

**Application for charitable funds expenditure
over £10,000**

Please complete this form for all charitable expenditure requests over the value of £10,000.

Please read the application guidelines available at [Charities - Home \(sharepoint.com\)](https://sharepoint.com) to help you with completing your funding request. Please direct any questions to: charitablefundsfinance.hdd@wales.nhs.uk / 01267 283055 / 01827 1655.

Section 1: Applicant		
Lead applicant		
Contact name:	Gina Beard	
Job title:	Lead Cancer Nurse	
Department/Service:	Cancer Services	
Clinical Care Group:	Planned Care and Specialist Services	
Management contact		
Contact name:	James Sheldon	
Job title:	Head of Nursing, Planned Care and Specialist Services	
Section 2: Application summary		
2.1 Title of charitable funds application:		
Phase 2 "Heads Up!" Initiative – Cancer Services Hair Loss Support		
2.2 Brief description of your application:		
In no more than 50 words please tell us what you are requesting charitable funds for.		
£99,235.40 of cancer services charitable funds is requested to continue the "Heads Up!" service which provides expert, person centred, holistic hair loss care for patients. The service connects healthcare professionals and haircare professionals from local communities to empower patients to manage their hair loss journey with independence, dignity and choice.		
2.3 Total value of charitable funds requested:	£99,235.40	
2.4 Duration of project	Project start date:	1 January 2026
	Project end date:	31 December 2027
2.5 Strategic priorities		
Please identify which of the charity's strategic priorities this application relates to (select all that apply).		
Patient experience: Enhancing the patient experience throughout the whole care and treatment journey.	Staff experience: Supporting the wellbeing and professional development of Hywel Dda University Health Board (H DUHB) staff.	Innovation: Encouraging and supporting innovation and excellence in the delivery of healthcare.
Yes	No	No
2.6 Expenditure type		
Please select the type of expenditure your application relates to (select all that apply).		
Medical equipment	Service development or improvement	Staff welfare and

<i>please also complete Appendix 1</i>		wellbeing
No	No	No
Building/refurbishment Work <i>please also complete Appendix 2</i>	Other <i>If 'yes' selected, please state expenditure type in box oppos</i>	<i>Expenditure type: Person centred non clinical support service</i>
No	Yes	

Section 3: Case for support

3.1 Funding request:

Please tell us what you are requesting charitable funds for. Give us as much information as possible so that we can determine whether your request is eligible for support.

Following Charitable Funds Committee approval on 26.9.2023, HDUHB has, since January 2024, been delivering "Heads Up!" – a service that supports patients affected by chemotherapy hair loss. The funding period will end on 31.12.2025.

HDdUHB is the first Health Board (HB) in Wales to provide this service which improves the patient experience of chemotherapy related hair loss. This proposal is for HDdUHB to use charitable funds to continue this service for a further two years.

The initiative

- Provides a holistic approach to understanding hair loss whilst empowering people with the skills and information they need to manage hair loss related to cancer treatment.
- Supports cancer nurses and hairdressers who have limited training on the process and impact of chemotherapy related treatment related hair loss.

Total cost of service for two year term: £182,338.00

Match funding support available from following external charities:

Cancer Hair Care (CHC) (£28,400)

Withybush Hospital Cancer Day Unit Appeal (£54,702).

Total request from HDdUHB Cancer Services Charitable Funds: £99,235.40

3.2 Reason for request:

Please tell us why this expenditure is needed, how the need has been identified and who this has been discussed with.

A cancer diagnosis brings with it a great deal of anxiety and fear of the unknown. The additional emotional and life changing experience of hair loss at such a time is therefore particularly complex.

The current statutory NHS provision for chemotherapy related hair loss consists of:

1. A duty to inform patients that medication/treatment will cause hair loss;
2. Providing a £90 voucher towards the purchase of one wig.

Evidence from "Cancer Hair Care" reveals that the majority of patients find the actual transition into a wig difficult:

- 70% of female patients who select a wig from the NHS provider only wear their wig 20-30% of the time.
- Patients would benefit from increased awareness of what other options are available for head covering, such as a scarf or headwear with fake fringe, and how to wear these.
- Patients whose faith or cultural beliefs do not allow the wearing of a wig need to be provided with other options.

- Patients are told incorrect information by some hairdressers and healthcare professionals about topics such as scalp cooling, new hair growth, brow and lash care etc.
- Both cancer healthcare professionals and hairdressers report feeling insufficiently informed about cancer treatment related hair loss.

