



Bluebow User Research, Service Design & Digital Transformation

Pricing Document – G-Cloud 15 (RM1557.15)

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Supplier: Bluebow Research & Consultancy Ltd

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1 Introduction and Important Notice

This document provides the authoritative pricing information for Bluebow Research & Consultancy Ltd's service listed under G-Cloud 15 (Lot 3), Service ID 829980741543432. All prices are quoted in pounds sterling (GBP) and exclude VAT. All rates are maximum rates; lower prices may be agreed at call-off stage.

Important: UK-only delivery — offshore rates not operative.

Notwithstanding any rates displayed on the Digital Marketplace listing page for Service ID 829980741543432, all services under this listing are delivered by UK-based personnel only. Offshore rates shown on the listing page were included in error and are not operative. No offshore delivery is offered under this service. The rates contained in this Pricing Document are the sole authoritative pricing reference for all call-off contracts placed under this listing.

2 Support Tier Pricing

Tier	Description	Unit	Price (GBP ex VAT)
Standard Support	Email/ticketing support Mon–Fri 9am–5pm UK with 2-hour SLA response.	Monthly	Included
Enhanced Support	Extended coverage Mon–Sat 8am–8pm UK with priority escalation and monthly performance reports.	Monthly	£450
Premium Support	24/7 incident management, on-demand technical consultancy, and quarterly service reviews.	Monthly	£950

Support tier pricing is fixed for the duration of the G-Cloud 15 Framework Agreement. Buyers may upgrade support tiers during the contract term by mutual agreement through a Change Request Notice.

Educational Discount: up to 10% discount available for publicly funded UK institutions.

3 Professional Services Day Rates

The following day rates apply to all professional services engagements. All rates are in GBP, exclusive of VAT, and reflect UK-based delivery only.

Architecture Roles

Business Architect

Role Level	UK Day Rate (£ ex VAT)
Trainee business architect	£350.00
Associate business architect	£550.00
Business architect	£800.00
Lead business architect	£1,050.00

Data Architect

Role Level	UK Day Rate (£ ex VAT)
Data architect	£350.00
Senior data architect	£550.00
Chief data architect	£970.00

Enterprise Architect

Role Level	UK Day Rate (£ ex VAT)
Enterprise architect	£700.00
Senior enterprise architect	£850.00
Lead enterprise architect	£950.00
Principal enterprise architect	£1,050.00

Network Architect

Role Level	UK Day Rate (£ ex VAT)
Associate network architect	£450.00
Network architect	£650.00
Lead network architect	£850.00

Security Architect

Role Level	UK Day Rate (£ ex VAT)
Security architect	£750.00
Lead security architect	£950.00
Principal security architect	£1,150.00

Solution Architect

Role Level	UK Day Rate (£ ex VAT)
Associate solution architect	£500.00
Solution architect	£700.00
Senior solution architect	£850.00
Lead solution architect	£950.00
Principal solution architect	£1,100.00

Technical Architect

Role Level	UK Day Rate (£ ex VAT)
Associate technical architect	£450.00
Technical architect	£650.00

Role Level	UK Day Rate (£ ex VAT)
Senior technical architect	£850.00
Lead technical architect	£950.00
Principal technical architect	£1,100.00

Cyber Security Roles

Cyber Security Audit and Assurance

Role Level	UK Day Rate (£ ex VAT)
Lead cyber security audit and assurance	£950.00
Principal cyber security audit and assurance	£1,150.00

Cyber Security Governance and Risk Management

Role Level	UK Day Rate (£ ex VAT)
Associate cyber security governance and risk manager	£600.00
Lead cyber security governance and risk manager	£1,000.00
Principal cyber security governance and risk manager	£1,200.00

Cyber Security Incident Response

Role Level	UK Day Rate (£ ex VAT)
Associate cyber incident response	£750.00
Lead cyber security incident response	£900.00
Principal cyber security incident response	£1,050.00

Cyber Security Vulnerability Management

Role Level	UK Day Rate (£ ex VAT)
Associate cyber security vulnerability management	£700.00
Lead cyber security vulnerability management	£850.00
Principal cyber security vulnerability management	£1,000.00

