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Planning

Media and Digital Resources Development for Parent/ Carer Training

Mayors Office For Policing And Crime

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

Notice identifier: 2025/S 000-067763

Procurement identifier (OCID): ocds-h6vhtk-05d256

Published 23 October 2025, 12:05pm

Scope

Reference

Media and Digital Resources Development for Parent/ Carer Training

Description

This is not a call for competition; it does not guarantee tender action.

Over the past five years, the Mayor of London's Violence Reduction Unit (VRU) has invested £6.5 million into the pan-London Parent Carer Champion Network—an impactful initiative that has reached over 22,000 parents and carers across London. This network has provided vital peer-to-peer support to grassroots organisations and communities, acting as a bridge between local authorities and families through a public health approach.

Recent evaluations have highlighted that the needs of parents and carers are distinct from those of other trusted adults such as practitioners, teachers, and youth workers. Parents require tailored support to help them identify emerging risks and build emotional

resilience—critical components in safeguarding children and young people.

The VRU's families team aims to centre empowerment for parents by increasing parental capacity and understanding by investing in knowledge and skills to provide parents/carers with the tools, confidence, and emotional resilience to protect their children and be equal partners in early intervention and prevention.

Investing in parental well-being and risk awareness delivers strong value for money by reducing youth involvement in violence and the criminal justice system. By equipping caregivers with the knowledge to identify early signs and regulate their own stress responses, we can prevent costly interventions such as exclusions, policing, and mental health crisis support. This proactive, trauma-informed approach strengthens families, lowers pressure on public services, and builds safer communities through early, relational prevention.

Purpose of This Early Market Engagement Questionnaire

The VRU is seeking to engage with the market as its preparing to commission Resources and Training to support Parental knowledge of emerging risks and issues faced by young people. As part of this commissioning process the VRU is planning to invest in the development of training programmes and digital resources that focus on:

- Awareness of ongoing and emerging risks affecting young people
- Practical tools to support safeguarding and community resilience
- Production and resource will be co designed with a London focused lens

This next phase will centre on co-produced, culturally relevant digital content including bitesize animations, short films, video tutorials, and resource packs. These materials will raise awareness of key risks such as Criminal exploitation, and harmful ideologies, while equipping parents and carers with actionable strategies to protect their children and strengthen their communities.

The Violence Reduction Unit (VRU) is inviting organisations to take part in an Early Market Engagement by completing a short questionnaire. This will help us understand how best to commission future work.

If you are interested in this opportunity and would like to take part in this early market engagement questionnaire, please complete and return It too VRUCommissioning@london.gov.uk , deadline for returning the questionnaires will be the 10th November 2025.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Training-services./2AU44CK663>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/2AU44CK663>

Total value (estimated)

- £670,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 6 April 2026 to 6 April 2028
- Possible extension to 6 April 2030
- 4 years, 1 day

Main procurement category

Services

CPV classifications

- 80500000 - Training services

Contract locations

- UKI - London

Engagement

Engagement deadline

10 November 2025

Engagement process description

Early Market Engagement Questionnaire:

Media and Digital Resource Development for Parent/ Carer Training

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Introduction

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The Violence Reduction Unit (VRU) is inviting organisations to take part in an Early Market Engagement by completing a short questionnaire. This will help us understand how best to commission future work.

We're looking for insights on

- Who could help deliver this work Including potential partners, collaborators, and suppliers
- Costs and timelines What it might cost and how long it could take to produce
- Content formats and accessibility What types of content work best and how to make them accessible to all
- Ideas for innovation and co-production Creative approaches and ways to work together with communities or other organisations

Your Input Matters

Your insights will inform the development of effective, inclusive, and scalable digital resources that reflect the lived experiences of London's diverse communities.

Your feedback will support the creation of digital resources that are;

- Effective and practical
- Inclusive and representative
- Scalable and accessible to all

QUESTIONNAIRE

Question 1

Please provide indicative cost ranges for the production of the following digital resources, including all associated production team costs for the codesign of the following animation /short films to support parental understanding of Criminal exploitation, online harm for example:

Resource Type Cost Range (£) Turnaround Time (tick one)

Bitesize Animation (1–2 min)? 1–2 Weeks ? 3–4 Weeks ? 1–2 Months ? 3–4 Months ? 5+ Months

Bitesize Animation (3–5 min)? 1–2 Weeks ? 3–4 Weeks ? 1–2 Months ? 3–4 Months ? 5+ Months

Short Film (3–5 min)? 1–2 Weeks ? 3–4 Weeks ? 1–2 Months ? 3–4 Months ? 5+ Months

Short Film (5–10 min)? 1–2 Weeks ? 3–4 Weeks ? 1–2 Months ? 3–4 Months ? 5+ Months

Resource Pack modules (PDF/Interactive)? 1–2 Weeks ? 3–4 Weeks ? 1–2 Months ? 3–4 Months ? 5+ Months

What factors most influence your pricing?

