

YOUR WORK. YOUR STORY. YOUR IMPACT.

What judges look for.



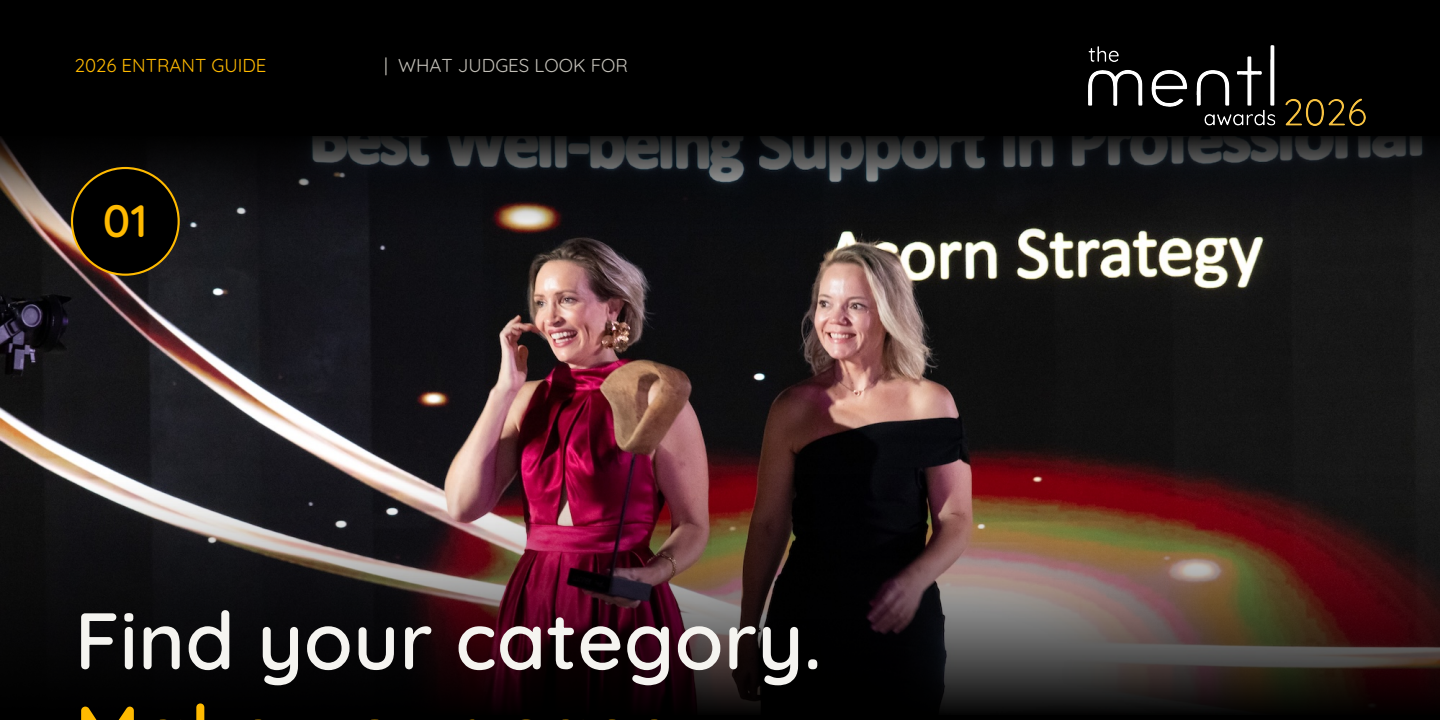
Help your impact shine in
the mentl awards 2026.

10

practical ways to
strengthen your entry.

Drawn from judges' feedback across 2023-2025.