Data Roles

Data Analyst

Role Level	UK Day Rate (£ ex VAT)
Associate analyst	£450.00
Data analyst	£550.00
Senior data analyst	£650.00
Principal data analyst	£850.00

Data Engineer

Role Level	UK Day Rate (£ ex VAT)
Data engineer	£650.00
Senior data engineer	£800.00
Lead data engineer	£950.00
Head of data engineering	£1,100.00

Data Scientist

Role Level	UK Day Rate (£ ex VAT)
Trainee data scientist	£400.00
Associate data scientist	£550.00
Data scientist	£700.00
Principal data scientist	£900.00
Lead data scientist	£1,050.00
Head of data science	£1,200.00

Machine Learning Engineer

Role Level	UK Day Rate (£ ex VAT)
Senior machine learning engineer	£850.00
Lead machine learning engineer	£1,050.00

Performance Analyst

Role Level	UK Day Rate (£ ex VAT)
Associate performance analyst	£400.00
Performance analyst	£550.00
Senior performance analyst	£700.00
Lead performance analyst	£850.00
Head of performance analysis	£1,050.00

IT Operations Roles

Application Operations Engineer

Role Level	UK Day Rate (£ ex VAT)
Associate application operations engineer	£400.00
Application operations engineer	£500.00
Senior application operations engineer	£700.00
Lead application operations engineer	£850.00

Role Level	UK Day Rate (£ ex VAT)
Principal application operations engineer	£950.00

Business Relationship Manager

Role Level	UK Day Rate (£ ex VAT)
Business relationship manager	£500.00
Senior business relationship manager	£750.00
Lead business relationship manager	£900.00

Change and Release Manager

Role Level	UK Day Rate (£ ex VAT)
Configuration analyst	£450.00
Change and release analyst	£550.00
Change and release manager	£750.00

Command and Control Centre Manager

Role Level	UK Day Rate (£ ex VAT)
Operations analyst	£450.00
Senior operations analyst	£550.00
Operational control manager	£750.00
Head of command and control	£950.00

End User Computing Engineer

Role Level	UK Day Rate (£ ex VAT)
Associate end user computing engineer	£350.00
End user computing engineer	£500.00
Senior end user computing engineer	£650.00
Lead end user computing engineer	£850.00
Principal end user computing engineer	£950.00

IT Service Manager

Role Level	UK Day Rate (£ ex VAT)
IT service analyst	£400.00
IT service manager	£650.00
Senior IT service manager	£850.00
Head of IT service management	£1,050.00

Incident Manager

Role Level	UK Day Rate (£ ex VAT)
Incident manager	£650.00
Major incident manager	£850.00

Infrastructure Engineer

Role Level	UK Day Rate (£ ex VAT)
Associate infrastructure engineer	£400.00
Infrastructure engineer	£600.00
Senior infrastructure engineer	£750.00
Lead infrastructure engineer	£900.00
Principal infrastructure engineer	£1,050.00

Infrastructure Operations Engineer

Role Level	UK Day Rate (£ ex VAT)
Associate infrastructure operations engineer	£400.00
Infrastructure operations engineer	£600.00
Senior infrastructure operations engineer	£750.00
Lead infrastructure operations engineer	£900.00
Principal infrastructure operations engineer	£1,050.00

Problem Manager

Role Level	UK Day Rate (£ ex VAT)
Problem analyst	£450.00
Problem manager	£650.00

Service Desk Manager

Role Level	UK Day Rate (£ ex VAT)
Service desk analyst	£300.00
Senior service desk analyst	£400.00
Service desk manager	£600.00
Head of service desk	£750.00

Service Transition Manager

Role Level	UK Day Rate (£ ex VAT)
Service acceptance analyst	£450.00
Service readiness analyst	£550.00

Role Level	UK Day Rate (£ ex VAT)
Service transition manager	£700.00
Lead service transition manager	£850.00