3.3 Project delivery plan:

Please tell us how you will deliver this charitable-funded project. Provide a timeline for delivery with clear milestones or phases of activity to allow you to monitor progress effectively.

Over the past two years Heads Up! has delivered a variety of services to patients and professionals, constantly learning what service users need through co-production and feedback processes, and responding dynamically to patients needs as they arise. A summary of patient feedback is evidenced in Section 4.1 of this report.

The below project plan reflects that patient feedback and ensures the service continues uninterrupted, providing support without any disruption :

Date	Action
September 2025- January 2026	HDdUHB Charitable Funds submission September 2025
	If approved, extend “Heads Up!” contract to run from January 2026
	Tender process currently being prepared by HDdUHB Procurement Team for next phase
	Financial agreements in place (contract prepared)
	Final evaluation of last two year service received from “Heads Up!” Team
	Agreement of improvements/developments 2026 onwards
January 2026	Publicity arrangements
	Service improvements in place
	Constant data collection undertaken by Heads Up! and reported to Senior Management in Cancer Services
	Marketing, social media, etc - constant
	Evaluation 12 month – September – December 2026 – present at CFC
Summer 2027	Evaluation 24 months
	Explore potential for additional funding for service continuation

Payments to service provider will be overseen by the Lead Cancer Nurse and procurement leads for the project.

3.4 Risks:

Please tell us what risks have been identified and how they will be mitigated.

Should the service not be recommissioned, the standard NHS provision (referenced in Section 3.2) will apply and the current service will cease.

3.5 Additionality:

Please tell us how this expenditure is considered ‘above and beyond’ core NHS provision.

Patient benefits

A bespoke service tailored to the rurality of HDdUHB area, offering affordable access to specialist advice to any person in need of cancer treatment related support in hair loss prevention, hair thinning, hair loss or hair care guidance including loss of body and facial hair.

The service is person-centred, holistic and equitable. Self-help and outreach services are available for those who cannot attend face to face. The service encompasses every stage

of chemotherapy related hair loss including new hair growth journey and helps patients to move forward post treatment.

Extended support can also be provided to anyone caring for a patient. Products are available that facilitate conversations with children, for example, hair loss dolls and children's activity packs to help patients explain hair loss to young children in the family.

Reaching individuals who may have specific needs around hair loss support is vital. Nurses, hairdressers and patients are educated and made aware of inclusive approaches including:

- Free afro fringes, handmade by volunteers.
- Education regarding the specific needs of people with afro hair who experience hair loss, use scalp cooling etc.
- Education around cultural issues around hair loss, bespoke hijabs suitable for women who have lost their hair.
- Specific support and education around the issues men may have regarding hair loss, facial hair loss etc.

Healthcare professionals and Haircare professionals

Education and training of healthcare and haircare professionals has facilitated evidence-based advice to be more accessible to the patient.

Provision of "Heads Up!" training for local healthcare professionals and hairdressers on the wider issues of chemotherapy treatment related hair loss such as:

- How/why hair loss occurs
- Scalp cooling
- Hair regrowth advice including colouring
- Diversity
- Afro hair
- Myth busting
- Technical facts e.g. the difference between chemotherapy induced alopecia and other treatment related hair loss issues e.g. radiotherapy
- Support for men
- Talking to children

Section 4: Impact

4.1 Impact and patient benefit:

Please tell us about the positive changes that will take place as a result of this expenditure. You must explain how patients will benefit (e.g. improved experience, improvements to patient health, efficiencies in the provision of care). If patients will not directly benefit (i.e. the main beneficiaries are staff), please tell us about the direct benefits to staff as well as the indirect patient benefits.

Note: You will be required to submit an evaluation report to summarise the impact at a later date.

The following key themes are seen through "Heads Up!" patient feedback "Case Studies – a hidden service", Heads Up! 6.08.25 (a working document):

- Increased self-esteem - patients feel more equipped to manage hair loss following a consultation.
- Being heard - patients value having a trained professional to hear their concerns.
- Learning new skills and ideas - learning how to tie a scarf, put on false lashes or adjust hair due to hair thinning are all part of the patient experience.
- Feeling supported - on a regular basis patients praise the HB for providing a holistic service that they did not expect.
- Patients not limited by personal, financial restraints - patients receive free headwear items and hairdressing services.

