

# Stop For Life

Sandwell <sup>by</sup> ice

Local Stop Smoking Services Support Grant Funding  
Community Engagement Proposal and application  
process for the Sandwell Area

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# Enhancing Smoking Cessation Delivery in Sandwell through VCSE Partnerships

In alignment with the national commitment to reduce smoking prevalence, the Government has allocated an additional £70 million in 2025–2026 to support local authority-led stop smoking services. This targeted investment is designed to strengthen service reach and effectiveness, particularly in areas of high deprivation and among priority populations.

As part of this initiative, Sandwell has been allocated funding to deliver community based quits. This is focused on communities with elevated smoking rates, including those experiencing socioeconomic disadvantage and health inequalities.

To support this ambition, **£50,000** has been ringfenced specifically to engage and mobilise Voluntary, Community and Social Enterprise (VCSE) organisations and local charities. This funding will be used to commission community-based partners to work in collaboration with Stop for Life Sandwell (SFLS) to:

- **Promote smoking cessation services within their networks.**
- **Act as community leaders and advocates for tobacco harm reduction.**
- **Increase accessibility and uptake of cessation support among underserved groups.**

VCSEs and charities are **uniquely positioned** to support smoking cessation efforts due to their **deep-rooted relationships, cultural competence, and trusted presence within communities**. Their expertise in engaging ethnic minority groups, individuals with mental health conditions, those with substance use histories, and LGBTQ+ populations makes them critical partners in addressing disparities in smoking-related harm.

Over 75% of VCSEs deliver public services where they are based, with strong links to and knowledge of that locality. Their expertise and connection to local areas ideally place them to create responsive, efficient and trusted public services.

This collaborative model leverages the behavioural change expertise of SFLS alongside the community insight and engagement capacity of VCSEs. By combining these strengths, **we aim to deliver person-centred, culturally responsive smoking cessation support that reaches those most in need.**

The programme will also focus on capacity building, including training and upskilling VCSE staff using NCSCCT-accredited resources, to ensure consistency and quality in delivery. Through this integrated approach, Sandwell seeks to expand the reach of its smoking cessation offer, improve quit outcomes, and contribute to the broader public health goal of a smoke-free generation.

## Funding Structure

### Community-Based Service Delivery

This pot is exclusively available to community services seeking to train staff or volunteers to deliver smoking cessation support using NCSCCT-accredited training and deliver smoking cessation interventions directly to their community members, in partnership with Stop for Life Sandwell (SFLS). This will be fully supported by SFLS providing training and resources and will operate on a Pay by Results (PBR) basis. Building a lasting knowledge and skill base in Sandwell for supporting those in the community to stop smoking.

There are up to 3 awards for a maximum of £10,000 for delivery within this framework. This funding will cover Training, and evaluation of the service delivery delivered by ICE Creates, alongside the PBR Model for Verified Quits.

Applications for this Fund will be scored against a framework to ensure that funds are being used appropriately. Funding will be awarded based on Verified outcomes.

## Engagement and Accessibility Grants

This pot invites VCSEs and charities to submit grant applications to Stop for Life Sandwell for Grants between £500 - £2500 of a £20,000 fund. These applications will be specifically looking to target specific areas, including

- **Building Motivation To Quit**
- **Supporting Smoke-free Status and Places**
- **Developing Smoke-Free champions and Ambassadors**

These applications will be considered across a panel, looking specifically at the proposed outcomes, priority groups targeted, budget proposal and evaluation process.

## Eligible and Ineligible Activities

We can fund the following activities where they are essential to the delivery of the service:

- Staff capacity
- Project running costs
- Goods and equipment which would not be capitalised (e.g. to develop enhanced physical environment and continue to deliver services)
- Training and Development

### We cannot fund the following activities:

- Activities that make profits for private gain
- Campaigning activities were not directly related to the project
- Religious and/or political activities (we can fund religious or political organisations if their project benefits the wider community and doesn't include religious or political content)
- Political or lobbying activities
- Loan repayments
- Debt repayments to HMRC or other crown debts
- Projects outside of the stated funding priorities
- Retrospective funding
- Business as usual activities
- Anything not covered by the objectives of this grant programme
- Payments reimbursed or to be reimbursed by other public or private sector grants

## Outcomes and Monitoring

All funded activity will be aligned with **NCSCT commissioning guidance** and monitored to ensure delivery of high-quality, evidence-based interventions, increased reach and engagement in high-deprivation areas, and contribution to the overall aim of smoking cessation in Sandwell. Community Based Service Delivery funding will be subject to mandatory reporting in order to access funds, alongside evaluation of delivery and impact by the Insights Team at ICE Creates. Engagement and Accessibility Grants require reporting and outcome evaluation to be included as part of the application process and will need to be adhered to, to release funds.

## Who Should Apply

We welcome Applications from organisations that:

- Are based in or operate within the Sandwell area and,
  - Have a strong track record of working with underrepresented groups, including:

- Ethnic minority communities
- People with mental health conditions
- Individuals with histories of substance use
- LGBTQ+ communities
- Other groups where smoking rates remain disproportionately high
- Can demonstrate community trust, engagement capacity, and cultural competence.

