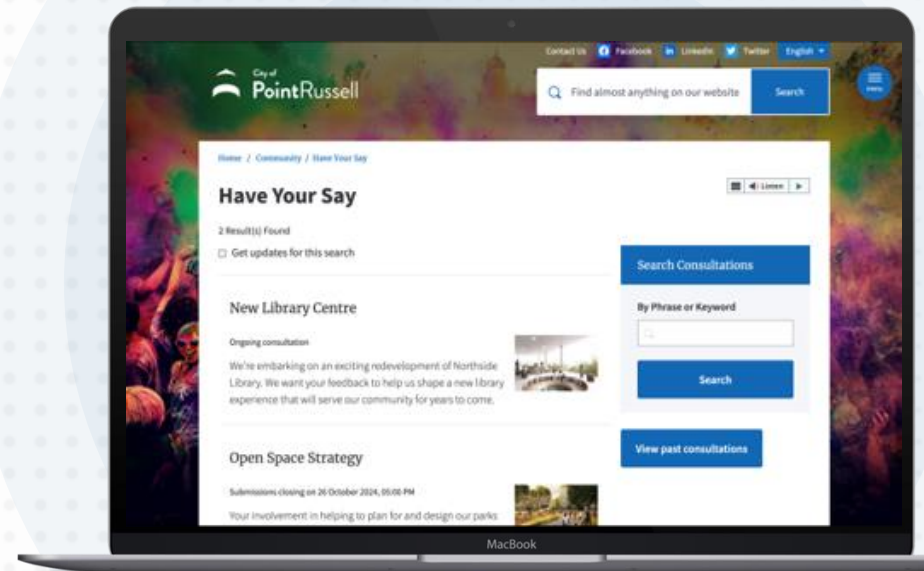




Pricing overview

Sentiment & Feedback (EngagementHQ)



Service options

Sentiment & Feedback (EngagementHQ) is available to purchase in two different configurations dependent on the features and size of each client's engagement program. All configurations are offered as annual subscriptions and exclude implementation and project management fees.

	STANDARD	PROFESSIONAL
Platform Inclusions		
Projects	Unlimited	Unlimited
Site Administrators	2	Unlimited
Hub Administrators	—	Unlimited
Project Administrators	10	Unlimited
Stakeholder Management		
Participant Relationship Manager (PRM)	✓	✓
Participant Profile	✓	✓
Community Segmentation (Groups)	✓	✓
Social Sign-On	✓	✓
Customisable Sign-up Form	✓	✓
Salesforce Connector	✓	✓
Audit Trail	✓	✓
Content Management and Branding		
Appearance Editor	✓	✓
Homepage Templates	✓	✓
Project Styles	✓	✓
Information Widgets	✓	✓
Multi-Department Hubs	—	Unlimited
Protected Hubs	—	✓

	STANDARD	PROFESSIONAL
Project Finder Widget	Optional	✓
Custom URL	Optional	✓
Custom Brand Integration	Optional	Optional
Dashboard Sharing	✓	✓
Engagement Tools		
Embeddable Surveys	✓	✓
Quick Polls	✓	✓
Forums	✓	✓
Stories	✓	✓
Guestbook	✓	✓
Questions	✓	✓
Ideas	✓	✓
Places	✓	✓
Reports and Analytics		
Project Summary Report	✓	✓
Detailed Project Report	✓	✓
Demographics Report	✓	✓
Custom Survey PDFs	✓	✓
Project Overview Dashboard	✓	✓
Tool Dashboards	✓	✓
Survey Analysis	✓	✓
Text Analysis	✓	✓
Sentiment Analysis	✓	✓
Submissions Manager	—	✓
API Access	—	✓

