



Scroll pricing document – G Cloud 10 5 May 2018

Scroll's day rates are all resource-based and are outlined in the table below.
These rates represent the upper limit and are capped.

Service	Range (min to max) in £	Standard rate in £
Digital content design	400-650	425
Content design for services	525-875	575
Digital content maintenance and management	350-495	400
Digital content strategy	525-875	750
Training	475-800	650
User experience (UX) design and evaluation	495-650	495
User research	495-650	495
Communications and stakeholder management	475-715	575
Content planning for live or business as usual (BAU)	495-800	495
Content migration	350-715	425
Quality assurance, 2i and governance	385-855	495
Social media: strategy and maintenance	350-650	425
Content audit, planning and leadership	495-800	495
Web editing and copywriting	350-650	425
Digital campaigns	400-650	425
Technical writing	425-650	495
Content design and strategy for intranets	400-750	425
Taxonomy, information architecture, and related metadata services	400-750	575
Brand, tone of voice and style guides	425-800	495
Content operations leadership	495-800	650



Social marketing planning and implementation	475-800	575
Technical communication	525-875	575
Content engineering	525-875	575
Content strategy for cloud services and Government as a Platform (GaaP)	525-875	750
Translation and localisation management	525-875	525
Content for chatbots and voicebots	525-875	575

The day rates listed above show the minimum and maximum price range (the maximum or upper limit is capped) and a 'standard' rate. This 'standard' rate often reflects the 'enable' skill level as per the SFIA definitions, taking 'enable' to be the level we anticipate will be required most frequently. For other levels see the rate card table below. For example, requiring a less senior person will be at the 'assist' level, so would be £350/day, while someone on the 'initiate/influence' level for any of the services listed above could command a rate of up to £750.

We are very lean, reducing our overheads to a maximum in order to pay our content experts more and charge our clients less.

We are content experts: we can choose the best people for your project and don't have to charge our clients for spending a lot of time sourcing them.

The executive team of Scroll are content experts themselves, so can offer free, ad-hoc, first-class support and advice to clients: we're just a phone call away if you have any questions.

Scroll may offer a lower rate to clients based on the project needs, duration and scope. Scroll will also consider the client's sector and status and offer discounts accordingly (e.g. for registered charities).

Educational services and establishments: Scroll will offer a discount of 5% after the first 90 days' work to educational services and establishments, or as negotiated on a case by case basis.

Research establishments: Scroll will offer a discount of 5% after the first 90 days' work to research establishments, or as negotiated on a case by case basis.

Volume discounts: Scroll will offer a discount on any day rates above £400 if clients buy the services of 3 or more Scroll specialists for a period exceeding 90 days. Scroll also offers discounts to customers who:



- buy additional services
- commission the services of 10 or more Scroll content specialists
- raise purchase orders for periods of 6 months or longer
- pay all invoices within a purchase order period within 30 days of receiving them

Added value

We have a strong focus on customer service for our public-sector clients. In addition to a quality-led approach that guarantees the rigorous professional standards that befit government communications, we offer:

- a strong ethical basis reflecting a commitment to flexible, cost-effective professional services for the public sector
- the benefit of our many years' experience across varied projects, giving us a high level of expertise and knowledge in all of our service areas
- progress monitoring by a member of the executive team, with free advice on areas where efficiency gains might be made without compromising the high standard of work we produce for our clients
- consultancy and advisory services on a call-off basis
- the option of taking up resource to fit into an existing team or commissioning a fully managed service for entire projects or discrete project elements
- the ability to work independently over longer-term projects and make consistent judgement calls without the need for constant guidance – at the same time, we keep our clients informed of our activity in as much detail as they wish
- responsiveness, with a Scroll partner at the end of the phone at all times
- traceability – all decisions are documented and full audit trails are kept
- a network of 250 associates with a wide range of digital and editorial skills to draw on at short notice
- volume discounts for larger contracts
- references and evidence of value for money and repeat business available from previous clients