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Planning

Behaviour Support Service for Families

Norfolk County Council

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-039693

Procurement identifier (OCID): ocds-h6vhtk-055ec4 ([view related notices](#))

Published 14 July 2025, 3:13pm

Scope

Reference

NCCT432236

Description

It is proposed that a new specialist behavioural support service is established, increasing capacity and capability in relation to supporting children and young people with behaviours that put the safety of themselves and those around them at risk.

An intensive, PBS informed behaviour support service (Positive Behaviour Support) to directly work with c. 12 families per year. This would target highly complex children and young people identified by professionals as being likely to come into social care within six months, as a direct result of behaviours that challenge and which put their own and others' safety at risk.

The criteria for the service would be behaviour-led rather than diagnosis-led.

The service will build the skills of the person and of those who care for and support them

and using the least restrictive practice possible.

Contract length has not yet been fixed by Norfolk County Council. Final contract length will be set in the Tender Notice after market engagement.

Contract dates (estimated)

- 2 January 2026 to 1 January 2031
- 5 years

Main procurement category

Services

CPV classifications

- 85000000 - Health and social work services

Contract locations

- UKH15 - Norwich and East Norfolk
- UKH16 - North and West Norfolk
- UKH17 - Breckland and South Norfolk

Engagement

Engagement deadline

12 August 2025

Engagement process description

There will be two Market Engagement sessions held, whereby providers will have the opportunity to help shape the service offer:

Market engagement 1: Design & Refine Session (30th July 2025 10am-12pm)

This is for providers of PBS and will be supported by relevant representatives from social care, education & health services.

Discussion points will be:

- How might we refine our criteria for support?
- When is a Positive Behaviour Support (PBS) approach most and least effective for children and young people (CYP) and their families?
- Current support structures
- What should we consider when identifying and managing referrals?
- How might the service operate in practice?
- In what ways could the service be designed to operate flexibly?
- How will we define and manage success?
- How might the service operate in practice?
- Consider the who, what, where, when, and how-including key inputs and intended outputs.
- In what ways could the service be designed to operate flexibly?
- Think about responsiveness to need, adaptability, and scalability.
- How will we define and manage success?

Market engagement 2: Service Proposition (12th August 2025 1pm -3pm)

Discussion points:

- Context & Service Proposition
- Procurement Information
- Questions & Answers
- Final Feedback Opportunity

Interested parties will need to register their interest for the market engagement on In-Tend and a separate invite will be sent. Applicants must first be registered on <https://in-tendhost.co.uk/norfolkcc> (<https://in-tendhost.co.uk/norfolkcc>) Full instructions for registration and use of the system can be found at <https://in-tendhost.co.uk/norfolkcc/asp/BuyerProfiles> (<https://in-tendhost.co.uk/norfolkcc/asp/BuyerProfile>). Once registered you will be able to see the procurement project under 'tenders' section and 'express an interest'. Please then use the correspondence facility to let us know that you are interested in attending a market engagement session(s).

The procurement, once issued, will also be managed via In-Tend.

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Publication date of tender notice (estimated)

17 September 2025

Procedure

Special regime

Light touch

Contracting authority

Norfolk County Council

- Public Procurement Organisation Number: PDYH-3246-XWTR

County Hall, Martineau Lane

Norwich

NR1 2DH

United Kingdom

Email: sourcingteam@norfolk.gov.uk

Region: UKH15 - Norwich and East Norfolk

Organisation type: Public authority - sub-central government

