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Award

Kindred Project - Digital Product Agency

UNIVERSITY OF EXETER

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Notice identifier: 2026/S 000-007647

Procurement identifier (OCID): ocids-h6vhtk-061104 ([view related notices](#))

Published 28 January 2026, 2:21pm

Scope

Reference

UOE/2026/106/JU

Description

Support in designing, building and hosting the following elements of the

Kindred project, ensuring that they are accessible, intuitive and

scalable to the carers during this pilot phase of the project:

- A content delivery platform with snackable, evidence-based resources focussed on neuropsychiatric symptoms
- A brief psychosocial intervention group coaching programme
- A moderated peer-support community

Contract 1. Kindred Project - Digital Product Agency

Supplier

- Rare Days

Contract value

- £258,600 excluding VAT
- £310,320 including VAT

Above the relevant threshold

Earliest date the contract will be signed

6 February 2026

Contract dates (estimated)

- 10 February 2026 to 31 August 2026
- 6 months, 19 days

Main procurement category

Services

CPV classifications

- 72230000 - Custom software development services

Contract locations

- UKK - South West (England)

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Single supplier - technical reasons

Following a review of the relevant market, Rare Days was identified as the only supplier capable of meeting all defined programme requirements. The scope necessitates a combination of bespoke platform development; strategic content and community platform expertise; senior level design and engineering delivery; and advanced AI integration capability. No alternative supplier was identified that could deliver this combination to the required standard and pace within the funder defined timelines without incurring material additional cost, delay or delivery risk.

Appointing Rare Days provides continuity of technical knowledge, design decisions and strategic direction from application through to delivery. This avoids duplication of discovery activity, re onboarding and rework, thereby supporting value for money within the available funding. Maintaining continuity also reduces delivery risk and enables accelerated progress against key milestones, ensuring efficient use of public funds and timely achievement of programme objectives.

Supplier

Rare Days

- Public Procurement Organisation Number: PDYJ-6651-NJYM

1010 Raymur Avenue

Vancouver

BC V6A 3T2

Canada

Email: miles@drivedigital.ca

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Kindred Project - Digital Product Agency

Contracting authority

UNIVERSITY OF EXETER

- Companies House: RC000653
- Public Procurement Organisation Number: PZYG-2396-XCRZ

Northcote House, Queens Drive

Exeter

EX4 4QJ

United Kingdom

Email: procurement@exeter.ac.uk

Website: <http://www.exeter.ac.uk>

Region: UKK43 - Devon CC

Organisation type: Public authority - sub-central government