? Scripting ? Voiceover ? Translation ? Accessibility features (e.g. subtitles, BSL) ? Co-production with communities ? Platform-specific formatting ? Casting ? Level of visual detail/design complexity ? Other (?please? specify): _____

Additional Comments:

If 5 months+ please specify

Please provide further detail to support your response above.

Question 2

Please outline your agency's estimated timeline for each key development stage involved in producing short films and digital resources.

Development Stage Estimated Duration

Concept Development

Co-design

Scripting/Storyboarding

Production

Post-Production

Additional Notes:

Question 3

This work will aim to support culturally diverse communities from neighbourhoods experiencing the highest levels of need and sustained violence across London. In that context, how does your agency embed cultural relevance and co-production with parents, carers, and community stakeholders throughout your development process?

Select one:

? Yes – We have established frameworks and experience

? Partially – Emerging practices or limited experience

? No – Not currently embedded

Which approaches do you use? (tick all that apply)

? Inclusive engagement with diverse communities

? Sensitivity to cultural norms and lived experiences

? Collaborative co-design methods

? Strategies for authenticity, trust, and accessibility ? Other (please specify):

Supporting Information:

Question 4

Has your agency delivered integrated or bundled packages that combine multimedia content creation with training delivery?

Select one: ? Yes ? Partially ? No

Which components have you included? (tick all that apply)

? Animation or short film production

? Resource packs (PDF or interactive)

? Facilitated training sessions (in-person)

? Facilitated training sessions (virtual)

? Other (please specify): _____

How are packages typically costed?

? Per deliverable

? Per cohort

? Flat rate

? Custom pricing

? Other (please specify): _____

Do you offer flexibility to tailor packages for community needs? ? Yes ? Limited ? No

Additional Details:

Question 5

If your agency has previously developed similar digital safeguarding resources or training programmes, please share any key challenges and best practices that could inform future development.

Have you delivered similar work before? ? Yes ? Partially ? No

If yes or partially, please describe:

- Key challenges encountered (e.g. engagement, co-production, accessibility, timelines):
- Best practices or lessons learned (e.g. successful collaboration models, content formats, stakeholder feedback):
- Recommendations for future development (e.g. what to prioritise, what to avoid, how to improve impact):

Question 6

The VRU are aware of the importance of collaboration with community partners to ensure relevance to London-specific communities.

What impact might co-producing /engaging with community partners have on your delivery timelines and costs ? Significant impact

? Moderate impact

? Minimal impact

? Not applicable

Please describe any adaptations you make to accommodate co-production and community engagement:

Question 7

Would your agency be open to bidding contractually in partnership with community organisations from the outset of the procurement process?

We are exploring two potential approaches:

1.Hybrid approach: Community partners and creative agencies bid independently, each focusing on their respective areas of expertise, with our team acting as the conduit to support collaboration and ensure alignment in delivering the service requirements.

2. Joint bid approach: Community and creative partners have the option to submit a single, joint proposal, where one organisation acts as the lead contractor and the other as a subcontractor.

Please indicate your agency's position:

? Open to Hybrid approach

? Open to Joint bid approach

? Open to both approaches

? Not open to either approach

Please outline any considerations, opportunities, or concerns you foresee with either option: (e.g. collaboration, governance, risk, delivery, quality assurance)

Please send your responses to the questionnaire to: vrucommissioning@london.gov.uk by the deadline of 10th November 2025 @ 16:00

Procedure

Special regime

Light touch

Contracting authority

Mayors Office For Policing And Crime

- Public Procurement Organisation Number: PTMT-7816-YCQG

Mayors Office For Policing And Crime, 169 Union Street

London

SE1 0LL

United Kingdom

Email: VRUCommissioning@london.gov.uk

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government