



Request for Proposal (RFP) for Mental Health Data Challenge Delivery Partner

1. RFP Background

Wellcome supports science to solve urgent health challenges facing everyone. The [Data for Science and Health priority area](#) aims to ensure trustworthy data science transforms how science solves urgent health challenges. To achieve this, we support projects that produce innovative tools using health data, motivate and equip data scientists, and build trust into how data science is funded, governed and practiced. The vision of Wellcome's [Mental Health priority area](#) is a world in which no one is held back by mental health problems. It aims to convene, lead and fund transformative science, allied with public and policy engagement in order to achieve progress on youth anxiety and depression.

The envisioned data challenge in mental health speaks to overlapping priorities of both teams at Wellcome; its goal is to transform and improve mental health interventions by the use of trustworthy data science.

2. RFP Objectives

2.1 Running a data challenge

A data challenge targets a specific social or technical problem by combining data, ideas and technology. Wellcome's Data for Science and Health priority area is seeking to commission a delivery partner to run a data challenge for a better understanding of what helps prevent or treat anxiety or depression in young people aged 14-24. This involves using existing data to identify the most important "active ingredients" for preventing or treating anxiety and depression in this age group. It is up to the delivery partner to determine which data sets can be included in the challenge. By way of illustration, these might range from data arising from community and/or clinical samples and might include data ranging from biological to behavioral and potentially societal data sets. For a summary of what we mean by active ingredients see the [blog post](#) by our Mental Health priority area.

The envisioned mental health data challenge will:

- Create multidisciplinary communities with varied skills and incentive to work on mental health relevant data.
- Bring a multifaceted approach to mental health research that would result in data-driven solutions to improve anxiety and depression in young people.
- Incorporate views of young people with lived experience of anxiety and depression into the solution by involving them as co-creators during the challenge.
- Publicize and showcase the challenge as an example of trustworthy use of data for better mental health.



2.2 Scope of the data challenge

At the end of 2019, Wellcome externally commissioned the scoping of a series of global health data challenge topics. The final scoping report summarised research on four different health data challenge topics and proposed methodology for running them. Wellcome's intention is to run one workstream at this time on better mental health interventions. More specifically, the focus of this data challenge will be on tools and/or methods to enable better understanding of the active ingredients that make mental health interventions and approaches effective against anxiety and depression in young people. Therefore, this RFP is to recruit a supplier to run one data challenge. The possibility of running subsequent challenges in other topics remains open; but is out of scope for this RFP.

While depression and anxiety are two of the most diagnosed mental health disorders, it is widely accepted that different people need different interventions to improve their mental health and too little is known about what helps who and why. There is a need for better understanding the mechanisms of mental health interventions that work to support young people to prevent, effectively manage or overcome their own mental health challenges. Importantly there is need for a new approach, which goes beyond the traditional research methods, to identify effective solutions that would help young people with anxiety and depression.

This data challenge will generate tools and/or methods to enable better understanding of active ingredients that make mental health interventions and approaches effective against anxiety and depression in young people. It is intended that the immediate outputs (i.e.: tools and/or methods) would be in a form where, if it is appropriate and any & all checks, authorizations and approvals have been obtained, they could be used by policy makers, mental health practitioners and young people, to inform decisions on what needs be included as part of an effective interventions and approaches. They can be used as part of healthcare or self-care, or as part of society wide initiatives. The challenge will use mental health data originating from UK's data ecosystem; and, if relevant datasets can be sourced, one additional location from the global south.

Through this challenge, a diverse set of people (data scientists and data engineers, clinicians and healthcare providers, biomedical researchers, patients and the public, policy and decision makers) will be brought together to communicate and work effectively using data about the experiences of depression and anxiety in young people. Importantly, resulting data-driven tools and/or methods will be co-created with maximum input from young people with lived experiences.

