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Tender

## Media literacy for secondary schools in Birmingham

Ofcom

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

Notice identifier: 2025/S 000-067652

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

Published 23 October 2025, 8:46am

## 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.

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

- £100,000 including VAT

Below the relevant threshold

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

- 15 December 2025 to 14 December 2026
- Possible extension to 14 December 2027
- 2 years

Description of possible extension:

Any contract(s) awarded following the conclusion of the tender process will be for an initial duration of 1 year. 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.

The contract will commence on 15th December 2025.

## **Main procurement category**

Services

## **CPV classifications**

- 80521000 - Training programme services

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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**

7 November 2025, 12:00pm

### **Tender submission deadline**

14 November 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 media literacy skills development activities - 20%
- 2) Delivery - 25%
- 3) Knowledge of target community - 25%
- 4) Evaluation - 10%
- 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