

G-Cloud 15 Pricing Schedule

Framework RM1557.15 (G-Cloud 15) | Lot 2b - Cloud Software | HeadZone Group Limited, Co. 16811269 | DUNS 234293597 | info@headzone.app

1. Pricing Model Overview

HeadZone is priced as a **per-pupil annual subscription**, licensed to schools, Multi-Academy Trusts (MATs) and Local Authorities (LAs). A school or trust chooses the tier that matches the modules it wants. All prices are in GBP and exclude VAT (see section 8).

Each tier is a **full academic year** of statutory RSHE emotional-literacy teaching, delivered through the whole HeadZone platform - creative lessons, the Inner Garden and a real tree per pupil, a DSL safeguarding dashboard, child self-referral, and the optional AI check-in. It is a year-long curriculum-and-safeguarding platform, not a single lesson, worksheet or subject.

2. Curriculum Tiers (per pupil / year, ex VAT)

	Tier 1	Tier 2	Tier 3	Tier 4
Primary schools	£9.99	£14.99	£17.99	n/a
Secondary schools	£14.99	£17.99	n/a	£24.99

Tier	Availability
Tier 1 - Grief, Loss & Change	Available - from September 2026
Tiers 2, 3 & 4 (and their future modules)	Roadmap - in development

Tier 1 is a full academic year, taught across three terms: Term 1 - Death, Term 2 - Change, Term 3 - Loss - the statutory RSHE requirement, delivered as a structured year, not a single subject.

Modules included by tier

Module	T1	T2	T3	T4
Death	Yes	Yes	Yes	Yes
Change	Yes	Yes	Yes	Yes
Loss	Yes	Yes	Yes	Yes
Digital Safety	-	Yes	Yes	Yes
AI Education	-	Yes	Yes	Yes
Anxiety	-	-	Yes	Yes
Focus & Attention	-	-	Soon	Soon
Loneliness & Connection	-	-	Soon	Soon
Anger & Regulation	-	-	-	Soon
Self-Harm Awareness	-	-	-	Soon
LGBTQ	-	-	-	Soon
Eating Disorders	-	-	-	Soon
Identity & Belonging	-	-	-	Soon

Features included by tier

Feature	T1	T2	T3	T4
Jannah & Pepo digital story (primary)	Yes	Yes	Yes	-
Inner Garden & one real tree per pupil	Yes	Yes	Yes	Yes
AI Support Check-in (secondary, Year 9+)	Yes	Yes	Yes	Yes
DSL self-referrals & safeguarding dashboard	Yes	Yes	Yes	Yes

Key: Yes = included in that tier | Soon = in development (coming soon) | - = not in that tier. Each tier includes everything in the tier below it. Only Tier 1 is available for September 2026; all higher tiers and their modules are on the development roadmap.

3. Value for Money

Every per-pupil subscription includes the **whole platform** - there are no hidden core fees:

- A **full academic year** of structured, statutory RSHE teaching - not a one-off lesson or worksheet.
- The complete toolset: creative processing, the Inner Garden, guided breathing, child self-referral, the AI check-in, and printable packs for offline delivery.
- A **DSL safeguarding dashboard with a seven-year audit trail** - safeguarding infrastructure, included.
- One real tree planted per pupil - measurable social and environmental value, included, not an add-on.
- A **growing library**: new modules and enhancements within your tier are released at no extra cost.

What it replaces and saves:

- No need to buy specialist grief/RSHE training (externally around £150 per hour or £750 per day) - the platform delivers the teaching with no specialist training required.
- Fewer unnecessary referrals to over-stretched external services, through early, upstream intervention.
- Teacher time saved with ready-to-use, scripted lessons.

At £9.99-£14.99 per pupil per year, a 300-pupil primary invests around £3,000 a year - roughly the cost of four external training days - for a whole year of curriculum, safeguarding and wellbeing for **every** child. Per-pupil pricing keeps HeadZone affordable for a small village primary and a large secondary alike, and compares favourably with other whole-school wellbeing and RSHE platforms.

Social value in every subscription (at no extra cost). For the Grief & Loss subject, every purchase delivers measurable social value: HeadZone gifts one real tree per pupil through Tree Nation, contributing to monitored reforestation and carbon removal aligned with COP30 climate goals; and, recognising that teaching grief and loss surfaces need, HeadZone donates 10p to Child Bereavement UK (CBUK) for every pupil self-referral surfaced through the platform - a committed minimum, reviewed as HeadZone grows. This tree gift and donation apply to the Grief & Loss subject and are reviewed for future tiers. Buyers therefore contribute to a wider environmental and charitable difference simply by subscribing - see HeadZone's Social Value Statement (PPN 06/20) and Carbon Reduction Plan (PPN 006).

