

PQNV 025 - Digital Mental Health Prevention and Emotional Wellbeing Support Offer in Shropshire

Contracting authority

Contracting authority: Shropshire Council

Public Procurement Organisation Number: PCLL-9577-QDZW

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Organisation type: REGIONAL_AUTHORITY

Devolved regulations that apply: None

Procedure

Procedure type: Below threshold - open competition

Special regime: Light touch

Scope

Title: PQNV 025 - Digital Mental Health Prevention and Emotional Wellbeing Support Offer in Shropshire

Reference number: PQNV 025

Main category: SERVICES

Description:

THIS IS NOT A CALL FOR COMPETITION. THIS IS A MARKET ENGAGEMENT.

Shropshire Council is currently reviewing its future approach to universal mental health prevention and early-help support. As one part of this review, the Council wishes to understand the range of digital mental health prevention and emotional wellbeing models currently available, their evidence base, accessibility, affordability and potential applicability to Shropshire.

This engagement does not indicate that the Council has decided to recommission a digital service. Findings will inform a wider options appraisal alongside local needs evidence, review of current provision, stakeholder engagement and consideration of alternative approaches.

The overarching aim is to ensure that residents with low-level mental health or emerging wellbeing needs can access timely, appropriate support that helps prevent escalation

into more complex need and reduces avoidable demand on statutory services. Digital support is being considered as part of a wider suite of accessible offers that may include social prescribing, Voluntary, Community and Social Enterprise (VCSE) provision and community-based support. Any future model will need to take account of Shropshire's rurality and the diverse needs, preferences and circumstances of local residents, alongside local system priorities, strategies and policies.

Strategic context

Mental health and wellbeing are central to quality of life, resilience and the ability to participate in education, work, family life and communities. Good mental wellbeing is also protective against physical illness, social inequalities and unhealthy lifestyles. Demand for mental health support has increased significantly, particularly among children and young people, many of whom experience long waits for care. Nationally, around one in five people are affected by a common mental health condition, and a substantial proportion of mental health problems are established by early adulthood (age 24).

This reinforces the importance of prevention and early intervention. Providing timely support for people with low-level mental health needs can help people manage distress earlier, maintain independence and stay connected to education, work, family life and their communities.

The emerging national direction for mental health in England also places greater emphasis on shifting from crisis-led care towards prevention, delivering support at place and within communities, and embracing the opportunities offered by digital innovation. The future offer in Shropshire should therefore support earlier, proportionate and accessible help, while complementing wider local mental health, wellbeing and community support pathways.

Current service context

Shropshire Council currently commissions a digital mental health and emotional wellbeing offer for residents aged 16+, providing anonymous online access to moderated peer support, self-management resources and learning tools. The current arrangement provides a limited number of licenses annually.

The Council is not necessarily seeking a like-for-like replacement through this engagement and is interested in understanding alternative digital models, approaches and innovations that could achieve preventative and early-help outcomes.

The Council is interested in understanding features that;

Are accessible without diagnosis or clinical referral

Supports people experiencing emerging mental ill health or reduced emotional wellbeing

Encourages self-management and early-help
Provides safe onward escalation where necessary
Is accessible across a large rural geography
Can reach groups that may not engage with traditional services
Is capable of generating meaningful information about reach, utilisation and outcomes to support review of impact and best value discussions
To view this notice, please click here:
<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=1069657658>

Total value (estimated): GBP 30,000 excluding VAT
Contract dates (estimated): 20/07/2027 to 19/07/2030

CPV classifications: 85100000 - Health services.

Delivery regions: UKG22 - Shropshire CC

Participation

Suitable for SMEs: Yes
Suitable for VCSEs: Yes

Engagement

Engagement deadline: 12/10/2026
Engagement status: The engagement has not yet been carried out.

Engagement process description:

Organisations interested in participating in this pre-market engagement exercise are asked to respond to the questions below by 4pm on Monday 12th October 2026 by emailing Josh.Tildesley@shropshire.gov.uk Please use the following title for your email:
PME: Digital Mental Health Prevention and Emotional Wellbeing Support Offer

Following receipt of responses, providers will be invited to attend a short follow up Microsoft Teams meeting week commencing 2nd November 2026, if needed. Please note, this date may change.

Appointments will last approximately 45 minutes. If required, providers will be contacted by Josh.Tildesley@shropshire.gov.uk to arrange a meeting with the lead Public Health Consultant and system partners. Once confirmed, participants will receive a Microsoft Teams meeting invitation and joining instructions.

Personal details will be stored securely, treated confidentially and used only for the

purpose of communicating about this engagement opportunity.

Questions

Your delivery model and preventative role: Briefly describe your digital offer, the population it is intended for and how it supports mental health prevention, early help and self-management before specialist or clinical intervention is required. What is distinctive about your approach compared with conventional digital self-help or peer support models?

Accessibility, reach and engagement: How do residents' access and engage with the service and what level of annual reach and active use could reasonably be expected for a Shropshire Local Authority area offer? Please describe any registration or license limits, how demand above capacity would be managed and what support you provide to promote uptake and continued engagement.

Inclusion and Shropshire fit: How would your service provide accessible, inclusive and equitable service for Shropshire residents including for rural communities, people experiencing digital exclusion or low digital confidence and those with additional accessibility, disability, language or cultural needs? How could the offer be tailored to local needs, pathways (including local information and signposting) along with identifying priority populations.

Digital innovation and user experience: What digital tools, features or service design approaches would you use to promote early help, improve user experience, encourage engagement and provide added value beyond traditional support models?

Evidence and Outcomes: What evidence supports the effectiveness of your approach for prevention and early help outcomes? Please state if this is independent evidence or internal provider generated evaluation and describe the outcomes routinely measured, including any evidence relating to wellbeing changes, self-management, prevention of escalation or use of other services.

Reporting and intelligence: What routine commissioner information, insights and data can be provided to support service monitoring, learning, assurance and reporting to relevant boards or governance groups? For example, on access, utilisation, demographics/inequalities, outcomes and user experience?

Affordability, added value and sustainability: For the purposes of this market engagement only, please describe what could be provided within an indicative annual affordability envelope of approximately £30,000 excluding VAT. This does not represent

an approved budget or commitment to commission.

Safeguarding, risk and clinical governance: Please describe safeguarding, risk management, escalation and clinical governance arrangements would you put in place to ensure residents receive safe, appropriate and timely support, including where needs escalate beyond the intended scope of the service?

This pre-market engagement exercise does not constitute the commencement of a formal procurement process, and the Council is not committed to undertaking a procurement following this engagement.

For the avoidance of doubt, information provided in response to this engagement will not be used by the Council to assess providers in any subsequent procurement process.

The purpose of this exercise is to enable potential providers to share views, evidence and insight to inform the Council's consideration of future service design and commissioning options.

Any information provided by the Council during this process is for the purposes of pre-market engagement only. No representation, warranty or undertaking is given by the Council as to the accuracy or completeness of the information provided, and the Council accepts no liability in relation to it.