



DATA POTENTIALS CONSULTANCY

DATA POTENTIALS G CLOUD PRICING MODEL (JAN 2026)

STANDARD CONSULTANCY DAY RATE CARD BASED ON SFIA FRAMEWORK (EXCLUSIVE OF VAT)

	STRATEGY	BUSINESS CHANGE	SOLUTION DEVELOPMENT	SERVICE MAAGEMENT	MANAGEMENT SUPPORT	EDUCATION DISCOUNT
1. FOLLOW	£525	£525	£525	£525	£525	£500
2. ASSIST	£550	£550	£550	£550	£550	£525
3. APPLY	£625	£625	£625	£625	£625	£600
4. ENABLE	£675	£675	£675	£675	£675	£625
5. ENSURE/ADVICE	£725	£725	£725	£725	£725	£700
6. INITIATE/INFLUENCE	£750	£750	£750	£750	£750	£725
7. SET STRATEGY/INSPIRE	£900	£900	£900	£900	£900	£850

- ❑ Please note that the Information and Data Strategy and M365 foundation work described in G Cloud 15 Lot 3 will be at level 5 and above.
- ❑ The above prices as of 1 Jan 2026 and are subject to future review.
- ❑ Data Potential's consultancy pricing model applies to outside IR35 work.

STANDARDS FOR CONSULTANCY – DAY RATE CARDS

- ❑ **Consultant's Working Day** – 7.5 hours exclusive of travel and lunch
- ❑ **Working Week** – Monday to Friday excluding national holidays
- ❑ **Office Hours** – 8:00am - 4:30pm
- ❑ **Travel and Accommodation** – travel costs and 1 night stay included in day rate within M25. Outside M25 and Bristol, payable at Department's standard T&S rates
- ❑ **Mileage or Rail fares** – as above
- ❑ **Professional Indemnity Insurance** – Included in the day rate

SFIA FRAMEWORK DEFINITIONS

	Autonomy	Influence	Complexity	Business Skills
1. Follow	• Works under close supervision • Uses little discretion • Expected to seek advice in unexpected situations	• Minimal influence • Interacts with immediate colleagues	• Performs routine activities in a structured environment • Requires assistance in resolving unexpected problems	• Uses basic systems and tools, applications and processes • Demonstrates an organised approach to work • Contributes to identifying own development
2. Assist	• Works under routine supervision • Uses minor discretion • Works without frequent reference	• Interacts with and may influence immediate colleagues • May have some external contact with customers and suppliers • May have more influence on own domain	• Performs a range of activities in varied environments • May apply creative thinking or suggest new ways to approach a task	• Understands and uses appropriate methods, tools and applications • Demonstrates a rational and organised approach to work • Has sufficient communication skills • Has sufficient digital skills for the role • Can plan, schedule and monitor own work within short time horizons
3. Apply	• Works under general supervision • Uses discretion in identifying and resolving complex problems and assignments • Usually receives specific instructions and has work reviewed at frequent milestones • Determines when issues should be escalated to a higher level	• Interacts with and influences department/project team members • May have working level contact with customers and suppliers • May supervise others in predictable and structured areas • Makes decisions which may impact on the work assigned to individuals or phases of projects	• Performs a broad range of work, sometimes complex and nonroutine, in a variety of environments	• Understands and uses appropriate methods, tools and applications • Demonstrates an analytical and systematic approach to problem solving • Takes the initiative in identifying and negotiating appropriate development opportunities • Demonstrates effective communication skills • Plans, schedules and monitors own work (and that of others where applicable) competently within limited deadlines and according to relevant legislation and procedures • Absorbs and applies technical information • Understands and uses appropriate methods, tools and applications • appreciates the wider field of information systems, and how own role relates to other roles and to the business of the employer or client

