



XXXXX redacted under FOIA section [40]

Your ref: TCOM3005

Our ref: PS/23/136

Date: 4 January 2024

**FRAMEWORK: CAMPAIGN SOLUTIONS, RM3774
DFT CALL OFF CONTRACT: CREATIVE AGENCY
SERVICES, TCOM3005**

**THE DRIVER AND VEHICLE LICENSING AGENCY (DVLA) USE OF THE
PROVISION OF CREATIVE AGENCY SERVICES FOR THE DEPARTMENT FOR
TRANSPORT (DFT).**

Dear XXXXX redacted under FOIA section [40],

I am writing on behalf of DVLA in relation the above referenced call off contract from CCS's Campaign Solutions Framework. Thank you for confirming DVLA are within scope of the call off contract and that you are content for DVLA to use the services of VMLY&R (the supplier) via the contract.

I am writing to confirm DVLA intend to utilise the contract for a Statement of Work in relation to the rerun of DVLA's VED campaign, with updates to creative.

DVLA will:

- Abide by DfT's Call Off Contract Terms (Ref: TCOM3005)
- Use an estimated £45,000 of the contract value for the campaign (actuals to be reported to DfT's Contract Manager) for a duration of 3 months
- Bill the supplier quarterly
- Feed back performance
- Share any lessons learnt

The supplier has allocated the Project title of 'Hard to Hide, Easy to Tax – 2023 Rerun'.

If you have any questions or queries DVLA's point of contact for the activities to be undertaken by the supplier will be XXXXX redacted under FOIA section [40], DVLA Head of External Communications (XXXXX redacted under FOIA section [40]).

Yours Sincerely

XXXXX redacted under FOIA section [40]

On behalf of the Secretary of State for Transport

