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Contract

AHDB Health Care Professional communications Agency requirements

Agriculture and Horticulture Development Board

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

Notice identifier: 2026/S 000-007094

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

Published 27 January 2026, 1:17pm

Scope

Reference

2025-780

Description

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

Date signed

27 January 2026

Contract dates

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

Description of possible extension:

1+1 options to extend

Main procurement category

Services

CPV classifications

- 79416200 - Public relations consultancy services

Contract locations

- UK - United Kingdom

Justification for not setting key performance indicators

Not over £5 million and therefore not advertised

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

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: accountspayable@hrscommunications.com

Website: <https://www.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: No

Public service mutual: No

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, Siskin Parkway East

Coventry

CV3 4PE

United Kingdom

Contact name: Sarah Waters

Email: procurement@ahdb.org.uk

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

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government