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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.

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

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: 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

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

