



G-Cloud 14: pricing card

April 2024

Overview

[Public Digital](#) is a digital transformation consultancy. We work with governments and public services to help them change their cultures, processes, operating models and technologies so they can provide better services in the digital era.

We help public sector organisations transition to and support cloud-based technology in their delivery of public services. This includes enabling the cultural, organisational and technological change necessary to embed digital ways of working.

We both support strategic leaders navigate digital transformation, and work with frontline teams who build, design and operate cloud-based products and services.

In our longer-term engagements, we support our clients through significant change, and help them deliver tangible outcomes. We also deliver one-off projects to help our clients get started on digital transformation, or to help course-correct existing programmes.

SFIA rate cards

We design bespoke teams using the SFIA rate card provided below.

	Strategy & architecture	Change & transformation	Development & implementation	Delivery & Operations	People & skills	Relationships & engagement
1	£450	£450	£450	£450	£450	£450
2	£750	£750	£750	£750	£750	£750
3	£950	£950	£950	£950	£950	£950
4	£1450	£1450	£1450	£1450	£1450	£1450
5	£1850	£1850	£1850	£1850	£1850	£1850
6	£2500	£2500	£2500	£2500	£2500	£2500
7	£2800	£2800	£2800	£2800	£2800	£2800

Rates for all teams reflect fixed weekly fees for delivery against an agreed scope of work. Rates defined in this fee schedule are for UK public sector activities, related to G-Cloud 14. The rates are subject to the availability of suitably skilled resources.

Working week: Monday to Friday excluding national holidays. Consultant's Working Day is eight hours exclusive of travel and lunch. The weekly pricing assumes that consultants work, on average, four days per week on one engagement. Office hours are 09:00 - 17:30, Monday to Friday.

Travel and subsistence: Included in day rate within M25. Payable at department's standard T&S rates outside M25. Professional indemnity insurance is included in quoted rates.

Examples: team archetypes

We work by deploying small, multidisciplinary teams of experienced practitioners. The size and make-up of the team depends on the scope of the work and the expertise required. Each engagement is priced individually based on labour mix. Below, we provide prices for four typical team shapes deployed to deliver G-Cloud engagements, providing weekly and monthly rates for both a full-time and a half-time team deployment.

Team A represents the deployment of a Partner, Director, Principal and three specialist subject matter experts (e.g. data, technology, service design, user research). A typical engagement requiring this size and make-up of team would be to undertake an intensive review or build of a prototype or new cloud-based service in a very time-constrained context, requiring specialist input from a multidisciplinary consulting team of digital expert practitioners.

Team B represents the deployment of a Partner, Principal and two specialist subject matter experts (e.g. data, technology, service design, user research). A typical engagement requiring this size and make-up of this team would include a comprehensive review or audit of a major programme or team requiring specialist input related to specific cloud-based software or services.

Team C represents the deployment of a Director and Principal with Partner oversight and strategic engagement. Typical engagements requiring this size and make-up of this team would be a development programme for leaders or teams responsible for specific cloud-based products or services, or a review of a tightly scoped digital programme.

Team D represents the deployment of a Director and Principal. A typical engagement requiring this size and make-up of this team would be to deliver a strategic roadmap to improve delivery and support of cloud-based products and services following an earlier review, or development of a communications strategy to embed digital ways of working.

Archetypal team rates excluding VAT

	Team A	Team B	Team C	Team D
Weekly (full time)	£66,750	£41,750	£24,850	£17,400
Weekly (half time)	£33,375	£20,875	£12,425	£8,700
Monthly (full time)	£267,000	£167,000	£99,400	£69,600
Monthly (half time)	£133,500	£83,500	£49,700	£34,800

Thank you
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