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Contract

## **Informed Voices: Developing Critical Skills for Democracy**

Ofcom

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-000618

Procurement identifier (OCID): ocds-h6vhtk-059487 ([view related notices](#))

Published 6 January 2026, 11:52am

### **Scope**

### **Reference**

C20252446

### **Description**

Ofcom is tendering for an organisation or consortium to deliver media literacy activities across the UK in the lead up to key elections over the next four years. The contract will initially run for one year delivering a media literacy campaign and supporting activities in relation to the Scottish and Welsh elections in May 2026.

At Ofcom's sole discretion, additional activities are likely to take place in subsequent years, for example relating to elections in Northern Ireland, regional mayoral elections and a UK general election.

As a minimum, the service must deliver the following:

- Consultation activities with at least 2 Scottish and Welsh youth organisations.

- Development/adaptation of existing materials for an online campaign.
  - Ongoing stakeholder engagement with at least 2 youth organisations in Scotland and Wales.
  - Support of existing campaign weeks with online campaign activity.
  - Evaluation and activity reporting against key outcomes (Area 3 of Ofcom's outcomes bank 'Critical thinking about content').
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## **Contract 1. Informed Voices: developing critical skills for democracy**

### **Supplier**

- Parent and Family Consulting Limited (Parent Zone)

### **Contract value**

- £385,875 excluding VAT
- £463,050 including VAT

Above the relevant threshold

### **Date signed**

6 January 2026

## **Contract dates**

- 6 January 2026 to 30 November 2026
- Possible extension to 30 November 2029
- 3 years, 10 months, 26 days

Description of possible extension:

The contract will be for an initial duration of 12 months subject to the right of Ofcom (at its sole discretion) to exercise its right to extend the contract by up to 36 months (three lots of 12 months). The maximum length of the contract is therefore 48 months.

## **Main procurement category**

Services

## **CPV classifications**

- 80521000 - Training programme services

## **Contract locations**

- UK - United Kingdom

## **Justification for not setting key performance indicators**

KPIs are not mandated for reporting on contracts below £5,000,000 (inc VAT).

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## Other information

### Conflicts assessment prepared/revised

Yes

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## Procedure

### Procedure type

Open procedure

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## Supplier

### Parent and Family Consulting Limited (Parent Zone)

- Public Procurement Organisation Number: PHY-4298-CXXD

Unit 1, 80-82 White Lion Street

London

N1 9PF

United Kingdom

Email: [info@parentzone.org.uk](mailto:info@parentzone.org.uk)

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Informed Voices: developing critical skills for democracy

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## Contracting authority

### Ofcom

- Public Procurement Organisation Number: PQQZ-1663-NWMN

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

United Kingdom

Email: [procurementnotice@ofcom.org.uk](mailto:procurementnotice@ofcom.org.uk)

Website: <http://www.ofcom.org.uk>

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government