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Contract

Media literacy activities for children and young people in Northern Ireland

Ofcom

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-072361

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

Published 10 November 2025, 12:08pm

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
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Contract 1

Supplier

- Nerve Centre

Contract value

- £174,480 including VAT

Below the relevant threshold

Date signed

7 November 2025

Contract dates

- 7 November 2025 to 8 October 2026
- Possible extension to 8 October 2028
- 2 years, 11 months, 2 days

Description of possible extension:

Ofcom may extend the Contract for a period of up to two further periods of twelve (12) months each.

Main procurement category

Services

CPV classifications

- 79310000 - Market research services

Procedure

Procedure type

Below threshold - open competition

Supplier

Nerve Centre

7-8 Magazine Street

Derry

BT48 6HJ

United Kingdom

Email: s.tosh@nervecentre.org

Region: UKN0A - Derry City and Strabane

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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

Website: <http://www.ofcom.org.uk>

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government