01



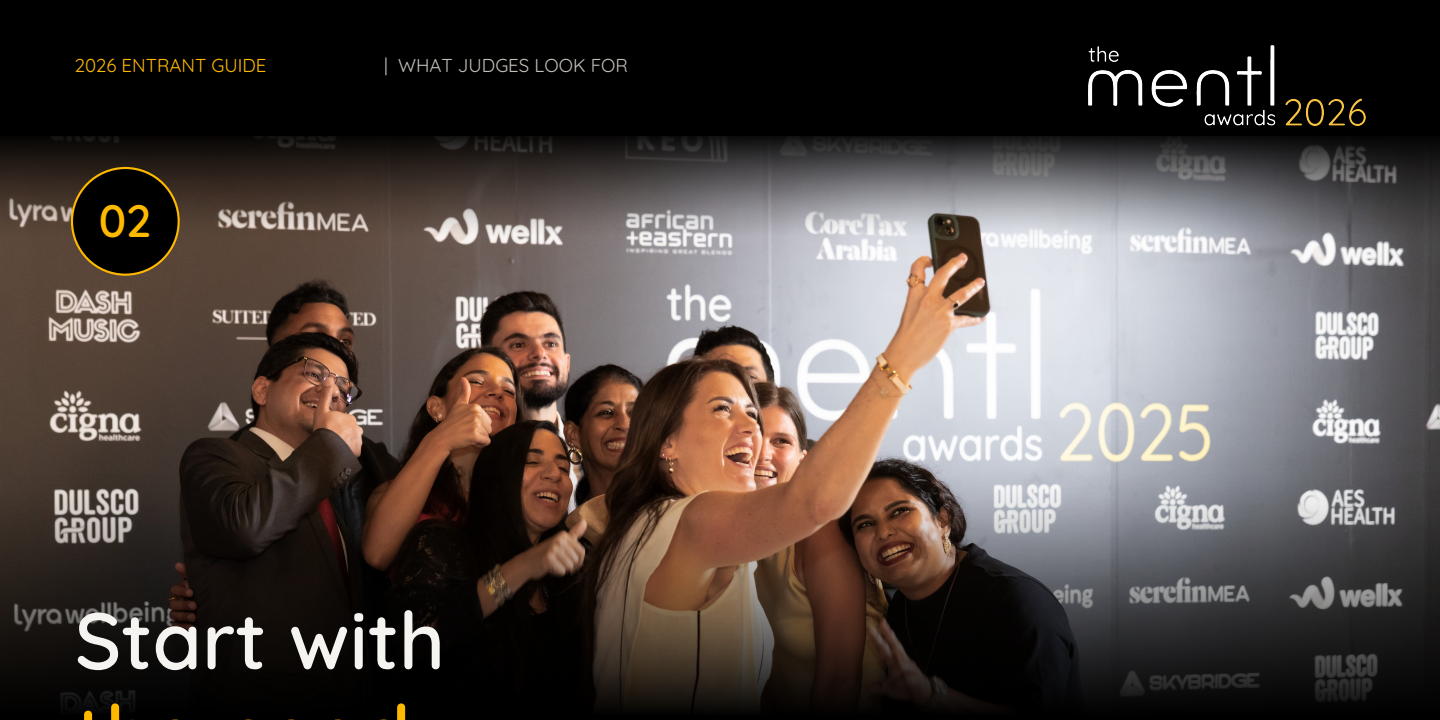
Find your category. Make your case.

1. Read the current category criteria and eligibility rules. Name the entrant, location and period covered in your opening paragraph.
2. For each criterion, choose one achievement and one piece of proof. Give each a clear place in your answer.
3. Keep the strongest evidence in the main entry. If a criterion is less relevant, explain the context rather than leaving a gap.

PUT IT INTO PRACTICE

Criterion: impact. Claim: easier access to support. Proof: waiting-time data, with dates, plus feedback from the people using the service.

