

# Design and Building of a Single Point of Access to emotional health services for Wirral's children and young people

Invitation for Expressions of Interest  
May 2023



Making Public Services  
People Services

## Table of Contents

<b>THE BACKGROUND .....</b>	<b>3</b>
Summary .....	3
Project Purpose.....	3
<b>THE DETAILS .....</b>	<b>4</b>
Website Specification .....	4
Project Budget .....	5
Project Scope and Timelines .....	5
<b>LOOKING AHEAD.....</b>	<b>6</b>
How we'll evaluate the bids.....	6
The next steps.....	6

# The Background

## Summary

Capacity is inviting expressions of interest for the design and build of a platform that will assess the emotional health needs of 0-18s and recommend suitable services with a centralised “front door”. It will be used by parents, trusted adults (such as teachers and GPs), and young people themselves to access self-help resources and find in-person support.

We are seeking a digital partner who will help us finalise the detailed specification through a series of co-design sessions, advise on available simplifications (e.g., off-the-shelf solutions), and then design and build the platform. The process will require flexibility and teamwork, managing requirements and expectations from a number of partners involved.

## Project Purpose

The number of children and young people asking for support with their emotional health is growing. Currently, to access emotional health and wellbeing support, parents, professionals, and young people in Wirral must rely on their existing knowledge of services available to them, and search for resources on the internet (which may not be trustworthy). Even with awareness of support services, they have to navigate varying referral pathways, contact each service directly to find out if it’s still available to them and for a waitlist estimate, and track referrals separately for each service.

Capacity has been commissioned by the Wirral Metropolitan Borough Council (WMBC) and the Cheshire & Merseyside Integrated Care Board (ICB) Wirral Place to make it easier for children and young people to get the help they need. Simplified access to services can prevent unaddressed concerns from escalating to the point where more intensive support is required.

A key element of the project is the creation of a Single Point of Access (SPA) website that will centralise access to a full breadth of emotional health and wellbeing resources and services across Wirral – from community-based support to specialist services like NHS clinical health services.

# The Details

## Website Specification

The platform needs to:

- Host a searchable directory of resources, such as video, text, and audio files, organised and searchable by themes. It will also integrate with a variety of trustworthy resources already available on existing sites (e.g., [Family Toolbox](#), [Zillo](#), [Sandbox](#)), potentially using buttons/widgets to link platforms.
- Feature questionnaires that will allow visitors to receive personalised support options, including resources and services available to them.
- Allow the referred/young person to select a service based on a range of details (e.g., opening times, location, accessibility info, past reviews, images of the spaces and descriptions of sessions, as well as estimates on how long it usually takes to get an appointment with the service). The service provider will then be able to contact the user about booking an appointment.
- Provide a way for young people to stay updated while waiting for the service provider to contact them, and for the service provider to update the young person (e.g., “We tried calling you and left a voicemail”)
- Allow service users to leave star ratings for resources, as well as more detailed feedback about the services in the form of free text, and ratings for individual aspects of the service (e.g., responsiveness, accuracy). Detailed feedback should allow for more complex features such as trigger warnings, “verified by provider” marks and provider replies.
- Secure data processing systems which integrate or interact with key data systems in statutory partners such as the Local Authority and NHS schools, and third-sector organisations.
- A profile functionality for a parent or young person to share emotional health history, key information, and contact details.
- A “guest profile” where providing an email address and case number would allow users to finish the referral questionnaire and choose services without creating a profile (like guest check-out in online shopping).
- [possible] Profile functionality that will allow the user to fill a journal and track emotions.
- [possible] A calendar with upcoming events.

The site needs to meet WCAG 2.1 and AA accessibility standards and work brilliantly on mobile.

Some elements of the site may be available through off-the-shelf digital products that your team is aware of (or provides); should this prove cost- and time-effective, we would like to explore the opportunity to use your services in conjunction with off-the-shelf digital products.

## Project Budget

The total budget available for all stages of the project (including co-design workshops, design, building, and 12 months' maintenance to ensure it runs as smoothly as on day one) is £200,000 - £220,000.

A separate contract will be awarded for further annual site maintenance.

## Project Scope and Timelines

- Specification sent out for tender: June 2023
- Contract awarded and detailed kick-off session: August 2023
- Co-design: September – October 2023
  - Sessions created and delivered with Capacity to explore how to meet the aims of the SPA through various functionality options
  - 1-2 sessions with each of the target groups: young people, parents, and professionals
- Site design and build: September – March 2024
- Refining: March – May 2024
  - Internal testing and refining of all parts of the site with a focus on referrals
- Testing: May – July 2024
  - Testing the tool with “external users” (young people and parents) and key stakeholders
  - Soft launch: June 2024
  - Start of external referrals: July 2024
- Tweaking and maintenance: July 2024 – July 2025
  - Application of post-launch learning, minor changes to improve the site

# Looking Ahead

## How we'll evaluate the bids

At the tender stage, we will be asking you some simple and direct questions about what matters to us most to make this project successful:

- Costs: A quote for the project, including a clear breakdown of costs for each stage and the expected payment schedule
- Values/ways of working: your approach to co-design and your previous experience
- Deliverability: Your contingency plans to ensure delivery in case of team sickness or leave

Shortlisted companies will be subject to financial due diligence checks before the final confirmation of the awarded contract.

## The next steps

Please include the following in your expression of interest:

1. Credentials/proven experience in the industry and examples of previous work (preferably of similar projects that had an element of co-design) (up to 300 words)
2. Your approach and past experience in co-production and managing disagreements (e.g., if young people's and professionals' opinions don't match, how would you approach the situation?) (up to 300 words)
3. How do you handle sensitive/personal information? What are your data governance policies? (up to 300 words)
4. What additional information do you need from us ahead of the invitation to tender? (no word limit)

We are looking for a partner that will help us work alongside people to figure out what they want, find solutions and stay flexible to create the best possible final product.

Once we've received your expression of interest, we may arrange a call with you to further discuss your ways of working and experience, and answer any questions you have ahead of the formal bidding stage.

All EOI responses will be treated as confidential and not shared with other organisations.

For your responses and any questions, please contact the team at [comms@thisiscapacity.co.uk](mailto:comms@thisiscapacity.co.uk)

Deadline: 5pm 16<sup>th</sup> June 2023