

# BetterGov

Digitally Driven, **Socially Empowered**

## Citizen Digital Services Design and Delivery

---

Service Definition

Lot 3: Cloud Support Services

G-Cloud 14 | RM1557.14 | 2026

Aligned to: Service Design, Business Architecture and User Research Services  
(Service ID 255429994054727)

# Contents

- 1 Introduction**
- 2 About BetterGov**
- 3 Scope of Service**
- 4 Service Features and Benefits**
- 5 Service Delivery**
- 6 Service Management**
- 7 Security and Compliance**
- 8 AI and Automation**
- 9 Accessibility**
- 10 Service Levels**
- 11 Onboarding and Offboarding**
- 12 Customer Responsibilities**
- 13 Technical Requirements and Constraints**
- 14 Training and Knowledge Transfer**
- 15 Social Value Commitment**
- 16 Pricing Overview**
- 17 Ordering and Invoicing**
- 18 Business Continuity and Disaster Recovery**
- 19 Reporting and KPIs**
- 20 Assumptions and Dependencies**
- 21 Service Constraints**
- 22 Data Protection (UK GDPR)**

## 1 Introduction

---

### 1.1 Purpose of the document

This Service Definition gives a clear overview of BetterGov's citizen digital services offering under the G-Cloud framework. It helps public sector organisations understand what the service provides, the benefits, and how it is delivered, so buyers can make informed decisions when purchasing through G-Cloud.

This offering is provided under BetterGov's listed G-Cloud 14 (RM1557.14) Lot 3 service 'Service Design, Business Architecture and User Research Services' (Service ID 255429994054727), with delivery-partner engagement models available under 'Delivery Partner Services' (Service ID 301663290047910). Both listings are published on the Digital Marketplace under Better Group Limited (supplier 704076).

Under this Service Definition, BetterGov designs and delivers end-to-end digital self-service for citizens: GDS Service Standard delivery from discovery to live, user-centred design, multi-channel and assisted digital journeys, GOV.UK common components (One Login, Pay, Notify, Design System, Forms), counter-fraud by design and legacy casework integration. Guided online journeys let members of the public find, start, track and complete government transactions that today rely on paper forms, postal evidence and manual processing.

This offering builds on BetterGov's standalone GOV.UK One Login Implementation listing (Service ID 521555122374646) and GOV.UK Pay implementation capability, bundling the common components into a single citizen services engagement.

### 1.2 Service description

Many public services used directly by citizens, rather than by professionals acting on their behalf, remain paper-based: printed forms, hard-copy evidence, cheques and postal notifications, joined to legacy casework systems behind the scenes. Error rates on paper forms are often high, and citizens who expect to transact online generate avoidable contact and complaints when they cannot.

This service digitises those journeys end to end. It covers: guided, accessible online application journeys built on the GOV.UK Design System; identity verification through GOV.UK One Login, including appropriate levels of identity assurance; digital capture of evidence and supporting documents, with a roadmap towards consuming data

directly from other government departments in place of citizen-supplied copies; payments through GOV.UK Pay with full reconciliation; status tracking and milestone notifications through GOV.UK Notify; digital counter-fraud controls that replace or strengthen physical equivalents; and integration with the buyer's casework and register systems, however long-established those systems are.

The service spans the full GDS lifecycle from discovery to live and is designed for a 'start with one service, extend the foundations' approach: the identity, evidence, payment, notification and integration patterns built for the first service are reusable for every service that follows.

## 2 About BetterGov

---

Better Group Limited, trading as BetterGov, is a specialist consultancy dedicated to supporting the UK public sector in delivering modern, efficient and user-centred services. Founded in 2016, we operate under the ethos 'Digitally Driven, Socially Empowered', helping government organisations transform through digital, data and technology. Our approach aligns with the GDS Service Standard, the Digital Scotland Service Standard, the Digital Service Standard for Wales, the Technology Code of Practice and Cloud First principles.

### 2.1 Services we provide

Our services include:

- citizen-facing service design and delivery across discovery, alpha, beta and live
- user research, service design and accessibility assurance
- digital identity integration and identity assurance advisory
- systems integration with legacy and casework environments
- cloud migration, platform engineering and DevOps enablement
- programme and product delivery, agile coaching and operating model design
- capability building, coaching and knowledge transfer.

### 2.2 Our values

We are user-focused, results-driven and agile. Our teams embed with client teams and work as an extension of the organisation rather than a vendor at arm's length. We succeed when the client can run and extend the service without us.

