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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.

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

Procedure

Procedure type

Below threshold - without competition

Supplier

Freud Communications Limited

1 Stephen Street

London

W1T 1AL

United Kingdom

Email: 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

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

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

Region: UKE21 - York

Organisation type: Public authority - central government