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Contract

## **EasyPeasy App**

Darlington Borough Council

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-008868

Procurement identifier (OCID): ocds-h6vhtk-0613ff

Published 2 February 2026, 11:35am

## **Scope**

## **Reference**

PB2026-00264

## **Description**

EasyPeasy App is a mobile parenting app for parents of children aged 0-5, offering simple, expert-designed games and activities using everyday items to boost early learning, communication, and development, transforming playtime into learning moments and supporting school readiness through play-based interaction.

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## Contract 1. EasyPeasy App

### Supplier

- CHARACTER COUNTS LTD

### Contract value

- £154,000 excluding VAT
- £185,400 including VAT

Below the relevant threshold

### Date signed

19 January 2026

### Contract dates

- 19 January 2026 to 31 March 2029
- 3 years, 2 months, 13 days

### Main procurement category

Services

### CPV classifications

- 72416000 - Application service providers
- 80110000 - Pre-school education services

- 80420000 - E-learning services

## **Contract locations**

- UKC13 - Darlington

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## **Procedure**

### **Procedure type**

Below threshold - without competition

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## **Supplier**

### **CHARACTER COUNTS LTD**

- Companies House: 08977183
- Public Procurement Organisation Number: PBBQ-9597-TCXW

20-30 Whitechapel Road

London

E1 1EW

United Kingdom

Email: [hello@easypeasyapp.com](mailto:hello@easypeasyapp.com)

Website: <https://easypeasyapp.com/>

Region: UKI42 - Tower Hamlets

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. EasyPeasy App

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## **Contracting authority**

### **Darlington Borough Council**

- Public Procurement Organisation Number: PCRZ-3744-WXXZ

Town Hall, Feethams

Darlington

DL1 5QT

United Kingdom

Email: [corporate.procurement@darlington.gov.uk](mailto:corporate.procurement@darlington.gov.uk)

Region: UKC13 - Darlington

Organisation type: Public authority - sub-central government