



Embers the Dragon Programme Service Definition (including Embers for School and the Embers App)

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1. Background and Aims

This document provides an overview of the Embers the Dragon Programme as offered through the G-Cloud 15 Public Procurement Framework, including the core elements and adjuncts. It provides an overview of the products, pathways, benefits and resources offered by Embers and is designed to be read in conjunction with the Pricing Document.

2. The Need

Early childhood mental health is rapidly becoming an unspoken crisis. Supporting children and their parents to develop core emotional resilience and communication skills in the primary years is vital to ensuring improved adolescent and adult mental health outcomes.

However, Families are flooded with misleading information online, as well as an increase in products that are well meaning, but don't follow the correct intervention guidelines. Current NICE-aligned interventions available to the NHS are expensive and can be hard for families to access, predominantly because they rely heavily on in person parenting groups. These groups are often available only after a long wait and a CAMHS assessment, or, for families in need but below referral or intervention threshold, clinically proven support may not be available at all.

Embers the Dragon is a purpose-built, evidenced programme designed for young children from the age of 3 years and their families, to help improve parent/child relationships, improve children's emotional resilience and literacy, reduce familial conflict and create a shared emotional language within the family.

Spanning prevention and early clinical intervention, and with deployment options for nursery, family hubs, school and home, Embers can be implemented in single settings or as an integrated ecosystem across both health and education:

- **Population level** - prevention (strong foundations for good mental health) & improved outcomes (education, conduct, employment etc.)
- **Early Intervention** - preventing progression, reducing referrals, and alleviating system load and bottlenecks



Population-level prevention

	Setting	Role	Need	Solution	Deployment	Fits existing pathway?
Education	Primary school classroom	Trust Wellbeing Lead	Specialised teaching resources; CPD	Embers for School	Classroom teachers	✓
	Families at home	School Administrator/ Champion	Home materials to support child's learning	Embers for School web platform	Login shared via school comms	✓
Health	Families at home	GP, Family Hub worker, HV, SN	Evidence-based, accessible support	Embers App	Local Authority or ICB via postcode lookup	✓

Targeted Early MH intervention

	Setting	Role	Need	Solution	Deployment	Fits existing pathway?
Education	Primary school: small group / 1:1 / parent sessions	Mental Health Support Teams (MHST) in schools	Specialised teaching resources / CPD	Embers for School	Mental Health Support Teams (MHST) in schools	✓
Health	Primary Care	GP / practice nurse	Specialist resource with progress monitoring	Embers App	Access Code	✓
	CAMHS	Waitlist manager MH professional	Waitlist support; adjunct to intervention	Embers App		✓

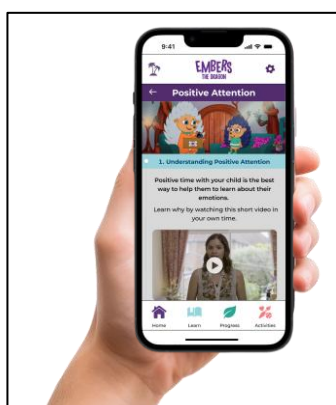
3. The Product

The Embers the Dragon Programme is based on the proven clinical approach of Social Learning Theory as recommended by the National Institute for Health and Care Excellence (NICE). The digitally-enabled programme is designed to support children and parents to develop core emotional development and communication skills, providing:

- **Teachers** with a comprehensive off-the-shelf set of specialist teaching resources
- **Parents** with insights and strategies to use in the home to understand and support their child's behaviour and emotional development
- **Children** with age-appropriate activities to help them develop the skills necessary to identify, communicate and regulate early emotions.

Based around the animated series of Embers and his friends, episodes and bespoke off-screen activities cover core emotional development areas for children whilst a structured psychoeducation programme for parents focuses on the adoption of special time for children, utilisation of emotional commentating, and reinforcement to support improvements in areas of challenging behaviour. Whilst the animations are aimed at a child audience aged 3-7, the wider programme methodology is evidence-based for children up to 12 years old.

