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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

Published 22 May 2025, 2:24pm

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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

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## **Submission**

### **Publication date of tender notice (estimated)**

2 February 2026

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## **Procedure**

### **Above or below total value threshold**

Above or equal to threshold

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## 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](mailto:sourcetopay.helpdesk@dvla.gov.uk)

Region: UKL18 - Swansea

Organisation type: Public authority - central government