

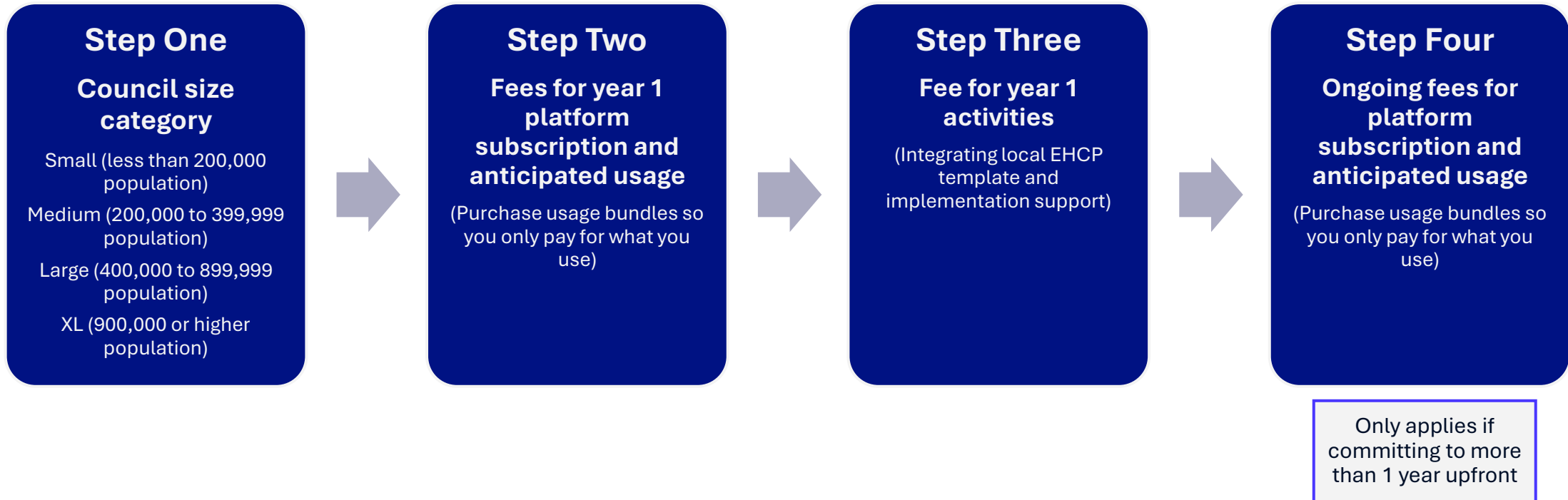


G-Cloud 15 Pricing Document

EHCP Genie (part of the SEND Genie Toolkit)

Faster, smarter, and more consistent EHCPs.

EHCP Genie – Approach To Pricing



Core pricing
(for LAs contracting for 1 year at a time)

Pricing for Implementation Year

LA size categories: Small (up to 200,000 population) / Medium (up to 400,000 population) / Large (up to 900,000 population) / XL (over 900,000 population)

LICENCE COSTS (IMPLEMENTATION YEAR)

Platform subscription

Software licence – including all standard features (premium features developed in future may attract an additional charge).

- S: £11,000 / M: £13,000 / L: £15,000 / XL: £17,000

Usage fee bundles (agreed before contract start)

These are pre-paid 1,000-activity bundles per contract year (in addition to the platform subscription) based on anticipated usage.

- Bundles 1–4: £4,000 per bundle
- Bundles 5–8: £3,250 per bundle
- Bundles 9+: £2,750 per bundle

In year top-ups are at the same tiered prices. Tiering resets each year.

Unused full bundles carry over to the next year; partial bundles do not.

Note: An 'Activity' in EHCP Genie is defined as using AI features to:

- Generate a new draft EHCP
- Generate a quality assurance report for an EHCP
- Generate an updated EHCP as part of a review or phase transfer

'Re-runs' count as a new activity – for example generating a QA report, revising the EHCP and then generating a further QA report for the same individual.

CODING & IMPLEMENTATION COSTS

Local EHCP template coding + standard implementation activities

- £7,500 (including up to 3 days of coding for local EHCP template).
- Standard implementation activities include access to online training videos, a virtual training workshop and platform configuration.
- £1,250 per day for additional coding work (scoped during discovery) or other out of scope work.

