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Contract

Health care professional communications agency support

Agriculture and Horticulture Development Board

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

Notice identifier: 2026/S 000-020266

Procurement identifier (OCID): ocds-h6vhtk-0562d8 ([view related notices](#))

Published 6 March 2026, 10:43am

Scope

Reference

STA10240

Description

Additional works to STA10199, therefore there was no competition

Outline of requirements - Specialised health care professionals communications eg medical press articles, HCP survey , roundtable, and social media communications, HCP engagement plan and activities targeted towards this specific audience.

This opportunity has since been tendered for and a contract has been put in place (please refer to ocds-h6vhtk-05d057)

Contract 1. AHDB Health Care Professional communications Agency requirements

Supplier

- HRS COMMUNICATIONS LTD

Contract value

- £66,666 excluding VAT
- £80,000 including VAT

Below the relevant threshold

Date signed

22 July 2025

Contract dates

- 1 August 2025 to 31 July 2026
- 1 year

Main procurement category

Services

CPV classifications

- 79416200 - Public relations consultancy services
- 85140000 - Miscellaneous health services

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Below threshold - without competition

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

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