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Contract

Provision of Personalised Registration Auction Services

Department for Transport

F03: Contract award notice

Notice identifier: 2025/S 000-015260

Procurement identifier (OCID): ocds-h6vhtk-045566

Published 15 April 2025, 2:09pm

Section I: Contracting authority

I.1) Name and addresses

Department for Transport

Swansea

SA6 7JL

Contact

Barry Brierley

Email

Barry.Brierley@dvla.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/driver-and-vehicle-licensing-agency>

I.4) Type of the contracting authority

National or federal Agency/Office

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Personalised Registration Auction Services

Reference number

PS 24 48

II.1.2) Main CPV code

- 79342410 - Electronic auction services

II.1.3) Type of contract

Services

II.1.4) Short description

The provision of personalised registration auction services on a national (UK wide) basis. The services to be provided are:

1. Timed Online Auctions and Ancillary Services;
2. DVLA auction marketing and Associated Promotional Activity; and
3. Hosting, design, content and functionality of bilingual (English & Welsh) website www.dvlaauction.co.uk

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £8,720,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The provision of personalised registration auction services on a national (UK wide) basis. The services to be provided are:

1. Timed Online Auctions and Ancillary Services;
2. DVLA auction marketing and Associated Promotional Activity; and
3. Hosting, design, content and functionality of bilingual (English & Welsh) website www.dvlaauction.co.uk

The Contract is for an initial term of 3 years and 6 months which shall be comprised of:

- a period of 6 months for the delivery of an Implementation Plan (termed the "Transition & Implementation Period"), followed by
- the period commencing from the end of the Transition & Implementation Period until the expiry of the initial term and any extensions granted by the Buyer.

The Buyer reserves the right to offer two separate extensions of 12 months each, to provide for a maximum of two further years.

The maximum Contract duration (including optional extensions) will therefore be 5 years and 6 months (i.e. 3.5 +1 +1 years).

No Timed Online Auctions (and therefore no revenue generation) will take place under this Contract during the Transition and Implementation Period.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-025229](#)

Section V. Award of contract

Contract No

PS 24 48

Title

Provision of Personalised Registration Auction Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 March 2025

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from non-EU Member States: 5

Number of tenders received by electronic means: 5

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

V.2.3) Name and address of the contractor

John Pye & Sons Limited

Nottingham

NG7 7EA

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Total value of the contract/lot: £8,720,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Department for Transport

London

Country

United Kingdom