## What We're Looking For

Successful applicants will:

- Work collaboratively with SFLS to co-design and deliver outreach activities.
- Identify and refer individuals to SFLS for smoking cessation support, or Provide smoking cessation support within their community
- Participate in training and upskilling opportunities, including NCSCT-accredited modules.
- Provide monitoring and reporting on engagement and outcomes, including referrals and 4 week quits

## Funding Available

Total fund: **£50,000**

Individual awards:

Community Based Service Delivery: Maximum Award £10,000

Engagement and Accessibility: Maximum Award £2,500

Funding period: **November 2025 – March 2026**

## How to Apply

Please apply via email including:

1. A brief overview of your organisation and the communities you serve. Please assume that we have no background knowledge of your organisation.
2. Your proposed activities and how they will support smoking cessation. Namely Building Motivation To Quit, Supporting Smoke-free Status and Places, and Developing Smoke-Free champions and Ambassadors.
3. How your organisation will ensure it has the capacity and capability to carry out the proposed activities
4. How you will work in partnership with SFLS.
5. A full budget outline for the proposed work.
6. Evaluation Criteria
  - a. For Community Engagement and Accessibility Grants: An outline of how you will evaluate your project and report on the outcomes and learning of the project into SFLS.
  - b. For Community Based Delivery the Evaluation will be conducted through verified 4 week quits and end of service client feedback and coach feedback that will be evaluated alongside empirical evidence to evaluate the success of the program.

## Assessment

Assessment and ultimate awarding of funding will be carried out against a marking criterion, unless otherwise stated.

The first stage of the Assessment will be to ensure all applications meet the criteria for application listed above as well as the eligibility criteria.

We will then individually evaluate bids in line with our Key Criteria.

The table below sets out what we are looking for and the weighting of each answer in the bid evaluation alongside the questions we will use to make our assessment.

Successful Applicants will...	Weighting	Section
Clearly identify the groups that they work with and their integration to that community	10%	1
Have a convincing argument for how and why the program is likely to meet the objectives set out in this grant framework	25%	2
Have the Capacity and Capability to deliver and deliver at Pace	15%	3
How they will work in partnership with SFLS to develop deeper community connections and increase access to smoking cessation support	15%	4
How will they deliver value for money and the feasibility of the budget	20%	5
Give us confidence that the bidder will add value to an independent evaluation, and utilise and generate relevant data and evidence that can be used to design and iteratively develop the programme to maximise its impact	15%	6

These scores will be moderated across the panel scoring and then grants will be allocated in a top down method for all bids that meet the expected criteria until fund is allocated.

#### **Deadline for submission: October 29<sup>th</sup> 2025**

Submit to [info@stopforlifesandwell.org](mailto:info@stopforlifesandwell.org)

Initial responses to bid acceptance or rejection will be sent on the 31<sup>st</sup> October 2025, with final response of outcome by the 4<sup>th</sup> November 2025

#### **Support and Enquiries**

If you have questions or would like to discuss your proposal, please contact Stop for life Sandwell on

[Info@stopforlifesandwell.org](mailto:Info@stopforlifesandwell.org) or by calling 0800 612 4580

## Payment By Result

Item	Cost
Set a Quit Date Sets a quit date with the organisation outside of SFLS	£25
Achieves 4 Week Quit date CO Verified, and inside the Russel Standard framework outside of SFLS	£100
Potential remuneration per verified 4 week Quit	£125

PBR is limited to the agreed amount awarded via Service level Agreement. SFLS (ICE Creates Ltd) will not be liable to pay for Quits above the agreed financial limit. SFLS will continue to support on Quit attempts that may be outside of the agreed financial envelope, ensuring that trained community champions and staff members can continue to support members of their community with support from SFLS past the confines of this grant.

The total amount of finance available through the PBR route is £8250 This will allow for £1750 from the allocation for Evaluation and an upskilling day for training team to a NCSCCT Level 2 practitioner level.

## Governance

This agreement will be overseen by a joint governance structure to ensure effective collaboration, service quality and accountability. Monthly review meetings will be held between designated representatives from both parties to monitor performance against the agreed objectives, monitor NRT and Vape usage, address any issues and implement improvements. Any changes to this agreement must be approved through this governance process. Both parties commit to transparent communication and shared decision making in line with good governance and continuous improvement.

If in any instance the capability or capacity to deliver the specific activities that funding has been granted for are unable to be achieved, SFLS reserves the right to withhold or request the return of funding. All grants will be subject to signed and agreed service level agreements which will set out the specifics of each grant, KPIs, and reporting frameworks.

## Data Protection

To support the delivery and evaluation of this pilot, relevant data, including participant demographics, engagement metrics and outcomes will need to be shared between both parties in accordance with applicable data protection laws. All shared data will be anonymised where possible and handled securely to ensure confidentiality. All participants will have consented to take part in the pilot, and this will include agreement to have their data shared between both parties for the purposes of this pilot only. Both parties agree to use the data solely for service delivery, reporting and research purposes, and not to disclose this to any third parties.

By submitting your application, if successful, you are agreeing to support Stop for Life and Sandwell Metropolitan council communications, PR and outreach in relation to your project and Stop for life Sandwell, including but not limited to digital and physical media, pictures, case studies and research papers.

## Dispute resolution

In the event of a dispute arising from this agreement, both parties agree to seek resolution through internal discussions in the first instance. If the issue cannot be resolved within 14 days, it will be escalated to a senior representative from each party for review. Should the dispute remain unresolved, the matter may be referred to mediation or another mutually agreed resolution process. Both parties commit to acting in good faith throughout the process.

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