



**Polly Buckland**  
Marketing Strategy & Communications

I'm a Hampshire-based marketing and communications consultant specialising in housing, education and VCSE sectors. I work with clients that need strategic thinking combined with hands-on delivery – helping you turn complex ideas into clear strategy, compelling content and measurable results.

## Day Rate

£800 per day (excludes VAT)

This applies to project work, campaign support, and consultancy.

## Monthly Retainers

Days per month	Monthly rate	Effective day rate
1–4 days	£800 per day	£800
4+ days	10% discount applied to invoice	£720

Retainers are invoiced at the start of each month, with payment due by the end of that month. No rigid contracts – scale up when you need more support, dial back when things are quieter.

## Payment Terms

Invoices are due within 14 days unless otherwise agreed upfront.

For new clients or larger projects, a 50% deposit may be requested before work begins.

## VAT

I am not currently VAT registered. All rates shown exclude VAT. This is likely to change mid-2026, at which point 20% VAT will be added to all invoices.

## Expenses & Additional Costs

**Travel:** Mileage charged at HMRC rates (45p per mile). Train travel at cost.

**Software & tools:** If specialist software licenses or subscriptions are required (e.g., design tools, stock imagery, premium plugins), these are agreed upfront and charged at cost.

**Subcontractors:** If your project requires specialist input beyond my skillset (e.g., graphic design, web development), I can bring in trusted collaborators. This is always discussed and agreed in advance.

## Retainer Notice Period

Either party can end a retainer with 30 days' written notice. No penalties, no hard feelings.

## What's Included

Email and phone support, regular meetings (in person or video), planning and strategic input, copywriting and content creation, accessible communications, HubSpot setup and optimisation, campaign management, and progress reporting.

You get the thinking and the doing – strategic oversight combined with hands-on execution.



Drop me an email at [hello@pollyb.co.uk](mailto:hello@pollyb.co.uk) or call 07921 175 029

For more information, please visit:  
[pollyb.co.uk](http://pollyb.co.uk)

I'm based in Hampshire and can work in your office (Basingstoke and surrounding areas), hybrid, or fully remote – whichever suits your team best.