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Contract

## Campaign Partnerships

Food Standards Agency

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

Notice identifier: 2025/S 000-050043

Procurement identifier (OCID): ocds-h6vhtk-058afc

Published 20 August 2025, 10:19am

## Scope

## Reference

C366183

## Description

To supply partnership marketing to support Phase 2 of our business and consumer campaigns. The agency will continue to identify appropriate partners, engage and recruit them and then manage and deliver partnerships that help deliver our communications objectives.

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## **Contract 1. C366183 Campaign Partnerships**

### **Supplier**

- [Freud Communications Limited](#)

### **Contract value**

- £90,000 excluding VAT
- £108,000 including VAT

Below the relevant threshold

### **Date signed**

24 June 2025

### **Contract dates**

- 1 August 2025 to 31 July 2026
- 1 year

### **Main procurement category**

Services

### **CPV classifications**

- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services

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## Procedure

### Procedure type

Below threshold - without competition

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## Supplier

### Freud Communications Limited

1 Stephen Street

London

W1T 1AL

United Kingdom

Email: [info@freuds.com](mailto:info@freuds.com)

Website: <https://www.freuds.com>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. C366183 Campaign Partnerships

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## Contracting authority

### Food Standards Agency

- Public Procurement Organisation Number: PJRM-6866-LYYX

YO1 7PR

York

YO1 7PR

United Kingdom

Contact name: FSA Commercial

Email: [fsa.commercial@food.gov.uk](mailto:fsa.commercial@food.gov.uk)

Website: <https://www.food.gov.uk/>

Region: UKE21 - York

Organisation type: Public authority - central government