Optional extras

- £3,750 optional one-off fee for SSO setup where required

SUPPORT/MAINTENANCE (INCLUDED)

- Standard support and maintenance is covered by licence fees and comprises product updates, hosting, service desk and named contact – as per SLA.
- Also includes up to 1 day per year of coding effort – where required – to reflect any updates to a council's local EHCP template used within EHCP Genie.
- £1,250 per day for additional coding work or other out of scope work.

Pricing for Subsequent Years (First & Second)

LA size categories: Small (up to 200,000 population) / Medium (up to 400,000 population) / Large (up to 900,000 population) / XL (over 900,000 population)

FIRST BUSINESS-AS-USUAL YEAR

(INCLUDES SUPPORT/MAINTENANCE)

Platform subscription

Software licence – including all standard features (premium features developed in future may attract an additional charge).

- S: £11,500 / M: £13,500 / L: £15,500 / XL: £17,500

Usage fee bundles (agreed in advance)

These are pre-paid 1,000-activity bundles per contract year (in addition to the platform subscription) based on anticipated usage.

- Bundles 1–4: £4,100 per bundle
- Bundles 5–8: £3,350 per bundle
- Bundles 9+: £2,850 per bundle

In year top-ups are at the same tiered prices. Tiering resets each year.

Unused full bundles carry over to the next year; partial bundles do not.

SECOND BUSINESS-AS-USUAL YEAR

(INCLUDES SUPPORT/MAINTENANCE)

Platform subscription

Software licence – including all standard features (premium features developed in future may attract an additional charge).

- S: £12,000 / M: £14,000 / L: £16,000 / XL: £18,000

Usage fee bundles (agreed in advance)

These are pre-paid 1,000-activity bundles per contract year (in addition to the platform subscription) based on anticipated usage.

- Bundles 1–4: £4,200 per bundle
- Bundles 5–8: £3,450 per bundle
- Bundles 9+: £2,950 per bundle

In year top-ups are at the same tiered prices. Tiering resets each year.

Unused full bundles carry over to the next year; partial bundles do not.

Pricing for Subsequent Years (Third & Fourth)

LA size categories: Small (up to 200,000 population) / Medium (up to 400,000 population) / Large (up to 900,000 population) / XL (over 900,000 population)

THIRD BUSINESS-AS-USUAL YEAR

(INCLUDES SUPPORT/MAINTENANCE)

Platform subscription

Software licence – including all standard features (premium features developed in future may attract an additional charge).

- S: £12,500 / M: £14,500 / L: £16,500 / XL: £18,500

Usage fee bundles (agreed in advance)

These are pre-paid 1,000-activity bundles per contract year (in addition to the platform subscription) based on anticipated usage.

- Bundles 1–4: £4,300 per bundle
- Bundles 5–8: £3,550 per bundle
- Bundles 9+: £3,050 per bundle

In year top-ups are at the same tiered prices. Tiering resets each year.

Unused full bundles carry over to the next year; partial bundles do not.

FOURTH BUSINESS-AS-USUAL YEAR

(INCLUDES SUPPORT/MAINTENANCE)

Platform subscription

Software licence – including all standard features (premium features developed in future may attract an additional charge).

- S: £13,000 / M: £15,000 / L: £17,000 / XL: £19,000

Usage fee bundles (agreed in advance)

These are pre-paid 1,000-activity bundles per contract year (in addition to the platform subscription) based on anticipated usage.

- Bundles 1–4: £4,400 per bundle
- Bundles 5–8: £3,650 per bundle
- Bundles 9+: £3,150 per bundle

In year top-ups are at the same tiered prices. Tiering resets each year.

Unused full bundles carry over to the next year; partial bundles do not.

Pricing for multiyear contracts (LAs with less than 200,000 population)

2-year Contract Pricing for LAs with less than 200,000 population

- New customers would pay for Implementation year + 1st Business-as-usual Year
- Renewing customers taking new contract would pay for 1st Business-as-usual Year + 2nd Business-as-usual Year

2-year contract commitment with payment each year (same as core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year
Platform Subscription	£11,000	£11,500	£12,000
Initial EHCP coding & implementation activities	£7,500	n/a	n/a
Single sign-on setup (optional)	£3,750	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£4,000 per bundle	£4,100 per bundle	£4,200 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£3,250 per bundle	£3,350 per bundle	£3,450 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,750 per bundle	£2,850 per bundle	£2,950 per bundle