The mechanism of programme deployment is bespoke to the setting(s) in which it is used:



Embers App



Embers for Schools



The Animated Series

HEALTH Cost effective early digital MH intervention	EDUCATION Whole school emotional literacy
The Embers App Prescribable as a Clinical Intervention, Therapy-Adjunct or General Psychoeducation Proven to improve child MH & parenting confidence, reducing waiting lists & CAMHS referrals. Reports clinical outcomes	Embers for Schools Commissionable via schools/local auth/NHS General Psychoeducation or suitable for targeted MHST activities Able to impact key primary metrics (GLDs), deliver PSHE curricula & improve pupil

3.1 Health deployment – the Embers App

The Embers app is the digital vehicle through which the Embers programme delivers the full learning experience and interactivity to families at home. This positive-first approach helps empower parents by packaging approaches into small, manageable amounts with many families seeing significant improvements within 2 weeks and making clinically significant improvements within 8 weeks. The programme allows for parents to ‘pick up’ and ‘put down’ support tools as and when they need them, for example focusing on specific ‘Hot Topics’ of concern such as Sleep, Transitions, or Fussy Eating. Alternatively, they can continue the wider programme to learn more about encouraging sharing, routines and where needed, appropriate consequences.

The programme is proven to significantly improve the mental health outcomes of children and also the confidence of parents.

The app is available on all mobile platforms and serves as a dual-use app, with content suitable for parents and children.

The Parent Space area of the app is headlined by the clinically-proven parenting course, found in the ‘Learn’ section.

The course is formed of 12 core topics, covering themes including positive attention, emotional commentating, instructions, and more, in addition to a few designed to support specific scenarios, such as fussy eating, sleep, loss and bereavement.



Each topic is an easy to follow loop of video expert advice for the parent, a relevant episode of the animated series for the child, and activities to complete off screen as a family.

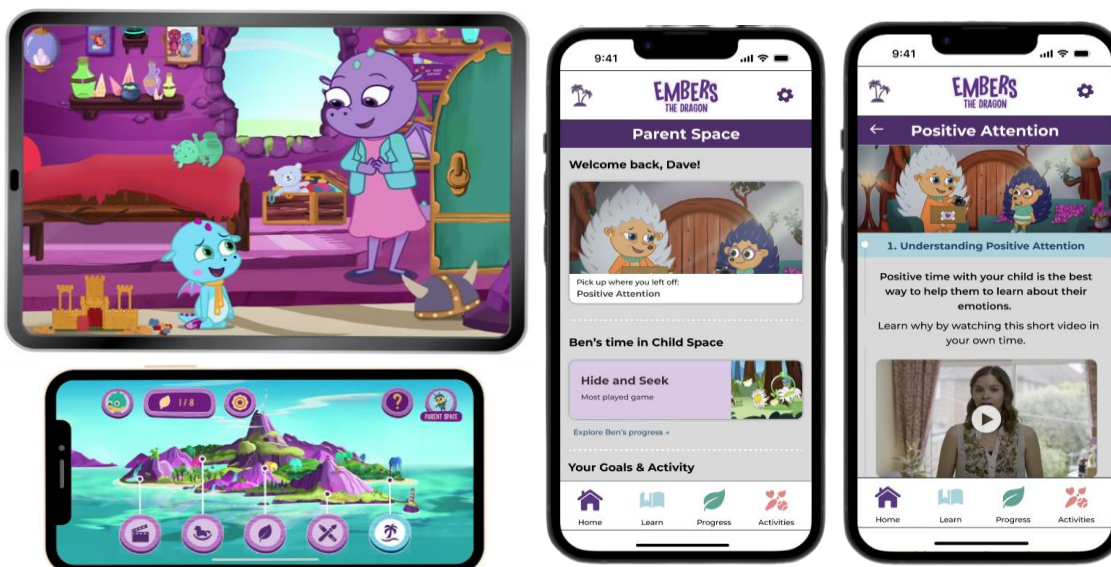
As part of onboarding and within the progress part of the app, parents also set Goal-Based Outcomes, based on a set of needs they declare during onboarding. They also receive personalised content recommendations based on their needs and progress within the app.

Parents can also see what their children have been up to in child space, helping them monitor their progress and try new content that's more likely to resonate.