Product and Delivery Roles

Business Analyst

Role Level	UK Day Rate (£ ex VAT)
Trainee business analyst	£250.00
Junior business analyst	£350.00
Business analyst	£500.00
Senior business analyst	£600.00
Lead business analyst	£725.00
Head of business analysis	£850.00

Delivery Manager

Role Level	UK Day Rate (£ ex VAT)
Associate delivery manager	£450.00
Delivery manager	£600.00
Senior delivery manager	£750.00
Head of (Agile) delivery management	£900.00

Digital Portfolio Manager

Role Level	UK Day Rate (£ ex VAT)
Digital portfolio analyst	£450.00
Digital portfolio manager	£650.00
Senior digital portfolio manager	£800.00
Head of portfolio	£950.00

Product Manager

Role Level	UK Day Rate (£ ex VAT)
Associate product manager	£375.00
Product manager	£645.00
Senior product manager	£725.00
Lead product manager	£725.00
Head of product	£785.00

Programme Delivery Manager

Role Level	UK Day Rate (£ ex VAT)
Programme delivery manager	£785.00

Software Development Roles

Development Operations (DevOps) Engineer

Role Level	UK Day Rate (£ ex VAT)
Apprentice DevOps engineer	£265.00
Junior DevOps engineer	£375.00
DevOps engineer	£525.00
Senior DevOps engineer	£645.00
Senior DevOps engineer — management	£675.00
Lead DevOps engineer	£725.00
Lead DevOps engineer — management	£755.00
Principal DevOps engineer	£785.00
Principal DevOps engineer — management	£825.00

User-Centred Design Roles

Accessibility Specialist

Role Level	UK Day Rate (£ ex VAT)
Junior accessibility specialist	£375.00
Accessibility specialist	£550.00
Senior accessibility specialist	£650.00
Head of accessibility	£750.00

Interaction Designer

Role Level	UK Day Rate (£ ex VAT)
Associate interaction designer	£295.00
Junior interaction designer	£355.00
Interaction designer	£495.00
Senior interaction designer	£595.00
Lead interaction designer	£675.00
Head of interaction design	£785.00

Service Designer

Role Level	UK Day Rate (£ ex VAT)
Associate service designer	£295.00

Role Level	UK Day Rate (£ ex VAT)
Junior service designer	£365.00
Service designer	£495.00
Senior service designer	£595.00
Lead service designer	£675.00
Head of service design	£785.00

User Researcher

Role Level	UK Day Rate (£ ex VAT)
Associate user researcher	£295.00
Junior user researcher	£375.00
User researcher	£495.00
Senior user researcher	£595.00
Lead user researcher	£675.00
Head of user research	£785.00

4 Discounts and Volume Pricing

- Educational and Non-Profit Discounts: up to 10% discount on support tier rates.
- Long-Term Engagements: contracts exceeding 12 months or 50 consultancy days may qualify for a negotiated discount subject to CCS approval.
- Framework Prices: all rates are maximum rates; lower prices may be agreed at call-off stage.

5 Expenses Policy

Travel and subsistence costs are only chargeable if on-site attendance is specifically requested by the Buyer and approved in advance. Expenses will be reimbursed at cost in accordance with CCS terms and HMRC guidelines. Bluebow encourages remote delivery to minimise public sector costs and environmental impact.

6 Price Review and Validity

All prices are fixed for the duration of the G-Cloud 15 Framework Agreement. Revisions may only occur in accordance with the framework's change control process or at call-off level where approved by CCS.

7 Payment Terms

- Payment Period: 30 days net from invoice date.
- Invoicing Frequency: monthly or per milestone delivery.
- Payment Method: electronic transfer (BACS) in GBP.
- Late Payments: subject to Public Contracts Regulations 2015 interest rules.

8 Contact for Pricing Enquiries

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9 Declaration

Bluebow Research & Consultancy Ltd confirms that all pricing information herein is accurate at the time of submission and complies with the G-Cloud 15 Framework requirements. All rates are quoted exclusive of VAT and subject to CCS terms and conditions. This document supersedes any conflicting rate information displayed on the Digital Marketplace listing page for Service ID 829980741543432.

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