



WriteCare pricing

WriteCare aims to provide flexible support that adds the most value to your own communication expertise.

The rates below reflect different skills I can offer to meet your particular needs. These are in line with the rates recommended by professional bodies I belong to, specifically the Chartered Institute of Editing and Proofreading and National Union of Journalists.

But I will look at each project individually and will work with you to agree an estimated cost (and payment schedule) based on what skills are required and how long it will take to complete.

We may be able to agree a daily rate (based on an eight-hour day) that covers a range of different services during the project as a whole. Day rates take into account the length of the project and timescales (especially if you need a fast turnaround at short notice that requires evening, weekend or bank holiday working).

I'm well aware of the financial constraints facing the health and care sector, so I'll consider your budget and try to come up with a cost-effective solution. I'll also keep you posted on whether I'm likely to need to spend more than the estimated time on the project.

I am scrupulous about logging my hours (to the nearest 15 minutes) so you may actually be charged less than the original estimate if I manage to finish the work more quickly than expected.

Writing and researching

This may include interviews, online/document desk research and attending events to develop fresh content.

- £40-45 per hour

Writing based on existing material

This could include writing a summary for the public based on a fuller, more complex report, or patient information that reflects professional guidelines. Existing material may be provided by the communications team or come from other sources.

- £35-40 per hour

Developmental editing

This may include collating submissions that need significant revision, incorporating contributor amendments, planning and structuring content, applying a consistent style and tone of voice, adding a contents list, headings and appendices (e.g. a glossary), checking references and links, copy editing and proofreading.

- £35-40 per hour

Copy editing

This involves checking for errors (particularly factual, spelling, punctuation, grammar, tenses and formatting) and inconsistency (including style), revising copy to improve clarity and readability, checking references and links, suggesting alternative structure and headings if appropriate, raising queries and flagging up potential issues such as accessibility.

- £30-35 per hour

Proofreading

This involves final checks for errors and inconsistency, marking up corrections and possibly liaising with the designer/printer/web master, as appropriate.

- £25-35 per hour

Notes

1. All writing, editing and proofreading rates apply equally to online and print materials, whatever the intended use and target audience.
2. Hourly and daily rates apply equally to working from home or on site, and meetings and travel time (unless specifically agreed separately).
3. Hourly and daily rates are inclusive of operating costs (e.g. stationery, phone calls and basic mileage to and from the client's or another site).

All prices are quoted exclusive of VAT. My standard payment terms are 30 days from invoicing. Invoices are submitted at the end of a project unless staged payments have been agreed.