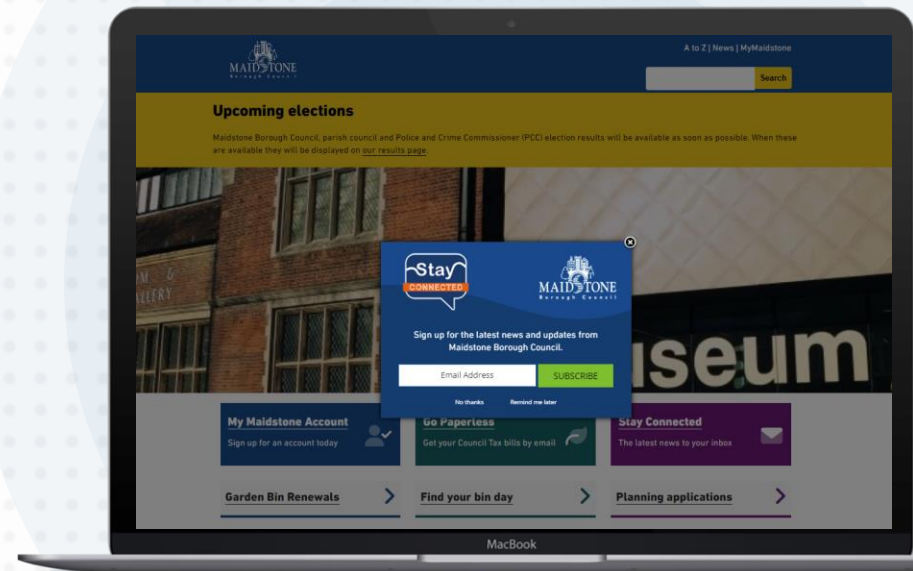




Pricing overview

Granicus Communications (govDelivery)



Service options

Granicus Communications (govDelivery) is available to purchase in several different configurations, dependent on the features required by each client and as defined in the G-Cloud Service Definition.

Professional and Standard packages

	STANDARD	PROFESSIONAL
Subscribers		
Custom Branded Splash Screen (Subscriber Capture)	✓	✓
Custom Sign-Up Forms	✓	✓
Configurable Subscriber Topics	✓	✓
Template Design	✓	✓
Subscriber Upload	✓	✓
Multiple Subscriber Options	✓	✓
Text to Subscribe (with SMS purchase)	✓	✓
Integration with Service Request Management (govService)	✓	✓
Integration with Sentiment & Feedback (EngagementHQ)	✓	✓
APIs for Integration with CRM/CMS/Back-Office Systems	✓	✓
Salesforce Connector	Option	Option
Dynamic Audience Segmentation		✓
Messages		
Number of Email Sends	Unlimited	Unlimited
Number of SMS Sends	Option	Option
Advanced Bulletin Editor	✓	✓
Standard Templates	✓	✓
Custom Designs	✓	✓

	STANDARD	PROFESSIONAL
Bulletin Landing Pages	✓	✓
Publish to Social Media	✓	✓
High Deliverability	✓	✓
Page Watch (Web Page Monitoring)	✓	✓
Personalisation Tools	✓	✓
Drip Campaigns		Unlimited
Re-Engagement Campaigns		Unlimited
Welcome/On-boarding Campaigns		Unlimited
A/B Testing		Unlimited
APIs for Message Sending	✓	✓
Analytics		
Built-in Analytics	✓	✓
Segmentation Campaigns		✓
Reporting APIs	Option	Option
Network		
Subscriber Network	✓	✓
Local Network	✓	✓
Admin Users		
Admin Users	Unlimited	Unlimited
2FA Authenticated Login	Option	Option
Support		
24/7 Emergency Support	✓	✓
Dedicated Customer Success Consultant	✓	✓
Regular Live Training Webinars	✓	✓
Access to govCommunity Online Forum	✓	✓
Granicus Experience Group Campaign Consultancy	Option	Option

Full Enterprise and Limited Topic options

Full Enterprise licences do not place limitations on the number of Topics a client can set up in their Granicus Communications (govDelivery) account, therefore accommodate a vast variety of use cases. In contrast, Limited Topic licences offer reduced licence fees, whereby there is a limit on the total number of topics a client can set up in the Communications solution.

