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Contract

Media literacy for primary schools in Birmingham

Ofcom

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

Notice identifier: 2026/S 000-001304

Procurement identifier (OCID): ocds-h6vhtk-05d1e2 ([view related notices](#))

Published 8 January 2026, 10:02am

Scope

Reference

C20252535

Description

Ofcom is the UK regulator for the communications services that we use and rely on each day. We regulate the TV and radio sectors, fixed line telecoms, mobiles, postal services, plus the airwaves over which wireless devices operate.

Accountable to Parliament, we set and enforce regulatory rules for the sectors for which we have responsibility. We also have powers to enforce competition law in those sectors, alongside the Competition and Markets Authority.

Under the Online Safety Act, Ofcom has media literacy duties including a responsibility to commission activities that support women and girls, help people spot and avoid misinformation, and understand how platforms use our personal data. This ITT sets out our requirements to support children and their parents in Birmingham to improve their media literacy skills.

Birmingham was previously identified as an area that could greatly benefit from programmes designed to improve media literacy skills, due to high levels of 'passive and uncommitted users' (Internet User Classification dataset). In 2024 two organisations were commissioned by Ofcom to deliver media literacy interventions in levelling up areas in East Birmingham. These programmes delivered media literacy content via theatre in education, assemblies, workshops and media to more than 6,300 participants including pupils, parents and teachers.

There was valuable insight gained into what could be improved about the programmes and how more effective delivery could be provided. For example, the theatre in education programme evaluation evidenced that delivering outcomes supporting children to manage use of their first smartphone was particularly impactful, with a suggestion that further interventions should focus on Year 6 children, as they are most likely in the age group to be receiving their first smartphone.

Contract 1

Supplier

- Loudmouth Education and Training Ltd

Contract value

- £99,200 excluding VAT
- £119,040 including VAT

Below the relevant threshold

Date signed

29 December 2025

Contract dates

- 29 December 2025 to 17 December 2026
- Possible extension to 17 December 2027
- 1 year, 11 months, 20 days

Description of possible extension:

Any contract(s) awarded following the conclusion of the tender

process will be for an initial duration of 1 year. At Ofcom's absolute discretion, the Contract may be extended for up to 1 further period of up to twelve months. The maximum length of the contract is therefore 2 years.

Main procurement category

Services

CPV classifications

- 80521000 - Training programme services

Procedure

Procedure type

Below threshold - open competition

Supplier

Loudmouth Education and Training Ltd

374 Moseley Road

Birmingham

B12 9AT

United Kingdom

Email: enquiry@loudmouth.co.uk

Region: UKG31 - Birmingham

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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

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

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government