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Award

CRM email automation tool

Agriculture and Horticulture Development Board

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Notice identifier: 2025/S 000-081610

Procurement identifier (OCID): ocds-h6vhtk-05f2fd ([view related notices](#))

Published 10 December 2025, 3:35pm

Scope

Reference

STA10256

Description

Direct award to extend the existing CRM supplier contract for a further 12 months to ensure continuity of a critical business service while we are waiting for internal positions to be filled. The supplier provides essential CRM services that support key business functions and customer engagement.

There is insufficient time and capacity to conduct a new

procurement process, and a change in supplier at this stage would risk disruption to critical CRM operations.

Contract 1. CRM email automation tool

Supplier

- Click Dimensions

Contract value

- £60,000 excluding VAT
- £72,000 including VAT

Below the relevant threshold

Earliest date the contract will be signed

10 December 2025

Contract dates (estimated)

- 20 January 2026 to 19 January 2027
- 1 year

Main procurement category

Services

CPV classifications

- 03000000 - Agricultural, farming, fishing, forestry and related products
- 72000000 - IT services: consulting, software development, Internet and support

Contract locations

- UK - United Kingdom

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Procedure

Procedure type

Below threshold - without competition

Supplier

Click Dimensions

XXX

XX

CV3 4SU

United Kingdom

Email: sales@clickdimensions.com

Website: [https://clickdimensions.com/contact/?](https://clickdimensions.com/contact/)

Region: UKG13 - Warwickshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. CRM email automation tool

Contracting authority

Agriculture and Horticulture Development Board

- Public Procurement Organisation Number: PBHX-8363-MBBV

Middlemarch Business Park, Siskin Parkway East

Coventry

CV3 4PE

United Kingdom

Contact name: Sarah Waters

Email: procurement@ahdb.org.uk

Website: <http://www.ahdb.org.uk>

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government