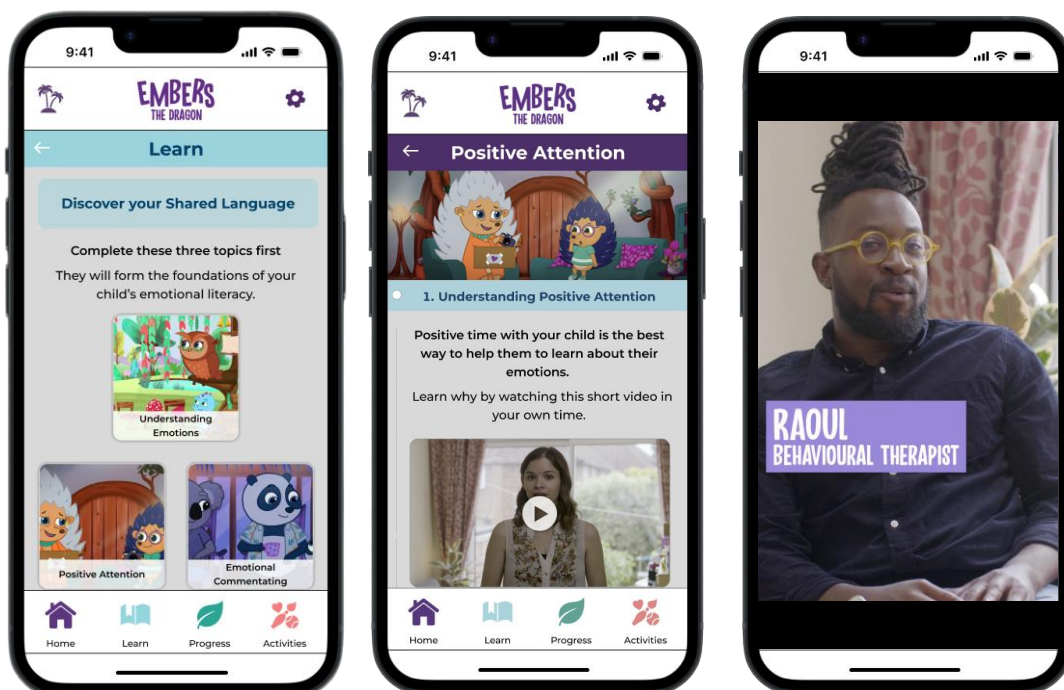
Here, they can also download a positive behaviour support plan - which takes input data other parts of the app, such as questions about their child, favoured activities, and personalised strategies to tackle certain behaviours - and share it with other caregivers to maintain consistency with their child.

Lastly, parents can also access the Activities Hub, featuring ad-hoc support linked to specific behavioural challenges, available when they're in a pinch and need an idea for a solution there and then. All activities can be viewed, downloaded or printed directly from the app to easily allow parents to complete them with their child.

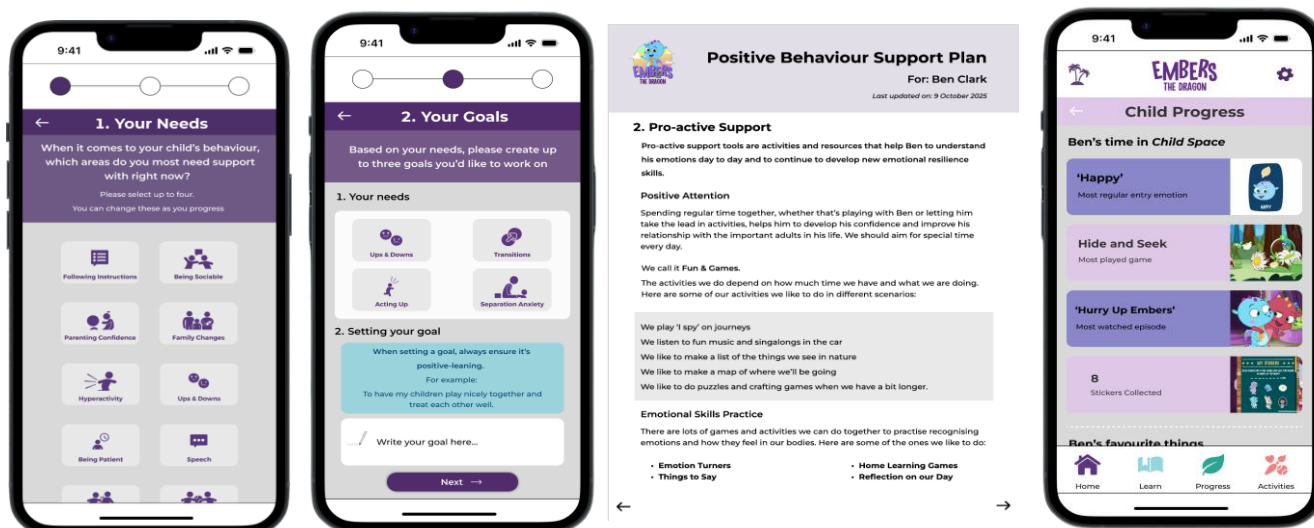
App - overview



App - Parent Space (Learn)



