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Award

## Kindred Project - Digital Product Agency

UNIVERSITY OF EXETER

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-008170

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

Published 29 January 2026, 3:57pm

### 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

### **Award decision date**

29 January 2026

### **Standstill period**

- End: 9 February 2026
- 8 working days

### **Earliest date the contract will be signed**

10 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)

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## **Procedure**

### **Procedure type**

Direct award

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## **Supplier**

### **Rare Days**

- Public Procurement Organisation Number: PDYJ-6651-NJYM

1010 Raymur Avenue

Vancouver

BC V6A 3T2

Canada

Email: [miles@drivedigital.ca](mailto:miles@drivedigital.ca)

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Kindred Project - Digital Product Agency

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## **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](mailto:procurement@exeter.ac.uk)

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

Region: UKK43 - Devon CC

Organisation type: Public authority - sub-central government