

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/033868-2025>

Tender

## UK 446 - EOL AI Customer Chat Bot

British Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-033868

Procurement identifier (OCID): ocds-h6vhtk-055069

Published 19 June 2025, 6:21pm

## Scope

## Reference

ITT1025676

## Description

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

## Total value (estimated)

- £230,000 excluding VAT

- £276,000 including VAT

Above the relevant threshold

## **Contract dates (estimated)**

- 5 September 2025 to 5 December 2025
- Possible extension to 8 December 2025
- 3 months, 4 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**

- 48445000 - Customer Relation Management software package
- 48481000 - Sales or marketing software package

## **Contract locations**

- UK - United Kingdom

---

## **Participation**

### **Legal and financial capacity conditions of participation**

Annex 1 - UK-446 - EOL AI ChatBot Key Terms of Engagement. ITT - 14. Excluded and Excludable Suppliers

### **Technical ability conditions of participation**

ITT - 15. Conditions of Participation

### **Particular suitability**

Small and medium-sized enterprises (SME)

---

## **Submission**

### **Enquiry deadline**

28 June 2025, 12:59am

### **Tender submission deadline**

16 July 2025, 12:59am

## Submission address and any special instructions

<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>

## Tenders may be submitted electronically

Yes

## Languages that may be used for submission

English

## Award decision date (estimated)

13 August 2025

---

## Award criteria

Name	Description	Type
Social Value. Quality. Methodology. Commercial	ITT	Quality

## Weighting description

18.2 Award Criteria

---

## Other information

### Payment terms

The British Council will pay correctly addressed and undisputed invoices within 30 days in accordance with the requirements of the Contract. Suppliers to the British Council must ensure comparable payment provisions apply to the payment of their sub-contractors and the sub-contractors of their sub-contractors.

### Description of risks to contract performance

Please refer to the Key Terms of Engagement

### Conflicts assessment prepared/revised

Yes

---

## Procedure

### Procedure type

Open procedure

---

## Documents

### Associated tender documents

<https://tap.tcsapps.com/tap2/#/bc-supplier-registration>

All information and documents relevant to this opportunity can be found on our e-tender portal

---

## 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: <http://www.britishcouncil.org>

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government