

CBeebies Parenting Commission: Parenting and Me (W/T)

Documentaries for CBeebies Parenting YouTube

Who we are

CBeebies Parenting is the BBC's destination for parents and carers of pre-school children. It's a free service that offers trusted, positive support, tips and advice in all aspects of parenting – from parent wellbeing to finances. The 'one stop shop' approach is unique and nowhere else has this breadth and depth anywhere in the world (as far as we can tell). Our aim is to create a 360 ecosystem around parents and carers across the UK, fighting misinformation, so parents and carers can make informed decisions, though we're not here to direct or tell people what to do.

CBeebies Parenting is primarily a website, plus social channels, podcasts (available on BBC Sounds and wherever else you get your podcasts) and a soon-to-launch YouTube channel. At the heart of CBeebies Parenting is a comprehensive collection of evidence-based speech and language resources which parents and carers can use in the home learning environment throughout their child's early years, to help get their child ready for when they start nursery or school.

We work with experts to underpin our content. CBeebies Parenting has over 150 partners, including professional organisations such as the Institute of Health Visiting and the Royal College of Speech & Language Therapists, who officially endorse our speech and language content.

CBeebies Parenting is an extension of the CBeebies brand, part of CBeebies family. As well as having non-branded content, we feature advice on how parents and carers can use CBP resources to help in the development of their children.

Platforms

Our [website](#) offers a variety of activities, tips, advice & information on child development, while our [TikTok](#), [Instagram](#), [Facebook](#) and WhatsApp channels help to maintain a close connection with our audience.

Our personality

Credible and confident, human and down to earth, warm and welcoming.

We're the trusted champion in your community that's always got your back.

We're here to support you as a parent, the one whose advice you seek out.

We're a constant source of positive empowerment for both you and your little one – we focus on the 'do's' rather than the 'don'ts'.

Who you are

You are forward-thinking innovators with a track record working on people and story driven documentaries and facts formats to create beautifully crafted content which inspires, informs, and engages the audience. Experience of creating factual content for YouTube is a big advantage. Diversity will be at the heart of everything you do, and you are familiar with our platform, full of ideas and creative techniques and you get what we want to achieve below.

The commission

The CBeebies Parenting YouTube channel launches in Summer 2026. We're bringing BBC quality to the existing digital diet and commissioning content that suits the nature of the platform - rather than a schedule - and at volumes that are high enough to reflect the need to 'feed the algorithm' for today's viewers to best discover our shared work.

We are looking to commission a series of compelling documentaries, fronted by well-known parents, sharing their personal parenting experiences and exploring some of the issues and expectations that feed into the parenting experience in the UK today.

We're specifically looking for ideas that feel native and authentic to YouTube, with consideration for how content will hook audiences in. Our ambition is to create content that feels distinctive, sparks curiosity and helps parents/carers feel they're not alone.

We are looking for a total of 150 minutes of stand-alone YouTube-first documentary content, which will be split as follows and awarded to up to two independent producers depending on capacity to deliver in the timescales required.

Commission 1:

3 documentaries, totalling 90 minutes:

- Documentary 1 Celebrity Mum: 2 x 15mins = 30mins.¹
- Documentary 2 Celebrity Dad: 2 x 15mins = 30mins. ²
- Documentary 3 TBC: 2 x 15mins = 30 mins

Commission 2:

2 documentaries, totalling 60 minutes

- Documentary 4 TBC: 2 x 15mins = 30mins

¹ We have developed one of the 30 mins eps around parent confidence, presented by mum of a 3 year-old, Radio1 DJ and [CBeebies Parenting Helpline podcast](#) host Charlie Hedges. As someone who naturally struggles with their confidence, Charlie is on a personal journey to uncover all about confidence – is it born or bred, do you inherit it and what is parental confidence? We will share our work so far on this with the successful indie, which includes Charlie reading a story on CBeebies Bedtime Stories.

² The second documentary is to feature a famous dad, who might also appear as a contributor in Documentary 1

- Documentary 5 TBC: 2 x 15mins = 30mins

For eps 2-5, we want your realistic ideas in response to this brief: what would make a celebrity-led idea for the parenting series, who would front it and how do you see the 30 min ep (split in to 2x15min) playing out – e.g. is there a single narrative thread, or a series of smaller stories etc?

Presenters / talent:

We would like you to think about both CBeebies faces (e.g. Maddie Moate) or CBeebies Parenting faces (e.g. Guv'na B – presenter of CBeebies Parenting Download podcast) and non-CBeebies faces. The criteria are that they should be a parent or carer of a pre-school child and have an issue they want to explore, or a story they want to tell that our wide audience would engage with.

Budget excluding VAT

Total commission 150 mins @ £3,000 per minute = £450,000 total

= £90,000 per half hour

Budget to include all deliverables including bespoke social assets, to be confirmed as commission is created.

Commissioning schedule

02/04/26:	Commissioning brief live
17/4/26:	Deadline to submit response to brief, including timescale + budget
23 - 24/4/26:	Pitches
W/c 27/4/26:	Work awarded, followed by contracting and kick off meeting
31/07/26:	Delivery of Eps 1&2
28/8/26:	Delivery of Eps 4&5
18/9/26:	Delivery of Ep 3

What we would like from you

For the response we are asking for no more than five pages of breakdown, including draft structure/running order, casting thoughts, timescale. By responding you have accepted the budget and timescale as detailed in this brief.

Application process

Please email your proposals to Production Manager [Vicky Rhodes](#) along with company details - including location - and contact details. You can add links to relevant work and websites.

The deadline for submissions is 5pm on 17 April 2026.

We will assess the responses and invite successful companies to pitch, where we will share our draft structure and running order for the confidence ep.

Contacts

To discuss this brief, you can contact:

[Joe McCulloch](#), Executive Producer

[Tess Foster](#), Series Producer