02



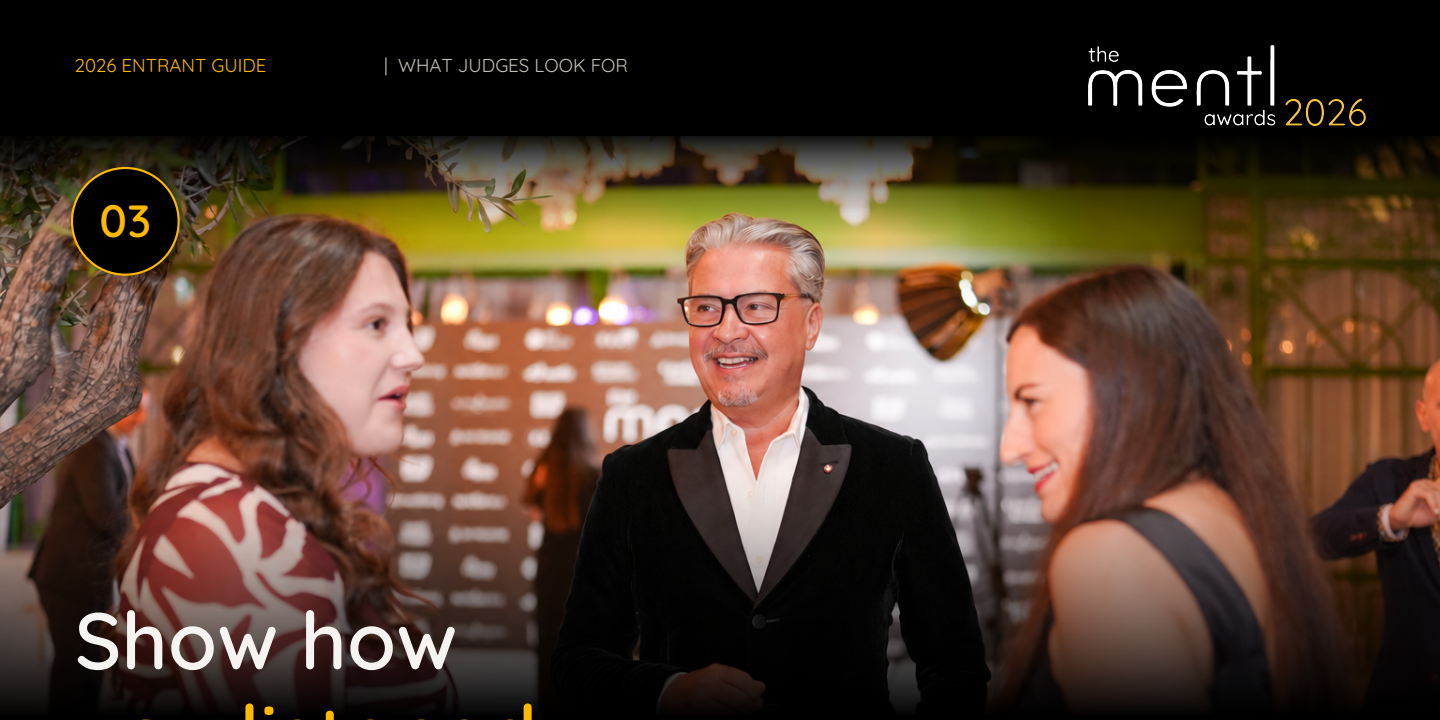
Start with the need.

1. Define the specific problem and who experienced it. Describe the setting and scale using relevant local information.
2. Give a starting point: a survey finding, service gap, usage pattern or repeated concern. Name the source and date.
3. State the change you intended to make. Link your activities to a mental health or wellbeing need, not just general engagement.

PUT IT INTO PRACTICE

Try: 'Our [source/date] showed [need] among [group]. We aimed to improve [specific outcome] through [response] over [period].'

03



Show how you listened.

1. Explain whose views you gathered, how and when. Include the number of respondents or participants where it is available.
2. Identify the insight that most influenced your approach. Show the decision it changed, rather than simply listing research sources.
3. Explain whose views were missing and how you responded. Use relevant research to support the choices you made.

PUT IT INTO PRACTICE

For example: feedback identified a language barrier; you adapted the materials and delivery, then checked whether access or understanding improved.

04



Make the plan clear.

1. Set out the objective, main activities and intended outcome. Explain why those activities were likely to address the need.
2. Name the people responsible for delivery, relevant partners and resources. Add a short timeline with the key milestones.
3. For an individual nomination, separate the nominee's own decisions and actions from the wider team's contribution.

PUT IT INTO PRACTICE

Use a simple chain: need > objective > action > owner > milestone > evidence of progress. Make every link specific to your work.

05

A photograph of two women taking a selfie. The woman on the left is holding a white smartphone and smiling. The woman on the right is also smiling. They are both wearing formal attire. In the background, there is a wall with various logos, including 'tyrowellbeing', 'serclinMEA', 'DASH MUSIC', 'WILD & WOODED', 'cigna', 'SKYBRIDGE', 'BILSCO GROUP', and 'K'.