	STANDARD	PROFESSIONAL
Communications and Notifications		
Newsletters	✓	✓
Custom Tool Notifications	✓	✓
Communication (govDelivery) Integration	✓	✓
Constant Contact Integration	Optional	Optional
Audit Trail	✓	✓
Workflow and Team Management		
Draft Project Sharing	✓	✓
User Access Controls	✓	✓
Project Tagging	✓	✓
Project Cloning	✓	✓
Scheduled Publishing	✓	✓
Workforce SSO	Optional	✓
Content Moderation		
Native Language Moderation (French, Spanish, Welsh, English)	✓	✓
24/7 Moderation	✓	✓
Blacklist Filtering	✓	✓
Sanctions and Participant Blocking	✓	✓
Alert Moderator Function	✓	✓
Privacy, Security and Compliance		
Platform Hosting	✓	✓
Data Encryption	✓	✓
ISO 27001	✓	✓
WCAG 2.2 AA	✓	✓
Annual Accessibility Audits	✓	✓
GDPR Compliant	✓	✓
Premium SSL	✓	✓
Single Sign On	Optional	✓
Cyber Essentials	✓	✓

	STANDARD	PROFESSIONAL
Support		
24/5 Web Chat	✓	✓
Email	✓	✓
Helpdesk	✓	✓
Training Videos	✓	✓
Gov Community	✓	✓
Dedicated Customer Success Consultant	✓	✓
Granicus Experience Group Campaign Consultancy	Optional	Optional

Pricing

Local Government pricing

Pricing is provided to local government organisations based on the population served. Below are our population tiers for local government for both our Standard and Professional licences.

Local Government annual licence

BAND	POPULATION	STANDARD	PROFESSIONAL
1	≤100,000	£13,200	£15,400
2	≤300,000	£15,400	£18,150
3	≤600,000	£17,820	£20,900
4	≤850,000	£20,350	£24,200
5	≤1,000,000	£22,550	£27,500
6	1,000,000+	£24,750	£29,700
7	2,000,000+	£26,950	£35,200

All prices shown are annual service fees and exclude implementation fee. All prices are exclusive of VAT.

Central Government pricing

Central government departments and agencies have access to our Standard and Professional licence options as outlined below.

	STANDARD	PROFESSIONAL
Customer Type		
Ministerial Department	£26,950	£35,200
Non-Ministerial Department	£20,350	£24,200
Agency	£20,350	£24,200

Housing pricing

Housing Agencies have access to our Standard and Professional licence options as outlined below.

Housing Agencies annual licence

BAND	HOUSING STOCK	STANDARD	PROFESSIONAL
1	0 - 40,000	£13,200	£15,400
2	40,001 - 75,000	£15,400	£18,150
3	75,001 - 100,000	£17,820	£20,900
4	≥100,000	£20,350	£24,200

Wider Public Sector pricing

Sentiment & Feedback is available to other public sector organisations such as Education, Health, Transport, Utilities, Emergency Services and others who wish to conduct online engagement. Pricing is based on audience and representation.

Wider public sector annual licence

BAND	POPULATION	STANDARD	PROFESSIONAL
1	≤100,000	£13,200	£15,400
2	≤300,000	£15,400	£18,150
3	≤600,000	£17,820	£20,900
4	≤850,000	£20,350	£24,200
5	≤1,000,000	£22,550	£27,500
6	1,000,000+	£24,750	£29,700
7	2,000,000+	£26,950	£35,200

Additional administrators

Additional administrators

SERVICE ADD-ON	ANNUAL PRICE	DESCRIPTION
Site Administrator	£1,300	Additional Site Administrators can be purchased for your growing engagement team. Site Administrators can manage all features and functions of Sentiment & Feedback.
Hub Administrator	£950	Additional Hub Administrators can be purchased for multi-departmental expansion. Hub Administrators can manage collections of projects for their department. Customers must have access to Hubs functionality via our Professional licence.
Project Administrator	£300	Additional Project Administrators can be purchased to help you manage your projects.

All prices shown are annual service fees and exclude implementation fee. All prices are exclusive of VAT.

