



Schedule of Charges

Effective 3 February 2026

This schedule sets out the standard charges for all services provided by **CM Beyer Limited**. All fees are in GBP exclusive of VAT at 20% unless stated otherwise. Bespoke pricing may apply for complex, multi-phase or long-term engagements.

The schedule is effective from **3 February 2026** and is subject to annual review. Next review: 3 February 2027.

Company	CM Beyer Limited
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Effective	3 February 2026
Next Review	3 February 2027

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01 General Consultancy

Consultation & Advisory

Initial discovery meeting (up to 45 min) First conversation. No commitment.	No charge
Discovery workshop (90 min, in-depth) Deep-dive with written summary.	£350.00
Follow-up consultation (per hour) Scheduled advisory session.	£150.00
Director-level advisory (per hour) Strategic or sensitive matters.	£200.00
Written advisory opinion (per issue) Formal written analysis.	£350.00
Telephone advisory (per 15-min block) Quick-access phone consultation.	£45.00
Video consultation (per hour) Zoom, Teams or Google Meet.	£150.00
Emergency / out-of-hours (per hour) 7am-10pm, 7 days.	£275.00
Second opinion / peer review Review of third-party work.	£500.00
Workshop facilitation (half day) Up to 4 hours. Notes included.	£750.00
Workshop facilitation (full day) Up to 8 hours with action plan.	£1,200.00
Strategic offsite facilitation (2 days) Multi-day leadership offsite.	£2,800.00
Boardroom presentation Prepared presentation with Q&A.	£500.00

Coaching & Mentoring

Executive coaching (per hour) One-to-one. Confidential.	£180.00
Executive coaching (6-session programme) Structured engagement with goals.	£950.00
Team coaching session Group coaching, up to 8 people.	£450.00
Mentoring programme (per month) Monthly + async support.	£450.00/mo
Speaking engagement / keynote Prepared talk at events.	£750.00

Panel participation Panel discussions, podcasts.	£350.00
Roundtable hosting (per event) Peer-group roundtable + agenda.	£950.00

02 CMB Insight — Marketing & Strategy

Research & Analysis

Market research (standard) 15-25 page report.	£2,500.00
Market research (extended) 30-50 pages with primary research.	£4,500.00
International market entry research Country-specific entry analysis.	£3,500.00
Competitor analysis (up to 5) Comparative matrix included.	£1,800.00
Competitor analysis (6-15) Market share estimates.	£3,200.00
Additional competitor (per) Beyond 15 competitors.	£180.00
Competitive intelligence (monthly) Ongoing tracking + briefing.	£350.00/mo
Customer segmentation study Personas and targeting.	£2,200.00
Persona development (per persona) Research-backed persona.	£350.00
Customer journey mapping End-to-end with touchpoints.	£1,200.00
Voice of customer programme VOC with interviews + synthesis.	£1,800.00
Net Promoter Score setup NPS survey + benchmark targets.	£600.00
Brand audit Assets, positioning, consistency.	£1,500.00
Brand equity tracking study Awareness, perception, consideration.	£3,500.00
Market sizing (TAM/SAM/SOM) Revenue opportunity model.	£1,500.00
Pricing benchmarking Competitive comparison.	£1,200.00
Customer survey (up to 500) Design, distribution, analysis.	£2,800.00

Additional respondents (per 100) Sample size extension.	£350.00
Focus group (per session) Up to 10 people.	£1,500.00
Customer interview (per) 30-45 min with transcript.	£250.00
Mystery shopping (per cycle) Up to 5 shops + scored report.	£950.00
User testing session (per user) Moderated remote session.	£180.00
Content audit Inventory + gap analysis.	£900.00
Trend report (sector-specific) Implications for your business.	£900.00
Industry trend briefing (subscription) Monthly written briefing.	£200.00/mo
SWOT analysis Structured assessment.	£600.00
PESTLE analysis Macro environment review.	£750.00
Strategy Development	
Marketing strategy (12-month) Positioning, channels, KPIs.	£4,500.00
Go-to-market strategy Launch plan + 90-day roadmap.	£3,800.00
Brand positioning framework Value props, tone, messages.	£2,500.00
Channel / media mix strategy Budget allocation per channel.	£2,000.00
Content strategy + calendar 12-month plan.	£1,800.00
Social media strategy Platform, content, cadence.	£1,500.00
Email marketing strategy Segmentation, automation.	£1,200.00
Customer retention strategy Lifecycle + loyalty mechanics.	£1,800.00
KPI framework design Measurable targets.	£800.00
Campaign planning document Brief, timeline, budget.	£1,200.00
Budget allocation model Scenario analysis.	£600.00

