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Award

AHDB Health Care Professional communications Agency requirements

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

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

Notice identifier: 2026/S 000-000138

Procurement identifier (OCID): ocds-h6vhtk-05d057 ([view related notices](#))

Published 5 January 2026, 9:42am

Scope

Reference

2025-780

Description

Award notification - AHDB were seeking a specialist healthcare communication partner to help shape our health and nutrition strategy, providing credible evidence-based nutrition expertise to support our health care communications and stakeholder engagement plan, including the evaluations thereof, and shape wider conversations about British farming and food.

The successful agency should have experience of specialist health care communications, with a particular focus on nutrition, and be able to provide a vast depth of healthcare professional experience within their team.

Contract 1. AHDB Health Care Professional communications Agency requirements

Supplier

- HRS Communications Ltd

Contract value

- £375,000 excluding VAT
- £450,000 including VAT

Above the relevant threshold

Award decision date

10 December 2025

Date assessment summaries were sent to tenderers

5 January 2026

Standstill period

- End: 14 January 2026
- 8 working days

Earliest date the contract will be signed

30 January 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2027
- Possible extension to 31 March 2029
- 3 years

Description of possible extension:

1+1 after initial 1 year contract

Main procurement category

Services

CPV classifications

- 79416200 - Public relations consultancy services

Information about tenders

- 4 tenders received
- 4 tenders assessed in the final stage:
 - 4 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)

- 1 supplier awarded contracts
- 3 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

HRS Communications Ltd

- Companies House: 12360981
- Public Procurement Organisation Number: PZDW-4749-LYZR

56 St Williams Way

Norwich

NR7 0AP

United Kingdom

Email: info@hrscommunications.com

Region: UKH15 - Norwich and East Norfolk

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: Yes

Public service mutual: Yes

Contract 1. AHDB Health Care Professional communications Agency requirements

Contracting authority

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

- Public Procurement Organisation Number: PBHX-8363-MBBV

Middlemarch Business Park

Coventry

CV3 4SU

United Kingdom

Contact name: Sarah Waters

Email: procurement@ahdb.org.uk

Website: <https://defra-family.force.com/s/Welcome>

Region: UKG13 - Warwickshire

Organisation type: Public authority - sub-central government