidance from the HR contact in your institution to determine the appropriate hours.

This funding is intended to engage non-academic groups with Centre outputs. If the activity/project is inviting an external speaker or facilitator, you must clearly justify why they have been selected instead of a member of the Centre, and how the public will still be engaged with the work of the Centre. The funding will not fund honoraria for speakers from higher education.

#### **b. Catering**

Catering costs can be included in applications to this funding scheme when it is integral to supporting engagement. If catering is not seen as integral to facilitating engagement, it will not be funded.

Applications requesting any funds for catering must demonstrate clearly how this will improve the quality of engagement, and why it is necessary and appropriate for the activity/project and the target audience.

Applications that design catering into activity/project in a way that encourages and deepens engagement as part of the project will have a stronger chance. Examples of this include having facilitated coffee breaks to encourage discussion.

#### **c. Conferences**

It is an important part of the remit of the funding that a non-academic audience is the main focus of the activity/project to be funded. Therefore, projects and activities associated with academic conferences (or similar activities) should clearly explain why this is an appropriate platform for the intended audience and show how this activity/project will do one or more of the following:

- ❖ Attract a significant portion of its audience from non-academic backgrounds
- ❖ Encourage two-way dialogue between academics and non-academic participants through the design of activities
- ❖ Offer significant demonstrable value to the non-academic proportion of the audience in this format

If the activity/project is associated with a fee-paying conference, the applicant should show clearly why the conference fees cannot cover this portion of the activity/project.

#### **d. Accessibility**

Consider whether your activity/project is accessible to the people you are engaging with and to people engaging with any legacy items. Accessibility can have associated costs and the funding can be used to cover these costs, including but not limited to:

- ❖ Hiring a suitable venue (easy to get to, accessible to people with mobility impairments, with seating, with gender neutral and accessible toilets)
- ❖ Hiring British Sign Language interpreters
- ❖ Covering transcription and translation costs
- ❖ Covering travel expenses for participants
- ❖ Offering data top-up cards, allowing access to the internet for participants in online activities
- ❖ Other measures to improve accessibility are free:
  - Schedule breaks and stick to them
  - Provide directions and instructions in advance
  - Use inclusive language

#### **e. Sustainability**

The Centre PPIE funding can be used to purchase consumables and equipment for activities (i.e. printing costs, craft materials, etc.). Consider whether you will be able to re-use materials and equipment purchased for other projects in the future and to think about the environmental impact of your project. Consider limiting the use of plastics and single-use items if you can, and choosing vegetarian options for catering.

#### **f. Evaluation toolkit**

Evaluation is a process of reflection and collecting evidence that will help you understand the effect of your work and help inform future projects or approaches. It is a valuable tool in assessing whether you have met your objectives, what changed because of your activity/project, how it could have been more effective and if there were any unintended outcomes (both positive and negative). It is important to understand not only what happened but also why something worked or didn't work.

Evaluation can be multi-faceted: from counting the number of people you engaged with, to recording their perspectives on the activity/project and your own. For more information about evaluation and methods of collecting evaluation data, see [CRUK's patient involvement toolkit on evaluation](#).

#### **g. Support for applicants**

You can find [past awards on our website](#) for information. If you have any queries, please email [cruk.cityoflondoncentre@ucl.ac.uk](mailto:cruk.cityoflondoncentre@ucl.ac.uk) and we will triage your query. Please do not email the Centre PPIE committee directly. Please note we are unable to read your application and give advice before submission.

For funding up to £10,000, project management experience/training is recommended for lead/co-applicants to ensure successful completion of the project. Please check your institution's learning and development opportunities for free project management training.

The Centre hosts a cancer patient/carer group. We would be happy to contact them on your behalf should you require input and feedback.

## **Funding process**

Applicants can apply for a maximum of £1,000 or £10,000 of funding for their activity/project. The

deadline to submit the application form including signatures and approval is the end of **Tuesday 17th March 2026**. Please allow time to obtain signatures and approval before the deadline.

Multiple applications for different activities/projects are permitted. Each application received will be reviewed by the Centre PPIE committee to determine the outcome. The panel may provide feedback for successful and unsuccessful applications.

Successful projects will receive confirmation of the award of funding once panel reviews are completed. If a project is successful, funds will be transferred to the nominated budget code within two months of the award letter if the lead applicant(s) are based at UCL. Lead applicant(s) based at the Crick, KCL and QMUL will receive the funding via invoice. All projects receiving funding will be subject to the funding conditions outlined below (see Conditions of Funding).

## Conditions of funding

All successful applications must adhere to the Centre PPIE Funding conditions and reporting requirements below:

- ❖ The funds provided must only be used to fund the activity or project as described in the application.
- ❖ Any deviation in spend from that set out in the application must be submitted in writing to the Centre for approval. Permission will not be unreasonably withheld unless the changes in spend would significantly alter the outcomes or process of the project.
- ❖ Spend must follow the correct procurement procedure for the University and be within the guidelines laid out in the hospitality and travel expenses policy (i.e. the correct procedures for your institute/department must be followed when buying goods or services). If you have not procured goods or services through University processes before, we recommend contacting your Finance team to discuss and secure the necessary training.
- ❖ Spend must be complete within one year of the award date.
- ❖ The City of London Centre logo must be used in promotion materials, communication materials, presentations, at the event and any publicity material or resources produced relating to the activity/project. Additional logos from host institutions and other funders may be used. If the activity/project is receiving funding from another source other than the City of London Centre, this must be outlined in the application and approved by the PPIE committee.
- ❖ All reporting must be submitted to the Centre within two months of the end date of the project. Failure to do so may result in future exclusion from Centre funding schemes.
- ❖ All activities/projects will be communicated via Centre channels including but not limited to LinkedIn, Bluesky, newsletter, at Centre events and reported in the Centre's annual report.

## Reporting requirements

All reporting must be submitted to the Centre within two months of the end date of the project, or you may become ineligible to submit for future funds from the Centre.

Applications up to £1,000: the report is intended to be light-touch, consisting of a few questions. The report template will be issued together with your award letter.

Applications up to £10,000. The report template is more comprehensive and will be issued together with your award letter.

Upon conclusion of your project, you may be invited to a 1-2-1 discussion with members of the PPIE committee to further explore the activity/project to help the development of future PPIE support at the

Centre, and with the Centre team to support communications.

### **Reapplications for unsuccessful applicants**

Unsuccessful applicants may re-apply. Those who are recommended by the PPIE committee to re-apply incorporating further development will have a stronger chance. The funding scheme opens once a year until further notice.

### **Reapplications for successful applicants**

The funding scheme is intended to initiate activities and projects that have the potential to become self-sustaining or used as a pilot to apply for further funds, rather than to continually sustain individual projects. This means that an applicant that has previously received funding may only re-apply with a substantially different activity/project.

The only exception to this is in the event of unexpected results from the original funded activity/project that would reach different audiences, substantially increase activity/project outcomes, or create different outcomes from the previous activity/project. Under these circumstances, it may be possible to reapply for further funding.