Integrations

Optional integrations

SERVICE ADD-ON	ANNUAL PRICE	IMPLEMENTATION	DESCRIPTION
Communications (govDelivery)	£0	£0	Our native Communications integration is free of charge for all customers. It allows project followers to be synced to Communications topic lists for further communications.
Workforce SSO	£2,200	£850	Workforce Single Sign On (SSO) functionality for staff integrating with Microsoft Active Directory Federation Services. SSO is available as an optional add-on. We offer single sign-on integration for any Identity Provider (IdP) that supports SAML.

Optional add-ons and services

Optional integrations

SERVICE ADD-ON	PRICE	DESCRIPTION
Custom SSL Certificate	£800	Installation of your own SSL Certificate.
Full Brand Integration	£2,300	Dynamic Brand Integration incorporating the header and footer of your website including full navigation elements applied to a Sentiment & Feedback website. Requires Brand Integration Maintenance in renewal years.

All prices are exclusive of VAT.

SERVICE ADD-ON	PRICE	DESCRIPTION
Partial Brand Integration	£1,650	Partial brand integration for Sentiment & Feedback to match your corporate style sheet. No dynamic header and footer. Does not include the removal of the Granicus logo. Required Brand Integration Maintenance in renewal years.
Brand Maintenance	£2,700 per year	Ongoing brand integration maintenance and support to protect and ensure custom branding functions as implemented.
Projects Finder Tool	£1,100	Engagement project finder tool for embedding in web CMS. Used for linking your corporate site and Sentiment & Feedback site to help make projects more discoverable.
Site Refresh	£2,300	Support services to assist with the Sentiment & Feedback site theme changes and refreshed online presence.
Online Training	£850	2 x 90-minute Sentiment & Feedback online training sessions. For use throughout licence period.
Online Refresher Training	£850	2 x 90-minute Sentiment & Feedback online training session. For use throughout license period.

Engagement Services Bundle

Granicus has created Engagement Services Bundles (ESB) to help our customers accelerate their digital transformation and enrich their residents' experience and engage their communities. By partnering on a regular basis with our experienced consultants you can benefit from best practice advice, improved product skills, and tailored guidance.

All platform bundles purchased include our standard Customer Support and Customer Success resources. Accelerate your programme by subscribing to an enhanced services bundle:

	STANDARD	PLUS	PREMIUM
Feature			
Online Support Articles	✓	✓	✓
Online Community/Forum Access	✓	✓	✓
Online Support Ticket System and Live Chat	✓	✓	✓
Access to Customer Success Team	✓	✓	✓
Platform Review		Annually	Annually
Advisory Calls *		Quarterly	Monthly
Online Consultancy Days per Year **		5	10
Annual Price	Included	£7,500	£15,000

** Advisory Calls must take place on the stated frequency within the contract. They must be used within the 12-month contract period covered by the service bundle. Calls cannot be carried over to the following subscription year. These are not training sessions.*

*** Consultancy Days must be used within the 12-month contract period covered by the bundle. Days cannot be carried over to the following subscription year. No more than two days can be bundled together in one 12-month period without prior scoping.*

All prices shown are annual service fees and exclude implementation fee. All prices are exclusive of VAT.

Professional services

Consultancy services day rates

	DAY RATE
Resource	
Basic Training	£1,250
Implementation Consultancy	£1,450
Project Management	£1,500

Please note our consultancy days:

