**Southampton Mental Health Network**

**Invitation to Tender for PR support**

**Background**

Southampton Mental Health Network is a group of organisations and individuals united through a memorandum of understanding (<https://communicareinsouthampton.org.uk/mental-health-network/>) with a vision of making Southampton a mental health friendly city.

Launched in February 2019 with a membership of 12 the network now has over 130 members, including representation from around 70 organisations.

The organisations involved range from areas of the NHS, City Council departments and other statutory groups through to small community groups and businesses.

The initiative is being led and coordinated by Communicare in Southampton, a good neighbours’ charity that operates across the city.

**Recent activity**

Together the network have worked on:

* Developing a service users’ network
* Gathering information about the needs and wishes of those with lived experience of poor mental health
* Offering opportunities for statutory providers and community base organisations to meet one another

**Why PR?**

To achieve the aim of transforming the community’s thinking so that individuals and agencies are working together to improve support for achieving good mental health and wellbeing the network needs to be able to send clear messages to the providers of a wide range of services as well as the general public.

The target audience is therefore everyone who lives, works or has an interest or influence in the city of Southampton.

*Expected outcomes*

We expect a good PR campaign to result in:

* A consistent and clear message explaining the purpose and work of the network used across all forms of communication
* Increased membership
* Better engagement between statutory providers and community groups
* Improved attitudes and understanding of the general public on the topic of mental health

*Current communications*

The network has a page on Communicare’s website ([www.communicareinsouthampton.org.uk](http://www.communicareinsouthampton.org.uk)) but largely communicates through its existing membership through email and regularly produced newsletters.

Individual member organisations all have their own websites and social media engagement, issue their own press releases and design their own leaflets and printed material.

To date membership has grown through word of mouth.

**What we are looking for**

The network is looking for someone with a track record of successful PR strategy design together with effective engagement with the media, particularly through provision of press releases.

We would hope to work with the appointed person/company for at least 3 months to establish and roll out the early stages of the campaign with a view to an extension if funding bids are successful.

The deadline for applications is Monday 22nd June at 10am and we would be aiming to award the contract to begin during the first week of July.

**How to apply**

Please send your applications or enquiries to:

Chloe Naegeli

Southampton Mental Health Network

smhn@communicareinsouthampton.org.uk

Enquiries will be responded to individually.