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Planning

Preliminary Market Engagement - Online Parenting Interventions

Department for Education

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

Notice identifier: 2025/S 000-058755

Procurement identifier (OCID): ocds-h6vhtk-059fd0

Published 23 September 2025, 9:40am

Scope

Description

On the 7th of July 2025, the government published Giving every child the best start in life.

‘Giving every child the best start in life’ outlines how the government will improve child development and ensure that all children have the chance to achieve and thrive. To achieve the government’s overall mission objective of closing the opportunity gap, a milestone of a record proportion of children starting school ready to learn has been set. Progress will be measured through 75% of five-year-olds reaching a good level of development (GLD) in the early years foundation stage assessment by 2028. This assessment looks at children’s development across areas like language, personal, social and emotional development, and maths and literacy. This strategy pledges to deliver a “new evidenced-informed core offer for parents” of which a “digital parenting offer” will form one part.

Requirement

In line with this, the Department for Education (DfE) is seeking to engage with potential suppliers to share its early thinking, gain insight into the current market landscape for

delivering an online parenting intervention and gather feedback to help shape the future delivery approach and inform potential procurement.

The Department for Education is seeking a national, evidence-informed online parenting intervention to support families with children aged 0–5 across England, aiming to improve early childhood development and school readiness. The intervention should be accessible, inclusive, and scalable, offering high-quality digital support which can demonstrate positive impact on 3-4 year-old children’s socio-emotional / behavioural and/or communication outcomes, helping to achieve the 75% GLD milestone by 2028.

For more information search for:

<https://www.gov.uk/government/publications/giving-every-child-the-best-start-in-life>

<https://www.gov.uk/government/publications/early-years-foundation-stage-framework--2>

Important: This is a zero-value notice for early market engagement purposes only. It is not a call for competition and does not commit the Department to procuring, or procuring services in any specific way. Any future opportunities will be subject to budgetary decisions and the availability of funding.

The DfE is keen to maximise opportunities to participate in procurement for Small to Medium-sized Enterprises (SMEs) and Voluntary, Community and Social Enterprises (VCSEs). Consideration will also be given to consortia and collaborative bids from all forms of organisations.

Contract dates (estimated)

- 22 April 2026 to 21 April 2029
- 3 years

Main procurement category

Goods

CPV classifications

- 48190000 - Educational software package
- 80000000 - Education and training services

Engagement

Engagement deadline

8 October 2025

Engagement process description

We will hold an online market engagement event on Wednesday 1st October 2025 10:00 - 11:00.

To register your interest and secure a place at the event, please use this link:

<https://events.teams.microsoft.com/event/439ea89a-b542-4e37-823a-26bfc80895c8@fad277c9-c60a-4da1-b5f3-b3b8b34a82f9>

Following the event, participants will be invited to complete a survey to provide structured feedback on the proposed delivery and commercial models. The anticipated deadline to provide your responses to the survey will be 8th October 2025.

Participation

Particular suitability

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

Contracting authority

Department for Education

- Public Procurement Organisation Number: PDZG-3487-DPVD

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Organisation type: Public authority - central government