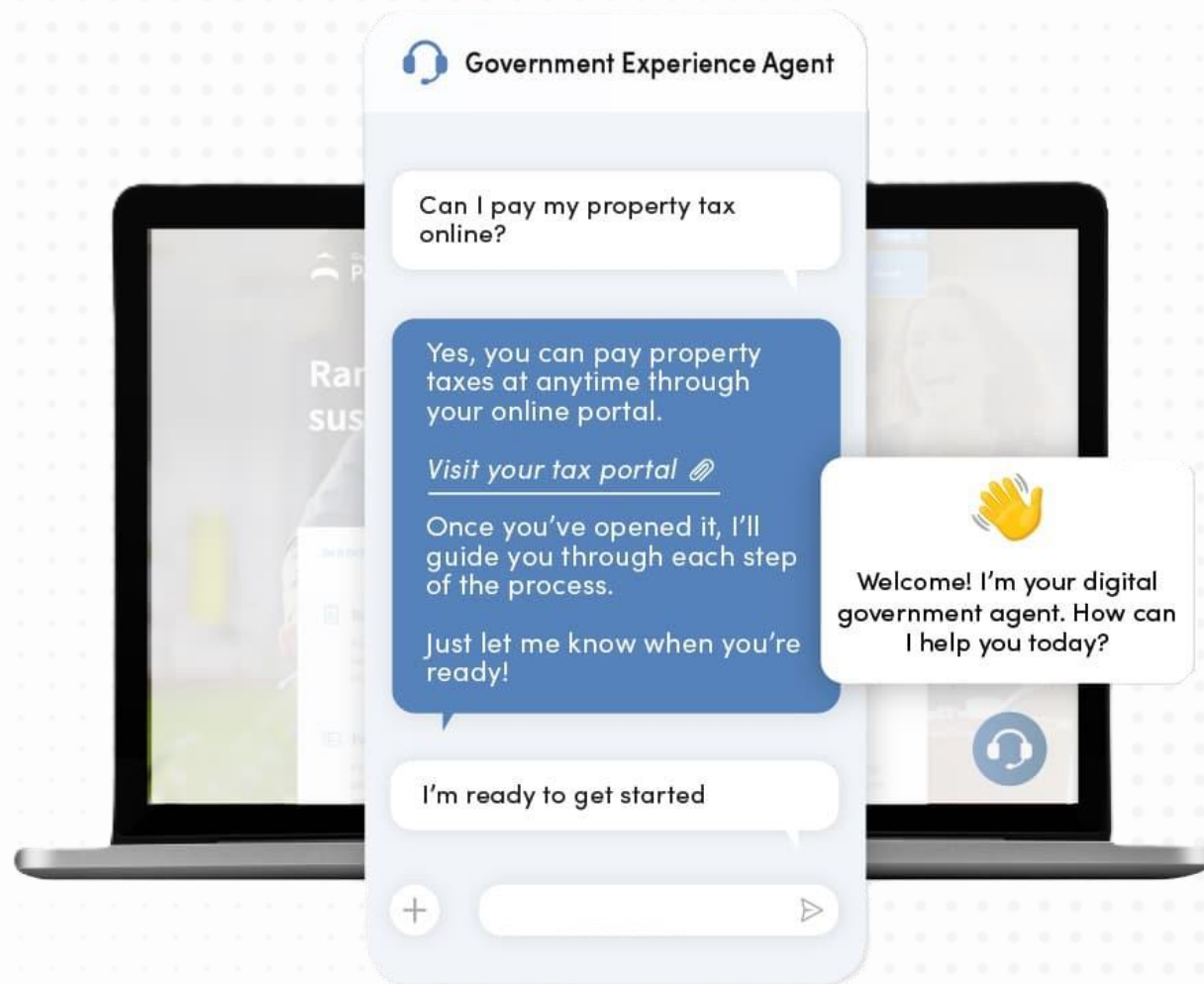
- Include professional indemnity insurance.
- Exclude travel, expenses and project management (where required).

Cancellation Policy: Granicus reserves the right to charge 50% of the agreed fee if the notice to cancel is within 10 working days of the booking and 100% of the agreed fee if the notice to cancel is within 48hrs of the booking.

Government Experience Agent (GXA)

Our new Government Experience Agent (GXA) is available to complement your web experience with AI powered chat bot and agentic functionality.

