

People Alchemy Learning Workflow Platform Pricing

G-Cloud 15
Lot 2b – Software as a Service (SaaS)

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PEOPLE ALCHEMY

1. Service scope and pricing principles

This pricing document sets out the standard framework prices for the People Alchemy SaaS platform supplied under G-Cloud 15 Lot 2b (Cloud Software).

Prices in this document:

- represent the maximum framework prices applicable to all buyers
- are exclusive of VAT
- are published to enable buyers to calculate total cost without further clarification
- may be subject to buyer-specific discounts at call-off, in accordance with the G-Cloud framework.

Buyer-specific discounts, where agreed, are recorded only in the Call-Off Contract and Order Form and are not reflected in this pricing document.

All prices are stated in GBP.

2. Pricing structure overview

Pricing for this service is composed of the following elements:

3. Annual SaaS licence (organisation-level)
4. Learner licences
5. Implementation and onboarding
6. Optional SaaS modules and add-ons
7. Ancillary SaaS services
8. Optional pathway licences and programme templates

Each element is priced separately and combined to form the total call-off value.

3. Annual SaaS licence (organisation-level)

The annual SaaS licence provides access to the People Alchemy platform and covers the ongoing provision of the SaaS service.

The annual SaaS licence includes

- UK-hosted SaaS platform
- unlimited pathways and users
- file storage within generous fair-use limits
- maintenance, updates, and enhancements
- standard support for admin users during UK business hours
- standard reporting and system administration features
- access to a sandbox environment for testing and training
- access for all non-learner users.

It excludes

- implementation and onboarding services
- learner licences
- optional modules and add-ons
- professional or consultancy services.

The organisational level licence is offered in tiers based on organisational scope of deployment and operational complexity, not on features, user numbers, or storage limits.

Tier selection is agreed at call-off and recorded in the Order Form.

3.1 Licence tier determination

Licence tiers are determined by the scope of organisational deployment.

Where a deployment spans more than one tier definition, the higher tier applies.

The following rules guide tier selection.

Standard tier

Primary qualification rule

Deployment within a single organisational unit or department, managed by one primary admin team.

Typical indicators

- One department or programme
- One governance owner
- One operational admin team
- Contained reporting and oversight
- No cross-organisation coordination required

This tier assumes contained operational complexity and limited governance overhead.

Organisation tier

Primary qualification rule

Deployment spanning multiple departments or organisational units within the same organisation.

Typical indicators

- Multiple admin teams
- Shared governance across departments
- Organisation-wide or multi-programme deployment

- Cross-team coordination and reporting
- Increased internal operational dependency

This tier recognises additional governance, coordination, and operational overhead arising from broader adoption.

Enterprise tier

Primary qualification rule

Deployment spanning multiple organisations, agencies, or delivery partners.

Typical indicators

- Multi-organisation governance structures
- Shared data responsibility
- Higher complexity support requirements
- Higher contractual or assurance expectations
- Increased likelihood of structured exit activity
- Cross-entity operational coordination

This tier exists to support exceptional or large-scale cross-entity deployments and is not expected to apply to typical single-organisation use.

Tier changes during the contract term

If the scope of deployment expands such that the customer's usage meets the qualification rule for a higher licence tier, the licence tier will be adjusted at the next contract anniversary or renewal point.

Tier changes are applied prospectively and do not retrospectively reprice prior periods.

Table 3.1: Annual core licence pricing

Licence tier	Description	Annual price (£)
Standard	Single department or limited deployment	£10,000
Organisation	Multi-programme or broader organisational use	£13,000
Enterprise	Large-scale or multi-organisation use	£20,000

Note: If the annual SaaS licence ceases, access to the platform for all users is disabled.

4. Learner licences

Learner licences are available in two forms:

- Limited-time learner licences
- Perpetual learner licences

4.1 Limited-time learner licences

Limited-time learner licences are intended for short or time-bound programmes (for example induction or fixed-duration courses) where the learner is not expected to require ongoing access to the platform once the programme has completed.