Central Government pricing

Our central Government pricing is based upon subscriber volumes.

Full Enterprise

SUBSCRIBERS	STANDARD	PROFESSIONAL
5,000	£5,445	£6,807
10,000	£9,075	£11,344
25,000	£11,344	£14,179
50,000	£13,613	£17,015
100,000	£22,688	£28,359
250,000	£31,763	£39,702
350,000	£40,838	£51,047
500,000	£49,913	£62,390
>500,000	£49,913 + £227 per 10k subscribers	£62,390 + £284 per 10k subscribers

Existing customers renewing will receive a 9.09% discount on listed pricing.

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

Local Government pricing

Our Local Government pricing is based upon the authority type and the size of the total population served.

Full Enterprise

TWO TIER			SINGLE TIER	
POPULATION (≤)	STANDARD	PROFESSIONAL	STANDARD	PROFESSIONAL
100,000	£10,150	£13,199	£14,215	£18,469
200,000	£16,567	£21,548	£23,203	£30,144
300,000	£23,333	£30,347	£32,685	£42,486
400,000	£30,100	£39,146	£39,770	£51,706
500,000	£36,867	£46,757	£46,159	£59,997
750,000	£49,209	£63,971	£57,405	£74,627
1,000,000	£58,850	£76,506	£68,651	£89,254
1,500,000	£70,001	£91,012	£81,660	£106,170
2,000,000	£77,101	£100,232	£89,966	£116,959

- *Single tier councils include Unitary authorities (England, Scotland, Wales, Northern Ireland) Metropolitan Boroughs, London Boroughs, City of London and Isles of Scilly.*

Existing customers renewing will receive a 9.09% discount on listed pricing.

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

Limited Topic options (based on Standard Licence)

POPULATION (≤)	TWO TIER			SINGLE TIER		
	10 Topics	20 Topics	30 Topics	20 Topics	40 Topics	60 Topics
100,000	£4,620	£5,993	£8,303	£6,455	£8,395	£11,616
200,000	£7,537	£9,794	£13,556	£10,547	£13,715	£18,982
300,000	£10,600	£13,794	£19,087	£14,850	£19,312	£26,730
400,000	£13,673	£17,794	£24,587	£18,071	£23,509	£32,564
500,000	£16,724	£21,793	£30,149	£20,998	£27,298	£37,765
750,000	£22,373	£29,072	£40,264	£26,093	£33,887	£46,968
1,000,000	£26,743	£40,366	£48,154	£31,218	£40,577	£56,179
1,500,000	£31,825	£41,369	£57,275	£37,132	£49,606	£66,818
2,000,000	£35,059	£45,580	£63,096	£40,894	£53,156	£73,603

- Professional Licence can be purchased with Limited Topics at a 25% increase in annual service fees.
- Single tier councils include Unitary authorities (England, Scotland, Wales, Northern Ireland) Metropolitan Boroughs, London Boroughs, City of London and Isles of Scilly.

Existing customers renewing will receive a 9.09% discount on listed pricing.

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

Wider Public Sector pricing

For all other organisations that do not fall into Central Government or Local Government categories, pricing is based upon subscriber volumes. These organisations may include Healthcare, Emergency Services, Housing Associations, Education, Transport Authorities, etc.

Full Enterprise

SUBSCRIBERS ($\leq$)	STANDARD	PROFESSIONAL
5,000	£5,445	£6,807
10,000	£9,075	£11,344
25,000	£11,344	£14,179
50,000	£13,613	£17,015
100,000	£22,688	£28,359
250,000	£31,763	£39,702
350,000	£40,838	£51,047
500,000	£49,913	£62,390
>500,000	£49,913 + £227 per 10k subscribers	£62,390 + £284 per 10k subscribers

- For Housing Associations, the subscriber tier will be capped at housing stock.

Existing customers renewing will receive a 9.09% discount on listed pricing.

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

Limited Topic option (based on Standard Licence)

SUBSCRIBERS (≤)	10 TOPICS	20 TOPICS	30 TOPICS
5,000	X	X	X
10,000	£4,950	£6,188	£7,425
25,000	£6,188	£7,734	£9,282
50,000	£7,425	£9,281	£11,138
100,000	£12,375	£15,468	£18,563
250,000	£17,325	£21,656	£25,988
350,000	£22,275	£27,843	£33,413
>350,000	X	X	X

- Professional Licence can be purchased with Limited Topics at a 25% increase in annual service fees.
- For Housing Associations, the subscriber tier will be capped at housing stock.