2.3 Delivery partner activities

The delivery partner must include the following activities when running the data challenge:

- An initial 4 to 6-week scoping phase to determine feasibility of running such challenge on either of two proposed countries (India & South Africa) from the global south. Please see Appendices 1 and 2 for high-level scoping to date in those two geographies. If the supplier is aware of promising relevant datasets elsewhere from the global south, we would be open to suggestions to include this in scoping.
- Set up phase including data acquisition, curation and access control; relationship building with stakeholders.
- Call for proposals and recruitment of challenge participants.



- Review of applications through various stages including launch, model development and tool development phases; identification of front runners throughout the process.
- Promotion of the challenge throughout its lifetime via a comms campaign.
- Mentoring and training of participants throughout the challenge.
- Support for networking activities throughout the challenge, including the implementation phase.
- Sustainability phase for the implementation of the output.

Please refer to Appendix 3 for the proposed methodology (Health Data Challenges Playbook) and to Appendix 4 for the final report of the scoping work carried out earlier this year (information on better mental health interventions is included in pages 30-58; the envisioned workstream on better understanding of active ingredients can be found in this section). Please note that the scoping report only includes the UK as the country of focus. In Appendix 1 & 2, we provide a very high-level summary of the mental health data landscape in India and South Africa.

We are seeking a delivery partner that will build on the information provided by Wellcome, to firstly carry out an initial scoping of whether mental health data originating from one of the two countries (India & South Africa) can be included in the scope of the challenge. Following on from this, the supplier will then run a data challenge to enable better understanding of the active ingredients that make a mental health intervention effective against anxiety and depression in young people (aged 14-24) in the UK, and in one additional location, pending on the outcome of the initial scoping.

By working closely with the commissioning team at Wellcome, the supplier will review and incorporate any necessary updates and/or modifications before finalising the content and format of the data challenge and will lead on its delivery. Given the impact of Covid-19 on in-person gatherings for the foreseeable future, the supplier should run the challenge remotely via an online platform. However, one in-person gathering towards the final stages of the challenge should be planned and budgeted for to accommodate for such future possibility.

The selected supplier will be prepared to openly share learnings with Wellcome without being afraid to articulate when challenges arise during the process. This last point is particularly important, since if Wellcome decides to run more challenges in the future, lessons from the first challenge will inform, shape and improve subsequent ones in the series.

3. RFP Specification

We seek to commission a delivery partner who will have following responsibilities:

- 1- *Detailed scoping of mental health data ecosystem in India & South Africa:* Building on information provided by Wellcome (Appendices 1, 2, 3 & 4), the supplier will conduct a 4 to 6-week detailed scoping of mental health data ecosystems in India and South Africa to determine whether **one** of these countries would be suitable to include in the challenge. The scoping should include review of legal and regulatory space applied to mental health data in these countries. If this work concludes that none of these locations are optimal to run a successful data challenge on our topic of interest, the focus will solely remain in the UK. We are open to hearing from the supplier if they have any suggestions regarding other locations from the global south that could be included as part of this scoping.



- 2- *Review and finalise the challenge content:* Following the outcome of the scoping, the supplier will review, refine and finalise the geographical focus, structure and design of a data challenge to enable better understanding of the active ingredients that make a mental health intervention effective against anxiety and depression in young people aged 14-24. This should include an update of the data infrastructure review included in Appendix 4. The supplier will be responsible for identifying the right data sources and establishing the appropriate data access agreements central to delivery of the data challenge.
- 3- *Project management of the challenge:* The supplier will be responsible for managing the set up and administration of the challenge including the procurement for subcontracted support.
- 4- *Development and running of a governance framework:* Based on the framework suggested in the scoping report (Appendix 4), the supplier will develop a management structure to oversee the challenge. Wellcome expects the governance structure to include a governance board for reporting purposes only, involving relevant parties across Wellcome as the primary stakeholder. Additionally, the provider is expected to put in place an advisory board formed of leading experts on challenge topic and young people with lived experiences. Wellcome would not be a party on the advisory board.
- 5- *Development and running of a delivery framework:* The supplier will develop a detailed delivery plan with timelines which will be approved by Wellcome and reported on. The supplier will be responsible for monitoring risks/issues and for ensuring delivery is on track.
- 6- *Data protection and safeguarding:* The supplier will be responsible for identifying and handling data protection and safeguarding considerations arising from this project. The use of personal data in this project must be compliant with the General Data Protection Regulation 2016/679, regardless of the supplier's or the data subject's geographical location. The supplier is expected to assess and determine the purpose and means of processing personal data, including any risk assessments (such as a data protection impact assessment). Similarly, the supplier is expected to assess any safeguarding risks posed by the project.