Limited-time learner licences:

- are named licences assigned to a specific learner
- are not transferable between learners
- expire automatically at the end of the licence term
- may be upgraded at any time to a perpetual learner licence for the same learner.

Where a limited-time licence is upgraded, the combined cost of the limited-time licence and upgrade will be higher than the cost of purchasing a perpetual licence from the outset.

Table 4.1: Limited-time learner licence pricing

Licence	Licence term	Price per learner (£)
4-month limited-time	4 months	£35
6-month limited-time	6 months	£45

There are no volume tiers on limited-time learner licences.

4.2 Perpetual learner licences

Perpetual learner licences:

- are named licences assigned to a specific learner
- are not transferable between learners
- are paid once only per learner
- remain valid only while the annual SaaS licence remains in force
- may be purchased as an upgrade for a specific learner from a limited-time learner licence.

Where a learner is upgraded from a limited-time licence, the total cost of the limited-time licence plus upgrade will be £90. This means:

- upgrade from a 4-month limited-time licence is £55;
- upgrade from a 6-month limited-time licence is £45.

Upgrading from a limited-time licence is always more expensive than purchasing a perpetual licence from the outset.

Existing perpetual learner licences purchased under previous G-Cloud frameworks, or purchased outside the G-Cloud framework, remain valid and unchanged.

Table 4.2: Perpetual learner licence pricing

Volume tiers are based on the cumulative number of perpetual learner licences purchased by the customer. Once a threshold is reached, the applicable price applies to all subsequent perpetual learner licences.

Tier pricing applies to licences purchased after the threshold is reached and does not affect prior licence purchases. That is, prices apply per learner licence purchased and do not retrospectively reprice previously purchased licences.

Cumulative number of perpetual learners licensed	Price per learner (£, one-off)
1 – 249	£75
250 – 749	£70
750+	£65

5. Implementation and onboarding

Implementation and onboarding services support initial setup and enablement of the SaaS platform.

The standard implementation package covers one admin team.

An admin team is defined as a group of administrators working together within a single department or organisational unit.

Implementation is delivered on a fixed-price basis for the defined scope.

5.1 Initial implementation and onboarding (one admin team)

Implementation includes

- initial platform configuration
- onboarding and training for one admin team
- setup for one department or organisational unit
- setup of a customer-specific subdomain and branded login experience
- best-practice advice on effective use of the system
- standard implementation support activities delivered over an agreed period

The duration and distribution of implementation effort will vary depending on customer availability, readiness, and programme complexity.

Table 5.1: Initial implementation pricing

Service	Fixed price (£)
Initial implementation and onboarding (one admin team)	£5,500

5.2 Additional admin team or department onboarding

Where additional departments or admin teams require onboarding, this is treated as a separate onboarding activity.

This applies where:

- a separate department implements independently, or
- a new admin team requires training with limited prior experience of the platform.

Onboarding of an additional admin team is delivered on a fixed-price basis, with delivery scheduled as agreed with the customer.

Table 5.2: Additional admin team onboarding pricing

Service	Fixed price (£)
Additional admin team or department onboarding	£2,000

6. Optional SaaS modules and add-ons

Optional modules extend the functionality of the core platform. Modules are licensed on an annual basis.

Optional modules are licensed independently and do not affect the annual licence tier.

Table 6.1: Optional modules pricing

Module	Description	Annual price (£)
SMS text add-on	Enables SMS notifications and alerts. Add-on licence only; SMS message charges are not included and are charged separately at £100 per 1,000 messages based on usage.	£1,500
Plagiarism / AI detection add-on	Enables plagiarism and AI content checks. Add-on licence only; usage charges apply at £150 per 1,000 pages where a page is 250 words or part thereof.	£2,000
Qualifications add-on	Enables qualification frameworks, status tracking, evidence management, and qualification reporting.	£2,500
International add-on	Enables international configuration including time zones, currencies, and working week definitions.	£2,000
Language add-on	Enables use of additional user interface language files beyond English. Charged per additional language; translation of new languages is not included.	£750 per additional language per year

7. Ancillary SaaS services

Ancillary services support the use and operation of the SaaS platform where work falls outside fixed-price implementation packages.