## 2.3 Why BetterGov

BetterGov is a UK digital consultancy built specifically for the public sector. Teams are UK-based and accountable to a named engagement lead from day one. We are technology agnostic: we make platform and tooling decisions on merit with the buyer, record them, and keep them reversible and aligned to the Technology Code of Practice. We hold Cyber Essentials Plus certification and operate to ISO 27001-aligned information security practices.

## 2.4 Experience

BetterGov delivers citizen-facing and staff-facing digital services across central government, local government and the devolved administrations, including services for large national user bases with identity, payments, notifications and legacy integration at their core. Anonymised case studies and named referees are available on request, subject to client clearance.

# 3 Scope of Service

---

The service supports the full lifecycle of citizen-facing digital public services, from understanding user needs through to live operation. Scope includes:

- discovery: user research with citizens and operational staff, as-is journey and casework process mapping, volumetric and failure-point analysis, legacy and integration assessment, identity and evidence options analysis, fraud threat modelling, and a costed, evidence-based recommendation
- service design: end-to-end to-be journey design that removes complexity at source, eligibility triage ('check before you start'), assisted digital and non-digital channel design, and content design to GDS plain-English standards
- guided journey build: GOV.UK Design System front ends using standard patterns (one thing per page, error summaries, check your answers, save and return), with validation and lookups at the point of entry so applications cannot be submitted incomplete
- identity: GOV.UK One Login integration, identity assurance profiling appropriate to transaction risk (aligned to GPG 45), step-up verification design, and matching verified identities to existing records in casework systems

- evidence: secure digital capture of documents and evidence, automated classification and validation, and progressive replacement of citizen-supplied evidence with authoritative data from other government departments where legal gateways permit
- payments and notifications: GOV.UK Pay integration including event capture, reconciliation into finance systems and refund handling; GOV.UK Notify integration driven by a case status model so citizens receive milestone updates and can track progress
- counter-fraud: design of digital controls that replace or strengthen physical identity, evidence and notice-to-address controls, informed by threat modelling of the digital journey
- digital credentials: design of timestamped, tamper-evident digital documents and extracts that carry legal weight equivalent to physical official copies
- integration: API and middleware layers between new citizen-facing services and existing casework, register and finance systems, using an abstraction approach that protects continuity and enables later back-end replacement
- live operation: analytics-driven iteration, event-based monitoring of journey drop-out and error rates, service assessment support, and transition of the service into the buyer's own teams.

## 4 Service Features and Benefits

---

### 4.1 Features

- end-to-end delivery across discovery, alpha, beta and live, aligned to the GDS Service Standard, including service assessment preparation and support
- guided citizen journeys built on GOV.UK Design System and GOV.UK Forms patterns with WCAG 2.2 AA accessibility
- GOV.UK One Login, GOV.UK Pay and GOV.UK Notify integration as standard
- multi-channel journey design across digital, telephony, face-to-face and assisted digital routes
- identity assurance design aligned to transaction risk, incl. step-up verification
- digital evidence capture with a roadmap to cross-government data reuse

- counter-fraud and error controls designed into digital journeys, aligned to Government Counter Fraud Function standards
- event-based analytics for drop-out, error-rate and completion insight
- integration with legacy casework, register and CRM systems through API-first abstraction layers (REST, SOAP, message queues, event streams)
- AI and automation applied to evidence triage and repetitive casework tasks, always with human oversight
- assisted digital and offline channel design for users who cannot self-serve
- multidisciplinary teams: service designers, user researchers, engineers, architects, delivery leads
- collaborative delivery with buyer teams, with knowledge transfer throughout
- UK-based, security-cleared personnel with BPSS as baseline, SC DV available.

## 4.2 Benefits

- fewer errors: validation, lookups and guided journeys address the high error rates typical of paper forms, which cuts rework and requisitions
- lower contact volume: self-service, status tracking and proactive notifications remove the need for citizens to phone for updates
- inclusive by design: services work for older and less digitally confident users, with assisted routes retained
- faster processing: digital submissions arrive structured and complete, ready for casework
- concrete phase exits: each phase produces decision-ready artefacts, including a costed beta plan, a prioritised MVP backlog and an evidence pack for approvals and assessments
- common-components compliance: adopting GOV.UK One Login, Pay and Notify meets departmental obligations to use cross-government platforms
- reusable foundations: each subsequent service costs less and ships faster than the last
- reduced fraud exposure: controls designed against modelled threats rather than inherited habit
- sustainable ownership: buyer teams are coached to run and extend the service themselves.

## 5 Service Delivery

---

### 5.1 Operating model

- agile delivery (Scrum or Kanban) with iterative planning and transparent reporting
- two-track model: a design track (research, service design, content, prototyping) and a build track (configuration, integration, testing) converging through shared, validated artefacts
- governance and reporting to track milestones, risks and performance.

