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Award

Provision of Market Research Accreditation & Membership

Driver and Vehicle Licensing Agency

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

Notice identifier: 2025/S 000-044808

Procurement identifier (OCID): ocids-h6vhtk-056a53

Published 31 July 2025, 2:43pm

Scope

Reference

CRN/25/03

Description

DVLA has an ongoing business requirement for provision of Market Research Society membership and accreditation services. The DVLA Customer Insight Unit is an in-house team that carries out qualitative and quantitative research as well as a range of other research techniques such as usability testing with DVLA customers. DVLA is seeking to provide assurance to our customers that our market research function is delivering research to industry standards.

Contract 1. Provision of Market Research Accreditation & Membership

Supplier

- The Market Research Society

Contract value

- £28,029 excluding VAT
- £33,635 including VAT

Below the relevant threshold

Award decision date

16 April 2025

Earliest date the contract will be signed

31 July 2025

Contract dates (estimated)

- 31 July 2025 to 30 April 2027
- Possible extension to 30 April 2028
- 2 years, 9 months, 1 day

Description of possible extension:

Option to extend a further 1 year

Main procurement category

Services

CPV classifications

- 79310000 - Market research services

Procedure

Procedure type

Below threshold - without competition

Supplier

The Market Research Society

The Old Trading House, 15 Northburgh Street

London

EC1V 0JR

United Kingdom

Email: rhiannon.sloan@mrs.org.uk

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Provision of Market Research Accreditation & Membership

Contracting authority

Driver and Vehicle Licensing Agency

- Public Procurement Organisation Number: PYVZ-4215-PGYM

Longview Road

Morrison

SA6 7JL

United Kingdom

Email: sourcetopay.helpdesk@dvla.gov.uk

Region: UKL18 - Swansea

Organisation type: Public authority - central government