Marketing audit Gap analysis of current activity.	£1,800.00
SEO & Digital	
Full SEO audit Technical + content + backlinks.	£2,200.00
Technical SEO audit Crawl, indexation, speed, CWV.	£1,200.00
Keyword research 200+ keywords mapped.	£900.00
Content gap analysis Competitor ranking gaps.	£750.00
Backlink profile audit Quality + toxic link review.	£600.00
Local SEO setup GBP, citations, schema.	£500.00
Google Business Profile setup Profile + verification + photos.	£350.00
Analytics config (GA4 + GSC) Events, goals, dashboard.	£450.00
Tag Manager setup GTM container + core tags.	£300.00
Schema markup Per page type.	£250.00
Page speed optimisation Compression, caching, CLS.	£400.00
Monthly rank tracking Up to 100 keywords.	£250.00/mo
SEO content brief (per) Target keywords + structure.	£120.00
Link-building outreach (per month) Target 4-6 placements.	£950.00/mo
AI search visibility audit ChatGPT, Perplexity, AI Overviews.	£800.00
Performance & Reporting	
Quarterly strategy review KPI review + recommendations.	£750.00
Monthly performance report All channels with commentary.	£350.00/mo
Attribution modelling setup Multi-touch attribution.	£1,200.00
Dashboard build (Looker) Live data dashboard.	£800.00

Ad hoc data analysis One-off pull + summary.	£200.00
CRO audit Funnel, heatmaps, test plan.	£1,500.00
Marketing mix modelling Statistical channel contribution.	£3,500.00

03

CMB Amplify — Advertising & Creative**Creative Production**

Display ad (single format) Static display ad.	£180.00
Display ad set (6 formats) Full responsive set.	£650.00
Animated display (HTML5) Up to 3 frames + CTA.	£350.00
Social ad creative (single) Platform-optimised image.	£120.00
Social content pack (10) Static + carousel assets.	£850.00
Social content pack (20) Multi-week campaign pack.	£1,400.00
Story creative (per) 9:16 format with motion.	£95.00
Ad copy (5 variants) Headlines, descriptions, CTAs.	£250.00
Landing page copy Persuasive copy + CTA.	£400.00
Blog article (up to 1,500w) SEO-optimised.	£300.00
Blog article (1,500-3,000w) Long-form with research.	£500.00
Pillar / cornerstone article (3,000w+) Authoritative long-form.	£750.00
Email copy (single) Subject + body + CTA.	£150.00
Email sequence (5 emails) Drip sequence + logic.	£600.00
Case study Challenge / solution / results.	£350.00
Press release News format + boilerplate.	£250.00

White paper (up to 3,000w) B2B paper + references.	£950.00
Script (per minute of finished content) Video or podcast script.	£75.00
Brand guidelines Logo, colour, typography, tone.	£1,800.00
Logo design (3 revisions) Three concepts + refinement.	£1,200.00
Logo file pack SVG, PNG, EPS, PDF.	£150.00
Design revision (per round) Per round of changes.	£150.00
Stock photo (per image) Licensed + cropped.	£15.00
Custom illustration Bespoke vector to brand.	£250.00
Infographic design Data visualisation.	£450.00
Icon set design (10 icons) Custom matching set.	£350.00
Pattern / texture design Repeating brand pattern.	£250.00
 Photography & Video Production	
Photography — half day (on-location) 4 hrs. 20-40 edited images.	£450.00
Photography — full day (on-location) 8 hrs. 60-100 edited images.	£750.00
Product photography (per 10 products) White background + retouching.	£350.00
Headshot photography (per person) Min 5 sitters per visit.	£85.00
Event photography (per hour) Coverage + edited selection.	£150.00
Lifestyle photography (half day) On-brand with model direction.	£550.00
Photo retouching (per image) Colour, blemishes, crop.	£25.00
Drone footage (per session) Licensed operator. 4K edited.	£500.00
Talking head video (half day) Setup, filming, editing.	£1,200.00
Video ad (up to 15 sec) Short-form for social.	£950.00