### 5.2 Delivery approach

We deliver iteratively, releasing usable increments early and refining services on real user and operational feedback. Delivery is remote-first with on-site support for critical workshops, research sessions and discovery activities, or hybrid where a blend is required. We are happy to work as a sole delivery team, in blended teams with buyer staff, or as a capability-enhancement layer around an existing team. In our experience the collaborative, blended model produces the best long-term outcomes.

### 5.3 Understanding users and designing services that work

We design around real user needs, operational realities and policy intent. Our research covers applicants, caseworkers and operational staff, with accessibility and inclusion embedded from the outset. Methods include moderated and unmoderated testing, in-person sessions for harder-to-reach users, longitudinal studies, analysis of call-centre and complaints data, and accessibility testing with assistive-technology users in every research round.

Service design maps the end-to-end value chain: journeys, supporting roles, information flows, systems, policy rules and the points where complexity emerges. We design out complexity rather than digitise it, and every redesign is validated with the operational and policy teams accountable for the service.

Some services are used at moments of stress: bereavement, separation, changes in circumstances. We design these with particular care, using plain language, asking only necessary questions, signposting human help clearly, and building journeys that can be paused and resumed.



## 5.4 Standards alignment

We design and assure against the GDS Service Standard (14 points), the Digital Scotland Service Standard and the Digital Service Standard for Wales. We produce a live evidence pack mapped point by point to whichever standard governs the engagement, so service assessment readiness is continuous rather than a sprint at the end. We provide assessment preparation and support at alpha, beta and live.

## 5.5 Build services

We configure rather than code where the platform allows, automate what does not need human judgement, and instrument the build so quality is evidenced continuously. Integration uses standard adapters (REST, SOAP, message queues, SFTP, event streams) with an interface catalogue, contract tests for every connection and replayable event logs so failed integrations are recoverable. Where buyer systems are long-established or bespoke, we build an abstraction layer between legacy and new services, protecting continuity and keeping future back-end replacement open.

Testing is shift-left: unit, integration and system tests in CI/CD; joint user acceptance with operational staff; and non-functional coverage for performance, resilience, accessibility (automated checks plus assistive-technology user testing) and security (dependency scanning, static analysis, penetration test coordination).

## 5.6 Delivery classifications and vetting

By default, work is delivered on systems classified as OFFICIAL. All staff hold at least BPSS clearance, confirmed during onboarding. Where higher levels are needed, we provide SC and DV cleared personnel to meet government security requirements.

# 6 Service Management

---

Each engagement is managed by a named engagement lead accountable for delivery, quality and commercial performance, supported by ITIL-aligned service management for incident, change and problem where live services are in scope. Governance includes sprint-level reporting, monthly service reviews covering milestones, risks, dependencies and spend, and a defined escalation route from delivery lead to engagement lead to BetterGov director. Quality, risk and security are managed through a published definition of done, sprint-level peer review and design assurance, and traceable evidence available to independent reviewers throughout.

## 7 Security and Compliance

---

### 7.1 Certifications and alignment

BetterGov holds Cyber Essentials Plus certification. Our information security management is ISO 27001-aligned and our quality management is ISO 9001-aligned. We commit to producing an evidence pack against the NCSC Cloud Security Principles and the Technology Code of Practice on every public sector engagement.

### 7.2 Data residency

Buyer data is processed and stored in the UK unless the buyer directs otherwise in writing.

### 7.3 UK GDPR compliance

We operate as processor or sub-processor under the buyer's instructions, with processing terms set out in the call-off contract. Identity and evidence data handled by citizen services is treated as high-sensitivity by default, with data protection impact assessment support included in discovery.

## 8 AI and Automation

---

We apply automation where policy is unambiguous (rules-driven eligibility, document classification, straight-through processing) and route genuine exceptions to human judgement with full context attached. Automation rules are versioned, auditable and reversible. Where AI assists journeys (for example guidance or triage), we design human oversight in, test outputs for accuracy and bias, and align to government guidance on AI in the public sector. AI is never used to make unreviewable decisions about citizens.

## 9 Accessibility

---

Accessibility is built in from the first sprint, not retrofitted. All new patterns target WCAG 2.2 AA. Content is drafted to GDS plain-English patterns, tested for reading age and adapted to Easy Read, translated or alternative formats where the audience needs them. We test with keyboard, screen-reader and reduced-motion use, and with assistive-technology users in every research round. Assisted digital routes are designed alongside the digital journey so no user is excluded.

