



Expression of Interest for a Macmillan Cancer Support Innovation project

Overview

This Expression of Interest (EOI) outlines Macmillan Cancer Support's request for agencies to collaborate on designing, testing and delivering a new cancer information and support offer(s). The project is part of Macmillan's 2025 strategy commitment to reach more people living with cancer and to improve the support we offer for people who experience inequitable access to cancer care and treatment. The design challenge for this project is "How Might We develop a scalable solution that helps people understand their rights, choices and influence in decisions about their care, irrespective of their confidence, self-advocacy skills or system knowledge?"

Summary of Requirements

This is an end-to-end Innovation project that we require to be delivered in its entirety by the supplier(s), with input and guidance from Macmillan. This includes insight development and analysis, solution development, prototyping and testing of a Minimum Viable Product (MVP). The solution should be scalable and likely be digital or include digital elements.

The supplier must have extensive experience designing with communities and individuals that are marginalised. The supplier should be an expert in approaches including designing from the margins (definition [here](#)) and embed meaningful and equitable participatory approaches into every phase of the project.

Given the comprehensive nature of the requirements, we are open to working with 2 suppliers who can deliver different elements or phases of the project.

Project Participants

The agency must be able to recruit participants who reflect Macmillan's priority cancer support audiences to take part in user research, co-design and testing of solutions; people who have been diagnosed with cancer in the past 5 years. This includes people who are currently undergoing anti-cancer treatment.

And people who...

- Belong to an **ethnically diverse community**,
- Live in the **20% most deprived areas**,



- Are LGBTQIA+,
- Have cancer and a disability or other long-term health condition(s), e.g. diabetes, mental health conditions, heart disease, COPD.

As far as possible we would like to take an intersectional approach to recruitment of people across these characteristics and identities. The supplier should propose an inclusive, and equitable recruitment and facilitation approach that reduces barriers to participation.

Timelines

- Expression of interest response deadline 10/03/2026.
- Selected agencies will receive the full RFP pack in March/April time.
- The anticipated project duration is 4–6 months from kick-off. The final timeline will be communicated by Macmillan as part of the tender process.

Supplier Response Instructions

Via email, interested suppliers should provide: (1) A brief outline of their research, design and innovation approach, including how they will use design from the margin approaches (see examples [here](#)); (2) evidence of prior engagement and participatory work with marginalised communities (3) evidence of developing and delivering scalable products and/or services (especially digital) (4) identification of gaps in their ability to meet the full requirements and if there are gaps (5) willingness to partner with another agency.

Responses at this stage do not need to be extensive. Responses should be sent to procurement@macmillan.org.uk with the subject line *EOI – Innovation Advocacy/Empowerment*

Clarifications & Fair Treatment

Any clarification questions received will be anonymised and shared with all participating suppliers to ensure fairness and equal treatment.

Data Protection & Confidentiality

Information provided will be handled in line with Macmillan's data protection and confidentiality policies. Please do not include personal data beyond business contact details.



Declaration

This form constitutes an expression of interest only. Full details will be provided in any subsequent Invitation to Tender (ITT) or Request for Proposal (RFP). Submission of an EOI does not create any commitment on Macmillan to award a contract.

Definitions

1. Designing from the margins definition: A principle originally articulated by Ceasar McDowell, designing from the margins is an equity driven approach that starts by understanding and meeting the needs of people who experience the greatest barriers in society—rather than designing for the “average” person and trying to adapt later. This ensures that whatever is designed will be beneficial for everyone. The principle also emphasises that social issues are interconnected. This means recognising that things like race, ethnicity, class, disability, migration status, sexual orientation, and gender identity overlap and shape people's experiences in combined ways.

Key elements of designing from the margins include:

- **Starting with those furthest from power and opportunity**—for example, someone who is Black, non-binary, bisexual, disabled, unhoused, undocumented, and not a native English speaker.
- **Using intersectionality**, rather than treating identities or inequities separately.
- **Ensuring people who hold these marginalised identities** are centred from beginning to end to ensure solutions genuinely work for them.
- **Avoiding siloed approaches**, where issues like racism, classism, disability, or LGBTQ+ rights are treated as unrelated or competing priorities.
- **Creating systems that work for everyone**, because solutions designed with those facing the greatest barriers are more robust, inclusive, and far reaching.

2. Designing from the margins approaches: The agency should reference how they use design from the margins methods to ensure their approach to participation is trauma informed and equitable. This might include:

- **Community-centred insight gathering**: Ability to design and run proportionate, inclusive learning processes which prioritise lived experience and community voices.
- **Facilitation and collaborative learning** : Skilled in creating safe, flexible spaces for reflection and co-learning with diverse stakeholders, including communities and staff.

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- **Clear on power and approach:** Clear on how power will be shared with communities during the evaluation process, including transparent communication about decision-making.