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Contract

## **Provision of Market Research Accreditation & Membership**

Driver and Vehicle Licensing Agency

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-049683

Procurement identifier (OCID): ocds-h6vhtk-056a53 ([view related notices](#))

Published 19 August 2025, 8:59am

### **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.

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## **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

### **Date signed**

8 July 2025

### **Contract dates**

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

Description of possible extension:

Business have the decision to extend for a 12 month providing the accreditation needs is required

## **Main procurement category**

Services

## **CPV classifications**

- 79310000 - Market research services

## **Contract locations**

- UK - United Kingdom

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## **Procedure**

### **Procedure type**

Below threshold - without competition

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## **Supplier**

### **The Market Research Society**

The Old Trading House, 15 Northburgh Street

London

EC1V 0JR

United Kingdom

Email: [William.Pedder@mrs.org.uk](mailto:William.Pedder@mrs.org.uk)

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1

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

Region: UKL18 - Swansea

Organisation type: Public authority - central government

