



Pricing Document: Embers the Dragon Programme

V1.0 Date: January 2026

1. Pricing Overview

The Embers the Dragon Programme is available in two core products: **Embers for Schools** (Education) and **The Embers App** (Healthcare). Prices are listed in GBP (£) and exclude VAT.

2. Standard Unit Pricing

These rates form the baseline for the Discount Table in Section 3.

A. Education Pricing (Embers for Schools)

Pricing per School Entity per annum.

School Size	Definition	Annual License Price
Small School	1 Form Entry	£300
Medium School	2 Form Entry	£400
Large School	3 Form Entry	£500

Education Volume Discounts (MATs & LEAs)

Applied to the Unit Price for organisations purchasing multiple licenses in a single order.

Number of Schools	Discounted Unit Price
1 - 49 Schools	List Price (as above)
50 - 149 Schools	£250 per school
150+ Schools	£200 per school



B. Health Pricing (The Embers App)

Pricing per Population Block per annum (unlimited families).

Organisation Tier	Catchment Size	Annual License Price
PCN / Family Hub (Small)	< 30,000	£20,000
PCN / Family Hub (Medium)	30,000 – 60,000	£25,000
PCN / Family Hub (Large)	> 60,000	£30,000
ICB / Trust (Small)	< 1 Million	£60,000
ICB / Trust (Medium)	1 Million – 2 Million	£80,000
ICB / Trust (Large)	> 2 Million	£110,000

3. Mandatory Volume Discounts (Evaluation Table)

Discounts apply to the **Total Annual Call-Off Contract Value** (excluding VAT).

Annual Contract Value (excl. VAT)	Minimum % Discount
Less than £250,000	0.00%
£250,001 to £500,000	25.00%
£500,001 to £1,000,000	35.00%
£1,000,001 to £2,500,000	50.00%
£2,500,001 to £5,000,000	70.00%
£5,000,001+	80.00%

Note: Discounts are applied to the total contract value once the threshold is met. Education Volume Discounts (Section 2A) cannot be combined with Mandatory Volume Discounts (Section 3); the calculation offering the best value to the buyer will be applied.



4. Implementation & Ancillary Services

As referenced in the Service Definition, Embers offers a comprehensive support and rollout package. Setup fees are tiered based on the size and complexity of the deployment.

A. Standard Onboarding & Setup

One-off fee covering account provisioning, admin training, and technical setup.

Organisation Type	Scope	Price (One-off)
Individual School	Single site setup & email onboarding.	£350
Cluster / MAT / PCN	Multi-site setup, bulk user import, & 2 x webinar.	£2,500
Regional (LEA / ICB)	Dedicated Project Manager, custom hierarchy configuration, & phased rollout support.	£5,000

B. Training & Professional Services

Optional add-ons for enhanced support.

Service	Unit	Price
Virtual Training Workshop	Per Session	£350
Additional Professional Services <i>Rate for bespoke consultancy, on-site training, or custom data reporting.</i>	Per Day	£850

5. Contract Terms & Assumptions

- **Minimum Contract Term:** 12 Months.
- **Payment Terms:** Annual in advance.
- **School Size:** Determined by the number of Form Entries
- **Health Pricing:** Based on the official ONS population estimates for the commissioning body's catchment area.
- **VAT:** All prices exclude VAT at the prevailing rate.