

# Pricing Model

## Shed Collective Ltd › Primary Care Platform

The Primary Care Platform is supplied as a fully hosted and fully supported cloud-based service. The pricing model consists of a one-off setup fee, followed by a license fee that covers all ongoing hosting, maintenance, support, monitoring and backups.

Additional optional services such as a retainer to build and maintain new custom features are also available. All prices exclude VAT.

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## Setup and Customisation Cost (one-off)

### Setup, Customisation & Content Migration: £15,000

This fee covers the full initial setup and configuration of the Primary Care Platform, including:

- Provisioning of a dedicated customer instance
  - Cloud environment configuration
  - Branding, theming and visual setup
  - Structural configuration and content template setup
  - Initial technical configuration and testing
  - Administrator onboarding and launch support
  - 40 hours of Content Migration and/or content co-creation.
  - 2 x remote training sessions for administrators (2h x 2)
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## License Cost (annual)

The annual license fee covers all ongoing operational aspects of the Primary Care Platform, including:

- Full access to the Primary Care Platform Product
- Cloud hosting and infrastructure (GCP)
- Backup storage and retention (AWS)
- 50GB media storage facility
- Daily monitoring and alerting
- Technical support during office hours
- Routine maintenance and updates
- Security patching
- Issue resolution including high-priority incidents

| Band | Users (Maximum) | Annual Cost |
|------|-----------------|-------------|
| A    | Up to 2,000     | £20,000     |
| B    | Up to 3,000     | £24,000     |
| C    | Up to 4,000     | £28,000     |
| D    | Up to 5,000     | £32,000     |
| E    | Up to 7,500     | £40,000     |
| F    | Up to 10,000    | £48,000     |
| G    | Up to 15,000    | £60,000     |
| H    | 15,000 or more  | Negotiable  |

## Optional and Additional Services

The following services are available as optional add-ons and are chargeable separately. These are commissioned only when requested.

### 1) Product Development Retainer (annual)

Retainer time can be used flexibly across feature development, administrative support, collaboration with ICB teams, and continuous product improvement.

| Band | Days/Month | Day Rate   | Monthly £ | Annual £ |
|------|------------|------------|-----------|----------|
| A    | 1          | £750 / day | £750      | £9,000   |
| B    | 2          | £700 / day | £1,400    | £16,800  |
| C    | 3          | £650 / day | £1,950    | £23,400  |
| D    | 4          | £600 / day | £2,400    | £28,800  |
| E    | 5 or more  | £550 / day | £2,750+   | £33,000+ |

## 2) Additional Content Migration (one-off)

Additional content migration refers to any extra support needed to prepare, format or import content beyond what is included in the initial setup allowance.

Pricing: **Charged at our day rate of £850.**

## 3) Additional Storage (50GB Increments - annual)

Increased cloud storage capacity beyond standard allocation.

Pricing: **£50/m per additional 50GB.**

## 4) Additional Remote Training Sessions (one-off)

Extra training sessions beyond what is included in the setup phase.

Pricing: **£250 per 2h session.**

## 5) Extended Data Migration (one-off)

Data migration work beyond the standard structured import process.

Pricing: **Charged at our day rate of £850.**

## 6) Out-of-Hours Support (annual)

Support outside office hours, including evenings, weekends and public holidays.

Pricing: **On request.**

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# Exit Costs

There are no exit fees.

Standard exit support is included at no additional cost and covers:

- Export of all content and data (CSV, JSON or XML)
- Return of configuration files and assets
- Reasonable transition assistance

Extended or bespoke exit support may be chargeable at day rates.

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# Assumptions

- All prices exclude VAT.
  - Work is delivered remotely unless on-site attendance is explicitly agreed.
  - Customers must provide timely content, approvals and governance input.
  - Customers are responsible for supplying branding assets and any required third-party licences.
  - On-site work, if required, is chargeable at cost for travel and accommodation.
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## **Pricing Validity**

All pricing is valid for the duration of the G-Cloud Framework and may be revised at the next framework iteration.