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Tender

## **Health Care Professional Communications Agency requirements**

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

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

Notice identifier: 2025/S 000-066935

Procurement identifier (OCID): ocids-h6vhtk-05d055

Published 21 October 2025, 8:44am

### **Scope**

### **Description**

AHDB are seeking a specialist healthcare communication partner to help shape our health and nutrition strategy, providing credible evidence-based nutrition expertise to support our health care communications and stakeholder engagement plan, including the evaluations thereof, and shape wider conversations about British farming and food.

The successful agency should have experience of specialist health care communications, with a particular focus on nutrition, and be able to provide a vast depth of healthcare professional experience within their team.

The closing date for this opportunity is NOON 24th November 2025.

The AHDB portal link is <https://defra-family.force.com/s/Welcome>

Suppliers must also register to the Central Digital Platform as per PA23 rules and regulations.

The contract is approx £100k per annum, initial contract is for 1 year with the option of 1+1 extensions.

### **Total value (estimated)**

- £375,000 excluding VAT
- £450,000 including VAT

Above the relevant threshold

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

- 1 April 2026 to 31 March 2027
- Possible extension to 31 March 2029
- 3 years

Description of possible extension:

1+1 after initial 1 year contract

### **Main procurement category**

Services

### **CPV classifications**

- 79416200 - Public relations consultancy services

### **Contract locations**

- UK - United Kingdom

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Enquiry deadline**

14 November 2025, 12:00pm

### **Tender submission deadline**

24 November 2025, 12:00pm

### **Submission address and any special instructions**

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

### **Tenders may be submitted electronically**

Yes

### **Languages that may be used for submission**

English

**Award decision date (estimated)**

9 February 2026

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**Award criteria**

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
Quality/Technical	90% Quality/Technical	Quality	90.00%
Commercial Costings/Price	10% weightings	Price	10.00%

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**Other information****Payment terms**

As per AHDB terms and conditions

**Applicable trade agreements**

- Government Procurement Agreement (GPA)

**Conflicts assessment prepared/revised**

Yes

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## Procedure

### Procedure type

Open procedure

### Justification for not publishing a preliminary market engagement notice

AHDB are aware this is a niche market with limited suppliers/agencies. The successful agency should have experience of specialist health care communications, with a particular focus on nutrition, and be able to provide a vast depth of healthcare professional experience within their team, focusing on red meat and dairy.

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

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

Region: UKG13 - Warwickshire

Organisation type: Public authority - sub-central government