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Tender

## **Media literacy activities for children and young people in Northern Ireland**

Ofcom

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-047904

Procurement identifier (OCID): ocds-h6vhtk-0585c3 ([view related notices](#))

Published 12 August 2025, 10:28am

### **Scope**

### **Reference**

C20252458

### **Description**

Ofcom has a requirement for media literacy activities that develop critical thinking about online content for children and young people in Northern Ireland.

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

- Embed critical thinking into delivery of content creation activities with children and young people and their parents in formal or informal education contexts
- 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, schools or youth groups
  - 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

### **Total value (estimated)**

- £175,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 9 October 2025 to 8 October 2026
- Possible extension to 8 October 2028
- 3 years

Description of possible extension:

Any contract(s) awarded following the conclusion of the tender process will be for an initial duration of one year. 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

## **Contract locations**

- UKN - Northern Ireland

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## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

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## **Submission**

### **Enquiry deadline**

29 August 2025, 12:00pm

## **Tender submission deadline**

8 September 2025, 12:00pm

## **Submission address and any special instructions**

<https://ofcom.bravosolution.co.uk/web/login.shtml>

## **Tenders may be submitted electronically**

Yes

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## **Award criteria**

- 1) Experience of delivering relevant media literacy/critical thinking programmes - 20%
- 2) Knowledge of children and young people - 20%
- 3) Delivery methodology - 25%
- 4) Evaluation methodology - 15%
- 5) Price - 20%

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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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