



Pricing

G-Cloud 15 (RM1557.15) Evology

Evology cashless payment platform

January 2026

1 Introduction

This Pricing Document sets out the maximum framework prices for Evology as listed under the G-Cloud 15 Framework Agreement (RM1557.15). It is intended to give Buyers complete visibility of all costs associated with procuring, implementing, and using the service through the Digital Marketplace.

All prices contained within this document:

- ✓ Represent the charges that may be applied under the framework
- ✓ Are provided exclusive of VAT
- ✓ May be subject to annual indexation or uplifts, where stated in Section 5

The purpose of this Pricing Document is not only to confirm the core cost of the service but also to outline the associated commercial components such as setup fees, licensing, support, hosting, optional add-ons, and where applicable, professional services charged under the Crown Commercial Service (CCS) SFIA model.

2 Service overview

Evology is a SaaS solution designed to help organisations provide cashless payment solutions for on and off street parking. The service is delivered entirely through the cloud and is securely hosted within Microsoft Azure.

It provides users with a seamless experience to quickly pay for their parking. Payments can be made via app, web portal and via phone. Parking sessions can be extended and payments topped up with receipts and reminders being standard features.

Pricing for the service is based on a per transaction model. The core price covers the primary service components, including hosting, managing and reporting. The main costs for the service are paid for by service users, which are primarily motorists.

3 Core pricing

This section sets out the core pricing for Evology, including all mandatory costs required to use the service. The tables below present the maximum framework prices associated with the service, structured according to the relevant pricing model. We have a standard package composed of elements payable by the customer and elements payable by the motorist. We recognise that circumstances and outcomes can vary so would welcome a discussion as to how the below indicative pricing could work best for a given situation.

Should the Operator / Local Authority want to absorb the transaction fee rather than pass it onto the motorist, Evology would be very happy to discuss this

All prices shown are exclusive of VAT and must be read in conjunction with the accompanying Service Definition and Terms & Conditions.

3.1 Evology

Costs payable by Operator/Local Authority

Item	Basis (annual, etc)	Unit	Price (ex VAT)	Description
Setup/Onboarding/Training	One-off	Per service	£0	Onboarding of Client/Dashboard Set Up
Client Account Management/Reporting & Insights	Ongoing	Per Service	£0	Remote management by named Account Manager
Tariff Set up and Testing	Annual	Per tariff	£0	Tariffs will be updated and tested once per year
Hosting and Maintenance	Ongoing	Per Service	£0	Hosting and Maintenance of Evology platform
Blue Badge usage tracking	Ongoing	Per Service	£0	Monitoring and reporting on Blue Badge usage to help reduce fraud
Signage and Signage - installation on existing street furniture/walls	At start and updated if required	Per sign	£120*	To provide, install and maintain compliant signage. If tariffs/T&Cs are changed during contract, signage will also need to be refreshed. <i>*Cost may be lower dependent upon sizes and quantities required</i>
Signage and Signage installation – installation on new street furniture	At start and updated if required	Per sign	£250*	To provide, install and maintain compliant signage. If tariffs/T&Cs are changed during contract, signage will also need to be refreshed. <i>*Cost may be lower dependent upon sizes and quantities required</i>
Adhesive stickers	At start and updated if required	Per sign	£10*	To provide, install and maintain compliant signage stickers. If tariffs/T&Cs are changed during contract, signage may also need to be refreshed. <i>*Cost may be lower dependent upon sizes and quantities required</i>
Marketing Plan for launch	One off	Per Service	£20,000*	Operator / LA will need to determine what amount of marketing/service user communication is required. <i>*This price may be lower based on requirements</i>
Merchant Acquiring Fee	Ongoing	Per transaction	3%	Fee for use of Evology Merchant ID
Transaction Fee	Ongoing	Per transaction	£0	Fee for using the platform

Costs payable by Motorist/User

Item	Basis (annual, etc)	Unit	Price (ex VAT)	Description
Transaction fee – Pay via App	Ongoing	Per transaction	39p*	Fee for paying via app. Payable in addition to tariff. <i>*Fee could reduce based on tariff levels</i>
Transaction Fee – Pay via Web	Ongoing	Per transaction	39p*	Fee for paying via web page. Payable in addition to tariff. <i>*Fee could reduce based on tariff levels</i>
Transaction Fee – Pay via Phone	Ongoing	Per transaction	39p*	Fee for paying via phone. Payable in addition to tariff. <i>*Fee could reduce based on tariff levels</i>
Optional confirmation push notification	Ongoing	Per transaction	£0	E mail confirmation of payment
Optional reminder push notification	Ongoing	Per transaction	£0	E mail reminder of time expiry
Confirmation SMS	Ongoing	Per transaction	25p	Service to send SMS confirmation of payment
Reminder SMS	Ongoing	Per transaction	25p	Service to send SMS as reminder time is expiring
Receipt SMS	Ongoing	Per transaction	25p	Service to send receipt for payment by SMS

4 Optional extras / add-ons

Any additional charges would need to be discussed and a proposal shared as these would be treated as bespoke requests.