Bright Ideas in Health Awards

Category: Mental Health Transformation Award

This category is open to organisations in the North East and North Cumbria

This award celebrates teams, services or partnerships that are transforming mental health, learning disability and neurodivergence support by improving outcomes, reducing inequalities and delivering care in line with the NHS's three strategic shifts: from hospital to community, from analogue to digital, and from treatment to prevention.

Entries should demonstrate how they have:

- Improved access to timely, person-centred support and care within community settings.
- Enhanced the health, wellbeing, independence and quality of life of people experiencing mental ill health, learning disabilities or who are neurodivergent.
- Used digital innovation to enhance care, improve experience or increase efficiency while ensuring equitable access.
- Focused on prevention, early intervention and proactive support, helping people stay well and reducing the need for crisis, inpatient or specialist services.
- Worked collaboratively across health, social care, education, voluntary, community and lived experience sectors.
- Reduced inequalities and improved access, experience and outcomes for underserved or marginalised populations.
- Delivered measurable improvements in outcomes, experience, equity or value for people, families, carers and staff.

Successful entries will provide clear evidence of impact, innovation, co-production, partnership working and measurable improvements in outcomes for people accessing mental health, learning disability or neurodivergence support.

Particular consideration will be given to initiatives that demonstrate scalability, sustainability and the potential to be adopted more widely across health and care systems.

Eligibility:

Open to NHS mental health providers, primary care organisations, local authorities, voluntary and community sector organisations, and partnerships delivering mental health services or support.

The entry questions for the **Mental Health Transformation Award** are:

1. What mental health challenge or unmet need does your initiative address?
2. How does the initiative improve access to timely, person-centred support?

3. How does it support care closer to home, digital transformation or prevention?
4. How does it reduce inequalities in mental health care?
5. How were patients, carers, staff or voluntary sector partners involved?
6. What measurable improvements have been achieved in outcomes, experience, equity or value?
7. How has the initiative reduced crisis, inpatient demand or delays in support?
8. What learning could be adopted by other mental health services or systems?

Specific judging focus:

- Improvement in mental health outcomes
- Alignment with the three strategic shifts
- Reduction in inequalities
- Partnership working
- Evidence of scalability and wider learning

Entries will be assessed on the following:
Innovation: originality of the idea
Value: impact of the initiative on patient care and/or service effectiveness
Patient focus: evidence that patient/service user need was central to the work
Collaboration: evidence of the involvement of other professionals, services and/or patients in the project
Clinical effectiveness: data demonstrating how this initiative drives clinical enhancements
Leadership: evidence of entrants championing their innovation in their organisation or more widely
Adaptability: ideas that could be adapted for use elsewhere in entrants' organisations or other organisations
Sustainability: initiatives that can be embedded within organisations to operate without the input of the people who developed them

The deadline for entries is 27 November 2026

For further information and to enter please visit: https://brightideasinhealth.org.uk/

If you have any queries, please contact sarah.black@healthinnovationnenc.org.uk