2-year contract commitment with full payment upfront (equivalent to 5% lower than core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year
Platform Subscription	£10,450	£10,925	£11,400
Initial EHCP coding & implementation activities	£7,125	n/a	n/a
Single sign-on setup (optional)	£3,562	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£3,800 per bundle	£3,895 per bundle	£3,990 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£3,087 per bundle	£3,182 per bundle	£3,277 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,612 per bundle	£2,707 per bundle	£2,802 per bundle

3-year Contract Pricing for LAs with less than 200,000 population

- New customers would pay for Implementation year + 1st Business-as-usual Year
- Renewing customers taking new contract would pay for 1st Business-as-usual Year + 2nd Business-as-usual Year

3-year contract commitment with payment each year (equivalent to 5% lower than core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year	3rd Business-as-usual year
Platform Subscription	£10,450	£10,925	£11,400	£11,875
Initial EHCP coding & implementation activities	£7,125	n/a	n/a	n/a
Single sign-on setup (optional)	£3,562	n/a	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£3,800 per bundle	£3,895 per bundle	£3,990 per bundle	£4,085 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£3,087 per bundle	£3,182 per bundle	£3,277 per bundle	£3,372 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,612 per bundle	£2,707 per bundle	£2,802 per bundle	£2,897 per bundle

3-year contract commitment with full payment upfront (equivalent to 8% lower than core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year	3rd Business-as-usual year
Platform Subscription	£10,120	£10,580	£11,040	£11,500
Initial EHCP coding & implementation activities	£6,900	n/a	n/a	n/a
Single sign-on setup (optional)	£3,450	n/a	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£3,680 per bundle	£3,772 per bundle	£3,864 per bundle	£3,956 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£2,990 per bundle	£3,082 per bundle	£3,174 per bundle	£3,266 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,530 per bundle	£2,622 per bundle	£2,714 per bundle	£2,806 per bundle

Pricing for multiyear contracts (LAs with more than 200,000 but less than 400,000 population)

2-year Contract Pricing for LAs with 200,000 to 399,999 population

- New customers would pay for Implementation year + 1st Business-as-usual Year
- Renewing customers taking new contract would pay for 1st Business-as-usual Year + 2nd Business-as-usual Year

2-year contract commitment with payment each year (same as core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year
Platform Subscription	£13,000	£13,500	£14,000
Initial EHCP coding & implementation activities	£7,500	n/a	n/a
Single sign-on setup (optional)	£3,750	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£4,000 per bundle	£4,100 per bundle	£4,200 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£3,250 per bundle	£3,350 per bundle	£3,450 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,750 per bundle	£2,850 per bundle	£2,950 per bundle

2-year contract commitment with full payment upfront (equivalent to 5% lower than core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year
Platform Subscription	£12,350	£12,825	£13,300
Initial EHCP coding & implementation activities	£7,125	n/a	n/a
Single sign-on setup (optional)	£3,562	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£3,800 per bundle	£3,895 per bundle	£3,990 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£3,087 per bundle	£3,182 per bundle	£3,277 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,612 per bundle	£2,707 per bundle	£2,802 per bundle

3-year Contract Pricing for LAs with 200,000 to 399,999 population

- New customers would pay for Implementation year + 1st Business-as-usual Year
- Renewing customers taking new contract would pay for 1st Business-as-usual Year + 2nd Business-as-usual Year

3-year contract commitment with payment each year (equivalent to 5% lower than core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year	3rd Business-as-usual year
Platform Subscription	£12,350	£12,825	£13,300	£13,775
Initial EHCP coding & implementation activities	£7,125	n/a	n/a	n/a
Single sign-on setup (optional)	£3,562	n/a	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£3,800 per bundle	£3,895 per bundle	£3,990 per bundle	£4,085 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£3,087 per bundle	£3,182 per bundle	£3,277 per bundle	£3,372 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,612 per bundle	£2,707 per bundle	£2,802 per bundle	£2,897 per bundle

3-year contract commitment with full payment upfront (equivalent to 8% lower than core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year	3rd Business-as-usual year
Platform Subscription	£11,960	£12,420	£12,880	£13,340
Initial EHCP coding & implementation activities	£6,900	n/a	n/a	n/a
Single sign-on setup (optional)	£3,450	n/a	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£3,680 per bundle	£3,772 per bundle	£3,864 per bundle	£3,956 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£2,990 per bundle	£3,082 per bundle	£3,174 per bundle	£3,266 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,530 per bundle	£2,622 per bundle	£2,714 per bundle	£2,806 per bundle

Pricing for multiyear contracts
(LAs with more than 400,000 but less than
900,000 population)

