

Evaluation of a Creative Wellbeing Project in Conwy and Denbighshire Brief

Date: 27th August 2026

Version: v3 Final

Purpose of the Document

Betsi Cadwaladr University Health Board (BCUHB) is seeking to commission an external provider to evaluate evaluation of a creative wellbeing project in Conwy and Denbighshire for child and adolescent mental health services and their families. The project is taking place between September 2026 and July 2027.

This evaluation will be a mixed methods evaluation resulting in an evaluation report and a PowerPoint slide set.

1 Context

Creative Well is the name for the Arts in Health and wellbeing Programme at BCUHB. We lead and support arts engagement activity that is rooted in people, place and need, harnessing the power of creativity to improve health and wellbeing, support individuals through illness, and transform the way care is experienced and delivered. The programme sits in the Public Health Directorate of BCUHB.

2 Project Summary

Arts and Minds is funded by the Arts Council of Wales and The Baring Foundation. In its second phase, Health Boards across Wales are utilising arts and creativity with children and young people engaged with Children and Young Peoples Mental Health Services (CAMHS) with the aim to improve their mental wellbeing. This is year two of a three-year funded project which is being evaluated both nationally and regionally. This brief is for the regional evaluation for BCUHB.

The project will engage young people in Key Stages 3 and 4 with mental health needs through a programme of artist-led creative workshops delivered in schools, acute and community hospital settings and community outreach settings. The session delivery is supported by CAMHS, school wellbeing teams, Denbighshire Leisure Ltd and BCUHB Arts in Health.

A parallel programme of creative workshops for parents will support family wellbeing, connection and resilience.

The evaluation should capture the project's impact on wellbeing, confidence, resilience, social connection, skills development and engagement, while exploring the wider value of creative approaches in supporting mental health and reducing demand on services.

3 Scope

The scope of this work is the Creative Wellbeing Project in Conwy and Denbighshire Year 2, and is a mixed methods evaluation incorporating the following:

Quantitative: Data analysis of activity to include:

- Standard Wellbeing Measures
- Number of participants in sessions/attendance and retention figures
- Measuring the engagement of staff/healthcare professionals'

Qualitative: To include

- Interviews
- Focus Groups
- Visual and Creative methods of evaluation including Most Significant Change approaches / Ripple Effects Mapping

Evaluators may wish to work with a creative practitioner or artist to explore the development of creative evaluation tools or methods. This should be costed into the proposal.

4 Sampling and Recruitment

The BCUHB Public Health Directorate will facilitate introductions between the successful organisation, project coordinators, artists and partner organisations. The Directorate will support engagement with stakeholders involved in the evaluation and provide access to available quantitative data and relevant project information to inform the evaluation.

5 Design requirements

The design requirements for this brief are for the evaluation to:

- Be in the form of a PDF report and PowerPoint Slide Set
- Be engaging, visually appealing, concise, and easy to read
- Use a mix of artwork and text to communicate key messages
- Incorporate BCUHB brand colours (to be provided upon contract award)
- Be available in a digital format for online use
- Be bilingual (translation provided by BCUHB)

6 Budget

The procurement process for this tender means **that bids over £4,500** (including VAT) will not be considered. However, it must be emphasised that this is not an indicative budget or target price for this work, merely a statement of the technical procedure, and bids should be made based on the tender requirements.

7 Project Milestones

Milestone	Date
Brief finalised and sent to identified agencies and partners	By 28 th August 2026
Contract award date	By 25 th September 2026
Inception meeting to discuss and agree a detailed delivery plan against the submitted proposal	Oct 2026
Regular meetings to provide progress updates	To be agreed at inception meeting
Delivery period	October 2026 to September 2027 (indicative)

8 Proposal requirements and deadline

8.1 Requirements

The proposal submitted should include information about:

- Your understanding of the brief
- Proposed methods
- Experience of and approach to collaboration
- Relevant experience
- Ability to work with agencies to provide service bilingually in Welsh and English
- Timetable
- Breakdown of costs
- Personnel - including background and experience
- Whether any part of the project would be subcontracted, if so to whom
- Ethical considerations and governance in line with the national evaluation. There is an expectation that the national and regional evaluation work alongside each other for the duration of the contract.
- The successful organisation must ensure that relevant personnel hold satisfactory enhanced DBS clearance and maintain appropriate Public Liability and Professional Indemnity Insurance.
- The organisation must be able to travel to sites across Conwy and Denbighshire as required and participate in both face-to-face and online meetings throughout the evaluation period. Evidence of compliance may be requested prior to contract award.

Bids can be submitted in English or Welsh. Any bids submitted in Welsh will be treated no less favourably than a tender submitted in English.

8.2 Deadline and Submission

- The deadline for proposals is **midnight on Monday 14th September 2026**
- An email will be sent to acknowledge receipt of your submitted proposal
- Proposals should be sent to BCU.ArtsInHealth@wales.nhs.uk

9 Bid Quality Criteria

Bids will be evaluated against the following criteria and weightings. You are required to provide evidence to substantiate your response against each of the criteria in order to aid the evaluation process by the evaluation panel. Failure to provide such information and evidence may affect your final score and ranking.

Quality Criteria	Weighting (Total 100%)
Clear understanding of brief	15%
Methods	30%
Level of experience	20%
Price	35%

The responses to the brief will be assessed by applying the following scoring system:

- 0 – Non-compliant response with no evidence provided
- 1 - Partial compliant response with anecdotal evidence only
- 2 - Partial compliant response with very limited documentary evidence
- 3 - Fully compliant and coherent response supported by robust documentary evidence

Please note: Where a supplier scores 0 in a particular section, the panel reserves the right to not consider evaluating the offer any further.

10 Further information

For further information about this brief, please contact:

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