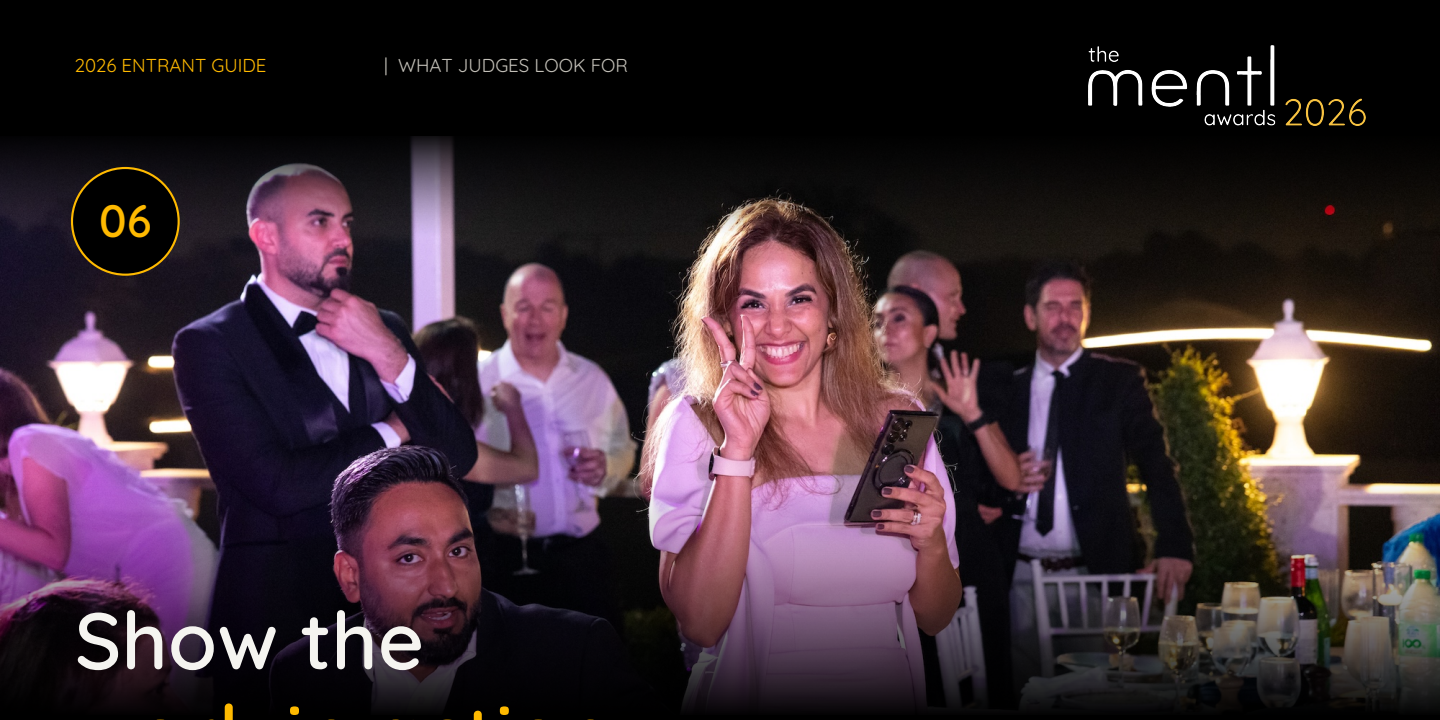
Bring your difference to life.

1. Describe what people could access before your initiative. Then explain the practical difference your approach introduced.
2. Show how the approach fits your audience: language, culture, accessibility, working patterns or the realities of your sector.
3. Support the difference with an example of use or feedback. Explain why it helped, rather than relying on words such as 'innovative'.

PUT IT INTO PRACTICE

Try: 'We adapted [approach] for [audience] by changing [feature]. This addressed [barrier], as shown by [evidence].'

06



Show the work in action.

1. Give a short delivery timeline: what launched, when, where and for whom. Include actual participation or uptake where available.
2. Describe one challenge and the adjustment you made. Explain what that taught you and how delivery improved.
3. Distinguish completed work from pilots and future plans. Use a dated example to show what was operating during the entry period.

PUT IT INTO PRACTICE

Build one delivery snapshot: activity + date + audience + uptake + challenge + adjustment. Support it with a relevant record or example.

07



Make the change measurable.

1. Separate activity from outcomes. Attendance shows reach; explain what changed in access, wellbeing, confidence or behaviour.
2. For your strongest result, give the starting point, later result, timeframe, sample size and measurement method.
3. Explain limitations honestly. If no baseline exists, use the best available evidence and make clear what it can and cannot demonstrate.

PUT IT INTO PRACTICE

Result template: '[Measure] changed from [baseline] to [result] over [period], among [number], measured using [method].' Include any important caveat.

08



Bring the human story.

1. Choose one short story that illustrates an outcome you have already described. Explain the person's starting situation and relevant context.
2. Describe the support or intervention, then what changed. Pair first-hand feedback with a relevant result or follow-up where possible.
3. Use permission-cleared or anonymised details. Explain whether the example reflects wider feedback or one person's experience.

PUT IT INTO PRACTICE

A useful case study follows: before > support received > change experienced > supporting evidence. Keep the focus on the beneficiary's experience.

