



Integrated Early Years' Service

BEST START FOR BABY & YOU

Market Engagement Event - 19th July 2021, 10:30am – 12pm

The Council are looking to facilitate a Networking and Information event about the upcoming provision of Specialist Practitioners to deliver the **Parent-Child Psychological Support (PCPS)** programme and the proposed procurement process.

The networking event will be held via Microsoft TEAMS on 19th July 2021, 10:30am – 12pm

Purpose of the market engagement event

This event is a chance to meet other organisations and;

1. For the Early Years' Service to inform the market and stimulate interest from a range of potential providers
2. Early market notification of the proposed procurement that will take place in September 2021
3. Find out more about **PCPS**
4. The proposed procurement process

Best Start for Baby & You - a new pathway of services

Camden Council is increasing investment in prevention and early intervention, with a focus on the First 1001 Days. PCPS is an innovative programme, and an important element of the new 1001 Days' Pathway.

PCPS

The PCPS programme is universal and will be offered to *all* children, from 3 months to 18 months. PCPS is a unique opportunity to bring Specialist Practitioners into universal services, enabling parents to optimise the quality of the parent-child relationship. Impact is measured by demonstrating increased levels of attachment amongst the population.

Appointments are at 3-month intervals, and focus on:

- Children's health & development
- Quality of the parent-child relationship
- Parents' health and well-being

PCPS provides opportunities to engage all families in the wider children's centre and early years offer, and to promote public health messages, including immunisations, dental health and healthy weight and nutrition.

Implementation and Delivery



The Early Years' Service is leading the implementation of the PCPS programme, working in partnership with Central & North West London (CNWL) NHS Foundation Trust, health visiting provider.

Phase 1 implementation and delivery

Phase 1 was launched in the Somers Town area on 28th June 2021. Learning from the implementation and delivery of phase 1 will support roll-out of PCPS across the borough in 2022.

Borough-wide implementation

The Early Years' Service operates a locality model, with 5 localities across the borough. These are Euston, Kentish Town East, Kentish Town West, Kilburn Priory and Kings Cross & Holborn. A PCPS team will be established in each locality. Our ambition is to establish all 5 teams in the borough by April 2022.

Integration

PCPS will be integrated with the Healthy Child Programme, delivered by the health visiting service. PCPS increases the level of support currently offered to families and their children before the age of 2.

PCPS Team

Each PCPS team consists of an administrator (employed by the Early Years' Service), health visiting staff (1FTE x health visitor and 1FTE x nursery nurse) provided by CNWL and a Specialist Practitioner. The Specialist Practitioner is either a Clinical Psychologist or Speech & Language Therapist.

Opportunity

We will be procuring Specialist Practitioner services, either Clinical Psychologists or Speech & Language Therapists, or a combination to:

- Provide leadership to a PCPS team in each locality
- Deliver the element of the programme which focuses on the quality of parent-child interactions and parents' well-being
- Contribute to the ongoing development and evaluation of the programme

Please contact: michael.sargeant@camden.gov.uk to register your interest in this event and receive an agenda and joining instructions.

For more information about the London Borough of Camden, Early Years Services and PCPS:

www.camden.gov.uk/camdensurestart

www.pcpsparenting.org

www.camden.gov.uk

A further advert will be published prior to the commencement of the proposed procurement process at the start of September 2021.