

AW5.2 Price Schedule

**Please ensure that you DO NOT alter this spreadsheet.  
Any alterations may result in your Pricing being  
disqualified.**



SOURCING REFERENCE:	CS18064
SOURCING DOCUMENT TITLE:	UK Brand Project
BIDDER NAME	[Bidder to add name]

Please note that the staff costs in section 1 should equal the staff costs outlined in section 2. Section 2 provides further detail around the project team and the distribution of staff days.

**Bidder Guidance**

Bidders must provide their full cost for delivering the requirement for the contract in alignment with the objectives.

The figure used for evaluation is the total Cost (ex VAT) provided in Section 1. The total cost is the total staff costs (ex VAT) and the total Travel and Subsistence, Overhead costs, cost of production of materials and any/all costs associated with the delivery of the project (ex VAT).

The figure in cell G23 shall be used for evaluation purposes

Please complete the shaded yellow sections only.

Section 1: Total Project Costs - Mandatory

Objective	Number of Days (For Information Only)	Total Staff Cost Per Objective (ex VAT)	VAT	Travel and Subsistence, Overhead costs, cost of production of materials and any/all costs associated with the delivery of the project (ex VAT)	Total Cost (Ex VAT)	Total Cost (Inc VAT)
1. Audit and insight			£ -		£ -	£ -
2. Brand Strategy			£ -		£ -	£ -
3. Brand Architecture			£ -		£ -	£ -
4. Messaging			£ -		£ -	£ -
6. Creative concepts and development			£ -		£ -	£ -
5. Artwork and Guidelines			£ -		£ -	£ -
6. Implementation			£ -		£ -	£ -
7. Engagement and culture			£ -		£ -	£ -
<b>TOTAL FIXED PRICE</b>		£ -	£ -	£ -	£ -	£ -

Section 2: Total Staff Costs  
For information only

