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Contract

Media Monitoring and media contracts/press releases, plus newswire including promotion of press releases and experts

Agriculture and Horticulture Development Board

F03: Contract award notice

Notice identifier: 2025/S 000-080797

Procurement identifier (OCID): ocds-h6vhtk-05f12e

Published 8 December 2025, 4:47pm

Section I: Contracting authority

I.1) Name and addresses

Agriculture and Horticulture Development Board

Middlemarch Business Park, Siskin Parkway East

Coventry

CV34PE

Contact

Sarah Waters

Email

procurement@ahdb.org.uk

Country

United Kingdom

Region code

UKG13 - Warwickshire

Companies House

08895542

Internet address(es)

Main address

<https://ahdb.org.uk/>

Buyer's address

<https://onclusive.com/en-gb/products/self-service-media-monitoring/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Agriculture

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Monitoring and media contracts/press releases, plus newswire including promotion of press releases and experts

Reference number

2025-766

II.1.2) Main CPV code

- 64212300 - Multimedia Message Service (MMS) services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB intend to procure a Contract to a successful Supplier for the provision of Media Monitoring services, covering areas such as Press Release distribution and requirements, Press enquiry logging and tracking, and 24/7 Media Monitoring.

Mini competition held against framework RM6124

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £50,000 / Highest offer: £60,000 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

II.2.4) Description of the procurement

AHDB intend to procure a Contract to a successful Supplier for the provision of Media Monitoring services, covering areas such as Press Release distribution and requirements, Press enquiry logging and tracking, and 24/7 Media Monitoring.

Media Monitoring Requirements

Access to an easy-to-use platform for approximately 25 users

24/7 (all) Media Monitoring

AHDB: Predominantly covering the following UK agriculture sectors: Beef & Lamb, Cereals and Oilseeds, Pork and Dairy.

Daily cutting reports from national, regional and trade press and broadcast media (including agriculture and food).

Understanding of our key trade media titles is of high importance.

Consistent and proactive human support to get the most out of the software.

Monthly report on all AHDB coverage which can be broken down by sector.

Development of reports with measures targeted to the business's needs (statistics that can be digested and understood across the business).

Ad-hoc specialist reporting - campaigns, topics and themes, issues management.

Full account management.

Human led and proactive reporting and insight to allow AHDB to understand more about:

? its impact, share of voice

? sentiment

? key messages which resonate

? our levy payer/stakeholder audience and wider consumer media

Understanding of industry spokespeople and how AHDB could invest in them and their role.

Press release distribution

Access to maintained media database

Press release analytics - including share of voice, key messages, spokespeople, key publications, tone, AHDB positioning

Press enquiry logging and tracking

Monthly reporting and analysis of impact of enquiries, key messages and themes.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 90

Price - Weighting: 10

II.2.11) Information about options

Options: Yes

Description of options

Extension options 1+1

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Call off against RM6124

F02: Contract notice

Notice identifier: 2021/S 000-018833

Procurement identifier (OCID): ocds-h6vhtk-02d0ff

Published 4 August 2021, 10:45pm

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Contract No

2025-766

Title

Media Monitoring and media contracts/press releases, plus newswire including promotion of press releases and experts

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 December 2025

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Precise Media Monitoring Ltd

1 Finsbury Market, 2nd Floor,

London

EC2A 2BN

Country

United Kingdom

NUTS code

- UK - United Kingdom

Companies House

03247942

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £118,000

Total value of the contract/lot: £118,000

Section VI. Complementary information

VI.3) Additional information

Rm6124 mini competition call off

VI.4) Procedures for review

VI.4.1) Review body

AHDB

Middlemarch Business Park, Siskin Parkway East

Coventry

CV3 4PE

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Contract is for 1 year with 1+1 options to extend

