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Contract

## **Media literacy for secondary schools in Birmingham**

Ofcom

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

Notice identifier: 2026/S 000-012283

Procurement identifier (OCID): ocds-h6vhtk-05d20a ([view related notices](#))

Published 11 February 2026, 11:09am

### **Scope**

### **Reference**

C20252559

### **Description**

Ofcom has a requirement for an organisation with the relationships and skills to deliver media literacy interventions for all ages of children in secondary schools in Birmingham.

As a minimum, the service must deliver the following by 14 December 2026:

- Secondary school children have improved media literacy skills relevant to the media use of their year group.
- Teachers are resourced to have confidence in teaching media literacy. We anticipate this would include training and follow-on resources.
- Parents are confident in having conversations with their children about their device use.

- 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 an 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 Birmingham
  - Organisations will work with Ofcom's evaluation advisor to produce an evaluation framework, data collection tools and an evaluation report to be delivered at the close of the contract.
  - Organisations will be willing to share learnings with Ofcom's Making Sense of Media network.
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## **Contract 1**

### **Supplier**

- ConnectFutures CIC

### **Contract value**

- £99,900 excluding VAT
- £119,880 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:

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

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## Supplier

### ConnectFutures CIC

Innovation Birmingham, Holt St

Birmingham

B7 4BB

United Kingdom

Email: [info@connectfutures.org](mailto:info@connectfutures.org)

Region: UKG31 - Birmingham

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