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Award

Informed Voices: Developing Critical Skills for Democracy

Ofcom

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-082061

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

Published 11 December 2025, 2:31pm

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').

Contract 1

Supplier

- Parent and Family Consulting Limited (Parent Zone)

Contract value

- £463,050 including VAT

Above the relevant threshold

Award decision date

11 December 2025

Date assessment summaries were sent to tenderers

11 December 2025

Standstill period

- End: 22 December 2025
- 8 working days

Earliest date the contract will be signed

29 December 2025

Contract dates (estimated)

- 5 January 2026 to 4 January 2027
- Possible extension to 4 January 2030
- 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

Information about tenders

- 5 tenders received
- 2 tenders assessed in the final stage:
 - 2 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 1 supplier unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

Parent and Family Consulting Limited (Parent Zone)

- Companies House: 06495282

95 White Lion Street

London

N1 9PF

United Kingdom

Email: info@parentzone.org.uk

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: 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