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Pipeline

Provision of Media Buying

Driver and Vehicle Licensing Agency

UK1: Pipeline notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-024963

Procurement identifier (OCID): ocds-h6vhtk-051e21

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Scope

Reference

CRN/25/07

Description

To engage a supplier to plan, purchase and evaluate media for potential advertising campaigns to support DVLA's strategic aims.

Total value (estimated)

- £8,600,000 excluding VAT
- £10,320,000 including VAT

Contract dates (estimated)

- 14 June 2026 to 13 June 2029
- 3 years

Main category

Services

CPV classifications

- 79341000 - Advertising services

Contract locations

- UK - United Kingdom

Submission

Publication date of tender notice (estimated)

2 February 2026

Procedure

Above or below total value threshold

Above or equal to threshold

Contracting authority

Driver and Vehicle Licensing Agency

- Public Procurement Organisation Number: PYVZ-4215-PGYM

Londview Road

Morrison

SA6 7JL

United Kingdom

Email: sourcetopay.helpdesk@dvla.gov.uk

Region: UKL18 - Swansea

Organisation type: Public authority - central government