

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/010769-2026>

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](mailto: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](mailto:procurement@ahdb.org.uk)

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

Region: UKG13 - Warwickshire

Organisation type: Public authority - sub-central government