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Award

Social Media and Insight

Agriculture and Horticulture Development Board

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-081877

Procurement identifier (OCID): ocids-h6vhtk-059af8 ([view related notices](#))

Published 11 December 2025, 11:36am

Scope

Reference

2025-775

Description

Award of contract - AHDB requires a social media management service to manage, publish and analyse social media content across various platforms from a single dashboard. Key functions must include scheduling posts, managing social conversations, analysing performance through detailed reports and using social listening to gain audience and industry insights. The platform should streamline social media workflows, improve customer experiences and provide actionable data to drive business impact.

This opportunity closed on the 20th October 2025 after going out to competition.

Contract 1. Social Media and Insight

Supplier

- SPROUT SOCIAL UK LTD

Contract value

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

Below the relevant threshold

Award decision date

11 December 2025

Earliest date the contract will be signed

2 February 2026

Contract dates (estimated)

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

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

Information about tenders

- 2 tenders received
- 2 tenders assessed in the final stage:
 - 2 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 1 supplier unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Below threshold - open competition

Supplier

SPROUT SOCIAL UK LTD

- Companies House: 11151277
- Public Procurement Organisation Number: PNVH-4616-GBRY

Suite 2 First Floor

10 Temple Back

BS1 6FL

United Kingdom

Email: vincent.obeirne@sproutsocial.com

Region: UKK11 - Bristol, City of

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Social Media and Insight

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