Existing customers renewing will receive a 9.09% discount on listed pricing.

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

SMS pricing

The following message SMS bundle costs apply for clients wishing to add SMS messaging or Two-Way SMS.

ANNUAL SMS VOLUME (≤)	ANNUAL PRICE
30,000	£1,308
60,000	£2,580
100,000	£4,260
150,000	£6,336
225,000	£9,420
338,000	£14,016
506,000	£20,772
760,000	£30,900
1,140,000	£45,888

- All prices shown are annual service fees and exclude implementation fee.
- SMS messages must be purchased in bundles of 12 months and used within 12 months of purchase.
- SMS bundles require a live Granicus Communications (govDelivery) package to be used.

Two-Way SMS pricing

When adding Two-Way SMS messaging to a package, the following module costs apply in addition to our SMS bundles for messages as priced above.

SUBSCRIBERS (≤)	ANNUAL PRICE
2,500	£6,080
10,000	£10,423
25,000	£19,108
50,000	£27,794
100,000	£36,480

- All prices shown are annual service fees and exclude implementation fee.
- For Housing Associations, the subscriber tier will be capped at housing stock.
- Dedicated phone number required. Long code is included, a short code can be purchased at £16,000.

Reports Pro API pricing

The cost for adding the Reports Pro API to an existing Granicus Communications (govDelivery) licence is as follows:

PERCENTAGE OF STANDARD ANNUAL LICENCE FEE *
15%

Enhanced Security pricing

The cost for adding Enhanced Security to an existing Granicus Communications (govDelivery) licence is as follows:

PERCENTAGE OF STANDARD ANNUAL LICENCE FEE *
20%

Connect pricing

The cost for adding Connect for Sales Force to an existing Granicus Communications (govDelivery) licence is as follows:

PERCENTAGE OF STANDARD ANNUAL LICENCE FEE *
10%

- This is calculated as a percentage of the Standard Communications annual licence.

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

Re-Implementation Services

The cost for Re-implementation services is as follows:

RE-IMPLEMENTATION SIZE	PRICE
Small	£3,300
Medium	£5,500
Large	£11,000

- *Re-implementation services will require scoping prior to implementation.*

All prices are exclusive of VAT.

Engagement Services Bundle

Granicus has created Engagement Services Bundles 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 package:

	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 2 days can be bundled together in one 12-month period without prior scoping. Build options differ between the tiers.

