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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](mailto: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

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**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](http://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](http://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

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## **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](#)

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## **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

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Department for Transport

London

Country

United Kingdom