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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 000-074351

Procurement identifier (OCID): ocds-h6vhtk-05e25c

Published 17 November 2025, 12:05pm

Scope

Description

Market Engagement Session for Digital Resource and Training for Parent and Carers

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 the Market Engagement

The VRU invites partners to Market Engagement Sessions to discuss requirements for future commissioning of training and digital resources for parents and carers for both Lots. Please see further details for each Lot.

Lot 1: Training providers only – Parental wellbeing and boundaries training and support - Training Providers

The Violence Reduction Unit (VRU) invites partners to a market warming event to support understanding of the requirements for the future commissioning of parental wellbeing and boundaries training and support. This programme will strengthen parent and carer networks through accredited training and a train-the-trainer model, enabling wider access to qualifications and peer-led support. The focus will be on:

Delivery of accredited training to empower parents and carers

Building sustainable networks through train-the-trainer approaches

Supporting parents and carers to gain recognised accreditations

Enhancing emotional resilience and strengthening boundaries within families

This next phase will invest in training and support that equips parents and carers with the skills to foster resilience, set healthy boundaries, and extend support across their communities. By embedding accreditation and peer-led delivery, the programme aims to create lasting impact and stronger family networks.

Lot 2: Media and trainers – Training and awareness digital resource development for Parents and Carers (Emerging risks and issues effecting CYP) -Media & Trainers (Partnership approach)

The Violence Reduction Unit (VRU) invites partners to a market warming event to obtain an understanding of the collaborative approach to commissioning digital resources and

training for parents and carers. As part of this process, the VRU will invest in programmes designed to strengthen parental knowledge of emerging risks faced by young people. The focus will be on:

Raising awareness of ongoing and emerging risks

Providing practical tools to support safeguarding and community resilience

Co-designing resources with a London-focused lens

The delivery partners will be expected to deliver co-produced, culturally relevant digital content, including bitesize animations, short films, video tutorials, and resource packs, that address issues such as criminal exploitation and harmful ideologies. These materials will equip

Event Details

The event will be held online via Teams, once you have registered your interest you will receive an invitation to the engagement event please read below.

Date: Tuesday, 2nd December 2025

Lot 1 Session Parental wellbeing and boundaries training and support - Training Providers : 12:00 – 13:00

Lot 2 Session Training and awareness digital resource development for Parents and Carers (Emerging risks and issues effecting CYP) -Media & Trainers (Partnership approach) 14:00 – 15:00

To register your interest, please quote Lot 1 or Lot 2 or both in the heading you'd like to attend, please email: VRUCommissioning@london.gov.uk The deadline for your registering your interest is the 25th November 2025 @ 16:00hrs.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=994498666>

Total value (estimated)

- £670,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 6 April 2026 to 6 April 2028
- 2 years, 1 day

Main procurement category

Services

CPV classifications

- 80500000 - Training services

Contract locations

- UKI - London

Engagement

Engagement deadline

25 November 2025

Engagement process description

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Procedure

Special regime

Light touch

Contracting authority

Mayors Office For Policing And Crime

- Public Procurement Organisation Number: PTMT-7816-YCQG

169 Union Street

London

SE1 0LL

United Kingdom

Contact name: Kelly Reid

Email: vrucommissioning@london.gov.uk

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government