

Pricing Framework – G-Cloud 15

1. Pricing model and consultancy day rates

Services are priced based on an agreed scope of work and are typically delivered on a fixed-price basis.

Day rates are used to calculate pricing during scoping and to provide transparency on how costs are derived. Once the scope is agreed, a fixed price is confirmed at the point of purchase.

Experience level	Day rate (excl. VAT)
Middleweight	£700
Senior	£900
Lead	£1,200
Director	£1,400

These day rates apply across applicable roles involved in service delivery, including architecture, delivery, development, data, cyber security, user-centred design, quality assurance and operational support roles.

2. How pricing is agreed

Pricing is agreed through a structured scoping process that defines:

- The objectives and outcomes of the service
- The activities and deliverables required
- The roles and experience levels involved
- The estimated effort required to deliver the agreed scope

Based on this, a fixed price is agreed with the buyer and documented at the point of purchase.

Changes to scope

During delivery, minor adjustments to scope may be accommodated where reasonable and where they do not materially affect the agreed outcomes, timescales or effort.

Where a change materially impacts the agreed scope or level of effort, the implications will be discussed with the buyer in advance and any change to cost or delivery will be agreed before the work proceeds.

3. Use of time and materials

Time and materials pricing is used only where a fixed scope cannot reasonably be defined in advance, for example for short discovery activities or reactive support.

Where time and materials pricing applies, this will be clearly stated in the relevant service listing or agreed with the buyer in advance.

4. Support and maintenance pricing

Support and maintenance services are scoped and priced based on the buyer's requirements and are delivered against an agreed service level agreement (SLA).

Support is provided using the same consultancy-led pricing approach as delivery services. The scope of support, response expectations and service levels are agreed in advance and confirmed at the point of purchase.

How support pricing is determined

Support pricing is based on factors such as:

- The nature and complexity of the service
- The level of support required



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- The expected volume and type of support activity
- Required response times and service coverage

Based on this, an annual support cost is agreed and documented in an SLA.

Indicative support modelling

As a general guideline, and where appropriate, support costs may be modelled at approximately 10% of the initial project build cost per annum.

This is provided as an indicative starting point only. Actual support costs may be higher or lower depending on the service scope and support requirements agreed with the buyer.

Delivery of support

Support is delivered remotely during standard business hours unless otherwise agreed.

Support activities may include incident investigation, configuration updates, minor changes or buyer support requests, depending on the service purchased.

Any changes to agreed support scope or service levels will be discussed with the buyer in advance.

5. Hosting and infrastructure pricing

Hosting and infrastructure support is available for services offered through the G-Cloud 15 framework and is commonly provided as part of service delivery.

Hosting is available for services delivered using:

- PHP-based platforms (for example WordPress)
- .NET-based platforms (for example Umbraco)

Indicative annual hosting prices are:



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- PHP hosting – from £960 per website per annum (excluding VAT)
- .NET hosting – from £1,800 per website per annum (excluding VAT)

Hosting requirements are assessed based on the buyer's needs, including platform choice, performance requirements, security considerations and service scope. Final hosting costs are confirmed at the point of purchase.

Where required, services can also be delivered using buyer-provided or third-party hosting infrastructure. In these cases, hosting and infrastructure responsibilities are agreed as part of the service scope.

Third-party services, licences and usage-based cloud charges are excluded unless explicitly stated in the order form.

Where buyers operate their own hosting or infrastructure, Spindogs Ltd can also provide support and management services where required. The scope of responsibility and pricing will be agreed as part of the service scope.

6. Assumptions

The following assumptions apply to pricing set out in this document:

- Services are delivered remotely unless otherwise agreed
- Standard business hours are Monday to Friday, excluding UK public holidays
- Time-based charges are rounded to the nearest agreed unit
- Prices are exclusive of VAT

Any variations to these assumptions will be confirmed in the order form.

7. Price changes and review

Prices published in this pricing framework apply at the point of purchase.

Prices may be reviewed and updated during the G-Cloud 15 framework in accordance with framework rules. Any updated prices will be published on the Digital Marketplace prior to use.



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Pricing agreed for an individual call-off contract remains fixed for the duration of the agreed call-off term unless otherwise stated in the order form.

8. Applying pricing to a service

This pricing framework should be read alongside the relevant service listing and service definition document.

Buyers may request clarification on pricing through the Digital Marketplace as part of the purchasing process.



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