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G-Cloud 15

MemConnect Mobile App Platform Pricing

Version: 1.0

January 2026



MemConnect

MemConnect prices is composed of a one-off Capital Expenditure (CapEx) followed by a flat annual fee (OpEx) for the duration of the initial term of the contract. It is priced for local government (councils) based on the population of the area in which people are eligible to use the app. This enables us to provide fixed pricing that will not change with unpredictable factors subject to ongoing change, such as how many people are using the app in a given time period.

The OpEx is priced per 50,000 residents of the geographical area to be covered. For example, if Council A oversees a particular English county with 1,010,000 people, that constitutes $1,010,000 / 50,000 = 20.2$ 'blocks' of 50,000 residents. CapEx is then priced at 150% of the annual OpEx, assuming a typical level of up-front design tailoring, integration and training work

Contact Us

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Package Overview

Annual Fee

The annual fee associated with our MemConnect app solution can be calculated as follows based on the total number of residents of the geographical area the council oversees:

Description	Total Number of Residents			
	0 to 999,999	1,000,000 to 1,999,999	2,000,000 to 4,999,999	5,000,000 or more
Licence Block per 50,000 Total Residents	£2,400	£2,100	£1,800	£1,500

The OpEx entitles the buyer to support for defect resolution, updates to cover new operating systems and devices, access to ongoing improvements made to licenced functionality, management of the app stores and more.

In any event, MemConnect is subject to a minimum OpEx of £19,995 and hence a minimum CapEx of £29,992.50. A three-year minimum initial contract term applies.

One-off Capital Expenditure

The one-off capital expenditure is 150% of the Annual Fee as described in the section above.

Bespoke Work

Bespoke work can be undertaken on a time and materials basis at a blended rate of no more than £995. Discounts are available subject to factors such as volume of work required.

The logo consists of the word "cantarus" in a white, lowercase, sans-serif font, centered within a white-outlined rectangular box that is slightly tilted to the right.

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