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Contract

## **Media literacy training for professionals who work with children**

OFCOM

F03: Contract award notice

Notice identifier: 2023/S 000-029694

Procurement identifier (OCID): ocds-h6vhtk-03e20e

Published 9 October 2023, 1:45pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

OFCOM

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

#### **Contact**

Deanne Matty

#### **Email**

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

#### **Telephone**

+44 2079813000

#### **Country**

United Kingdom

**Region code**

UKI - London

**Internet address(es)**

Main address

<https://ofcom.bravosolution.co.uk>

Buyer's address

<https://ofcom.bravosolution.co.uk>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

UK Independent Communications Regulator

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Media literacy training for professionals who work with children

Reference number

C20231770

**II.1.2) Main CPV code**

- 80521000 - Training programme services

**II.1.3) Type of contract**

## Services

### **II.1.4) Short description**

We have identified a gap in Continuing Professional Development related to media literacy for professionals supporting children and young people. This ITT sets out our requirements for media literacy training for professionals who work with children.

Through this process we will commission the delivery of two lots of training. We require the development of two training courses for the following professions:

- Lot 1: Education and youth professionals
- Lot 2: Children's health, social work and community professionals

We are particularly interested in reaching professionals who support children eligible for pupil premium payments, with mental health challenges, or with experience of care.

We require organisations to demonstrate their experience of delivering effective training for the professionals they aim to work with. It is likely that your organisation has already developed a media literacy training programme, although it may require some adaptation to meet the purpose of this tender. Organisations may tender for more than one of the lots if they have relevant experience with the targeted professionals.

A minimum of 500 professionals should be trained within the period of this contract. Organisations may charge for training, using the budget from this contract to subsidise places.

Training will be required to outline the outcomes that will be met for the professionals being trained and the children they work with. We will expect to see at least one competence from the Information and data literacy, Communication and collaboration or Digital content and creation areas of the DigComp framework ([https://joint-research-centre.ec.europa.eu/digcomp\\_en](https://joint-research-centre.ec.europa.eu/digcomp_en)) met through the training.

### **II.1.6) Information about lots**

This contract is divided into lots: Yes

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £290,000

## II.2) Description

### II.2.1) Title

145000.00

Lot No

1

### II.2.2) Additional CPV code(s)

- 80521000 - Training programme services

### II.2.3) Place of performance

NUTS codes

- UKI - London

### II.2.4) Description of the procurement

Lot 1 - Education and youth professionals

We require organisations to demonstrate their experience of delivering effective training for the professionals they aim to work with. It is likely that your organisation has already developed a media literacy training programme, although it may require some adaptation to meet the purpose of this tender. Organisations may tender for more than one of the lots if they have relevant experience with the targeted professionals.

A minimum of 500 professionals should be trained within the period of this contract. Organisations may charge for training, using the budget from this contract to subsidise places.

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Training may be delivered online or in person. In order to be effective, it should:

- have a focus on improving media literacy outcomes for children and young people
- be underpinned by robust evidence and expertise

- include collaboration and expert challenge
- be sustained over time (e.g. a minimum of two sessions that build on each other)

(These principles are adapted from the standards for effective professional development, DFE 2016.)

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

145000.00

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 80521000 - Training programme services

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

### **II.2.4) Description of the procurement**

Lot 2: Children's health, social work and community professionals

We require organisations to demonstrate their experience of delivering effective training for the professionals they aim to work with. It is likely that your organisation has already

developed a media literacy training programme, although it may require some adaptation to meet the purpose of this tender. Organisations may tender for more than one of the lots if they have relevant experience with the targeted professionals.

A minimum of 500 professionals should be trained within the period of this contract. Organisations may charge for training, using the budget from this contract to subsidise places.

Training will be required to outline the outcomes that will be met for the professionals being trained and the children they work with. We will expect to see at least one competence from the Information and data literacy, Communication and collaboration or Digital content and creation areas of the DigComp framework ([https://joint-research-centre.ec.europa.eu/digcomp\\_en](https://joint-research-centre.ec.europa.eu/digcomp_en)) met through the training.

Training may be delivered online or in person. In order to be effective, it should:

- have a focus on improving media literacy outcomes for children and young people
- be underpinned by robust evidence and expertise
- include collaboration and expert challenge
- be sustained over time (e.g. a minimum of two sessions that build on each other)

(These principles are adapted from the standards for effective professional development, DFE 2016.)

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-020310](#)

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## **Section V. Award of contract**

### **Contract No**

ecm\_1100

### **Lot No**

1

### **Title**

Provision of Media literacy training for professionals who work with children Lot 1  
Education and Youth

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

6 September 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Shout Out UK Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £141,607.83

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**Section V. Award of contract**

**Contract No**

ecm\_1101

**Lot No**

2

**Title**

Provision of Media Literacy Training for Professionals who Work with Children Lot 2  
Health, Social Work and Community

A contract/lot is awarded: Yes

## **V.2) Award of contract**

### **V.2.1) Date of conclusion of the contract**

7 September 2023

### **V.2.2) Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

### **V.2.3) Name and address of the contractor**

Stem4

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £132,688

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Court of Appeal of England and Wales

London

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Court of Appeal of England and Wales

London

Country

United Kingdom