Deliverables to be included are (but not limited to):

- Initial scoping of mental health data ecosystem in India & South Africa
- Update of the data infrastructure review included in the scoping report
- Development of a project and delivery plan
- Development of an evaluation framework for the challenge
- Development of eligibility criteria for participants
- Approach to set up phase, budget corresponding to each phase
- Sustainability phase scoping and planning
- Legal and safeguarding oversight
- Plans for stakeholder engagement
- Communications plans based on previously commissioned comms strategy
- Data access establishment
- Training and mentorship coordination
- Judging and prize giving



5- *Reporting*: The supplier will be responsible for developing a reporting pipeline to keep Wellcome and other relevant governance structures up to date on progress, expenditure and risk registry.

6- *Financial management*: Budget management and accounting will be under supplier's responsibility; regular reporting against cash flow will be required.

7- *Partners relationship management*: Owning and maintaining the relationships with stakeholders essential for the successful delivery of the challenge. This includes collaborators and subcontracted delivery partners.

8- *Challenge's legal support*: The supplier will be responsible for outsourcing the legal support needed to set up the legal framework for the challenge in terms of template data sharing agreements, participation contracts and IP advice.

9- *Challenge's comms and branding*: The supplier will be responsible for creating the comms assets of the challenge, including brand, digital assets such as website and social media channels (which can be used and adapted for future challenge topics if needed), as well as press and marketing in order to promote the impact of the outcome. The comms strategy previously commissioned by Wellcome (Appendix 5) will serve as basis for the final comms and branding plans. The supplier will be required to liaise with internal Wellcome comms team to ensure consistency.

10- *Evaluation*: Before the launch of the challenge, the supplier will be responsible to provide an evaluation framework in line with the challenge's theory of change and delivery plans. The supplier will be responsible for regular monitoring of the qualitative and quantitative metrics articulated in the evaluation framework, and their regular reporting to governance board.

11- *Sustainability support*: The supplier will develop and implement a plan for providing support to the successful teams to enable implementation of their solutions with key stakeholders to ensure maximum impact.

While we are open to alternative proposals in relation to the challenge timeline, below we outline our estimated time allocations for different stages of the challenge:

- Up to 4-6 week of scoping phase of mental health related data ecosystem in India and South Africa
- Up to 9 months for a set up phase
- A minimum of 18 months for the challenge to run, from recruitment of participants through to the awarding of final prizes.
- Up to an additional 9 months for a sustainability period.

4. RFP Timetable

#	Activity	Responsibility	Date
1	RFP issue to Suppliers	WT	04/11/2020
2	Submission of expression of interest to RFP	Supplier	Midday on 18/11/2020



3	Submission of Supplier Q&A to Wellcome Contact	Supplier	Midday on 18/11/2020
4	Advice to suppliers as to whether they have been invited to submit a full proposal and Return of Supplier Q&A to shortlisted Suppliers (collated response to all at the same time)	WT	23/11/2020
5	Submission of RFP Response	Supplier	Midday on 03/12/2020
6	RFP Evaluation Period	WT	to 17/12/2020
7	Supplier Presentations	Supplier	11/01/2021 to 15/01/2021
8	Notification of Contract Award	WT	20/01/2021
9	Contract Negotiation	WT & Supplier	20/01/2021 to 31/01/2021
10	Contract Start Date	WT & Supplier	Expected to start around 15/02/2021

5. Response Format

The following headers support the timetable by providing further detail of the key steps.

