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Award

## **Health care professional communications agency support**

Agriculture and Horticulture Development Board

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-041596

Procurement identifier (OCID): ocds-h6vhtk-0562d8

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### **Scope**

### **Reference**

STA10240

### **Description**

Specialised health care professionals communications eg medical press articles, HCP survey and social media

communications, HCP engagement plan and activities targeted towards this specific audience

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## **Contract 1. Health care professional communications agency support**

### **Supplier**

- HRS Communications

### **Contract value**

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

Below the relevant threshold

### **Award decision date**

11 July 2025

### **Earliest date the contract will be signed**

28 July 2025

### **Contract dates (estimated)**

- 1 August 2025 to 31 July 2026
- 1 year

### **Main procurement category**

Services

## **CPV classifications**

- 85140000 - Miscellaneous health services

## **Contract locations**

- UK - United Kingdom

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## **Procedure**

### **Procedure type**

Below threshold - without competition

### **Special regime**

Light touch

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## **Supplier**

### **HRS Communications**

56 St Williams Way

Norwich

NR7 0AP

United Kingdom

Email: [name@example.com](mailto:name@example.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. Health care professional communications agency support

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

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government