Video ad (up to 30 sec) Script, edit, graphics, music.	£1,500.00
Video ad (30-60 sec) Storyboard to post-production.	£2,500.00
Promo video — full production (up to 90 sec) Concept to delivery.	£4,500.00
Animated explainer video (60-90 sec) Animation + voiceover + music.	£2,800.00
Motion graphics (per minute) Bespoke motion design.	£950.00
Video editing / revision (per hour) Post-production edits.	£95.00
Captioning / subtitling (per minute) Burned-in or .srt file.	£12.00
Voiceover sourcing & direction Casting. Talent fee extra.	£250.00
Music licensing (per track) Royalty-free or licensed.	£150.00
Podcast production (per episode) Edit, intro, upload, notes.	£450.00
Podcast season setup Cover art + first ep + distribution.	£1,200.00
Media Planning & Buying	
Media plan development Channel + budget + timeline.	£1,200.00
Google Ads — Search setup Structure, keywords, bidding.	£600.00
Google Ads — Display setup Targeting + responsive ads.	£500.00
Google Ads — Shopping setup Merchant Center + feed.	£750.00
Google Ads — Performance Max setup Asset groups + signals.	£650.00
Google Ads — Video / YouTube setup Types + companion banners.	£550.00
Meta Ads setup Facebook + Instagram.	£500.00
LinkedIn Ads setup Job/company/industry targeting.	£600.00
TikTok Ads setup Targeting + pixel.	£500.00
Pinterest Ads setup Audience targeting + pins.	£450.00

Reddit Ads setup Subreddit targeting.	£450.00
X (Twitter) Ads setup Objectives + targeting.	£450.00
Programmatic display setup DSP + brand safety.	£800.00
Connected TV / streaming setup Sky AdSmart, ITVX, Channel 4.	£950.00
Out-of-home (OOH) coordination Site selection + vendor liaison.	£1,200.00
Radio / podcast ad placement Station selection + reporting.	£650.00
Campaign mgmt (per channel/mo) Monitoring + rotation.	£450.00/mo
Multi-channel mgmt (3+) Cross-channel optimisation.	£1,100.00/mo
Media spend pass-through No markup.	At cost
A/B test (per test) Hypothesis + analysis.	£200.00
Conversion tracking setup Cross-platform events.	£350.00
Remarketing audience build Audience + pixel config.	£250.00
Lookalike audience creation Seed analysis + expansion.	£150.00
Negative keyword audit Wasted spend cleanup.	£200.00
PR, Influencer & Events	
PR strategy development Audience + outlet mapping.	£1,800.00
PR campaign mgmt (per month) Pitches + follow-up + reporting.	£2,500.00/mo
Press release writing + distribution Story + newswire.	£350.00
Media list compilation Sector-specific journalist list.	£400.00
Media training (per person, half day) Interview practice + message.	£750.00
Crisis PR support (per hour) Reactive support + statements.	£250.00
Spokesperson briefing pack Q&A + key messages + tone.	£600.00

Award entry preparation Research + narrative + submission.	£600.00
Speaker bureau placement Speaking opportunities + proposals.	£1,200.00
Influencer strategy Tier + platform + KPIs.	£1,200.00
Influencer outreach campaign Up to 10 creators.	£1,500.00
Influencer agreement (per) Contract + rights + payment.	£350.00
Partnership identification + outreach Strategic partners + intros.	£950.00
Affiliate programme setup Platform + commission + terms.	£1,500.00
Affiliate programme mgmt (per month) Recruitment + payouts.	£450.00/mo
Event strategy + planning Concept + logistics + KPIs.	£1,500.00
Event mgmt (half day, on-site) Run-of-show oversight.	£950.00
Event mgmt (full day, on-site) Larger event management.	£1,800.00
Event signage + collateral package Backdrop + badges + print.	£650.00
Webinar production Platform + run-of-show + recording.	£750.00
Virtual event platform setup Platform + branded landing.	£950.00
Pop-up activation (per day, on-site) Activation management.	£1,200.00

04 CMB Core — Business Management

Operational Advisory

Operational review (4 weeks) Process + structure + gaps.	£5,500.00
Operational review (8 weeks) Deep-dive + roadmap.	£9,500.00
Process mapping Visual maps + bottleneck ID.	£1,800.00
Standard operating procedure (per SOP) Documented procedure.	£250.00

Organisational restructuring Structure + transition + comms.	£3,500.00
Role definition (up to 20 roles) JDs + competencies.	£2,000.00
Additional roles (per) Per role beyond 20.	£80.00
Commission structure design Performance pay model.	£1,500.00
Management reporting framework KPIs + cadence + ownership.	£1,200.00
KPI dashboard design Visual dashboard mockup.	£800.00
Employee handbook Policies + procedures + conduct.	£2,000.00
Onboarding programme design 30/60/90-day plan.	£1,200.00
Exit interview framework Questionnaire + analysis.	£400.00
Human Resources Support	
HR policy (per policy) Tailored to your context.	£400.00
Recruitment process design Stages + scorecards + guides.	£1,500.00
Job advertisement writing Branded inclusive advert.	£150.00
Candidate screening (per role) Sift + shortlist.	£450.00
Performance review framework Cadence + templates.	£900.00
Talent acquisition strategy Sourcing + employer brand.	£1,500.00
Succession planning framework Successor ID + development.	£1,800.00
360-degree feedback setup Tool + raters + debrief.	£1,200.00
Employee engagement survey (per cycle) Design + analysis + themes.	£950.00
Workplace culture audit Qual + quant + culture map.	£1,800.00
Financial Advisory	
Financial planning (12-month) Revenue + cost + cash flow.	£2,500.00

