



EasyPeasy Pricing Schedule

About EasyPeasy

EasyPeasy offers a comprehensive suite of digital products and services designed to transform early years support, close developmental gaps, and improve life chances for babies and young children at scale. Our evidence-based, integrated, and scalable support programme is proven to enhance early years development from birth to age 5, improve the home learning environment, and close the gap in school readiness for children in communities across the UK.

EasyPeasy Pricing

The following sets out the pricing for EasyPeasy. EasyPeasy is composed of a standard partnership license and can be complemented by optional additional modules, which can be purchased in addition to the standard license. The price of the standard licence is per year and is based on the number of registered users. Contracts can be made for one or several years.

This document should be read in conjunction with our Service Definitions document, which presents the full functionality and services offered in the standard partnership licence and the additional modules.

Standard Partnership Licence

The price is set at the beginning of the contract period and is based on the number of users at the time of agreeing to the contract. The pricing for partners who are new to EasyPeasy is based on band A.

Upon renewal, the price will be set based on the number of registered users at the time the renewal is agreed upon. Contract renewals can be agreed in advance of the term of the contract in effect. For registered users above 7500, the price will be the price of band N, plus an additional £2,000 per batch of 500 additional registered users.

When the date of birth of the child means that they turn 6 years old, they graduate from the EasyPeasy programme and are no longer included in the registered users calculation for the pricing band.



Pricing Band	Registered Users	Standard Package - Yearly Price (exc. VAT)	Cost Per User
A	0-1000	£28,000	£28
B	1001-1500	£33,000	£22
C	1501-2000	£37,500	£19
D	2001-2500	£42,000	£17
E	2501-3000	£46,000	£15
F	3001-3500	£50,000	£14
G	3501-4000	£53,500	£13
H	4001-4500	£57,000	£13
I	4501-5000	£60,000	£12
J	5001-5500	£63,000	£11
K	5501-6000	£65,500	£11
L	6000-6500	£68,000	£10
M	6501-7000	£70,000	£10
N	7001-7500	£72,000	£10

Additional Service Modules

Module	Price (exc. VAT)
Targeted Support	£22,000 per year
Localisation	£9,000 per year
Data Integration	£12,000 per year
Training & Workforce Development	£4,000 for 16 training seats



Notes on Pricing

- Our pricing is structured around our delivery model, where a contracting entity is our main stakeholder for project management, contract management, delivery, reporting, procurement, billing, etc. The contracting entity is usually a local authority, but could also be a different entity, such as an early years setting, NHS Trust, or Integrated Care Board. Should the contracting authority be a group of local authorities, our pricing will be calculated for each local authority separately, and then combined to form the total price for the contracting authority.
- All prices are exclusive of Value Added Tax (VAT), which shall be added at the prevailing rate, if applicable.
- Fee invoiced in advance, unless agreed differently.
- Pricing includes implementation support. The level of service is described in our Service Definitions document for the standard package and each module. Any additional service provided will be charged at our prevailing day rates (see Schedule 2 below).
- Any other work that is not included in either the standard package or additional modules will also be charged at our prevailing day rates (see Schedule 2 below).

Illustrative Examples

Example 1:

One local authority/organisation not yet using EasyPeasy has a requirement for a three-year contract for EasyPeasy, including the Targeted Support and Localisation modules, and wishes to train 16 practitioners per year.

Standard Partnership Licence	£28,000 (band A)
Targeted Support	£22,000
Localisation	£9,000
Training	£4,000 for 16 practitioners
Subtotal for one year	£63,000
For three years	£189,000 (3 x £63,000)

Example 2:

One local authority/organisation already using EasyPeasy has 1932 users, not including 165 children who have since turned 6 years old and graduated from the EasyPeasy programme. Their



contract is due to expire in 6 months, but they would like to renew it immediately for two years. They have the Standard Partnership Licence and would like to add the Targeted Support module.

Standard Partnership Licence	£37,500 (band C)
Targeted Support	£22,000
Subtotal for one year	£59,500
For two years	£119,000 (2 x £59,500)

Schedule 1 - Pricing for additional resource materials

Organisations that wish to purchase additional EasyPeasy printed materials for awareness-raising are able to do so at the following costs (exc. VAT).

- **A5 flyers:** £156 for 1,000 units
- **A3 posters:** £71.50 for 100 units
- **Tote bags:** £910 for 100 units
- **Stickers:** £65 for 500 units
- **Pull-up banners:** £234 for 2 units
- **Shipping:** £18 per delivery address

Schedule 2 - Rate card

Any other service which is not included or exceeds the level of service in the Standard Partnership Licence or additional modules, as detailed in our Service Definitions document, will be charged at our prevailing day rates as follows.

Role	Day Rate (exc. VAT)
C-level (CEO, CFO)	£1,000
Senior-level team member	£850
Mid-level team member	£700
Junior-level team member	£500