The following key themes are seen through Heads Up! professional user's feedback:

- Local hairdressers have received training and education, improving the availability of good evidence based support for patients in high street businesses.
- Heads Up! has engaged with Coleg Sir Gâr to bring awareness of chemotherapy related hair loss to hairdressers at the very start of their career, with further funding this can include Ceredigion and Pembrokeshire campuses.
- Two self employed local hairdressers (Rhiannon and Amanda) have received specific train the trainer education (via host charity “Cancer Haircare”) to provide local expertise and training, supporting the local economy.
- Local community has embraced the vision and raised the awareness of Heads Up!
- A local Knit and Natter Group create hair loss dolls to support patients in discussing hair loss with children:

"These dolls are such a good idea. I could not believe it when the hairdresser gave me one. She also told me that some local ladies had knitted them. Heartwarming moments during hair loss and chemo were not expected" (Patient Feedback 2024)

4.2 Beneficiaries:

Please tell us how many people are expected to benefit as a result of this expenditure and how you have determined these numbers. Beneficiaries may include patients, service users, patient families/carers, and staff.

The initial bid for “Heads Up!” intended to reach at least 6,655 touchpoints over the two-year period at a cost per head (patient/nurse/hairdresser) of £24.79 to HDdUHB.

Year One: At the end of the first year of Heads Up! the team were on target with a total of 3025 touchpoints with patients, hairdressers and healthcare professionals. 639 individual patient/professionals were reached, some receiving multiple touchpoints.

689 hair lost support packs were provided – these differ according to patient need and availability of products but include items such as headwear, lashes etc and all products are quality checked to ensure they are hypoallergenic and free of harmful chemicals etc.

Nurses and healthcare professionals have received training and education around chemotherapy related hair loss. Each nurse who administers chemotherapy in HDdUHB has accessed this training, plus updates as required. In the first year of Heads Up! 58 healthcare professionals were reached with training in chemotherapy induced hair loss.

"I didn't know what I didn't know!" (Nurse feedback following education event)



Local hairdressers have joined community events, in-hospitals and at education sessions to upscale their knowledge in chemotherapy induced alopecia and related hairdressing services. Cultivating the local hairdressing community is an essential part of making sure that patients can access specialist services. The project has built a community of ‘Head’s

Up!' hairdressers. These are hairdressers that work in local businesses but have accessed training so can be recommended to patients. Patients are also encouraged to make their own hairdressers aware of what Heads Up! offers so that they can be offered support without having to go to a different hairdresser than usual.

"Now when a patient comes to me I know that I am providing them with the best advice. I've always wanted to give something back to the community and I am very proud to be a hairdresser involved with Head's Up!" (hairdresser feedback)

"I think every hairdresser should do this training." (Hairdresser feedback)



Photo: Some of the hairdressers who have attended training at an education event at John Burns Centre, Kidwelly

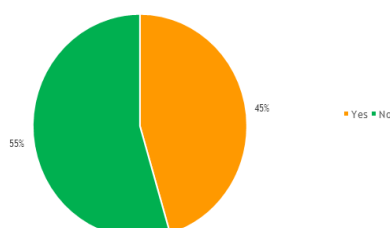
Year Two: as the service is currently still running final figures for phase one regarding touchpoints is not yet available. This will be included in the end of Year two evaluation.

4.3 Evaluation methods:

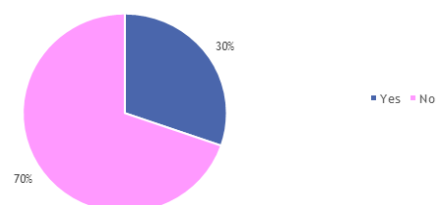
Please tell us what methods you will use to measure the effectiveness of your expenditure and the difference it makes. Please also describe any baseline information that you have that demonstrates the current position.

In early 2023, before the Heads Up! initiative commenced, a baseline patient experience questionnaire was sent out to patients receiving chemotherapy at each HDdUHB site to understand their current experience. 66 responses were received and these were used to inform the initial CFC SBAR in September 2023:

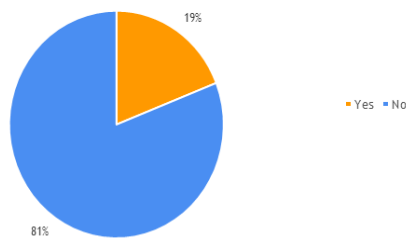
Percentage of patients who were informed about hair cutting and what was appropriate to do



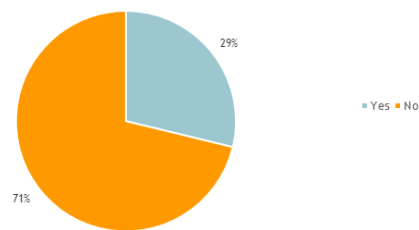
Percentage of patients who had access to a hairdresser who was knowledgeable about scalp care during their treatment



Percentage of patients who had a knowledgeable hairdresser to guide them through the process



Percentage of patients who had access to a hairdresser who could advise them about new hair growth after treatment



Comments received from patients prior to Heads Up:

Question: Please tell us anything else about your hair loss journey below:

“It is very distressing to lose your hair because you stop looking like you, yet another part of you has to let go of. My kids did not want me to cut my hair off. I had no information about how to cover up lashes and eyebrow loss and that has been quite distressing too.”