2-year Contract Pricing for LAs with 400,000 to 899,999 population

- New customers would pay for Implementation year + 1st Business-as-usual Year
- Renewing customers taking new contract would pay for 1st Business-as-usual Year + 2nd Business-as-usual Year

2-year contract commitment with payment each year (same as core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year
Platform Subscription	£15,000	£15,500	£16,000
Initial EHCP coding & implementation activities	£7,500	n/a	n/a
Single sign-on setup (optional)	£3,750	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£4,000 per bundle	£4,100 per bundle	£4,200 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£3,250 per bundle	£3,350 per bundle	£3,450 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,750 per bundle	£2,850 per bundle	£2,950 per bundle

2-year contract commitment with full payment upfront (equivalent to 5% lower than core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year
Platform Subscription	£14,250	£14,725	£15,200
Initial EHCP coding & implementation activities	£7,125	n/a	n/a
Single sign-on setup (optional)	£3,562	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£3,800 per bundle	£3,895 per bundle	£3,990 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£3,087 per bundle	£3,182 per bundle	£3,277 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,612 per bundle	£2,707 per bundle	£2,802 per bundle

3-year Contract Pricing for LAs with 400,000 to 899,999 population

- New customers would pay for Implementation year + 1st Business-as-usual Year
- Renewing customers taking new contract would pay for 1st Business-as-usual Year + 2nd Business-as-usual Year

3-year contract commitment with payment each year (equivalent to 5% lower than core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year	3rd Business-as-usual year
Platform Subscription	£14,250	£14,725	£15,200	£15,675
Initial EHCP coding & implementation activities	£7,125	n/a	n/a	n/a
Single sign-on setup (optional)	£3,562	n/a	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£3,800 per bundle	£3,895 per bundle	£3,990 per bundle	£4,085 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£3,087 per bundle	£3,182 per bundle	£3,277 per bundle	£3,372 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,612 per bundle	£2,707 per bundle	£2,802 per bundle	£2,897 per bundle

3-year contract commitment with full payment upfront (equivalent to 8% lower than core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year	3rd Business-as-usual year
Platform Subscription	£13,800	£14,260	£14,720	£15,180
Initial EHCP coding & implementation activities	£6,900	n/a	n/a	n/a
Single sign-on setup (optional)	£3,450	n/a	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£3,680 per bundle	£3,772 per bundle	£3,864 per bundle	£3,956 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£2,990 per bundle	£3,082 per bundle	£3,174 per bundle	£3,266 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,530 per bundle	£2,622 per bundle	£2,714 per bundle	£2,806 per bundle

Pricing for multiyear contracts (LAs with more than 900,000 population)

2-year Contract Pricing for LAs with 900,000 or higher population

- New customers would pay for Implementation year + 1st Business-as-usual Year
- Renewing customers taking new contract would pay for 1st Business-as-usual Year + 2nd Business-as-usual Year

2-year contract commitment with payment each year (same as core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year
Platform Subscription	£17,000	£17,500	£18,000
Initial EHCP coding & implementation activities	£7,500	n/a	n/a
Single sign-on setup (optional)	£3,750	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£4,000 per bundle	£4,100 per bundle	£4,200 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£3,250 per bundle	£3,350 per bundle	£3,450 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,750 per bundle	£2,850 per bundle	£2,950 per bundle

2-year contract commitment with full payment upfront (equivalent to 5% lower than core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year
Platform Subscription	£16,150	£16,625	£17,100
Initial EHCP coding & implementation activities	£7,125	n/a	n/a
Single sign-on setup (optional)	£3,562	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£3,800 per bundle	£3,895 per bundle	£3,990 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£3,087 per bundle	£3,182 per bundle	£3,277 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,612 per bundle	£2,707 per bundle	£2,802 per bundle

3-year Contract Pricing for LAs with 900,000 or higher population

- New customers would pay for Implementation year + 1st Business-as-usual Year
- Renewing customers taking new contract would pay for 1st Business-as-usual Year + 2nd Business-as-usual Year

3-year contract commitment with payment each year (equivalent to 5% lower than core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year	3rd Business-as-usual year
Platform Subscription	£16,150	£16,625	£17,100	£17,575
Initial EHCP coding & implementation activities	£7,125	n/a	n/a	n/a
Single sign-on setup (optional)	£3,562	n/a	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£3,800 per bundle	£3,895 per bundle	£3,990 per bundle	£4,085 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£3,087 per bundle	£3,182 per bundle	£3,277 per bundle	£3,372 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,612 per bundle	£2,707 per bundle	£2,802 per bundle	£2,897 per bundle

