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Tender

2025-775 Social Media and Insight

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-056816

Procurement identifier (OCID): ocds-h6vhtk-059af8

Published 16 September 2025, 10:02am

Scope

Description

AHDB intend to procure a Contract to a successful Supplier for the provision of Social Media and Insight services. The successful supplier will be required to deliver a service to monitor and evaluate constructive and positive feedback. Estimated start date for this contract is 1st April 2026. Closing date for this opportunity is NOON 20th October 2026.

Estimated value is approx. £40k per annum. Contract is for 1 year with options to extend of 1+1.

The electronic address at which the Procurement Documents have been made directly available by AHDB by electronic means is <https://defra-family.force.com/s/Welcome>. This is AHDB's e-Sourcing portal. Suppliers must also register on the Central Digital Platform.

Total value (estimated)

- £93,333 excluding VAT
- £112,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 1 April 2026 to 31 March 2027
- Possible extension to 1 April 2027
- 1 year, 1 day

Description of possible extension:

Initial contract for 1 year with 1+1 options to extend

Main procurement category

Services

CPV classifications

- 79341400 - Advertising campaign services

Contract locations

- UK - United Kingdom

Participation

Conditions of participation

As per tender documents

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

8 October 2025, 12:00pm

Tender submission deadline

20 October 2025, 12:00pm

Submission address and any special instructions

<https://defra-family.force.com/s/Welcome>

Tenders may be submitted electronically

Yes

Award criteria

| Name | Description | Type | Weighting |
|-------------------|-------------------|---------|-----------|
| Technical/Quality | Technical/Quality | Quality | 90.00% |
| Price/Cost | Price/Cost | Price | 10.00% |

Procedure

Procedure type

Below threshold - open competition

Contracting authority

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

- Public Procurement Organisation Number: PBHX-8363-MBBV

Middlemarch Business Park

Coventry

CV3 4SU

United Kingdom

Contact name: Sarah Waters

Email: procurement@ahdb.org.uk

Website: <https://defra-family.force.com/s/Welcome>

Region: UKG13 - Warwickshire

Organisation type: Public authority - sub-central government