Financial planning (3-year) Multi-year + sensitivity.	£4,000.00
Cash flow modelling Weekly/monthly + working cap.	£1,200.00
Pricing strategy review Cost-plus / value / competitive.	£1,500.00
Cost reduction analysis Line-by-line + savings plan.	£1,800.00
Budget preparation Template + allocation + workflow.	£900.00
Profit margin analysis Product/service margin breakdown.	£750.00
Break-even analysis Fixed/variable + contribution.	£400.00
Unit economics modelling CAC + LTV + payback.	£600.00
Working capital review AR + AP + stock optimisation.	£950.00
Technology & Systems	
Technology audit Stack review + recommendations.	£2,000.00
Platform selection Requirements + shortlist + scoring.	£1,500.00
CRM implementation plan Migration + mapping + training.	£1,800.00
System migration plan Architecture + mapping + risk.	£2,500.00
Digital workflow design Automate manual processes.	£1,200.00
Vendor management framework SLAs + cadence + escalation.	£800.00
Software requirements doc Functional + non-functional.	£1,000.00
Risk, Sustainability & ESG	
Risk assessment Register + scoring + mitigations.	£1,200.00
Business continuity plan Scenarios + recovery + test.	£2,500.00
Crisis management plan Protocols + comms + escalation.	£2,000.00
ISO 9001 readiness Gap + docs + audit prep.	£3,500.00

Quality management system Controls + monitoring.	£2,800.00
Sustainability strategy Material issues + targets.	£3,500.00
Carbon footprint (Scope 1, 2, 3) GHG calc + reductions.	£1,800.00
ESG reporting framework Disclosure + metrics + narrative.	£2,500.00
B Corp certification support Gap + submission support.	£3,200.00
 Growth, M&A and Investment	
Growth strategy (12-month) Leverers + priorities + milestones.	£4,000.00
Market expansion study Territory + regulatory + channels.	£3,000.00
Product development roadmap Validation + phases + launch.	£2,500.00
Partnership model design Structure + economics + governance.	£1,500.00
Business plan Investor / lender grade.	£3,500.00
Pitch deck Investor narrative + financials.	£1,800.00
Executive summary 2-page board / investor summary.	£500.00
M&A advisory (initial) Target/buyer + valuation.	£4,500.00
Due diligence support (per day) Data room + responses.	£950.00/day
Investment readiness assessment Gap vs investor expectations.	£2,500.00
Investor relations support (per month) Updates + KPI + enquiries.	£1,500.00/mo
Valuation modelling DCF + comparables + precedent.	£2,200.00
Information memorandum Buyer / investor-grade IM.	£3,500.00

05 Direct Sales Programmes

| Programme Setup

Programme design + planning End-to-end architecture.	£2,500.00
Territory planning + mapping Postcode-level prioritisation.	£800.00
Script development Conversation + compliance reviewed.	£1,200.00
Training development Materials + role-play + assessment.	£1,500.00
Training delivery (per session) Half-day, up to 10 people.	£450.00
Compliance framework Cooling-off + consent + escalation.	£900.00
Dashboard configuration Daily/weekly KPIs.	£600.00
CRM / lead integration Field data into CRM.	£450.00
Branded materials prep Badges + leave-behinds.	£300.00
Field Operations	
Programme management (per month) Oversight + liaison.	£2,000.00/mo
Team leader (per day) On-ground management + coaching.	£250.00/day
Sales rep (per day) Min 5-day booking.	£150.00/day
Sales rep (per week) 5-day block. Volume discounts.	£650.00/wk
Daily reporting + analysis Volume + conversion + compliance.	Included
Weekly coaching sessions 1:1 performance review.	Included
Mystery shopping (per visit) Conduct + compliance check.	£120.00
Compliance audit (per month) Docs + data + regulatory.	£350.00/mo
Script revision Field-data driven update.	£200.00
Territory reallocation Performance-based adjustment.	£400.00
Incentive administration (per month) Calculation + verification.	£150.00/mo