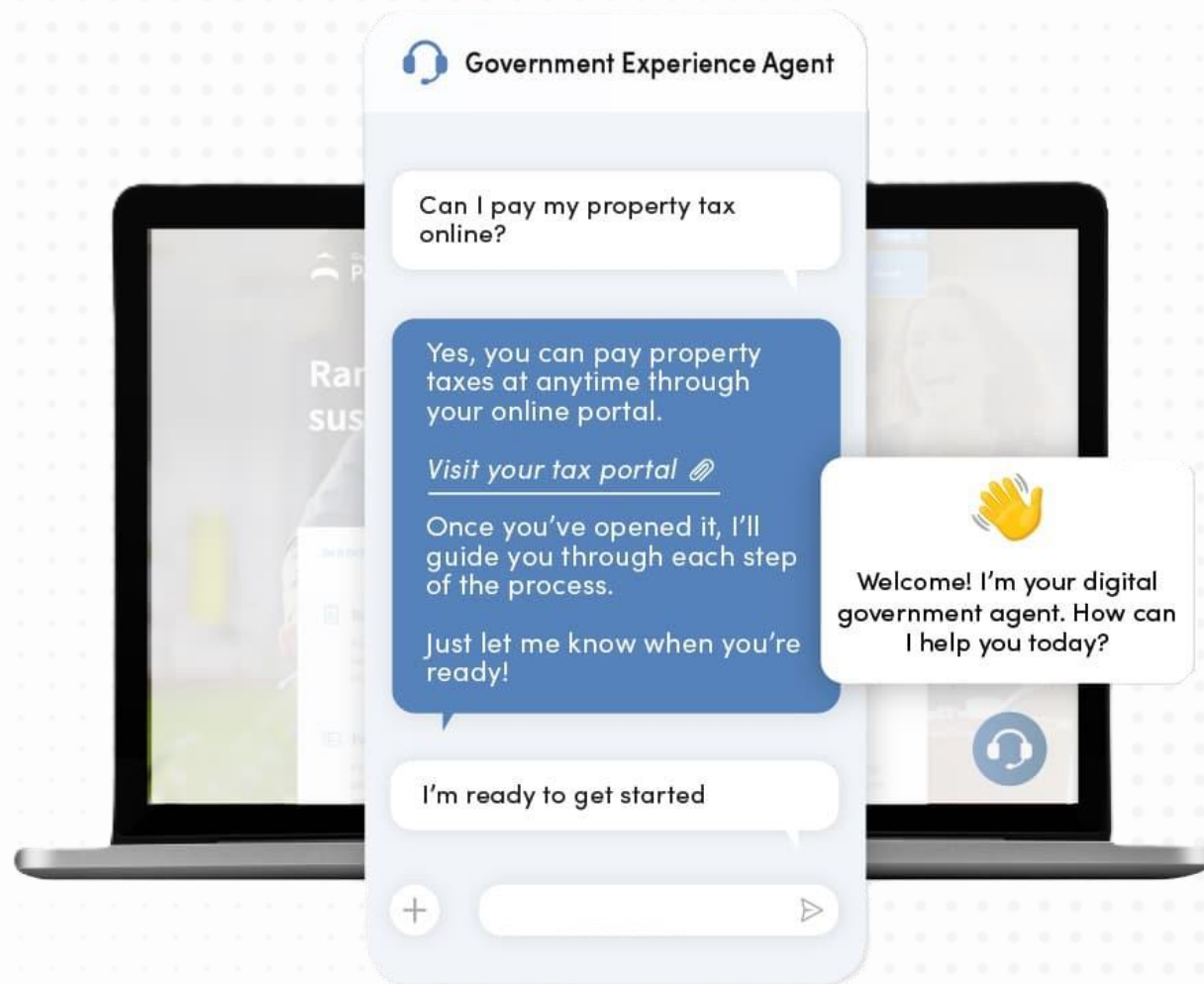
Existing customers renewing will receive a 9.09% discount on listed pricing.

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

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.