4. Illustrative Pricing (ex VAT, before discount)

	Tier 1	Tier 2	Tier 3	Tier 4
Primary school (275 pupils)	£2,747.25	£4,122.25	£4,947.25	n/a
Secondary school (800 pupils)	£11,992.00	£14,392.00	n/a	£19,992.00

Pricing is billed annually in advance and exclusive of VAT.

5. What is Included in the Subscription

The annual per-pupil subscription includes:

- **Digital stories** - the annual subscription includes one licensed digital story from the Jannah & Pepo series, "The Healing Drum of Kenya" (a diverse grief story), co-authored and narrated by its young co-author, bringing an authentic child's voice to the classroom. Teacher and parent resources are included for all subscribing schools. Additional and future digital stories, such as "The Empty Chair", are optional at £0.99 per child; printed books are optional purchases (see section 7).
- **Tree planting (Inner Garden initiative)** - one real tree planted per pupil via Tree Nation, included in the subscription price (not optional).
- **Creative and reflective tools** (unconscious processing through play, not therapy) - emoji check-in metric; education content (video animations and script); grief story with empathy and mentalisation questions; sandplay, Lifeline activities, mandala colouring, journaling, memory boxes; breathing and grounding exercises; guided meditations; pupil self-referral; and the Inner Garden (a virtual tree that grows with every visit, connecting inner and outer change and creating social value; a real tree is planted through Tree Nation and gifted to the child when they finish school), with a completion certificate.
- **Portals and access** - pupil platform; teacher portal (with AI assistant); parent portal; and a client portal with CSV downloads, licensing and school onboarding information.
- **Safeguarding and compliance** - DSL safeguarding dashboard; child self-referral alerts; and a seven-year audit trail.
- **AI-powered reflection** - the AI Support Check-in: up to four 5-minute sessions for secondary pupils (Year 9+, age 13+), with in-built safeguarding prompting to real-human intervention and self-referral, plus SDQ questions designed for self-guided emotional reflection.
- **Future updates** - access to platform updates and enhancements released within the subscribed tier.

Intellectual property. All HeadZone content and IP, including the Jannah & Pepo story, remain owned by HeadZone Group Ltd and are licensed to the buyer as part of the subscription; they are not assigned or sold. Physical printed story books are a separate purchase. No separate deduction is made for the licensed digital story within a tier.

Planned integrations (aspirational roadmap, subject to partnership agreements and API availability): CPOMS, school MIS (e.g. SIMS) and external referral pathways. Naming an external service does not imply any partnership or endorsement.

6. Volume Discount (by annual call-off contract value, ex VAT)

Discounts are applied to the annual call-off contract value, matching HeadZone's G-Cloud 15 service listing:

Annual call-off value (ex VAT)	Discount
Less than £250,000	5%
£250,000 to £500,000	7.5%
£500,001 to £1,000,000	10%
£1,000,001 to £2,500,000	15%
£2,500,001 to £5,000,000	20%
Over £5,000,001	25%

Large trusts and local authorities may also agree bespoke terms by arrangement; contact info@headzone.app.

7. Optional Add-Ons

Optional products and services are charged separately and are not required to use the platform.

Digital stories and printed books

Item	Price (ex VAT)
Future digital stories	£0.99 per child
The Healing Drum of Kenya (printed book)	£6.99 per copy
The Empty Chair (printed book)	£4.99 per copy
The Healing Hearts Mandala Colouring Book (printed)	£3.99 per copy

Printed books are subject to a minimum order of 10 copies per title.

Training and services

Add-on	Price (ex VAT)
Live online training session (1 hour)	£150
On-site training day	£750
Advanced DSL training	£250
Train-the-trainer programme	£500
Custom reporting package	£500 per report

8. Contract Terms & VAT

Term	Detail
Minimum contract period	12 months
Maximum initial contract	4 years (Lot 2b limit)
Extension	Up to 2 additional years (by agreement)
Billing	Annual, in advance
Payment terms	30 days from invoice date

VAT. HeadZone Group Limited is currently applying for VAT registration. All prices are quoted exclusive of VAT, which will be charged at the prevailing rate (currently 20%) once registered.

9. Procurement & Service Availability

Buyers may purchase via **Direct Award** through the Digital Marketplace or via **Further Competition** if preferred by the contracting authority. Platform availability target: 99.5% uptime. Support response: within 1 business day (standard) and within 4 business hours (LA contracts). Service levels are detailed in the Service Definition and SLA.