Lead Generation & Inside Sales

Lead generation programme (per month) Outbound across channels.	£1,500.00/mo
Telesales programme (per month) Inside sales calling.	£1,800.00/mo
B2B appointment setting (per appt) Pay-per-result available.	£75.00
Lead qualification (per lead) Qualified to agreed criteria.	£45.00
Database cleansing (per 1,000) Dedupe + validate + enrich.	£150.00
Outbound email campaign (per month) List + copy + send.	£650.00/mo
LinkedIn outreach (per month) Personalised outreach.	£950.00/mo

06 Retained Services

Monthly Retainers

CMB Insight (minimum) Monthly check-in + quarterly review.	£1,000.00/mo
CMB Amplify (minimum) Active campaign management.	£1,200.00/mo
CMB Core (minimum) Weekly touchpoint.	£1,500.00/mo
Multi-division (2+) Integrated support.	From £2,000/mo
Full-service (all divisions) Across all service areas.	From £3,500/mo
Quarterly strategy review Formal review + updated plan.	Included
Monthly reporting All active workstreams.	Included
Named account manager Single point of contact.	Included
Priority response (within 4 hrs) Business hours priority.	Included
Annual strategy refresh Full update at 12 months.	Included

Fractional Leadership

Fractional CMO (per month) ~2 days/week. Leadership meetings.	£4,500.00/mo
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Fractional COO (per month) ~2 days/week. Leadership meetings.	£4,500.00/mo
Fractional CRO / Head of Sales (per month) Pipeline + team + forecasting.	£4,200.00/mo
Advisory board seat (per quarter) Quarterly board attendance.	£2,500.00/qtr
Non-executive director (per quarter) Subject to mutual fit.	£3,500.00/qtr

07 Creative Materials & Assets

Document Production

Business card design Double-sided + 2 revisions.	£120.00
Business card print (per 500) 400gsm silk laminate.	£65.00
Letterhead design A4 template, Word + PDF.	£150.00
Compliments slip design DL branded slip.	£80.00
Email signature design (per template) HTML signature.	£75.00
Email signature rollout (per user) Install + test.	£15.00
PowerPoint / Keynote template 10+ layouts + charts.	£400.00
Word document template Styles + headers + cover.	£200.00
Excel report template Dashboard + chart formatting.	£150.00
Proposal template Multi-page proposal template.	£350.00
Pitch deck master template 20+ layouts.	£500.00
Certificate / award design Editable recipient fields.	£120.00

Promotional Items

Branded pen (per unit, min 100) Metal barrel + logo.	£1.80
Branded notebook (per unit, min 50) A5 softcover, foil-stamped.	£4.50

Branded USB drive (per unit, min 50) 16GB USB-A with logo.	£6.00
Branded tote — cotton (per, min 100) Cotton canvas 38x42cm.	£3.20
Branded tote — premium (per, min 50) Heavyweight canvas.	£6.00
Branded mug (per unit, min 50) 11oz ceramic full-colour.	£5.50
Branded water bottle (per, min 50) 500ml stainless steel.	£7.50
Branded lanyard (per, min 100) Polyester + breakaway.	£2.50
Branded keychain (per, min 100) Metal or leatherette.	£1.80
Branded power bank (per, min 25) 5,000mAh + USB-C cable.	£14.00
Branded umbrella (per, min 25) Golf umbrella, printed canopy.	£15.00
Branded sticker pack (per 100) Vinyl die-cut, full colour.	£45.00
Pull-up banner (85x200cm) Design + print + case.	£180.00
Pop-up banner (3x3 curved) Frame + print + lights + case.	£650.00
Backdrop banner (3x2m) Step-and-repeat or scenic.	£350.00
Branded clothing setup (per design) Logo digitisation.	£60.00
Branded polo (per, min 20) Embroidered chest logo.	£18.00
Branded T-shirt (per, min 20) Printed logo, cotton.	£14.00
Branded hoodie (per, min 20) Heavyweight hoodie.	£28.00
Branded cap (per, min 50) Embroidered, adjustable.	£8.50

Signage, Wayfinding & Vehicle

Vehicle livery design Full-vehicle design.	£450.00
Vehicle wrap install — small van Survey + print + fitting.	From £1,200.00
Vehicle wrap install — transit van Survey + print + fitting.	From £1,800.00

Window graphics design Frosted / full-colour / vision.	£350.00
Window vinyl printing (per sqm) Supply only.	£45.00
Shop signage design (single fascia) Design + planning mockup.	£400.00
Shop signage production (illuminated) Built + installed.	From £950.00
Foamex board signage (per sqm) Printed + cut.	£55.00
Wayfinding system design Directional + ID + regulatory.	£1,800.00
Wall mural design Bespoke mural design.	£650.00
Floor graphics (per sqm) Anti-slip vinyl.	£35.00