Expression of Interest

Suppliers are asked to submit a short expression of interest (max 600 words) by e-mail to Ekin Bolukbasi (E.Bolukbasi@wellcome.org) in accordance with the RFP timetable which will contain the following points:

1. Outline how your previous experience is relevant to delivery of Wellcome's mental health data challenge. Please include any relevant experience of working in low- and middle- income settings. (Max 300 words)
2. Provide a high-level summary of how you would approach running Wellcome's health data challenge for better mental health interventions. (Max 300 words)
3. Indication of the intention submit a proposal as a standalone organisation or as part of a consortium/partnership. If the latter is the case, please indicate names of your potential partners and your rationale for including them.
4. Provide a non-binding cost estimate as a single figure.

From these answers we will invite up to 5 suppliers to submit a full proposal. We will use the assessment criteria below to make this selection.

Assessment Criteria for EOI	Weighting
Strength of answers to Q1-2 in relation to requirements set out in RFP objectives	65%



Track record and previous experience in running similar challenges	30%
Suitability of the high-level cost estimate	5%

Supplier Q&A

Prior to the submission of your RFP response, Suppliers are provided the opportunity to submit any questions they have about the exercise. All questions are to be submitted to E.Bolukbasi@wellcome.org by e-mail in accordance with the RFP timetable. But to note we will only answer questions from suppliers invited to submit a full proposal.

RFP Proposal

Suppliers are required to submit proposals which respond to the following sections;

Contract Feedback

This section allows Suppliers to provide specific feedback to the contractual agreement which will be used should their proposal be successful. Contract feedback is to be incorporated into your proposal as an annex and in the following format;

Clause #	Issue	Proposed Solution/Comment

Suppliers submitting proposals as a registered company should review this [document](#). Individuals submitting proposals as a sole trader (not registered) should review this [document](#).

Individuals submitting proposals through their own personal services company please highlight this to the Wellcome contact immediately (see point 7 below).

Information Governance

Suppliers are asked to complete the [TPSRA2](#) assessment before the RFP submission deadline for Wellcome to assess how you handle data.

RFP Questions

This section requests responses from Suppliers specific questions in relation to this RFP exercise.

#	Question	Max
1	Outline your methodology for delivering the key activities and objectives of this RFP. In your summary please make sure to include:	1000 words



	<ul style="list-style-type: none"> • Stages and timeframes in which you propose to meet our requirement. • Your approach to working closely with the delivery team at Wellcome. 	
2	<p>Provide 2 case studies where you have successfully run similar challenges; if relevant, please specifically refer to any previous experience of running such challenges:</p> <ul style="list-style-type: none"> • Via an online platform • In low- and middle-income (LMIC) settings • With implementation support for the final output 	600 words
4	<p>Outline any major risks and challenges you foresee as being associated with running a challenge using mental health data & include your mitigation strategies.</p>	600 words
5	<p>Outline your current thoughts on how you will engage and/or involve young people with mental health problems as co-creators of the challenge.</p>	200 words
6	<p>Provide a cost proposal which details and justifies the proposed costs to meet our requirements. Please envisage two possible scenarios where the focus would be 1) the UK or 2) the UK + one LMIC location.</p>	400 words
7	<p>Make us aware if you are submitting a proposal as part of a consortium & outline any previous track record in successfully working in partnership.</p>	200 words
8	<p>Make us aware if you envisage using any third parties for the delivery of any aspect of Wellcome's requirements & outline your approach to selecting them.</p>	200 words
9	<p>Confirm how you will structure the project to ensure that you will be the sole independent data controller, at all stages of the project. This should include an initial risk assessment of data protection issues arising from your proposal. Your proposal (and the ultimate project structure) must not be structured in a manner that could result in Wellcome becoming a data controller for the personal data used in this project.</p>	200 words
10	<p>Outline your initial assessment identifying and managing safeguarding risks in relation to working with children and adults as part of your proposal.</p>	200 words

From these answers we will shortlist up to 3 suppliers for presentations. We will use the assessment criteria below to make this selection.