“It was devastating and I hid from people so they did not see my bald head. Spent a fortune on hats to hide my head. Now I am totally comfortable and love ❤️ myself. My hair is gradually growing white It was brown before. Wonderful.”

“I used my own hairdresser and made my own decision to cut my hair shorter. No information was provided. Who would have provided this?”

This questionnaire is being offered to the current patient cohort, who have access to Heads Up! to evaluate the difference the initiative has had, since this baseline data was collected.

The Service will continue to be evaluated in the following ways:

- Access to the live questionnaire so that current patient cohorts can give feedback of their hair loss experience.
- Activity and services are logged onto a weekly log sheet.
- Patients, health care professionals, hairdressers give feedback on specific elements of the service provided via feedback forms and consultations.
- Regular review meetings are held with Oncology Senior Nurse Manager and Oncology Coordinator to ensure there are no operational issues, concerns or feedback.
- Workshops and engagement events have been held involving patients, healthcare professionals and local hairdressers to ensure that as the service is co-created and responsive to the needs of those it seeks to serve.
- Patients have helped to select new items of headwear for their free packs, given feedback on services and shared their experiences and insights.

“You have helped me so much this year, especially Rhiannon on her visits to the chemotherapy unit at Glangwili Hospital and provided me with headwear. Also Valerie, who phoned me and gave me lots of valuable information about hair care, skin care and nutrition.” (Patient feedback 2024)

Section 5: Exit strategy (for revenue expenditure requests)

Please tell us how the benefits of this expenditure will be sustained beyond the end of this

time-limited period of charitable funding. For project funding, please tell us if it will continue, and how it will be funded. If it will not continue, please tell us how it will be brought to a close.

This initiative is above and beyond what the NHS is funded to provide and due to the current financial climate, it is not envisaged that the service could be mainstreamed into NHS exchequer funds following the initial two-year funding period, and in the event of approval of an additional two years of funding. Cancer services are fortunate to receive significant support from patients, their families and our local communities on an annual basis. Therefore, every two years the Charitable Funds Committee (CFC) will be approached to approve ongoing funding.

Section 6: Governance

6.1 Compliance:

Please tell us (if applicable), how your expenditure request meets any relevant legislative requirements or standards as well as any Hywel Dda policies and procedures (e.g. Data Protection, Clinical Governance, etc.).

Not applicable.

6.2 Strategic alignment:

Please tell us how this funding request aligns with the health board's [strategic objectives](#).

Putting people at the heart of everything we do.

Section 7: Other

Please provide any other relevant information in support of your funding request.

Not applicable.

Section 8: Funding requirements

8.1 Cost breakdown:

Please provide a breakdown of all costs associated with this funding request. Alternatively, please attach as a separate document.

Item/Category	Cost (£)			Comments
	Net £ Exc. VAT	VAT £	Gross £ Inc VAT	
Staffing & staff support	N/A	N/A	81,040	CHC management, service delivery support, volunteer DBS posts.
Education & training	N/A	N/A	23,800 24,000	Includes marketing, online resource development, travel/overnight accommodation, venue hire
Equipment & resources	N/A	N/A	39,738 3,200	Includes products, mannequins, patient packs, printed resources, etc
Overheads	N/A	N/A	9,360 1,200	Management charge (prof fees, phone charges, contingency, courier fees etc)
Total			182,338.00	

Match funding from CHC (see section 8.4)			-28,400.00	
Match funding from Pembrokeshire Charity WHCDU Appeal (30% activity)			-54,702.60	

8.2 Total amount of funding requested:

Net £ <i>Excluding VAT</i>		VAT £		Gross £ <i>Including VAT</i>	99,235.40
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8.3 Designated charitable fund

Name of charitable fund:	Charitable fund code/number:	Contribution:
GGH Oncology (available funds £568,049.16)	T705	£91,169.00 (50% activity)
Ceredigion Cancer Services	T865	£8,066.40

8.4 Alternative funding sources:

Please tell us about alternative funding sources that have been sought before applying for charitable funds. It is important that all other sources of funding have been exhausted prior to submitting an application for charitable funds.