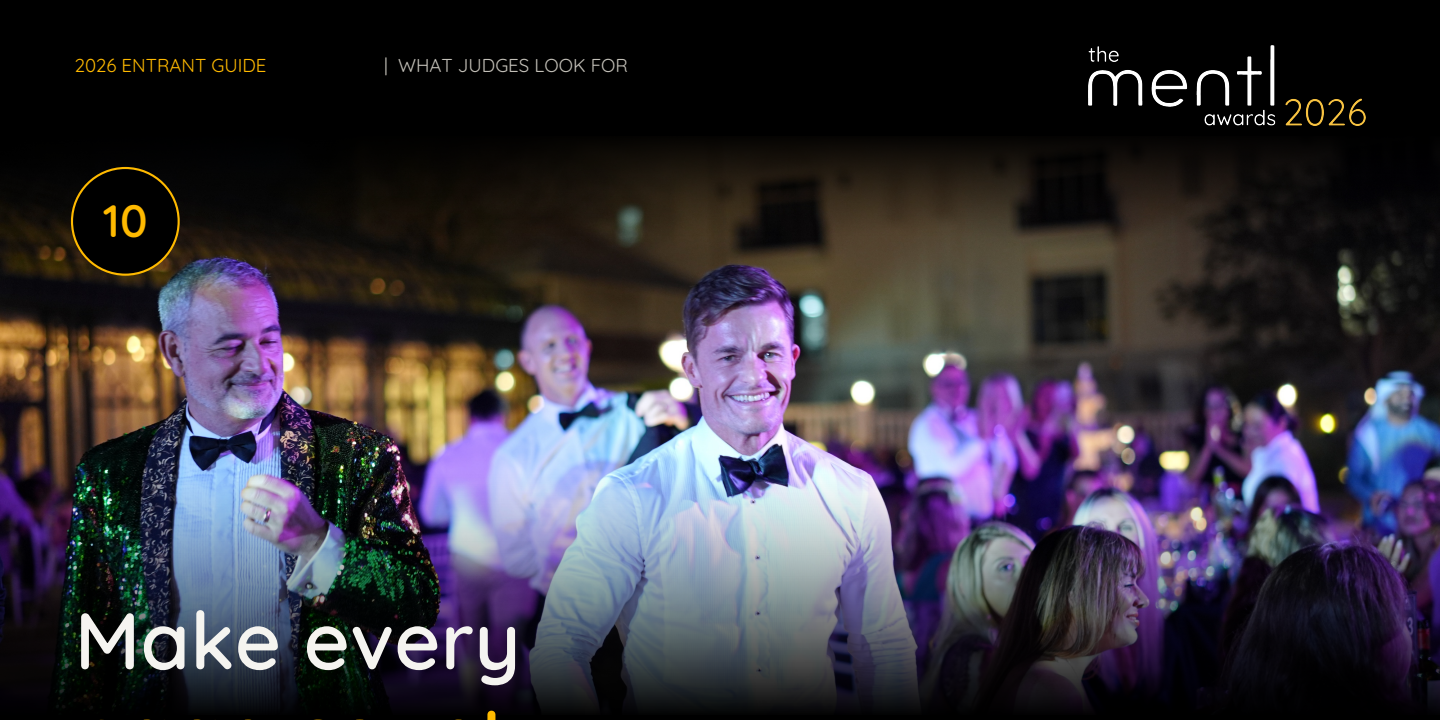


1. Identify what continues beyond the initial activity: a policy, routine, support pathway, trained team or community capability.
2. Explain who owns the next phase and how it is resourced. Distinguish confirmed arrangements from proposed expansion.
3. Show how you review progress and act on feedback. Include a follow-up result or a concrete change made after learning.

PUT IT INTO PRACTICE

For example: name the ongoing owner, review schedule and resources, then show one improvement made since the original launch.

10



Make every page count.

1. Give each answer a clear claim, a specific example and supporting evidence. Use the category criteria to organise your response.
2. Label attachments and refer to them precisely. Explain the key result in the main entry so the judge can understand its significance.
3. Ask a colleague unfamiliar with the work to read it. Check clarity, dates, figures, current limits and access to every supporting link.

PUT IT INTO PRACTICE

Final test: can a new reader explain the need, your contribution and the outcome? Replace broad claims with the strongest specific proof you have.

Your work matters. Help judges see why.

- A clear category fit
- A real need and a thoughtful response
- Delivery you can explain
- Evidence of change for people
- A lasting contribution

Bring the heart. Show the evidence.

Use alongside your category's current criteria and entry requirements.