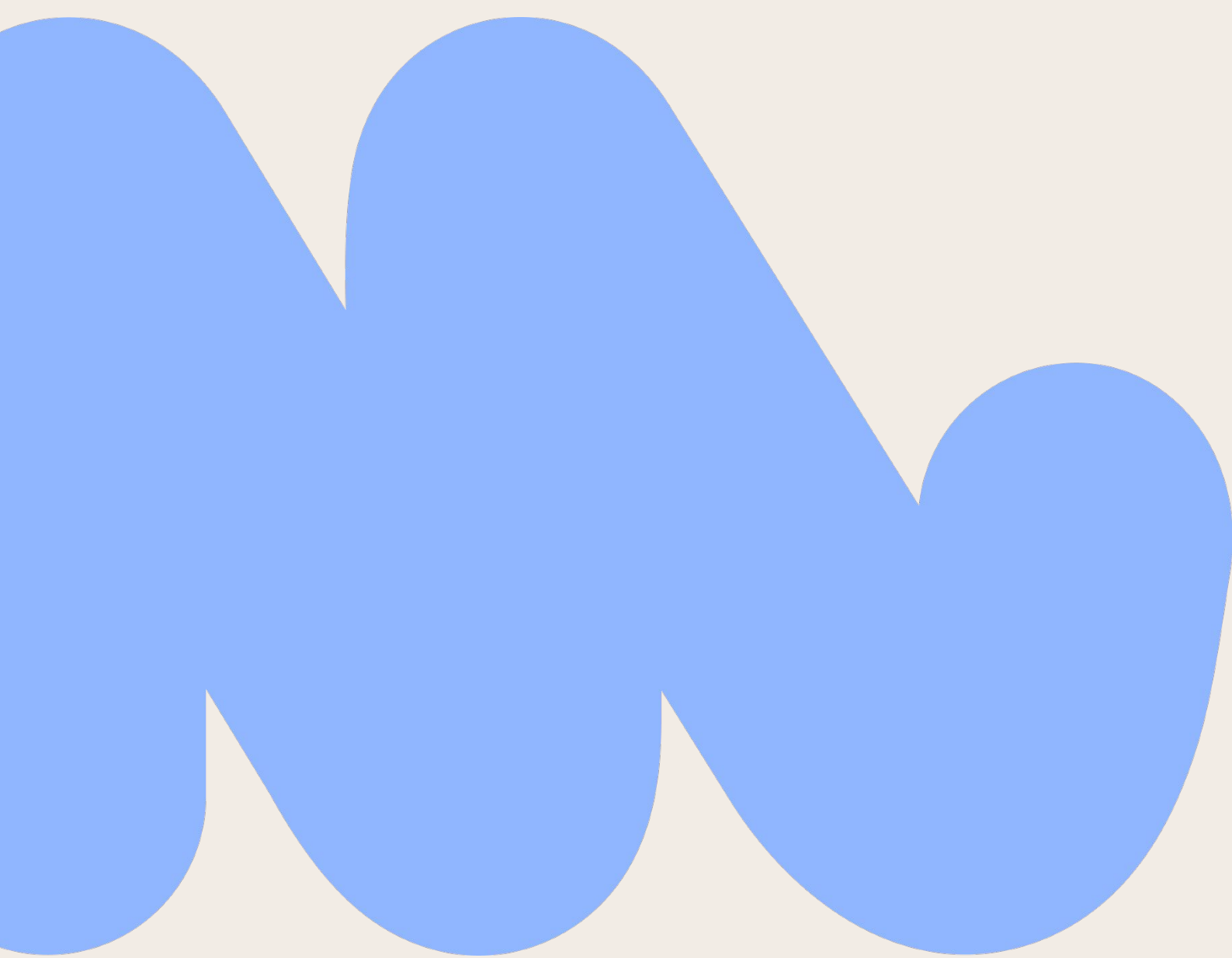


Pricing Document

User Research for Discovery,
User Experience Design and
Testing support

January 2026



Pricing Structure (G-Cloud 15)

Pricing structure

We use standard rates across all our services. Senior team members are generally deployed on project discovery and strategy, team coaching, and account direction. Less experienced team members work on creative, research, production and build.

All projects feature a bespoke mix of Principal, Lead, Senior and Junior team members. We engage with external associates as needs dictate, allowing us to tackle larger engagements.

Role/ Capability Level	Strategy & Architecture	Change & Transformation	Development & Implementation	Delivery & Operation	People & Skills	Relationships & Engagement
Follow	£575	£575	£575	£475	£475	£475
Assist	£675	£675	£675	£625	£625	£625
Apply	£825	£825	£825	£750	£750	£750
Enable	£875	£875	£875	£825	£825	£825
Ensure/ Advise	£975	£975	£975	£900	£900	£900
Initiate/ Influence	£1,100	£1,100	£1,100	£975	£975	£975
Set strategy/ Inspire/ Mobilise	£1,350	£1,350	£1,350	£1,150	£1,150	£1,150

Standards for Consultancy Day Rate Cards (G-Cloud 15)

Standards for consultancy day rate cards

As outlined in our Terms and Conditions, our SFIA Rate Card operates under the assumption that all work will be conducted on a Time and Materials basis. Billing will occur monthly in arrears, reflecting actual utilisation.

Working assumptions

- **Consultant's working day:** 7.5 hours, exclusive of travel and lunch
- **Working week:** Monday to Friday, excluding bank holidays
- **Office hours:** 9:00am to 5:00pm, Monday to Friday

Travel and expenses

- **Travel, mileage and subsistence:** Included in the day rate within the M25
- **Outside M25:** Payable at the department's standard travel and subsistence rates
- **Mileage:** As for travel and subsistence

Commercial and insurance terms

- **VAT:** Not included in these rates
- **Professional indemnity insurance:** Included in the day rate

Notes

- All consultancy services are provided on a time and materials basis
- Rates reflect actual time worked
- No minimum commitments apply
- Billing aligns with standard public sector expectations for Lot 3 services

Further information

If you require any additional information about any of our services, please contact
gcloud@bigmotive.com
+44 (0)28 9531 3837

G-Cloud 15

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Lot 3, January 2026

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