App - Parent Space (Progress)





For children, the **Child Space** area of the app reinforces the animated series' lessons through access to the series itself, a choice-led emotional literacy game, as well as Embers'-styled takes on popular children's mobile games such as hide and seek, music beats, infinite runner and more. A collectable sticker album and Tukee Leaf chart adds to the learning and reinforcement.

3.1.1 Commissioning the Embers App

The Embers App is commissionable through the purchasing of annual licenses on a volume-based pricing model (see pricing document), and can be made available either through a whole population or targeted approach.

Whole Population Approach

This approach aims at engaging all families associated with a service, area or population. A service-wide, dedicated access code is made available and Embers supports the development of posters and QR codes for parents to download the app when visiting the service or the service's website, or the code can be shared via email, SMS or other messaging service, directly with families.

Via the app, parents have access to the parental psychoeducation materials and children have access to the children's space. Clinicians can also prompt families to download the app during sessions through the use of QR codes or EPR generated SMS messages with embedded app links.

Customers are provided with aggregated data reports including number of videos watched, time spent in psychoeducation resources, time spent in child space and aggregated Goal improvement. Different codes can be made for different services to allow for data segregation.

The benefits of this approach is it allows for a family-first perspective, encouraging all parents to universally access support which helps to remove stigma whilst allaying any concerns over data privacy.

Targeted approach

This targeted approach focuses on individual clinicians who want to use the app with individual level monitoring via the dedicated, web-based reporting portal. This may be as part of supporting and monitoring families whilst waitlisted for assessment or therapy, or as an adjunct to ongoing therapy.



Here, an agreed number of single-use access codes are generated for use by these clients. The codes provide access to the Embers app, and are associated with specific clinicians who can login to the reporting portal to monitor their progress.

The positives of this approach means that a clinician can see the client's usage in more detail, including their time watching the videos, engagement in the children's space, the needs they have selected and the progress made on their Goal Based Outcome Measures. As this is a more targeted approach, communication materials are provided to the therapists directly to share with families they wished to engage in the offer.

3.1.2 Data and Data Monitoring

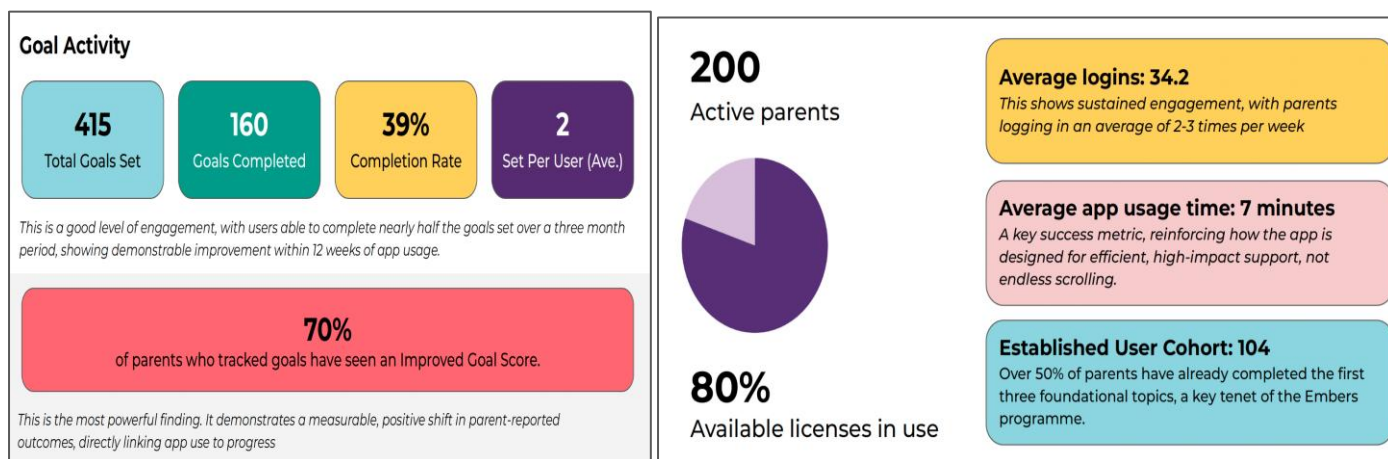
Embers is designed to enable data-driven insights both for the parent user and the clinical service.