08 Print & Production

Marketing Print

Flyer design (A5 single-sided) 1 concept + 2 revisions.	£120.00
Flyer design (A5 double-sided) Front and back design.	£180.00
Flyer print (per 500, A5 single) 350gsm silk full colour.	£45.00
Flyer print (per 1,000, A5 single) Volume rate.	£65.00
Brochure design (4-page A4) Cover + spread + back.	£400.00
Brochure design (8-page A4) Multiple sections.	£700.00
Brochure design (12+ pages) Quoted per project.	From £1,000.00
Brochure print (per 250, 8-page A4) 170/300gsm silk.	£280.00
Booklet design (16-page A5) Multi-section booklet.	£500.00
Booklet print (per 100, 16p A5) 150gsm saddle-stitched.	£180.00
Catalogue design (per page) Per-page rate.	£80.00

Magazine design (16-page) Editorial layouts.	£900.00
Magazine print (per 250, 16p) 130gsm silk saddle-stitched.	£450.00
Newsletter design (per issue) A4 print or digital.	£350.00
Annual report design (16-page) Charts + sections + summary.	£1,500.00
Annual report design (24-page) Extended with data viz.	£2,200.00
Annual report print (per 100, 24p) 150/300gsm perfect bound.	£550.00
Report design (per page) Per-page rate.	£45.00
Poster design (A3 or A2) Print-ready files.	£200.00
Poster print (per 25, A2) 200gsm silk full colour.	£85.00
Leaflet design (DL trifold) Three-panel folded.	£250.00
Leaflet print (per 500, DL) 170gsm silk both sides.	£55.00
Direct mail piece design Personalised fields.	£350.00
Direct mail fulfilment (per 1,000) Print + fold + post.	£450.00
Trade show display (3x3m) Backwall + lectern + banners.	£1,200.00
Trade show display (6x3m) Larger format display.	£2,200.00
■ Packaging & Labels	
Custom packaging design Dieline + mockup.	£650.00
Label design (premium product) Premium label + revisions.	£350.00
Sticker / label design (per design) Die-cut or standard.	£80.00
Sticker printing (per 500) Vinyl or paper, full colour.	£40.00
Branded folder design A4 with pockets.	£250.00
Branded folder print (per 250) 350gsm gloss + foiling option.	£180.00

Office & Despatch

A4 print B&W (per page) 80gsm. Bulk rates.	£0.08
A4 print colour (per page) 80gsm. Bulk rates.	£0.18
Document binding (per doc) Comb or thermal + cover.	£3.50
Lamination (per A4) Gloss or matt pouch.	£0.80
Envelopes (per 100, C5 window) White self-seal.	£8.00
Postage — UK 1st class Letter up to 100g.	£1.35
Postage — UK 2nd class Letter up to 100g.	£0.85
Postage — large letter 1st class Up to 250g.	£2.10
Courier — UK next day Up to 2kg. Tracked.	£8.50
Courier — international Weight + destination.	From £15.00

09 Digital & Technical

Website Development

Landing page design + build Conversion-focused + tracking.	£600.00
Website page build (per page) Existing CMS. Content supplied.	£350.00
Page build + content creation Design + copy + imagery + SEO.	£550.00
WordPress site (5-10 pages) Custom theme + training.	£3,500.00
WordPress site (10-25 pages) Larger site + SEO foundations.	£6,500.00
WordPress site (25+ pages) Enterprise scope.	From £9,500.00
Custom theme development Bespoke WordPress theme.	£4,500.00
WooCommerce setup (up to 50 products) Payments + shipping + tax.	£4,500.00

Shopify store — basic Theme + products + payments.	£3,800.00
Shopify store — advanced Bespoke theme + integrations.	£6,500.00
Custom web application Quoted to requirements.	From £8,000.00
Headless CMS implementation API-driven front end.	£5,500.00
Platform migration Content + structure preserved.	£1,800.00
PWA development Offline-capable mobile experience.	£6,500.00
Mobile app design (UI/UX) Screens + prototype.	£2,800.00
Native mobile app development iOS/Android, quoted.	From £15,000.00

