

Appendix 1: Quality Evaluation Criteria

- 1) **Service Model:** Please outline your service delivery model to include the requirements of the specification in relation to, but not limited to, the following:
 - Engagement, activities and group work
 - Use of protective factors that promote good mental health and build resilience
 - Staffing structure
 - Mobilisation plan
 - Service delivery milestones
 - Performance monitoring methods(weighting: 120 points)

- 2) **Insight:** Describe how you would undertake continuous insight and evaluation work to identify targeted populations and communities, understand their needs and identify effective interventions and services.
(weighting: 50 points)

- 3) **Service Outcomes:** Describe how you would use community health development approaches to empower the target populations and communities to co-produce the activities within the service. Please outline how these activities will reduce mental health inequalities and meet the priorities outlined in the specification. (weighting: 100 points)

- 4) **Reducing Stigma and Discrimination:** Describe how you would deliver the key outcome of reducing the stigma of mental illness within the targeted populations and communities and the wider workforce. Please also provide details of how you would measure the success of this. (weighting: 75 points)

- 5) **Wider workforce engagement:** Describe the approach you will take to engage businesses and statutory / third sector providers to promote the public mental health priorities and take advantage of training opportunities. (weighting: 50 points)

- 6) **Training:** Outline the training offer your organisation would provide within this service including:
 - Range of courses offered and rational for choice
 - Where they would be delivered
 - How you would ensure the targeted beneficiaries, as detailed in the specification, would be recruited
 - How courses would be evaluated(weighting: 50 points)

- 7) **Partnership working:**

- a) Describe the service pathway, which focus on referrals in and exit points that deliver the best outcomes for individuals and their community
- b) Outline the key strategic partners who you will engage with to ensure optimum delivery of the service and why they are important

(weighting: 75 points)

8) **Communications & Marketing:** Please provide a detailed communication and marketing plan describing how you would brand, market and promote the service, paying particular attention to the following:

- Engaging with hard to reach and socially isolated groups and individuals
 - The methods you would employ to promote the service to key stakeholders, local organisations and partnerships, including an active online presence and through social media
 - The methods you would employ to promote a culturally inclusive service
 - How the success of communication and marketing plan would be measured
- (weighting: 50 points)

Interview Question

We know that particular areas of Leeds have higher levels of poorer mental health and that mental health has a social gradient. This is because risk factors for mental ill health cluster in areas where people have fewer resources. These risks may be current – such as debt, or poor housing or historic, i.e. domestic violence.

Risk and protective factors often therefore have immediate but also long-term impact. Investing in protective factors in particular is not only central to improving the health of people in Leeds, but also makes sound economic sense.

There are 16 priority neighbourhoods in Leeds. These are lower super output areas of populations around 1500 people and consist of the 1% most deprived areas nationally (measured by indices of multiple deprivation).

There is a priority area called Stratford Street and the Beverleys located in inner South Leeds. Further information regarding this area is contained in the additional information provided to you.

You are the new provider of the Mentally Healthy Leeds service working with the community who live in the Beverleys. Please describe how you would work with the local community to deliver the Mentally Healthy Leeds service including the following priorities.

You should also include details of HOW you would identify if the Mentally Healthy Leeds service has made an impact on each priority during the first two years of the contract.

- Your Approach to protective factors and risk (10 points)
- Suicide prevention (10 points)
- Mental health inequalities (10 points)