Assessment Criteria	Weighting
How well proposal meets specification of requirements	50%
Track record and previous experience in running similar challenges	30%



Value for money and suitability of the budget in relation to the proposal	20%
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6. About Wellcome

Wellcome supports science to solve urgent health challenges facing everyone. We support researchers, we take on big health challenges, we campaign for better science, and we help everyone get involved with science and health research. We are a politically and financially independent foundation. Find out more about Wellcome and our work: www.wellcome.org

7. Non-Disclosure and Confidentiality

Prospective Suppliers should be aware that inappropriate publicity could have a serious effect upon Wellcome's business. The information contained within this document or subsequently made available to prospective suppliers is deemed confidential and must not be disclosed without the prior written consent of Wellcome unless required by law.

8. Prospective Suppliers Personnel - IR35 and Off Payroll Working Rules

Before the RFP response deadline, Prospective Suppliers must make the Wellcome Contact aware if they are intending to submit a proposal where the services will be provided by any individuals who are engaged by the Prospective Supplier via an intermediary i.e.

- Where the Prospective Supplier is an individual contracting through their own personal services company; or
- The Prospective Supplier is providing individuals engaged through intermediaries, for the purposes of the IR35 off-payroll working rules.

9. Independent Proposal

By submission of a proposal, prospective Suppliers warrant that the prices in the proposal have been arrived at independently, without consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to such prices, with any other potential supplier or with any competitor.

10. Funding

For the avoidance of doubt, the output of this RFP exercise will be funded as a **Contract** and not as a Grant.

11. Costs Incurred by Prospective Suppliers

It should be noted that this document relates to a Request for Proposal only and not a firm commitment from Wellcome to enter into a contractual agreement. In addition, Wellcome will



not be held responsible for any costs associated with the production of a response to this Request for Proposal.

12. Sustainability

Wellcome is committed to procuring sustainable, ethical and responsibly sourced materials, goods and services. This means Wellcome seeks to purchase goods and services that minimise negative and enhance positive impacts on the environment and society locally, regionally and globally. To ensure Wellcome's business is conducted ethically and sustainably, we expect our suppliers, and their supply chains, to adhere to these principles in a responsible manner.

13. Accessibility

Wellcome is committed to ensuring that our RFP exercises are accessible to everyone. If you have a disability or a chronic health condition, we can offer adjustments to the response format e.g. submitting your response in an alternate format. For support during the RFP exercise, contact the Wellcome Contact.

If, within the proposed outputs of this RFP exercise, specific adjustments are required by you or your team which incur additional cost then outline them clearly within your commercial response. Wellcome is committed to evaluating all proposals fairly and will ensure any proposed adjustment costs sit outside the commercial evaluation.

14. Diversity & Inclusion

Embracing [diversity and inclusion](#) is fundamental to delivering our mission to improve health, and we are committed to cultivating a fair and healthy environment for the people who work here and those we work with. As we learn more about barriers that disadvantage certain groups from progressing in our workplace, we will remove them.

Wellcome takes diversity and inclusion seriously, and we want to partner with suppliers who share our commitment. We may ask you questions related to D&I as part of our RFP processes.

15. Wellcome Contact Details

The single point of contact within this RFP exercise for all communications is as indicated below;

Name: Ekin Bolukbasi
Role: Data Challenges Manager
Telephone no.: N/A
Email: E.Bolukbasi@wellcome.org

16. Wellcome Evaluation Panel



The evaluation panel for this RFP exercise will consist of the following individuals;

Tariq Khokhar – Head, Data for Science and Health Priority Area

Ekin Bolukbasi – Data Challenges Manager, Data for Science and Health Priority Area

Chantal Wood – Program Manager, Data for Science and Health Priority Area

Harri Weeks - Partnerships and Community Manager, Understanding Patient Data

Miranda Wolpert - Head, Mental Health Priority Area

Catherine Sebastian - Evidence Lead, Mental Health Priority Area

Ines Pote - Scientific Advisor, Mental Health Priority Area

Katie Taylor – Head of Experience Design, Digital

Richard Duffy - Senior Insight Research Analyst, Strategy and Performance