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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): ocids-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

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

Procedure

Procedure type

Below threshold - open competition

Supplier

Advice NI

- Companies House: NI071966

Forestview, Purdy's Lane

Belfast

BT8 7AR

Ireland

Email: advice@adviceni.net

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