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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 000-066937

Procurement identifier (OCID): ocds-h6vhtk-05d057 ([view related notices](#))

Published 21 October 2025, 8:45am

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

Participation

Particular suitability

Small and medium-sized enterprises (SME)

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

Award criteria

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

Other information

Payment terms

As per AHDB terms and conditions

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

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.

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