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Contract

## **EOL AI Customer Chat Bot**

British Council

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

Notice identifier: 2026/S 000-010713

Procurement identifier (OCID): ocds-h6vhtk-055069 ([view related notices](#))

Published 5 February 2026, 5:02pm

### **Scope**

### **Description**

British Council is looking to award and contract to an expert service provider with an already tried and tested AI powered Chat bot to support with customer journey on its English Online website.

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### **Contract 1. Terms of Service**

### **Supplier**

- AWTG Limited

## **Contract value**

- £168,990 excluding VAT
- £202,788 including VAT

Below the relevant threshold

## **Date signed**

7 November 2025

## **Contract dates**

- 17 November 2025 to 1 May 2026
- Possible extension to 1 May 2030
- 4 years, 5 months, 15 days

Description of possible extension:

The Contract awarded will be originally for a period of 6 month during which the selected supplier will deliver a proof of concept. After this in case of success of this proof of concept the British Council may extend the agreement 4 further times with each extension no longer than 1 year each.

## **Main procurement category**

Goods

## **CPV classifications**

- 48481000 - Sales or marketing software package

## **Contract locations**

- UK - United Kingdom

## **Signed contract documents**

[07.10.25 AI Chatbot AWTG Ltd British Council FINAL.pdf](#)

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## **Procedure**

### **Procedure type**

Open procedure

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## **Supplier**

### **AWTG Limited**

- Companies House: 05793772

8 Canham Mews, Canham Road

London

W3 7SR

United Kingdom

Email: [info@awtg.co.uk](mailto:info@awtg.co.uk)

Region: UKI73 - Ealing

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Terms of Service

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## Contracting authority

### British Council

- Public Procurement Organisation Number: PHTN-1551-GCQH

1 Redman Place

London

E20 1JQ

United Kingdom

Contact name: Aung Thein

Email: [Aung.Thein@britishcouncil.org](mailto:Aung.Thein@britishcouncil.org)

Website: <https://www.britishcouncil.org>

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government