**Expression of Interest**

We are inviting expressions of interest for an expert partner with knowledge of AI and sentiment analysis within the health and social care sectors.

**Aim**

Our aim is to design an approach to gather, collate, and analyse community sentiment through the use of digital tools to aid decision-making in our health system.

**Context**

We regularly gather sentiment from people who live in and access support in our boroughs, ranging from formal consultations to day-to-day conversations in the community. When used effectively, these insights shape specific policies, service changes, or strategies. However, there are many instances when these insights are never fully analysed or are placed into reports that barely see the light of day. In all instances, the insights are rarely considered against other relevant community sentiment that has already been gathered and combined to make better-informed decisions.

Furthermore, once the insights have been applied for their intended purpose, what then? This intelligence often sits and gathers dust on the proverbial bookshelf and is forgotten, only for the same group of people to be asked for the same feedback years, sometimes even months, later.

We need to develop a systematic approach to community intelligence, one that collates and analyses all of the insights we gather so that we end up with actionable intelligence that can be applied to our health system decision-making.

**Example**

The South Westminster Neighbourhood Health Team is deciding its priorities for the forthcoming year. Using an intelligence tool, they review the most raised health needs in their catchment areas and the most cited barriers to accessing services in the past 12 months. Combining this information with population health data enables the group to make an informed decision about the local priorities, and even leads to working directly with the community in a more focused way to design solutions.

**Programme Leadership**

This work is being led by Vibrant & Healthy Communities, a cross-sector programme in Kensington, Chelsea & Westminster (bi-borough) that aims to reduce health inequalities by maximising the role of the community and voluntary and community sector (VCS).

**Basic Requirements**

* Knowledge of working with health and social care system partners
* Expert knowledge of AI tools and approaches
* Expert knowledge of data capture and analysis

**Contract Value/Timeframe**

* Contract value: £15,000 - £20,000 total, depending on the level of expertise and proposed involvement
* Start date: July 2025, End date: March 2027
* Location: Kensington, Chelsea & Westminster (mostly remote with the potential for some in-person events/meetings)

**Expression of interest**

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| **Lead Person** | **Organisation (if applicable)** |
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| **Contract; Email** | **Contract; Phone** |
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| **Please summarise your expertise of applying AI tools and approaches (100 words)** | |
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| **Please summarise any experience of working in health and social care sectors (100 words)** | |
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| **Please summarise any wider experience or expertise that you can provide (100 words)** | |
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Please complete and submit to [liam@kcsc.org.uk](mailto:liam@kcsc.org.uk) by Friday 27th June 2025.