## 10 Service Levels

---

Service levels are agreed per call-off to match the engagement type. For delivery engagements, commitments cover team availability, milestone delivery and reporting cadence. For live service support, response and resolution targets by severity, service hours and any service credit arrangements are set out in the call-off contract.

## 11 Onboarding and Offboarding

---

Buyers order through the Digital Marketplace and a call-off contract. Mobilisation typically completes within two weeks of signature: named team confirmed, ways of working agreed, environments and access arranged, and a mobilisation backlog agreed with the buyer. At exit, we provide structured handover: documentation, code and configuration transferred to buyer ownership, knowledge transfer sessions completed, and data returned or destroyed to the buyer's instruction with certification. Buyer data is retained no longer than the call-off requires.

## 12 Customer Responsibilities

---

- provide timely access to systems, environments, data and documentation needed for delivery
- make subject-matter experts, operational staff and policy owners available for research and validation
- own decisions on scope, priority and acceptance, through a named product owner or equivalent
- manage internal governance, approvals, 3<sup>rd</sup>-party dependencies on buyer side
- hold responsibility for legal gateways & data-sharing with other departments.

## 13 Technical Requirements and Constraints

---

Prerequisites are agreed at call-off and typically include: access to relevant environments and APIs; buyer-side onboarding to GOV.UK One Login, Pay and Notify (we support these applications); and availability of legacy system owners for integration discovery. Known limitations: dependencies on third-party approval timelines (identity service onboarding, security accreditation, other departments' data-sharing agreements) sit outside BetterGov's control and are managed transparently through the risk register.

## 14 Training and Knowledge Transfer

---

Knowledge transfer is continuous: blended teams, pairing, documented decisions and living artefacts. Included as standard: handover documentation, walkthrough sessions and a capability baseline for the buyer team. Optional capability-building services include agile coaching, user-centred design training, GDS assessment preparation and product operating model design, including the shift from project-based to product-based funding and team models.

## 15 Social Value Commitment

---

We deliver social value aligned to PPN guidance and the buyer's priorities, agreed per call-off. Typical commitments include: creating opportunities for early-careers talent on the engagement; upskilling buyer staff in digital, data and design disciplines; inclusive research practice that pays participants fairly; and reducing environmental impact through remote-first delivery and cloud efficiency. Delivery against commitments is measured and reported quarterly.

## 16 Pricing Overview

---

Pricing follows the published BetterGov SFIA rate card for this framework. Engagements can be structured as capped time and materials, fixed price per milestone, or outcome-based statements of work. Discovery engagements are typically fixed price. Optional extras such as additional research rounds, extended live support and capability-building programmes are priced from the rate card.

## 17 Ordering and Invoicing

---

Order through the Digital Marketplace following the G-Cloud buying process. Invoicing is monthly in arrears against agreed milestones or time, with payment terms of 30 days. Purchase order and invoicing arrangements are confirmed at call-off.

## 18 Business Continuity and Disaster Recovery

---

BetterGov maintains business continuity arrangements covering people, equipment and information, tested annually. For live services we design resilience appropriate to the service's criticality: multi-availability-zone deployment, tested recovery plans and documented recovery time and point objectives agreed with the buyer.

## 19 Reporting and KPIs

---

Monthly reporting covers progress against milestones, spend, risks, issues and dependencies. Quarterly reviews assess outcomes against the benefits case. Service KPIs are agreed per call-off and for citizen services typically include: digital take-up, first-time-right completion rate, journey drop-out by page, error rates versus the paper baseline, contact-centre deflection, accessibility conformance and user satisfaction.

## 20 Assumptions and Dependencies

---

- buyer provides timely access to systems, people and information as set out in Section 12
- third-party services (GOV.UK One Login, Pay, Notify) remain available and their onboarding timelines are subject to their operators
- cross-government data reuse depends on legal gateways and agreements owned by the buyer
- security accreditation timelines are governed by the buyer's assurance processes.

## 21 Service Constraints

---

Planned maintenance for any BetterGov-operated tooling is notified in advance. The service does not include the operation of buyer legacy systems, the provision of hosting (buyer cloud subscriptions are used), or legal advice on data-sharing gateways, though we advise and support on all three.

## 22 Data Protection (UK GDPR)

---

BetterGov complies with UK GDPR and the Data Protection Act 2018. Roles (controller, processor, sub-processor) are defined per call-off with processing particulars in the contract schedules. We support data protection impact assessments, privacy notices and records of processing for the services we design. Personal data is processed only on documented instructions, protected by technical and organisational measures aligned to our ISO 27001-aligned information security management, and returned or destroyed at contract end per the buyer's instruction.