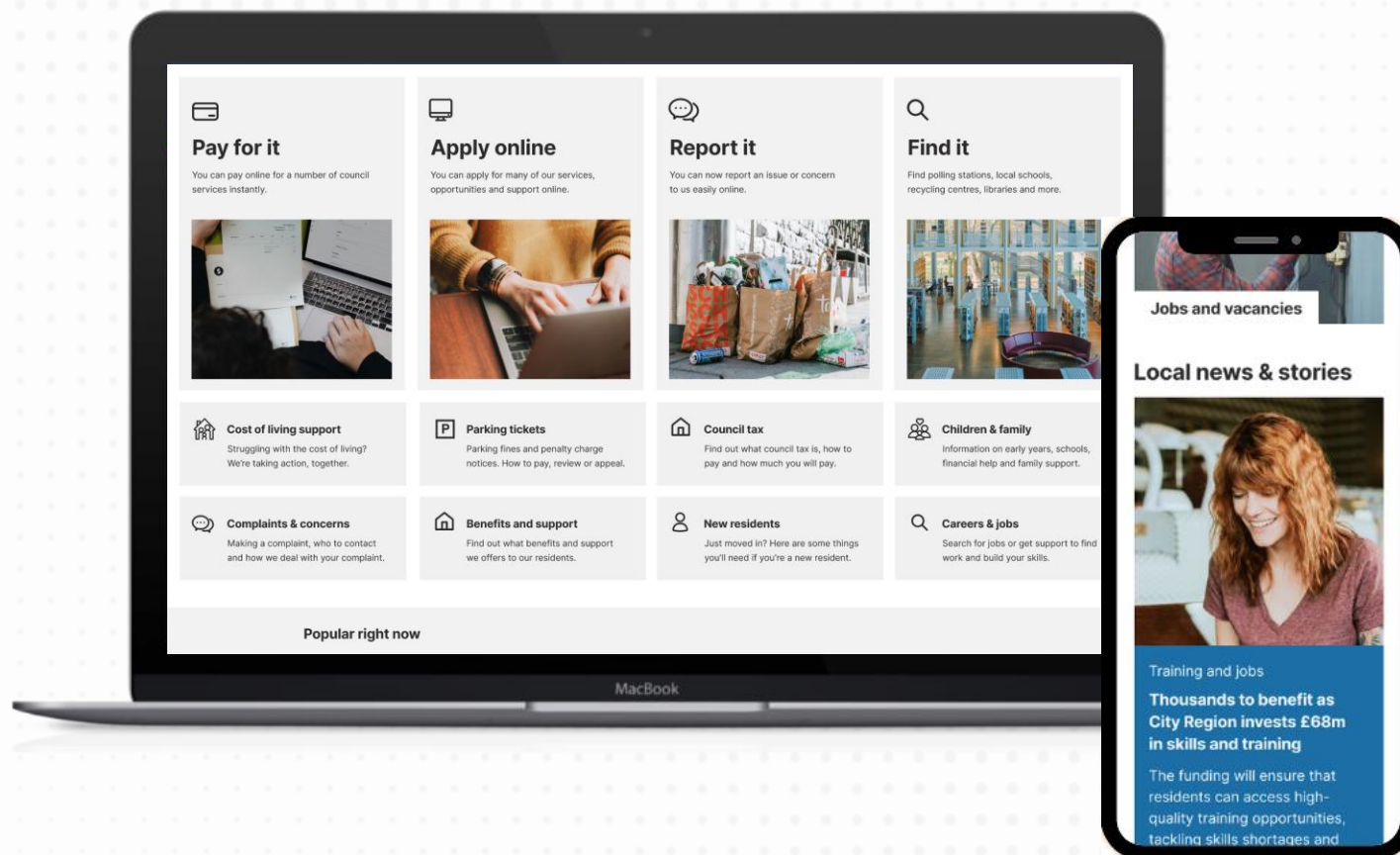
Please see our G-Cloud listing titled **Government Experience Agent (GXA) - The AI-powered digital agent for smarter government experiences** for further details and pricing options.



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' digital agency focused on citizen experience & digital engagement, providing human-centred strategies, data-driven insights, and hands-on consultancy services. We design custom solutions and achieve measurable outcomes for our customers.

At GXG, we are driven to help public services to become more citizen-centric. Whether assisting a carer, engaging with a concerned resident, supporting a local business, participating in the planning process, or helping a parent or a student, we empower you to build better experiences and get more value out of your Granicus technology. Our guiding light is helping people to get what they need, when they need it, as quickly as possible whilst being respected, remembered and reminded.

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

To focus on achieving measurable outcomes for our customers we always scope our projects before calling off a contract, providing a statement of work that details our services, which are offered on a firm fixed price basis. This allows us to stay flexible, adjusting our scope to meet customer needs as they may adjust throughout the performance 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

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

Standards for GXG consultancy Day Rate Card

The following terms and conditions outline the standard framework for GXG digital services, ensuring clarity and consistency in all engagements. These provisions define working hours, pricing structure, and operational guidelines, as well as policies on travel, expenses, and insurance. By adhering to these standards, GXG maintains transparency and delivers services in line with agreed contractual obligations, providing customers with confidence and predictability throughout the delivery process.

Consultant's working day: 09:00hrs to 17.30hrs exclusive of travel and lunch

Working week: Monday to Friday excluding national holidays and Granicus Unplug days

All pricing is quoted in pounds sterling (GBP) and prices are exclusive of VAT at the applicable rate (unless otherwise stated). Please note that the prices quoted on GXG's SFIA Rate Card represent the maximum rate charged for each skill/responsibility level.

Office hours: 9:00am to 5:30 pm Monday to Friday

Travel, mileage subsistence: GXG reserves the right to charge expenses for services delivered onsite. This will be pre-agreed with the customer within the Call-off Contract. Please note that certain onsite training courses already include GXG expenses

Mileage: As for travel, mileage subsistence

Professional indemnity insurance: included in day rate