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Contract

Strategic PR partner services requirement for AHDB

Agriculture and Horticulture Development Board

F03: Contract award notice

Notice identifier: 2026/S 000-007364

Procurement identifier (OCID): ocds-h6vhtk-061057

Published 28 January 2026, 8:56am

Section I: Contracting authority

I.1) Name and addresses

Agriculture and Horticulture Development Board

Middlemarch Business Park, Siskin Parkway East

Coventry

CV34PE

Contact

Sarah Waters

Email

procurement@ahdb.org.uk

Country

United Kingdom

Region code

UKG13 - Warwickshire

Companies House

16480621

Internet address(es)

Main address

<https://ahdb.org.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Agriculture

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Strategic PR partner services requirement for AHDB

Reference number

2025-760

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

This was a mini competition against framework RM6124 Communications Marketplace. All suppliers shortlisted against the below specialisms were given opportunity to apply:

Brand Communications, Business-to-business (B2B) Communications, Consumer PR, Corporate PR, Corporate Social Responsibility (CSR), Environmental, Social and Corporate Governance (ESG), Influencer Strategy, Partnering and Execution, Management of Key Opinion Leaders / Opinion-Formers, PR Content Development and Management, PR Crisis Planning and Communications, PR Event Organisation and Management, PR Media Management, PR Reputation Management, PR Strategy, Press Release Writing and

Distribution, Sustainability Comms

8 submissions were received

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £100,000 / Highest offer: £400,000 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Objective

Our aim to add balance to the food debate and ultimately to reassure, inform and engage consumers-especially those who feel conflicted about their choices-not by going on the defensive but by confidently delivering science-backed storytelling that builds trust and protects purchase intent.

Strategy

Our strategy will be built on a smart, high-impact PR programme that both compliments and amplifies the Let's Eat Balanced campaign and carves out a bolder, more visible voice for British

food and the British farming community.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

This was published but only to the shortlisted suppliers exported from the DPS framework RM6124 Communications Marketplace, based against specialisms shown below:

Brand Communications, Business-to-business (B2B) Communications, Consumer PR, Corporate PR, Corporate Social Responsibility (CSR), Environmental, Social and Corporate Governance (ESG), Influencer Strategy, Partnering and Execution, Management of Key Opinion Leaders / Opinion-Formers, PR Content Development and Management, PR Crisis Planning and Communications, PR Event Organisation and Management, PR Media Management, PR Reputation Management, PR Strategy, Press Release Writing and

Distribution, Sustainability Comms

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Title

Strategic PR partner services requirement for AHDB

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

28 January 2026

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Fight or Flight

Soho 9 Noel Street

London

W1F 8GQ

Country

United Kingdom

NUTS code

- UK - United Kingdom

Justification for not providing organisation identifier

Not on any register

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £400,000

Lowest offer: £100,000 / Highest offer: £400,000 taken into consideration

Section VI. Complementary information

VI.3) Additional information

This was a call off against RM6124, shortlisting suppliers based on specialisms. The opportunity was advertised to all of the shortlisted suppliers and interested parties were registered on Atamis.

VI.4) Procedures for review

VI.4.1) Review body

AHDB

Middlemarch Business Park, Siskin Parkway East

Coventry

CV3 4PE

Email

procurement@ahdb.org.uk

Country

United Kingdom