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Planning

Informed Voices: Developing Critical Skills for Democracy

Ofcom

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-054082

Procurement identifier (OCID): ocids-h6vhtk-059487 ([view related notices](#))

Published 4 September 2025, 5:08pm

Scope

Reference

C20252446

Description

Ofcom is tendering for an organisation or consortium to deliver media literacy activities across the UK in the lead up to key elections over the next four years. The contract will initially run for one year delivering a media literacy campaign and supporting activities in relation to the Scottish and Welsh elections in May 2026.

At Ofcom's sole discretion, additional activities are likely to take place in subsequent years, for example relating to elections in Northern Ireland, regional mayoral elections and a UK general election.

As a minimum, the service must deliver the following:

- Consultation activities with at least 2 Scottish (1) and Welsh (1) youth organisations.

- Development/adaptation of existing materials for an online campaign.
- Ongoing stakeholder engagement with at least 2 youth organisations in Scotland (1) and Wales (1).
- Support of existing campaign weeks with online campaign activity.
- Evaluation and activity reporting against key outcomes (Area 3 of Ofcom's outcomes bank 'Critical thinking about content').

Total value (estimated)

- £490,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 December 2025 to 30 November 2026
- Possible extension to 30 November 2029
- 4 years

Main procurement category

Services

CPV classifications

- 80521000 - Training programme services
- 85322000 - Community action programme

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

17 September 2025

Engagement process description

Ofcom published a presentation recording entitled: Ofcom presentation: Informed Voices: developing critical thinking skills for democracy on 4th September 2025. The link to which can be found here: <https://www.youtube.com/watch?v=pOa3aCdMSel>

This presentation is also available in a Welsh language transcription and slide pack: <https://www.youtube.com/watch?v=yH6dKxavqLg>

No supplier response is required.

Suppliers can pre-register on Ofcom's Jaggaer eTendering portal in advance of the publication of the ITT documents: <https://ofcom.bravosolution.co.uk/web/login.shtml>

Participation

Particular suitability

- Small and medium-sized enterprises (SME)

- Voluntary, community and social enterprises (VCSE)

Submission

Publication date of tender notice (estimated)

18 September 2025

Contracting authority

Ofcom

- Public Procurement Organisation Number: PQQZ-1663-NWMN

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Organisation type: Public authority - sub-central government

