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Contract

2024-729 AHDB France requirements for graphic design & communications (Website maintenance/Digital actions/Content creation/Print)

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

F03: Contract award notice

Notice identifier: 2025/S 000-009360

Procurement identifier (OCID): ocds-h6vhtk-04c2f8

Published 14 March 2025, 9:54am

Section I: Contracting authority

I.1) Name and addresses

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

Middlemarch Business Park

Coventry

CV3 4SU

Contact

Sarah Waters

Email

procurement@ahdb.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

Buyer's address

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

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

2024-729 AHDB France requirements for graphic design & communications (Website maintenance/Digital actions/Content creation/Print)

Reference number

2024-729

II.1.2) Main CPV code

- 79822500 - Graphic design services

II.1.3) Type of contract

Services

II.1.4) Short description

AWARDED - AHDB France intend to procure a digital agency, preferably based in France and specialising in the food sector for graphic design and communications requirements. The successful agency must be able to meet the needs of AHDB in terms of 4 main areas, shown below:

- 1) Website design and development
- 2) Digital Content creation (SEO driven articles, graphics and videos)
- 3) Digital promotion and communication activities in general, aimed at professionals through social media and other channels
- 4) Offline design: support alignment between offline and online branded assets. Offline assets may include brochures, posters, labels, invitations, leaflets, adverts in trade magazines, logos etc

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: 100,000 EUR

II.2) Description

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

France

II.2.4) Description of the procurement

AHDB France intend to procure a digital agency, preferably based in France and specialising in the food sector for graphic design and communications requirements. The successful agency must be able to meet the needs of AHDB in terms of 4 main areas, shown below:

- 1) Website design and development
- 2) Digital Content creation (SEO driven articles, graphics and videos)
- 3) Digital promotion and communication activities in general, aimed at professionals through social media and other channels
- 4) Offline design: support alignment between offline and online branded assets. Offline assets may include brochures, posters, labels, invitations, leaflets, adverts in trade magazines, logos etc. The maximum budget is €100 K for the first year, VAT excluded, and up to 150K per annum for the following 2 years therefore there is the potential for a total contract amount of €400k if all extensions are taken up by AHDB.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-039414](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 March 2025

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

AGENCE IF

14 rue de Tournon, Paris, France

Paris

75006

Email

marc.boucharlat@armstrong.space

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

443919303

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: 350,000 EUR

Total value of the contract/lot: 80,000 EUR

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

Middlemarch Business Park

Coventry

CV3 4SU

Email

procurement@ahdb.org.uk

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

VI.4.2) Body responsible for mediation procedures

DEPARTMENT OF ENVIRONMENT, FOOD AND RURAL AFFAIRS

Seacole Building, 2 Marsham Street

London

SW1P 4DF

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>