



What a Caresque project costs: a plain English pricing guide

Where our projects start, what changes the price and how we quote.



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About this PDF

This guide is a tagged PDF with headings, bookmarks and alternative text. You can also read it online at caresque.co.uk/guides/what-a-caresque-project-costs. Need this in another format? Email hello@caresque.co.uk.

How we price

Every project is quoted after a free discovery call. The prices in this guide are a guide to where projects start, so you can judge early on whether we are the right fit before you spend time on a conversation.

We would rather tell you the likely shape of a project at the start than surprise you later. On the call we ask what you need, who it is for and when you need it, then send a written scope, timescale and fee.

Starting prices

These are the starting prices shown on our Services page, quoted word for word. All prices are plus VAT.

Consultancy	From £750 a day plus VAT
Go to market strategy	From £7,500 plus VAT
New product design	From £8,000 plus VAT
NHS and social care specialists	From £800 a day plus VAT
Web apps and iOS apps	Web apps from £16,000 plus VAT iOS apps from £22,000 plus VAT
Marketing strategy and collateral	From £5,500 plus VAT
Workflow and digital improvement	From £3,500 plus VAT for a workflow review
Staff training content	From £5,500 plus VAT for a short online learning module

Tip

Each line on our Services page also says “Public sector rates available”. See the section on public sector rates below.

What moves a price up or down

Two projects with the same name can be very different in size. These are the things that make the biggest difference to a quote.

- **Scope.** How much there is to do, and how much of it needs to be ready on day one.
- **Number of user groups.** A service for one group of people is simpler than one that must work for clients, families, staff and managers.
- **Integrations.** Connecting to other systems, such as a finance package or a records system, adds design, build and testing time.
- **Content volume.** The number of pages, screens, modules or documents we write and produce.
- **Testing rounds.** How many rounds of testing with real users the project needs before launch.

If your budget is fixed, tell us on the discovery call. We can usually suggest a smaller first version that fits it and leaves room to grow.

How prices relate to our six stages

Most projects follow the same six stages, set out on our How we work page. Not every project needs all six, and the time each one takes depends on what you need.

Discovery	1 to 2 weeks
Strategy	2 to 4 weeks
Design	3 to 6 weeks
Build	2 to 12 weeks, depending on what is built
Launch	1 to 2 weeks
Support	Ongoing, for as long as you need

A quote normally covers the stages your project needs, with the time and fee for each, so you can see where the money goes.

Public sector rates

Public sector rates are available on request. We do not publish them. If you work for the NHS, a council or another public body, mention it when you book and we will include the right rate in your quote.

Using services together

Most projects use two or three services together. For example, a new product might start with go to market strategy, move into new product design and then into a web app or iPhone app. We will suggest the right mix on a free discovery call.

What happens next

1. Book a free discovery call at caresque.co.uk/book, or email hello@caresque.co.uk.
2. Tell us what you need, who it is for and when.
3. We send a written scope, timescale and fee.
4. If you are happy, we agree a start date and a named lead for your project.

This guide is general guidance, not legal, clinical or procurement advice. Version 1.0, published 16 October 2026. Next review 16 April 2027.

About Caresque

Strategy, product design and digital delivery, with specialist knowledge of the NHS and social care.

Talk to Caresque

Tell us where you are and what you need. A free discovery call is the easiest way to find out whether we can help.

Book a free discovery call

caresque.co.uk/book

hello@caresque.co.uk

[0345 548 4005](tel:03455484005)

caresque

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