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Award

AI Masterclass and Lab Development for Kent Business School Transformation

The University Of Kent

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-047007

Procurement identifier (OCID): ocds-h6vhtk-058396 ([view related notices](#))

Published 7 August 2025, 3:36pm

Scope

Reference

25-027

Description

The AI Accelerator will build out the School's ability to deliver on the Future Focused and Career Ready elements of KBS' DNA and provide opportunities to position KBS more effectively in the market.

Contract 1

Supplier

- Behavioural Economy Ltd

Contract value

- £49,500 excluding VAT
- £59,400 including VAT

Below the relevant threshold

Earliest date the contract will be signed

7 August 2025

Contract dates (estimated)

- 7 August 2025 to 30 September 2025
- 1 month, 25 days

Main procurement category

Services

CPV classifications

- 48000000 - Software package and information systems
- 72000000 - IT services: consulting, software development, Internet and support

Contract locations

- UKJ4 - Kent

Procedure

Procedure type

Below threshold - without competition

Supplier

Behavioural Economy Ltd

1 Cedar Office Park, Cobham Road

Wimborne

BH21 7SB

United Kingdom

Email: tom@behaviouraleconomy.com

Region: UKK25 - Dorset

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

The University Of Kent

- UK Register of Learning Providers (UKPRN number): 10007150
- Public Procurement Organisation Number: PDYN-9654-JPQJ

The Registry,

Canterbury

CT2 7NZ

United Kingdom

Email: procurement@kent.ac.uk

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

Region: UKJ44 - East Kent

Organisation type: Public authority - sub-central government