For families, the app provides in-built insights for parents on their child's usage patterns, suggests related content based on activity, and records the parent's favoured activities and strategies to include in a downloadable Positive Behaviour Support Plan for the child.

For clinicians, data is reported based on the access codes ascribed to each service. The Embers team provides a data report highlighting key usage trends and learnings from across your user base. This includes measures such as average time spent in the app, parent vs child usage, videos watched, games played, as well as average number of goals being completed and the most popular needs being set by users. Demographic information is currently optional but could be made mandatory if required.

We provide access to a dedicated monitoring portal for individual clinicians, where they can log in and view each of their patients' unique engagement data as well as their Goal Based Outcome measures, such as the specific goals patients are working on plus their latest scores. An examples of reporting are shown below:

App - Back End & Reporting Examples



3.1.3 Onboarding and Ongoing Support

Our setup fee includes the following comprehensive support and rollout package dependent on the size and needs of the organisation:

- Onboarding & Training: Remote webinars onboarding sessions for both Admin Staff (user setup, access codes, support triage) and for Clinical Staff (app's clinical scope, best practice for patient introduction, escalation protocols).



- **Technical & Material Setup:** Full creation of all required user groups and secure access codes depending on tier taken up. Design and provision of co-branded, print-ready digital materials (posters, leaflets) for patient and clinical marketing & access, subject to final sign-off by the client's marketing and clinical teams.
- **Ongoing Technical & User Support:** A support desk available via email from 9:00 am - 5:00 pm GMT, Monday-Friday. Guaranteed response times of 4 business hours for technical queries and 24 business hours for admin queries. Direct-to-user (patient) support for app login and technical issues via an in-app help function.
- **Reporting & Partnership Management:** Provision of a bi-monthly partnership report detailing anonymised user activation, engagement metrics, and feedback trends. Scheduled bi-monthly review call with your Partnership Manager to discuss the report, gather feedback, and optimise the rollout.

3.2 Education deployment – Embers for Schools

Embers for Schools includes tailored products for primary schools, with versions also available for nursery and family hubs.

It is a comprehensive, curriculum-aligned programme, featuring bespoke, easy to deliver lesson plans that build school-wide emotional literacy.

These lessons showcase the Embers animations, prompt classroom discussion on specific clips, as well as engaging children in off screen classroom activities and homework.

Starting in Reception, it is a key enabler for Good Level of Development (GLD) at the end of EYFS, and goes on to deliver key elements of the PSHE curriculum for Key Stage One.

POSITIVE ATTENTION EARLY YEARS RESOURCES

EYFS Outcomes:

- "Show sensitivity to their own and to other's needs";
- "Talk about the lives of the people around them and their roles in society"
- "Know some similarities and differences between things in the past and now"

Resources:

Powerpoint	Positive Attention
Clio	Spike's Spectacles Episode
Activity Sheet	All About Us
Activity Sheet	Family Features

Whole Class Session Outline:

Show the introductory slide with the images of the characters listening to Mr Panda tell the class about his job.

Introduce the 'Spikes Spectacles' episode and explain to the class Spike gets to learn more about his dad. Explain to the children that Spike lives with his grandma and does not know much about his dad.

Class discussion: discuss together how they feel



Look at the Tukee tree.

Each branch is a different feeling.

