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Tender

Informed Voices: Developing Critical Skills for Democracy

Ofcom

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

Notice identifier: 2025/S 000-058504

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

Published 22 September 2025, 1:48pm

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 and Welsh youth organisations.
- Development/adaptation of existing materials for an online campaign.

- Ongoing stakeholder engagement with at least 2 youth organisations in Scotland and Wales.
- 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

Description of possible extension:

The Contract to be awarded following the conclusion of this Procurement will be for an initial duration of 12 months subject to the right of Ofcom (at its sole discretion) to exercise its right to extend the Contract by up to 36 months (three lots of 12 months). The maximum length of the Contract is therefore 48 months.

Main procurement category

Services

CPV classifications

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

Contract locations

- UK - United Kingdom

Participation

Legal and financial capacity conditions of participation

Full details of the legal and financial conditions of participation are set out are set out in the Procurement Specific Questionnaire

Technical ability conditions of participation

Full details of the legal and financial conditions of participation are set out are set out in the Procurement Specific Questionnaire

Submission

Enquiry deadline

9 October 2025, 5:00pm

Tender submission deadline

20 October 2025, 12:00pm

Submission address and any special instructions

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

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

14 November 2025

Award criteria

Name	Description	Type	Weighting
Knowledge of community	Extent to which the tenderer's proposal gives Ofcom confidence that the tenderer has an in-depth of knowledge of the community they plan to work with including existing relevant stakeholders e.g. youth communities in Scotland and Wales, and risks within those communities.	Quality	25%
Delivery	Extent to which the tenderer's proposal gives Ofcom confidence that the tenderer has a clear approach to deliver the activities and/or evidence of Project Management, Resource (including team members and their relevant experience).	Quality	20%

Name	Description	Type	Weighting
Price	Describe the commitment your organisation will make to ensure that opportunities under the contract deliver the following criteria: MAC2.2 Create employment and training opportunities particularly for those who face barriers to employment and/or who are located in deprived areas, and for people in industries with known skills shortages or in high growth sectors.	Price	20%
Experience of delivering relevant media literacy/news literacy programmes	Extent to which the tender proposals give Ofcom confidence that the product delivers and exceeds Ofcom's preferred features as set out in Annex 1 (Ofcom's detailed requirement) or, if the features are not delivered, the extent to which appropriate alternatives are proposed.	Quality	15%
Evaluation	Extent to which the tenderer can provide Ofcom with confidence in the ability to use evaluation tools and frameworks to design and implement a robust evaluation and report on the effectiveness of the requirement.	Quality	10%

Name	Description	Type	Weighting
Social Value	Describe the commitment your organisation will make to ensure that opportunities under the contract deliver the following criteria: MAC2.2 Create employment and training opportunities particularly for those who face barriers to employment and/or who are located in deprived areas, and for people in industries with known skills shortages or in high growth sectors.	Quality	10%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Ofcom

- Public Procurement Organisation Number: PQQZ-1663-NWMN

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Organisation type: Public authority - sub-central government