

FAQs – Early Years Nutrition Content Market Engagement event

Content scope and development

Q: Are you looking for bidders to engage with Early Years practitioners to get their views on the content?

A: Whilst the supplier would be welcome to engage with Early Years practitioners to seek their views on the content, this is not a requirement. The Request for Quotation (RFQ) documentation, which will be published when the procurement goes live, will provide more detail on the full requirements.

Q: Would you like to bidders to work with your digital team to produce the content?

A: Yes, the supplier must work in partnership with the Department for education's (DfE) Early Years Safeguarding, Health and Welfare team as well as Digital, Data and Technology (DDaT) to take an iterative, user-centred approach to content development. This will include working in close collaboration with DDaT design and production teams to ensure that all content provided is in an appropriate format and effectively addresses user needs. All content provided must follow the [Government Digital Service \(GDS\) principles for planning, writing and managing content](#) and adhere to the [GDS style guide](#).

Q: Please could you send the link to the example discussed during the event?

A: The example used in the market engagement event was in reference to the type of content that a potential supplier may wish to produce. The link can be found here: <https://help-for-early-years-providers.education.gov.uk/personal-social-and-emotional-development/emotions>

The example includes written text, as well as supplementary videos and images. We are encouraging applications from bidders who can support the written content with similar supplementary digital media.

Q: Approximately how many recipes are you expecting to be designed/written?

A: We would encourage the supplier to draw from their expertise on early years nutrition to make their own decision about how many example recipes should be used in the content, and how these recipes will best support early years practitioners.

Q: Approximately how many videos and other digital elements will be required?

A: As a rough guide, we would like to see 4 videos, and 5-6 images that support the written content. The supplier should outline in their bid how many videos and images they will produce as part of the work.

This may be subject to change, and full details will be provided in the Request for Quotation (RFQ) documentation once the procurement goes live.

We are also encouraging bidders to be creative with how they propose to use digital media, so if you wish to include other types of supporting digital media, such as social media assets, please use your bid to provide more detail on this.

Q: The latest Scientific Advisory Committee on Nutrition (SACN) report outlines a position statement on ultra-processed food (UPF) that may make your stated objective around the reduction of UPF problematic. Some foods, such as wholemeal bread and low sugar wholegrain cereals, for example, are UPF but are included in current healthy eating guidelines. Can we get clarification on this objective?

A: We are in the process of reviewing this objective internally, so for now we have removed it from the market engagement event slide pack. Clarification will be provided in the Request for Quotation (RFQ) documentation.

Tender process

Q: By registering access to the Contracts Finder PIN notice online that announced this session, are we then automatically registered for Jaggaer? Have we already done this by registering for the market engagement event, or is this a separate process?

A: No, registration to the market engagement event does not register you as a supplier on Jaggaer.

In order to bid, you **must** be fully registered on Jaggaer, the DfE's procurement system, before the tender opens, currently estimated for 11th October.

Once you have registered successfully, you **must** then join the DfE Education and Children & Social Care Professionals Dynamic Purchasing System, known as the DPS, under one or more of the following three categories:

- **ECSC13** Operational development and delivery
- **ECSC15** Individual who can write content that supports operational delivery in the education sector
- **ECSC21** Individual(s) with subject specific expertise that can be used to assess, support the creation/development and advise on delivery and operation of National Curriculum Subject Matter Experts for Early Years Foundation through to Key Stage 5, and Further Education settings covering technical and applied qualifications

Before tender opens, you must select the categories you wish to register with on the DPS, which can be done through Jaggaer after you are registered. Bidders who are not already registered on the portal can register here: <https://education.app.jaggaer.com>

You need to be registered on Jaggaer **and** be an approved member of one or multiple of those defined categories by the 10th October in order to place a bid.

Q: I cannot locate the ECSC13, ECSC15 and ECSC21 categories on the DPS. Where can I sign up for these?

A guide to the steps to Jaggaer and DPS category registration can be found at <https://www.contractsfinder.service.gov.uk/Notice/Attachment/eb9ac94d-4d92-473b-ad03-f2f7d668de30>

If you continue to have difficulty, please contact the Jaggaer help desk at help_UK@jaggaer.com

Q: Will you accept bids from more than 1 organisation wanting to work collaboratively?

A: Yes, experts could bid on an individual basis, as part of an organisation or as a collective.

Q: What is a PIN?

A: A Prior Information Notice, sometimes known as a PIN, is a document that notifies of a potential upcoming commercial need. The PIN for the nutrition content project can be found at: [Nutrition content for early years practitioners - Contracts Finder](#)

Q: Do you have a Conflict of Interest (Col) policy with respect to the baby food industry and any bids you may receive from them?

A: We will be able to advise on this in due course. Further information will be available in the Request for Quotation (RFQ) documentation.