Where a service can be reasonably anticipated and scoped, a fixed price is provided.

Where effort depends on customer-specific factors, services are provided on a scoped and chargeable basis using the day rates below.

7.1 System integrations and identity management

Integration with customer identity providers (including Single Sign-On) or other third-party systems (for example HR, LMS or line-of-business systems) may be provided where required.

Such integrations:

- are subject to a separate scoping exercise;
- are delivered as a fixed-price project agreed at call-off;
- may incur an ongoing annual maintenance fee where ongoing change is anticipated.

Pricing is agreed at call-off based on the scoped requirements.

7.2 Day-rated ancillary services

Day rates apply only where work falls outside defined fixed-price services and is agreed at call-off.

Table 7.1: Day-rated ancillary services

Service category	Description	Day rate (£)
Implementation and configuration extensions	Additional setup, configuration, or training beyond standard scope	£1,500
Data and reporting services	Data migration, bulk imports, custom reports, audit extracts	£1,500
Offboarding and exit support	Exit coordination, parallel running, bespoke data transfer	£1,500

8. Optional pathway licences and programme templates

People Alchemy provides optional pre-built learning pathways and programme templates that may be licensed for use within the platform.

These packages are reusable intellectual property assets supplied as optional content and are not required for use of the core SaaS platform.

Customisation beyond standard configuration is chargeable as ancillary services at the published day rates.

8.1 Off-the-shelf pathway licences (per learner)

Off-the-shelf pathways may be deployed as supplied or customised to meet customer requirements. Customisation work is not included in the pathway licence price.

Table 8.1: Off-the-shelf pathway pricing

Off the shelf pathway	Price per learner (£)
Aspiring Talent	£330
26 Steps to Team Leading	£575
26 Steps to Management	£725
26 Steps to Leadership	£1,450

Pathway licences apply per learner enrolled on the pathway and are not transferable.

Each learner enrolled on an off the shelf pathway must hold both a valid learner licence and a pathway licence.

8.2 Programme templates (one-off licence)

Programme templates are structured frameworks intended for customer-specific adaptation.

The template licence grants the right to use and adapt the template within the customer's deployment.

Customisation work is not included in the template licence price.

Table 8.2: Programme template pricing

Template	One-off price (£)
Care Certificate	£1,200

8.3 Future pathway and template releases

Additional off-the-shelf pathways and programme templates may be introduced during the life of the G-Cloud 15 framework.

Where new or updated packages are introduced, pricing will be consistent with the pricing structure set out in this document and will be agreed at call-off.

9. Exclusions and Lot 3 services

The following services are not included in Lot 2b pricing and may be procured separately under G-Cloud 15 Lot 3 (Cloud Support) where required:

- learning workflow and learning transfer consultancy
- advisory services relating to the design, refinement, or embedding of learning workflows
- building or restructuring learning workflows, pathways, or activities beyond standard SaaS enablement
- workshops, stakeholder engagement, or facilitated planning sessions
- project coordination, delivery oversight, or multi-supplier working
- assurance, review, optimisation, or improvement services
- ongoing advisory or administrative support beyond standard SaaS support
- customisation, extension, or bespoke development support
- integration or technical advisory services beyond standard SaaS enablement

These services are optional and are not required to use the People Alchemy Learning Workflow Platform.

10. Exit, access, and contract terms

10.1 Access on termination

Where required, continued post-termination access for reporting and data extraction may be provided via a restricted admin account.

Table 10.1: Post-termination access

Service	Description	Annual price (£)
Admin-only access after termination	Restricted admin access for reporting and data extraction following termination	10% of the most recent annual core licence fee per year

10.2 Exit support and data transfer

Standard exit activities are carried out in accordance with the People Alchemy Exit Plan.

Activities requiring additional effort, including bespoke data formats, direct system-to-system data transfer, parallel running, or extended exit coordination, are chargeable as ancillary services. Exit support is not included in post-termination data access fees.

11. Notes

- All prices exclude VAT.
- Buyers may combine pricing elements as required to calculate total cost.
- Buyer-specific discounts may be agreed at call-off but are not reflected in this pricing document.