

Pixel Fusion SFIA Rate Card

G-Cloud 15 | Lot 3 – Cloud Support Services

UK-Based Consultants – Daily Rate Card

SFIA Level	Strategy & Architecture	Business Change	Service Management	Solution Development & Implementation	Procurement & Management Support	Client Interface
1. Follow	£324	£319	£311	£316	£440	£319
2. Assist	£520	£505	£440	£491	£433	£429
3. Apply	£678	£662	£563	£625	£623	£642
4. Enable	£884	£810	£758	£827	£774	£797
5. Ensure / Advise	£1,028	£962	£898	£952	£918	£954
6. Initiate / Influence	£1,175	£1,157	£1,071	£1,101	£1,122	£1,150
7. Set Strategy / Inspire	£1,508	£1,393	£1,237	£1,451	£1,366	£1,388

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Consultancy Standards

- **Working Day:** 8 hours exclusive of travel and lunch
- **Working Week:** Monday to Friday, excluding national holidays
- **Office Hours:** 09:00–17:00, Monday to Friday
- **Travel & Subsistence:** Included within M25; outside M25 charged at departmental standard rate
- **Mileage:** As above
- **Professional Indemnity Insurance:** Included in day rate

SFIA Level Definitions

The Skills Framework for the Information Age (SFIA) defines professional skill levels across digital, IT, and business disciplines. Each level reflects increasing autonomy, responsibility, and strategic impact. Pixel Fusion aligns its consultant roles to these SFIA levels to ensure clarity, consistency, and comparability across public sector engagements.

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SFIA Level	Description
Level 1 – Follow	Operates under close supervision. Performs routine tasks with limited discretion. Ideal for junior support roles or trainees.
Level 2 – Assist	Works under general supervision. Uses established procedures and tools. Begins to take responsibility for own work.
Level 3 – Apply	Applies skills independently. Deals with a range of tasks and interacts with others to solve problems. Capable of delivering defined outcomes.
Level 4 – Enable	Takes responsibility for complex activities. Influences others within the team or project. Adapts approach based on context.
Level 5 – Ensure / Advise	Leads on significant tasks. Advises stakeholders. Ensures quality and consistency across deliverables. Often manages teams or functions.
Level 6 – Initiate / Influence	Shapes strategy and direction. Influences senior stakeholders. Leads large-scale initiatives or programmes.
Level 7 – Set Strategy / Inspire	Defines organisational strategy. Inspires and mobilises change. Operates at board or executive level, setting vision and long-term direction.

These definitions help buyers match consultant expertise to project needs, ensuring value and transparency across engagements.