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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 000-010769

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

Published 6 February 2026, 9:24am

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. The contract award was announced on the 5th January 2026 Procurement identifier (OCID): ocds-h6vhtk-05d057

Contract 2. 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

28 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

Main procurement category

Services

CPV classifications

- 79416200 - Public relations consultancy services

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Supplier

HRS Communications Ltd

- Public Procurement Organisation Number: PZDW-4749-LYZR

56 St Williams Way

Norwich

NR7 0AP

United Kingdom

Email: example@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 2. 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