3-year contract commitment with full payment upfront (equivalent to 8% lower than core pricing)

Item	Implementation year	1st Business-as-usual year	2nd Business-as-usual year	3rd Business-as-usual year
Platform Subscription	£15,640	£16,100	£16,560	£17,020
Initial EHCP coding & implementation activities	£6,900	n/a	n/a	n/a
Single sign-on setup (optional)	£3,450	n/a	n/a	n/a
Pre-paid 1,000-activity bundles: Bundles 1–4	£3,680 per bundle	£3,772 per bundle	£3,864 per bundle	£3,956 per bundle
Pre-paid 1,000-activity bundles: Bundles 5–8	£2,990 per bundle	£3,082 per bundle	£3,174 per bundle	£3,266 per bundle
Pre-paid 1,000-activity bundles: Bundles 9+	£2,530 per bundle	£2,622 per bundle	£2,714 per bundle	£2,806 per bundle

Pricing Scenarios and Notes

EHCP Genie – Example Pricing Scenarios

(based on 2-year contracts with annual payment)

Example 1 (London Borough; population 275,000; current EHCPs = 2,900)

- Expecting their EHCP numbers to increase by ~400 over the next year
- In year 1, will use EHCP Genie for new EHCPs only
- Will therefore purchase 1 x 1000-activity bundle (which allows capacity for any re-runs)

Year 1 cost:

- Platform subscription = £13,000
- 1 x 1000-activity bundle @ £4000 = £4,000
- EHCP template coding/implementation = £7,500
- **Total: £24,500 for year 1**

Year 2 cost (if bundles stay the same):

- Platform subscription = £13,500
- 1 x 1000-activity bundle @ £4,100 = £4,100
- **Total: £17,600 for year 2**

Example 2 (Larger unitary authority; population 410,000; current EHCPs = 4,100)

- Expecting their EHCP numbers to increase by ~550 over the next year
- In year 1, will use EHCP Genie for new EHCPs – and aim to QA **and** review 50% of existing EHCPs
- Will therefore purchase 5 x 1000-activity bundles (which allows capacity for any re-runs)

Year 1 cost:

- Platform subscription = £15,000
- 4 x 1000-activity bundles @ £4,000 = £16,000
- 1 x 1000-activity bundles @ £3,250 = £3,250
- EHCP template coding/implementation = £7,500
- **Total: £41,750 for year 1**

Year 2 cost (if bundles stay the same):

- Platform subscription = £15,500
- 4 x 1000-activity bundles @ £4,100 = £16,400
- 1 x 1000-activity bundles @ £3,350 = £3,350
- **Total: £35,250 for year 2**

Example 3 (Very large county council; population 1.2m; current EHCPs = 12,000)

- Expecting their EHCP numbers to increase by ~1500 over the next year
- In year 1, will use EHCP Genie for new EHCPs – and aim to QA 65% of existing EHCPs
- Will therefore purchase 10 x 1000-activity bundles (which allows capacity for any re-runs)

Year 1 cost:

- Platform subscription: £17,000
- 4 x 1000-activity bundles @ £4000 = £16,000
- 4 x 1000-activity bundles @ £3250 = £13,000
- 2 x 1000-activity bundles @ £2750 = £5,500
- EHCP template coding/implementation: £7,500
- **Total: £59,000 for year 1**

Year 2 cost (if bundles stay the same):

- Platform subscription: £17,500
- 4 x 1000-activity bundles @ £4,100 = £16,400
- 4 x 1000-activity bundles @ £3,350 = £13,400
- 2 x 1000-activity bundles @ £2,850 = £5,700
- **Total: £53,000 for year 2**

EHCP Genie – Pricing Notes

- Each of 'Implementation Year', 'BAU Year 1', 'BAU Year 2', 'BAU Year 3' and 'BAU Year 4' is a distinct Unit priced for a 12-month period. Support/maintenance is included in each Unit.
 - Renewals (requiring a new contract) don't require implementation – and therefore start at BAU Year 1.
 - All prices are exclusive of VAT.
 - Billing is annually in advance – unless payment for multiple years upfront is agreed.
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- Platform subscription amounts are set using third-party AI model costs at the time of G-Cloud submission (Jan 2026).
 - Published Unit Prices are fixed for the framework term. We may reduce Unit Prices during the framework and may update prices at the next framework reopening.