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Award

UK_446 - EOL AI Customer Chat Bot

British Council

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

Notice identifier: 2025/S 000-048553

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

Published 13 August 2025, 5:06pm

Scope

Reference

2025/S 000-033868

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.

Contract 1

Supplier

- AWTG Limited

Contract value

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

Above the relevant threshold

Award decision date

11 August 2025

Date assessment summaries were sent to tenderers

12 August 2025

Standstill period

- End: 22 August 2025
- 8 working days

Earliest date the contract will be signed

2 September 2025

Contract dates (estimated)

- 5 September 2025 to 6 March 2026

- Possible extension to 4 March 2030
- 4 years, 6 months

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
- 48445000 - Customer Relation Management software package

Contract locations

- UK - United Kingdom

Information about tenders

- 22 tenders received
- 22 tenders assessed in the final stage:
 - 22 submitted by small and medium-sized enterprises (SME)

- 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 21 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Supplier

AWTG Limited

- Companies House: 05793772

8 Canham Mews, Canham Road

London

W3 7SR

United Kingdom

Email: Aung.Thein@britishcouncil.org

Region: UKI73 - Ealing

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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

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

Region: UKI41 - Hackney and Newham

Organisation type: Public authority - sub-central government