Hosting & Maintenance

Content update (<30 min) Text/image within structure.	£45.00
Content update (30-60 min) Layout adjustment.	£85.00
Hosting — basic (per year) Shared, brochure sites.	£180.00/yr
Hosting — business (per year) Managed VPS + SSL + backups.	£450.00/yr
Hosting — managed + CDN (per year) High-performance + global CDN.	£950.00/yr
Website maintenance (per month) Updates + backups + monitoring.	£150.00/mo
Website security monitoring (per month) Malware + firewall + IDS.	£85.00/mo
Daily backup management (per month) Off-site, 30-day retention.	£35.00/mo
Plugin/module updates (per hour) Manual + compatibility testing.	£85.00
Uptime monitoring + response (per month) 24/7 + 30min response.	£45.00/mo
Domain registration (per year) Admin fee applies.	At cost + £20
SSL certificate management (per year) Admin fee applies.	At cost + £20
DNS change Record additions/changes.	£35.00

Database optimisation Query + indexing + cleanup.	£300.00
 Email & Marketing Automation	
Email template design (HTML) Responsive cross-client.	£350.00
Email template build (from design) HTML/CSS coding.	£200.00
Email campaign send List + test + deploy + report.	£75.00
Marketing automation setup Platform + scoring + flows.	£1,800.00
Email automation flow (per flow) Welcome, abandoned, nurture.	£350.00
CRM data integration Field mapping + sync.	£1,200.00
Zapier / Make automation (per workflow) Built + documented.	£250.00
API integration (per integration) Custom system integration.	£800.00
Document automation Template-driven from form/CRM.	£1,500.00
 AI & Chatbots	
Chatbot — basic (rules-based) Decision tree, up to 20 nodes.	£900.00
Chatbot — advanced (AI-powered) LLM + knowledge base.	£2,500.00
AI assistant setup (custom) Prompts + retrieval + guardrails.	£3,500.00
AI content workflow design AI-assisted with QA.	£1,500.00
AI prompt library development Curated + tested library.	£950.00
AI policy + acceptable-use guidance Internal policy + approvals.	£750.00
 UX, Audit & Optimisation	
Accessibility audit (WCAG 2.2) Automated + manual review.	£1,200.00
Accessibility remediation (per page) WCAG 2.2 AA fixes.	£150.00
Performance audit Core Web Vitals + assets.	£600.00

Security audit App + config review.	£800.00
UX audit + recommendations Heuristic review + priorities.	£1,500.00
Wireframing (per page) Low-fi for design/dev handover.	£180.00
Interactive prototype Clickable Figma for testing.	£950.00
User testing programme (5 users) Recruit + moderate + analysis.	£1,800.00
CMS training (per session) Up to 90 min for editors.	£350.00

10**Compliance & Legal Support****Advertising & Data**

CAP/BCAP review (per campaign) Pre-publication code review.	£300.00
ASA pre-clearance support Clearcast or CAP Copy Advice.	£450.00
Claims substantiation review Evidence assessment.	£500.00
Regulatory response drafting ASA / ICO response.	£350.00
Privacy policy drafting UK GDPR compliant.	£600.00
Cookie policy drafting PECR + cookie audit.	£300.00
Cookie consent banner setup Category-level consent.	£200.00
Terms and conditions drafting Website or service terms.	£750.00
DPIA (per assessment) Data Protection Impact Assessment.	£500.00
Records of processing Article 30 records.	£400.00
DPA template Standard processor DPA.	£250.00
Consent mechanism review Marketing + cookies + data.	£300.00
Subject access response support SAR drafting + verification.	£450.00

Data breach response support Notification + regulator liaison.	£750.00
Annual compliance health check Ads + data + consumer law.	£750.00
Policy Drafting	
Whistleblowing policy Channels + protections.	£400.00
Modern Slavery statement Annual statement.	£350.00
Equality and diversity policy Practical guidance for managers.	£400.00
Health and safety policy Office / hybrid environments.	£500.00
Anti-bribery policy Bribery Act + gifts register.	£350.00
Information security policy Access + classification + IR.	£600.00
Acceptable use policy IT + AI tools.	£350.00
Code of conduct Behavioural standards.	£450.00
Cyber & Certification	
Cyber Essentials preparation Gap analysis + remediation.	£950.00
Cyber Essentials Plus preparation Inc. vulnerability scan prep.	£1,800.00
ISO 27001 readiness Gap + ISMS documentation.	£4,500.00
Cyber incident response retainer Priority + quarterly tabletop.	£350.00/mo
Document Services	
Notarisation coordination (per doc) Notary fees at cost.	£80.00
Company seal (per use) Application of company seal.	£25.00
Certified copy (per doc) Preparation + certification.	£35.00

