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Not applicable

## **2022-573 Social Media extra requirements**

AHDB (Defra Network eTendering Portal)

F14: Notice for changes or additional information

Notice identifier: 2023/S 000-034876

Procurement identifier (OCID): ocds-h6vhtk-03430f

Published 27 November 2023, 8:05am

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

#### **Contact**

Sarah Waters

#### **Email**

[procurement@ahdb.org.uk](mailto: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>

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

2022-573 Social Media extra requirements

Reference number

2022-573

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Original notice was 2022/S 000-015465 published on the 6/6/22. Additional work to original contract via an STA to Lux Illuminating Brands who were awarded via an open tender process. This work was unforeseen and urgent and therefore there was not enough time to retender. This work will finish March'24 and a new tender opportunity will be advertised to remain fair and transparent to the market.

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2023/S 000-034661](#)

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## **Section VII. Changes**

### **VII.1) Information to be changed or added**

### **VII.2) Other additional information**

Additional unforeseen work to be included to original awarded contract which was awarded to Lux Illuminating Brands after an open tender process. Original TED notice ref is 2022/S 000-015465, published on the 6/6/22. There was not enough time to go back out to tender, and therefore this is being awarded via an STA to cover the additional requirements. This will also continue with the consistency of the campaign and therefore required the initial agency to complete.