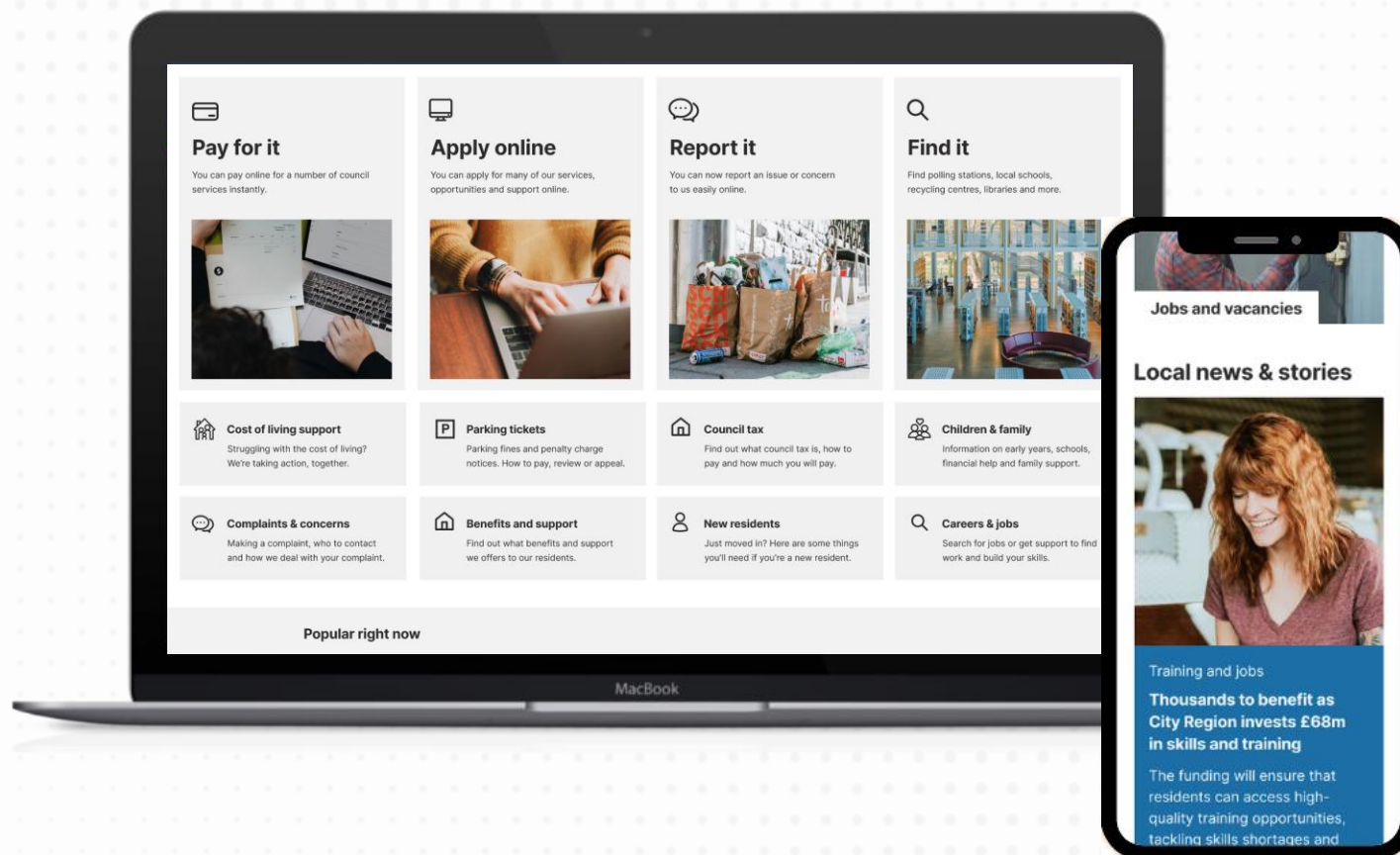
Please see our G-Cloud listing titled **Government Experience Agent (GXA) - The AI-powered digital agent for smarter government experiences** for further details and pricing options.