11 Administration & Ancillary

Standard Administration

Proposal preparation Scope + deliverables + price.	No charge
Engagement agreement drafting Contract for agreed services.	No charge
NDA execution Standard mutual NDA.	No charge
Data subject access request Within one calendar month.	No charge
Bespoke report (per report) Custom-format report.	£500.00
Presentation deck (per deck) Branded, up to 20 slides.	£400.00
Additional presentation slides (per 10) Extension to deck.	£150.00
Meeting minutes (per hour) Attendance + action items.	£65.00
Translation coordination (per 1,000w) Translation cost separate.	£180.00
File format conversion (per file) Common document formats.	£15.00
Data entry (per hour) Input + cleaning + formatting.	£35.00
Research assistant (per hour) Desk research + fact-checking.	£45.00
Photocopying / scanning (per page) Bulk rate.	£0.05
Archive retrieval (records 2yr+) Historical record retrieval.	£75.00
USB / physical media (per item) Files on USB + posted.	£12.00

Virtual & Outsourced Support

Virtual assistant (per hour) General admin support.	£35.00
Diary management (per month) Scheduling + reminders.	£150.00/mo
Inbox management (per month) Triage + response drafting.	£250.00/mo
Travel booking coordination (per trip) Flights + accommodation.	£45.00
Event coordination (per event) Venues + suppliers + attendees.	£350.00

Mailing list management (per month) Subscriber management.	£85.00/mo
Customer service handling (per hour) Inbound enquiries.	£30.00
Receptionist services (per call) Branded answering + message.	£4.50
Call answering service (per month) Up to 50 calls/month.	£85.00/mo
Document preparation (per hour) Format + layout + proofread.	£45.00

Surcharges & Penalties

Rush delivery (<48 hrs) Applied to deliverable fee.	+25%
Urgent delivery (<24 hrs) Applied to deliverable fee.	+50%
Weekend / bank holiday working Applied to hourly/daily rates.	+50%
Cancellation (<48 hrs notice) Consultations + workshops.	25% of fee
No-show fee Confirmed but missed meetings.	50% of fee

12 Travel & Expenses

Travel

Greater London meetings TfL zones 1-6.	No charge
UK rail (standard class) Advance fare where possible.	At cost
UK rail (first class) Journeys over 2 hours.	At cost + approval
Mileage HMRC approved rate.	£0.45/mile
Congestion / ULEZ (per day) Where required for site visit.	At cost
Parking Max £20/day unless pre-approved.	At cost
Taxi / private hire Pre-approved only.	At cost
Overnight accommodation Standard business hotel.	At cost (max £150/night)

International rail (e.g. Eurostar) Standard class.	At cost
International flights (economy) Lowest reasonable fare.	At cost + approval
International flights (premium economy) Flights over 6 hours.	At cost + approval
Visa processing coordination Visa fees at cost.	£150.00
International travel insurance Where not provided.	At cost
Subsistence — breakfast Where not included in stay.	At cost (max £10)
Subsistence — lunch Working away from base.	At cost (max £15)
Subsistence — dinner Overnight stay required.	At cost (max £25)
Client entertainment (per person) Pre-approved only.	At cost (max £50)

13 Payment Terms

Billing & Payment

Standard payment terms Net 30 from invoice date.	30 days
Early payment terms (where agreed) On request for ongoing clients.	14 days
Project deposits (where applicable) Non-refundable if client cancels.	50% on commencement
Retained services billing Invoiced 1st of month.	Monthly in advance
Direct sales programmes Invoiced each Monday.	Weekly in arrears
Payment method No card payments accepted.	Bank transfer (BACS)
Late payment interest Statutory rate.	Base rate + 8%
Late payment compensation Statutory fixed sum by invoice.	£40-£100
Debt recovery costs Reasonable recovery costs.	At cost
VAT rate GB 515 2896 78.	20%

Credit terms
Standard terms only.

Not available

14 Notes & General Provisions

Effective dates. This schedule is effective from 3 February 2026 and is subject to annual review. The next review date is 3 February 2027. We will provide 30 days written notice of any material fee changes to retained clients.

VAT. All prices are in GBP exclusive of VAT at 20% unless stated. VAT-registered clients may reclaim VAT charged.

Bespoke pricing. Prices are standard rates for defined-scope work. Complex, multi-phase, or long-term engagements may be subject to bespoke pricing agreed in writing before work commences.

Scope changes. Scope changes during an engagement are discussed openly and any fee implications agreed in writing before additional work proceeds. We do not proceed with out-of-scope work without your approval.

Contractual status. This schedule does not constitute a contractual offer. Formal engagement is subject to a signed proposal or engagement agreement.

Third-party costs. Third-party costs (media spend, print production, translation, postage, software licences) are passed through at cost with no markup unless stated otherwise.

Quotations. For a tailored quotation, contact sales@cmbeyer.co.uk or request a proposal via cmbeyer.co.uk/support/forms/