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Contract

## **Media literacy activities for adults in Northern Ireland**

Ofcom

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

Notice identifier: 2026/S 000-012257

Procurement identifier (OCID): ocds-h6vhtk-058382 ([view related notices](#))

Published 11 February 2026, 10:35am

### **Scope**

### **Reference**

C20252463

### **Description**

Ofcom has a requirement for media literacy activities that embed digital citizenship skills into digital inclusion activities in Northern Ireland.

As a minimum, the following must be delivered by September 2028:

- Embed digital citizenship activities in delivery of digital inclusion activities with adults
- We expect any activities or resources to be co-produced with target participants
- Organisations will ensure activities are embedded into existing activities, for example, delivering training, events, support or any other means necessary.
- There is an expectation of stakeholder engagement which will include:

- o Promoting media literacy activities to relevant community organisations
  - o Supporting activities intended to inform policy development, which will be led by Ofcom
  - o Seeking input from expert steering group, which will be led by Ofcom
  - o Working in partnership with any other organisations commissioned by Ofcom in relation to media literacy in Northern Ireland
- Organisations will work with Ofcom's evaluation adviser to produce a theory of change, key evaluation questions and data collection tools following the approach outlined in our evaluation toolkit
  - Organisations will be willing to share learnings with Ofcom's Making Sense of Media network
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## **Contract 1**

### **Supplier**

- Advice NI

### **Contract value**

- £168,371 excluding VAT
- £202,045.20 including VAT

Below the relevant threshold

## **Date signed**

30 October 2025

## **Contract dates**

- 30 October 2025 to 8 October 2026
- Possible extension to 8 October 2028
- 2 years, 11 months, 10 days

Description of possible extension:

At Ofcom's sole discretion, the contract may be extended for up to two further periods of up to twelve months each. The maximum length of the contract is therefore three years.

## **Main procurement category**

Services

## **CPV classifications**

- 79310000 - Market research services

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## Supplier

### Advice NI

- Companies House: NI071966

Forestview, Purdy's Lane

Belfast

BT8 7AR

Ireland

Email: [advice@adviceni.net](mailto:advice@adviceni.net)

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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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