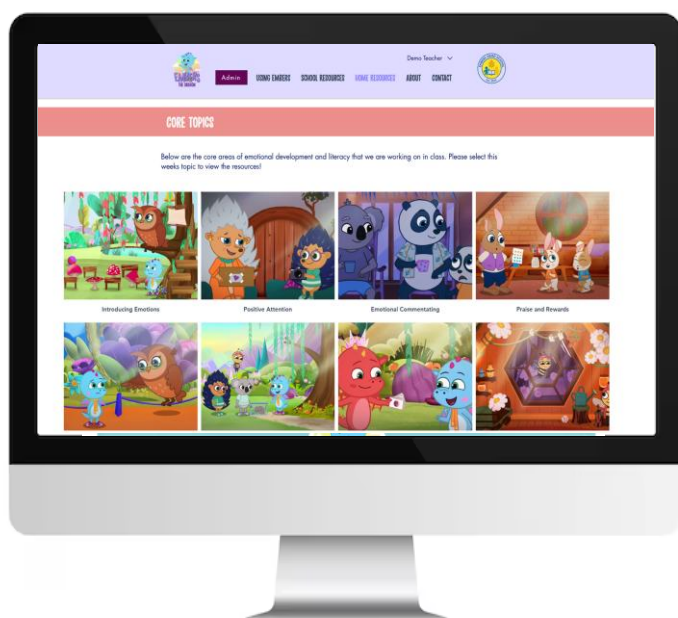
Which branch would be anger?



In addition to the teaching resources, every parent of the relevant class is provided with a login to a web platform linked to the schools course.

This platform contains the Embers animation children would have seen that week in class, an expert psychoeducation video so parents are learning along with their child, as well as some family activities. Teachers can use the platform as a source of relevant activities for families and children to do at home.

Combined, this enables families to reinforce the learning at home, whilst schools can also monitor pupil and parent engagement. Examples from the parent platform for schools are shown below:



TUKEE TREE

Just like in Embers, you can use a Tukee Tree to help your child express the emotions they are feeling. Why not have a go at our arts and crafts version?

Steps:

1. Print or copy the outline of the tree on the next page.
2. Encourage your child to decorate the tree and colour in the leaves to match the key below.
3. When they have finished use magnets to stick the bare tree to a fridge or other magnetic surface.
4. When your little one is feeling all wibbly and wobbly just like Embers, encourage them to help you pick the coloured leaves that might explain how they are feeling and stick them up against the tree using blu-tack.
5. Help them think about things they have learned to help with their emotions. They might like to colour a leaf or two in gold for adding when they feel better.

 **HAPPY**
 **ANGRY**
 **SAD**
 **WORRIED**
 **EXCITED**
 **CONFIDENT**







3.2.1 Commissioning Embers for Schools

Embers for Schools is commissioned on a whole-school basis based on school or nursery size, with volume-based discounts for organisational purchases by Education Partnerships, LEAs or ICBs (see pricing document).

In addition, commissioners can choose to purchase a number of discounted access codes for the Embers App to support particular families in need.

3.2.2 Data and Data Monitoring

Embers for Schools is designed to enable data-driven insights for the educational service.

For the educational organisation, data is reported based on the school-specific codes ascribed to each service. Parents provide information on their child's school and year cohort on sign up to the parent platform. The Embers team provides a bi-monthly data report highlighting key parent platform engagement metrics from across the parent population.

3.2.3 Onboarding and Ongoing Support

Our setup fee includes the following comprehensive support and rollout package:

- **Onboarding & Training:** remote webinars onboarding sessions, one for Admin Staff (user setup, access codes, support) and another for Teaching Staff (classroom usage, educational principles, parent communication).
- **Technical & Material Setup:** Full creation of all required user groups and secure access codes. Design and provision of co-branded, print-ready digital materials (posters, leaflets) for parent access, subject to final sign-off by the client's marketing and school teams.
- **Ongoing Technical & User Support:** A support desk available via email from 9:00 am - 5:00 pm GMT, Monday-Friday. Guaranteed response times of 4 business hours for technical queries and 24 business hours for admin queries. Direct-to-user (patient) support for app login and technical issues via an in-app help function.



- Reporting & Partnership Management: Provision of a partnership report detailing anonymised user activation, engagement metrics, and feedback trends. Scheduled review call with your Partnership Manager to discuss the report, gather feedback, and optimise the rollout.

3.3 Health plus education – full population deployment

The greatest impact on young children's mental health will be gained by full-population deployment of Embers the Dragon Programme so that children receive Embers for Schools at their nursery or primary school, and families reinforce the same systematic learning at home whilst also benefitting from the full digital parenting course and interactive functionality of the Embers App.

LEAs, ICBs or other commissioners can purchase a combination deployment of the required number of school instances plus full population app licenses (Tier 1), combining the deployment, reporting and support features of each of these as described above.

4. Previewing the products

Previews of all products can be arranged on request.