4. Enable	• Works under general direction within a clear framework of accountability • Exercises substantial personal responsibility and autonomy • Plans own work to meet given objectives and processes	• Influences team and specialist peers internally. Influences customers at account level and suppliers • Has some responsibility for the work of others and for the allocation of resources • Participates in external activities related to own specialism • Makes decisions which influence the success of projects and team objectives	• Performs a broad range of complex technical or professional work activities, in a variety of contexts	• Selects appropriately from applicable standards, methods, tools and applications. Demonstrates an analytical and systematic approach to problem solving • Communicates fluently orally and in writing, and can present complex technical information to both technical and non-technical audiences • Facilitates collaboration between stakeholders who share common objectives • Plans, schedules and monitors work to meet time and quality targets and in accordance with relevant legislation and procedures • Rapidly absorbs new technical information and applies it effectively • Has a good appreciation of the wider field of information systems, their use in relevant employment areas and how they relate to the business activities of the employer or client • Maintains an awareness of developing technologies and their application and takes some responsibility for personal development
5. Ensure or advise	• Works under broad direction • Is fully accountable for own technical work and/or project/ supervisory responsibilities • Receives assignments in the form of objectives • Establishes own milestones and team objectives, and delegates responsibilities • Work is often self-initiated	• Influences organisation, customers, suppliers and peers within industry on the contribution of own specialism • Has significant responsibility for the work of others and for the allocation of resources • Makes decisions which impact on the success of assigned projects i.e., results, deadlines and budget	• Performs a challenging range and variety of complex technical or professional work activities • Undertakes work which requires the application of fundamental principles in a wide and often unpredictable range of contexts • understands the relationship between own specialism and wider customer or organisational requirements	• Advises on the available standards, methods, tools and applications relevant to own specialism and can make correct choices from alternatives • Analyses, diagnoses, designs, plans, execute and evaluates work to time, cost and quality targets • Communicates effectively, formally and informally, with colleagues, subordinates and customers • Demonstrates leadership • Facilitates collaboration between stakeholders who have diverse objectives • Understands the relevance of own area of responsibility or specialism to the employing organisation • Takes customer requirements into account when making proposals

		Develops business relationships with customers		- Takes initiative to keep skills up to date. Mentors more junior colleagues - Maintains an awareness of developments in the industry - Analyses requirements and advises on scope and options for operational improvement - Demonstrates creativity and innovation in applying solutions for the benefit of the customer
6. Initiate or influence	- Has defined authority and responsibility for a significant area of work, including technical, financial and quality aspects - Establishes organisational objectives and delegates responsibilities - Is accountable for actions and decisions taken by self and subordinates	- Influences policy formation on the contribution of own specialism to business objectives - Influences a significant part of own organisation and influences customers and suppliers and industry at senior management level - Makes decisions which impact the work of employing organisations, achievement of organisational objectives and financial performance - Develops high-level relationships with customers, suppliers and industry leaders	- Performs highly complex work activities covering technical, financial and quality aspects - Contributes to the formulation of Information and Data and IT Strategies - Creatively applies a wide range of technical and/or management principles	- Absorbs complex technical information and communicates effectively at all levels to both technical and non-technical audiences. Assesses and evaluates risk - Understands the implications of new technologies - Demonstrates clear leadership and the ability to influence and persuade - Has a broad understanding of all aspects of IT and deep understanding of own specialism(s) - Understands and communicates the role and impact of IT in the employing organisation and promotes compliance with relevant legislation - Takes the initiative to keep both own and subordinates' skills up to date and to maintain an awareness of developments in the Information and Data industry
7. Set strategy & inspire	- Has authority and responsibility for all aspects of a significant area of work, including policy formation and application - Is fully accountable for	- makes decisions critical to organisational success - Influences developments within the Information and Data industry at the highest levels	- Leads on the formulation and application of strategy - Applies the highest level of management and leadership skills	- Has a full range of strategic management and leadership skills - Understands, explains and presents complex technical ideas to both technical and non-technical audiences at all levels up to the highest in a persuasive and convincing manner - Has a broad and deep Information and Data knowledge coupled with equivalent knowledge of the activities of those

	• Actions taken and decisions made both by self and subordinates	• Advances the knowledge and/or exploitation of Information and Data within one or more organisations • Develops long-term strategic relationships with customers and industry leaders	• Has a deep understanding of the Information and Data industry and the implications of emerging technologies for the wider business environment	businesses and other organisations that use and exploit Information and Data • Communicates the potential impact of emerging technologies on organisations and individuals and analyses the risks of using or not using such technologies • Assesses the impact of legislation, and actively promotes compliance • Takes the initiative to keep both own and subordinates' skills up to date and to maintain an awareness of developments in Information and Data in own area(s) of expertise
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