Match Funding

HDdUHB has partnered with CHC to deliver Heads Up! during 2024-25. CHC is a service delivered by the UK's leading hair loss support charity Caring Hair (registered charity number 1145258). Founded in 2012 by Jasmin Julia Gupta, an NHS nurse educator and advisor, the charity has a successful track record of providing expert advice and support on all aspects of hair loss, hair loss prevention (scalp cooling) and hair care, before, during and after cancer treatments.

Caring Hair is active in NHS England, delivering services in partnership with a number of English NHS trusts including University College London Hospitals NHS Foundation Trust, Guy's and St Thomas' NHS Foundation Trust and Great Ormond Street Hospital Trust.

Cancer Haircare, have been the umbrella charity that have delivered the Heads Up! initiative in HDdUHB during 2024-2025, providing an expert knowledge base and also an element of match funding. We have also partnered with a local Pembrokeshire charity, Withybush Cancer Day Unit Appeal (WHCDU), who funded the Pembrokeshire element of the service at a cost of £49,500.00 over the two years. This local charity have agreed in principle to continuing to cover the Pembrokeshire service, should the service continue for an additional two years. Cancer Haircare have also agreed to contribute £28,400.00 of the costs for 2026-2027.

Overview of Charitable Funds Request and Alternative Funding Sources

Head's Up 2026_2027	
24 month project	
Project summary	
Cost per head (patient/nurse/professional is equivalent to)	£26.35
Total patients/service reach (estimated)	6,720
Total nurses/cancer support and hair loss professionals reach (estimated)	200
Total patient and nurse/professional reach	6,920
Total project costs	£182,338.00
Total contribution from CHC	£28,400.00
Total Contribution from Withybush Hospital Cancer Day Unit Appeal (30% - Pembrokeshire element - agreement in principle)	£54,702.60

Total grant request	£99,235.40
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Procurement Involvement

Following approval of funding at the September 2023 CFC, HDdUHB Procurement Team issued a Voluntary Ex-Ante Transparency (VEAT) notice. This is where a contracting authority has awarded a contract to a supplier without having first published a tender notice. This is an option when the contracting authority has concluded that there is only one suitable supplier who can cater to their requirements. The VEAT notice was published on the Sell2Wales public platform for ten days with intention to award, and following this period, with no challenge, the contract was awarded to CHC.

Procurement has started working on a full and open tender process for a further two years of Heads Up!, should the CFC approve the bid. This decision was made given the ongoing nature of this initiative and to demonstrate full and open transparency of process.

Section 9: Authorisation

9.1 Application prepared by:

Contact name:	Job title:	Date:
Gina Beard	Lead Cancer Nurse	07/08/2025

9.2 Application authorised by:

Please ensure that your General Manager or Head of Service (fund approver up to £10,000) has reviewed your application before submission.

Contact name:	Job title:	Date authorised:
Lisa Humphrey	General Manager	12/08/25

9.3 Clinical Care Group approval:

Please ensure that your application has been reviewed by your Clinical Care Group before submission. This can be arranged via the manager you have listed above.

Contact name:	Job title:	Date authorised:
James Sheldon	Interim Head of Nursing	03/09/2025

9.4 Finance Business Partner review:

Please ensure that your Finance Business Partner has reviewed your application before submission.

Contact name:	Job title:	Date reviewed:
Alison Wride	Finance Business Partner	13/08/25

Please return completed form via email to:

charitablefundsfinance.hdd@wales.nhs.uk

or via internal mail to:

Charitable Funds Support Officer
 Finance Department
 Ty Gorwel, Building 14
 St David's Park, Job's Well Road
 Carmarthen SA31 3BB

For Charitable Funds Finance Department

Application Reference Number:		CF03296
Fund Title:	Fund Code:	Current Fund Balance £:
Glangwili Hospital Cancer Services	T705	£660,260.23
Ceredigion Cancer Services	T865	£189,835.34
Finance review		

I confirm that I have reviewed this application and that it can be submitted to the Charitable Funds Sub-Committee / Charitable Funds Committee for consideration.

Contact name:	Job title:	Date reviewed:
Jessica Elderfield-Scott	Accounts Assistant	04/09/25

Outcome of meeting CFSC/CFC
I confirm that this application has been considered and approved by the Charitable Funds Sub-Committee / Charitable Funds Committee.

Meeting date:	Outcome:	Contact name:	Job title: