**RFI Questions - Personalised Registration Auction Services**

**Background to the required service**

DVLA currently offers Personalised Registrations for sale through online and venue auctions. Due to pandemic-related social restrictions, between May 2020 and September 2022 all auctions were held online. Venue auctions resumed in October 2022.

In view of changes in customer behaviour, it is possible that in future auctions will be held entirely online. A final decision on this is expected in the coming weeks, so DVLA is currently exploring what this decision could mean for the re-procurement of the auction service.

**Our Aims**

The objective of the outsourced auctioneer service is to maximise registered bidders and sales income, via the auction of previously unissued personalised registrations.

At this RFI stage, DVLA is looking for information around potential charges, charging structure(s) and durations, to inform its procurement strategy.

**High-level Service Requirements**

The broad scope of the requirement would be a managed service that provides:

* an online auction solution;
* auction marketing and associated promotional activities; and
* hosting, design, content and functionality of website [www.dvlaauction.co.uk](http://www.dvlaauction.co.uk)

The following elements are excluded from scope:

* The online “Buy Now” functionality; and
* Hosting, design, content and functionality of website [www.dvlaregistrations.direct.gov.uk](http://www.dvlaregistrations.direct.gov.uk)

DVLA will provide agreed volumes of previously unissued registrations to the supplier in line with pre-agreed sales schedules.

The potential supplier would need to:

## offer for sale in the region of 2,000 registrations **per auction, over 9 auctions per annum.**

## be responsible for recovering payment, using payment collection facilities that are PCI (Payment Card Industry) compliant and that allow for secured deposits to be made prior to, or immediately after, the lot closes.

* accept liability for any payment card charges incurred.

## propose a marketing strategy that demonstrates how it will maximise registered bidders and sales income.

* provide a software solution that delivers a continuous secure, online service.
* Make innovative proposals to improve upon the average hammer price, sales conversion rate, volume of registered bidders and customer journey/experience.

## provide a sufficient level of resource to consistently deliver a quality service to all parties.

## comply with GDPR in all aspects of its use of data and have ICT systems compliant with ISO27001 or equivalent.

**Charging Model**

The current charging model is that the supplier takes a buyer’s premium (currently 7%) from the purchaser once the lot has closed, passing the remaining proceeds of sale to DVLA. No payment is therefore made by DVLA to the supplier. DVLA is open to considering the same or alternative charging models in future.

**Based on the information contained in this PIN/RFI, please can you assist DVLA by responding to the following:**

|  |  |
| --- | --- |
| **Supplier Name** |  |
| **Supplier Address** |  |
| **Supplier Email** |  |
| **Supplier Contact Number**  |  |

1. Based on the above information, if you were to provide the new (online-only) auctioneer service, what would be your best estimate of the buyer’s premium percentage? (Please tick one option)

|  |  |
| --- | --- |
| Buyer’s Premium | Please tick one option |
| 1% - 2% |  |
| 2% - 4% |  |
| 4% - 6% |  |
| Other (please specify) |  |

1. If, instead of charging a Buyer’s Premium, you would propose an alternative charging structure for this service, please outline this below

|  |
| --- |
|  |

1. What would you consider to be the minimum acceptable duration of a contract for the new Auctioneer service?

|  |  |
| --- | --- |
| Minimum Contract Term | Please tick one option |
| 1 – 2 years |  |
| 2 – 3 years |  |
| 3 - 4 years |  |
| Other (please specify) |  |

**How to Respond to this RFI**

* Please email your responses to sue.oneill@dvla.gov.uk and diane.rees@dvla.gov.uk

* Please respond by 12:00 noon Monday 16 January 2023.
* For any queries, about this RFI, please use the contact below:

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| **RFI Lead** |
| Name: | Susan O’Neill |
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