Public Sector Websites & Content Management (CMS)

A CMS flexible enough for standard and advanced users, incorporating features uniquely designed to bring the best information and services to residents, businesses and organisations. Our CMS option is available to power corporate websites and subsites.

Please see our G-Cloud listing [Public Sector Websites & Content Management \(CMS\)](#) for further details and pricing options.



GXG Consultancy

GXG is Granicus' dedicated digital agency, committed to transforming citizen experience and driving meaningful digital engagement. We combine human-centred strategies, actionable data insights, and hands-on consultancy to help organizations unlock the full potential of their technology. Our tailored solutions deliver measurable impact—empowering public services to create better experiences and stronger connections with the communities they serve.

At GXG, our mission is to help public services become truly citizen-centric. Whether supporting a carer, engaging with a concerned resident, assisting a local business, guiding the planning process, or helping a parent or student, we enable you to create better experiences and maximize the value of your Granicus technology. Our guiding principle is simple: ensure people get what they need, when they need it—quickly, respectfully, and with lasting impact.

Our human centred approach to digital transformation focuses on solving problems and providing solutions that help our customers to create better experiences for their customers, foster prosperous communities and increase employee morale

Over a decade of helping government build better citizen experiences.



Better Programmes



Better Strategy



Better Data



Better Insights

Granicus Experience Group Consultancy Day Rate

We begin each engagement with a comprehensive scoping process to ensure clarity and alignment. Before the contract starts, we provide a detailed **statement of work** outlining our approach and services, offered at a firm, fixed price. This structure promotes transparency while enabling flexibility to adapt as customer needs evolve throughout the delivery period.

Our resource-based firm fixed pricing follows the SFIA based rate card below.

	STRATEGY & ARCHITECTURE	CHANGE & TRANSFORMATION	DEVELOPMENT & IMPLEMENTATION	DELIVERY & OPERATION	PEOPLE & SKILL	RELATIONSHIPS & ENGAGEMENT
1. Follow	£450	£450	£450	£450	£450	£450
2. Assist	£650	£650	£650	£650	£650	£650
3. Apply	£850	£850	£850	£850	£850	£850
4. Ensure	£950	£950	£950	£950	£950	£950
5. Ensure and Divide	£1100	£1100	£1100	£1100	£1100	£1100
6. Initiate or influence	£1300	£1300	£1300	£1300	£1300	£1300
7. Set strategy or inspire	£1650	£1650	£1650	£1650	£1650	£1650

Granicus Experience Group (GXG) delivers premium consultancy services designed to transform public sector digital engagement. Our pricing reflects the depth of expertise, strategic insight, and measurable outcomes we provide. Unlike standard market offerings, GXG combines human-centred design, data-driven strategies, and proven methodologies to ensure every engagement drives tangible impact for citizens and communities.

All prices are exclusive of VAT.

GXG Training and Capacity Building Services

GXG empowers organisations to accelerate digital transformation through a curated suite of training and capacity-building services. Our programs go beyond technical skills—they strengthen digital maturity, unlock the full potential of Granicus technology, and equip teams to deliver exceptional citizen experiences. Every offering in our catalogue is purpose-built to address real-world challenges, ensuring customers achieve critical outcomes with confidence and measurable impact. Custom-made training is available on request using the rate card included in this pricing overview.

Granicus Experience Group Digital Services

SERVICES	FEE
Experience Centre (Tier 1)	£12,500
Experience Centre (Tier 2)	£25,000
Digital Services Academies	£15,000
Digital Services University	£35,000
Communicator Capacity Building (Tier 1)	£14,,000
Communicator Capacity Building (Tier 2)	£28,000
Governance and Playbooks (Tier 1)	£14,000
Governance and Playbooks (Tier 2)	£28,000
Email Campaign Academy	£15,000
Email Communications Workshop	£5,000